

# BUSINESS RELATIONS AND STARTUP MENTORSHIP AT THE UNIVERSITY OF SZEGED.

BEST PRACTICES AND FUTURE PLANS.

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# Activities of third mission actors at University of Szeged

## Directorate General for Quality Management and Strategic Planning

- Stimulate strategic partnerships and cooperations
- Integrate into international institutional networks

## Directorate for Research, Development and Innovation

- Disseminate the entrepreneurial culture among researchers and students
- Generate practice-orientated entrepreneurial curriculums, workshops and events
- Elaborate the strategy of the innovation ecosystem in Szeged
- Raise funds for the University through networking with investors and international institutions

## Directorate for Project Management

- Assure financial resources

# Key barriers in implementing third mission initiatives

- ▶ Researchers are **overloaded** with projects, so establishing a company is less favourable for them because of the high risk factors
- ▶ The amount of **venture capital** in the area was **insignificant**
- ▶ „Brain drain”
- ▶ **Lack of proper regulation of the legal background** in the field of technology transfer and start-up, spin-off, spin-out companies
- ▶ **vanishing number of startup/spin-off/spin-out** companies around the University compared to other EU member states
- ▶ **low income** from royalties, R&D contracts and other services
- ▶ **lack of a dedicated organisation**

SOLUTION



**STARTUP MENTORSHIP PROGRAMME and  
BUSINESS RELATIONS MANAGEMENT**

# Business relations management

## Primary goals:

- ▶ support the cooperation between industrial actors and academics, thus providing services for both groups in a **single-window approach** within the university
- ▶ stimulate R&D projects in collaboration with industrial partners

## Results:

- ▶ 25 Strategic industrial partners
- ▶ 26 industrial projects
- ▶ 500 million forint R&D income annually
- ▶ 7 Spin-off companies
- ▶ Involved in 23 clusters
- ▶ Science Park (surrounding ELI-ALPS) & other developments

# Purposes of the STARTUP MENTORSHIP PROGRAMME

- ▶ Disseminate entrepreneurial culture among researchers and students
- ▶ Catalyze the innovation ecosystem
- ▶ Increase the number of **spin-outs, spin-offs and startups** around the University of Szeged
- ▶ Cooperate with **venture capital** firms

