HSUP GUIDE

2026/27

for Students, Mentors and Coordinators

HUNGARIAN INNOVATION AGENCY

HSUP HUNGARIAN STARTUP UNIVERSITY PROGRAM

NEMZETI KUTATÁSI, FEJLESZTÉSI ÉS INNOVÁCIÓS HIVATAL

AZ NKFI ALAPBÓL MEGVALÓSULÓ PROGRAM



HSUP HUNGARIAN STARTUP UNIVERSITY PROGRAM

Modules
of the two Semester

First Semester

- Idea Validation
- Market Research and Product Development
- Marketing
- Business Models
- Financial Planning
- Basics of Legal and HR
- Introduction to the Startup World

Second Semester

- The Team
- Writing a Business Plan
- Investment and Investors
- Softwares and Tools for Efficient Operation
- Case Studies in Detail

Choose Your Role

Coordinator