# Basis of the STARTUP MENTORSHIP PROGRAMME

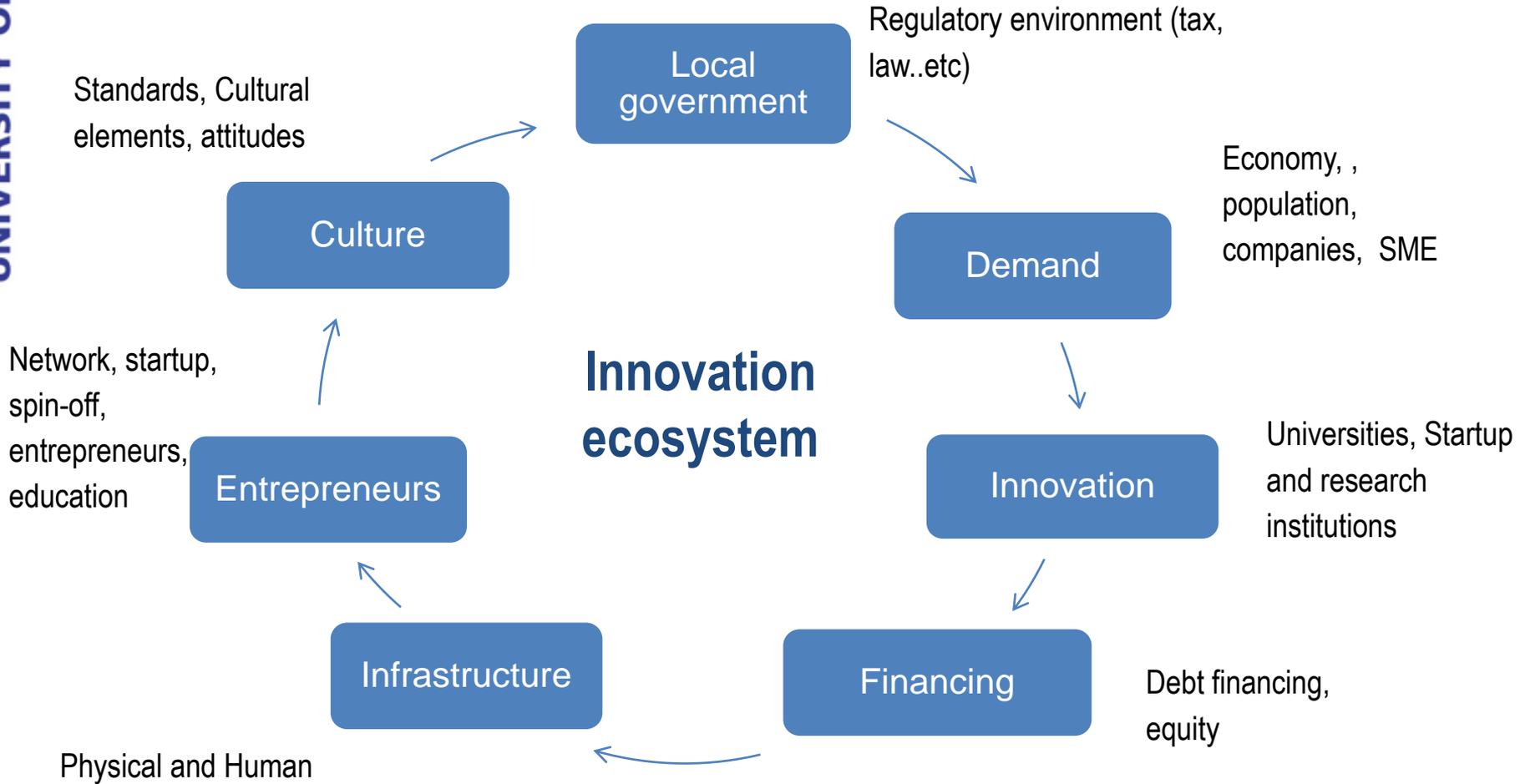
- ▶ **Center of Economic and Enterprise Development** at the Department of Economics
- ▶ **Knowledge Map** of the University of Szeged
- ▶ **System of Scholarships**
- ▶ **SZTE Talent Programme**
- ▶ **Mentor Programme**
- ▶ **„Green University” Programme**
- ▶ **Industry / business input into curricula**
- ▶ **Mandatory, alternative and „dual” traineeships** (3-6, 12, 24 weeks)
- ▶ Increasing number of **spin-outs, spin-offs and startups** around the University

# Pillars of the STARTUP PROGRAMME

Catalizing education and training	Generating financial resources	Creating entrepreneurial environment
<ul style="list-style-type: none"> <li>• Startup Mentor Programme</li> <li>• High-level trainings for university employees responsible for the activities</li> <li>• Practice-orientated entrepreneurial curriculums, workshops and events</li> <li>• Online entrepreneurial course</li> </ul>	<ul style="list-style-type: none"> <li>• Collecting and mentoring both researchers' and students' projects</li> <li>• Generating sustainable cooperation with the stakeholders of capital market</li> <li>• Creating sponsorship network (sustainability)</li> <li>• Innovation Prize</li> </ul>	<ul style="list-style-type: none"> <li>• Development of incubation services</li> <li>• Integration into international institutional networks</li> <li>• Establishing an incubator for the early-stage companies</li> </ul>

# Stakeholders

## Innovation ecosystem



## What have we learned from implementing the initiative so far?

Make entrepreneurial courses open for the relevant stakeholders

Need of funds and a single, dedicated organisation

More communication with enterprises



### Implementation of Startup Programme

- ▶ to reach the goals mentioned above
- ▶ to enable the dissemination and industrial utilization of research results in a conscious and systemized manner
- ▶ to strengthen and deepen entrepreneurial thinking



# Thank you for your attention!

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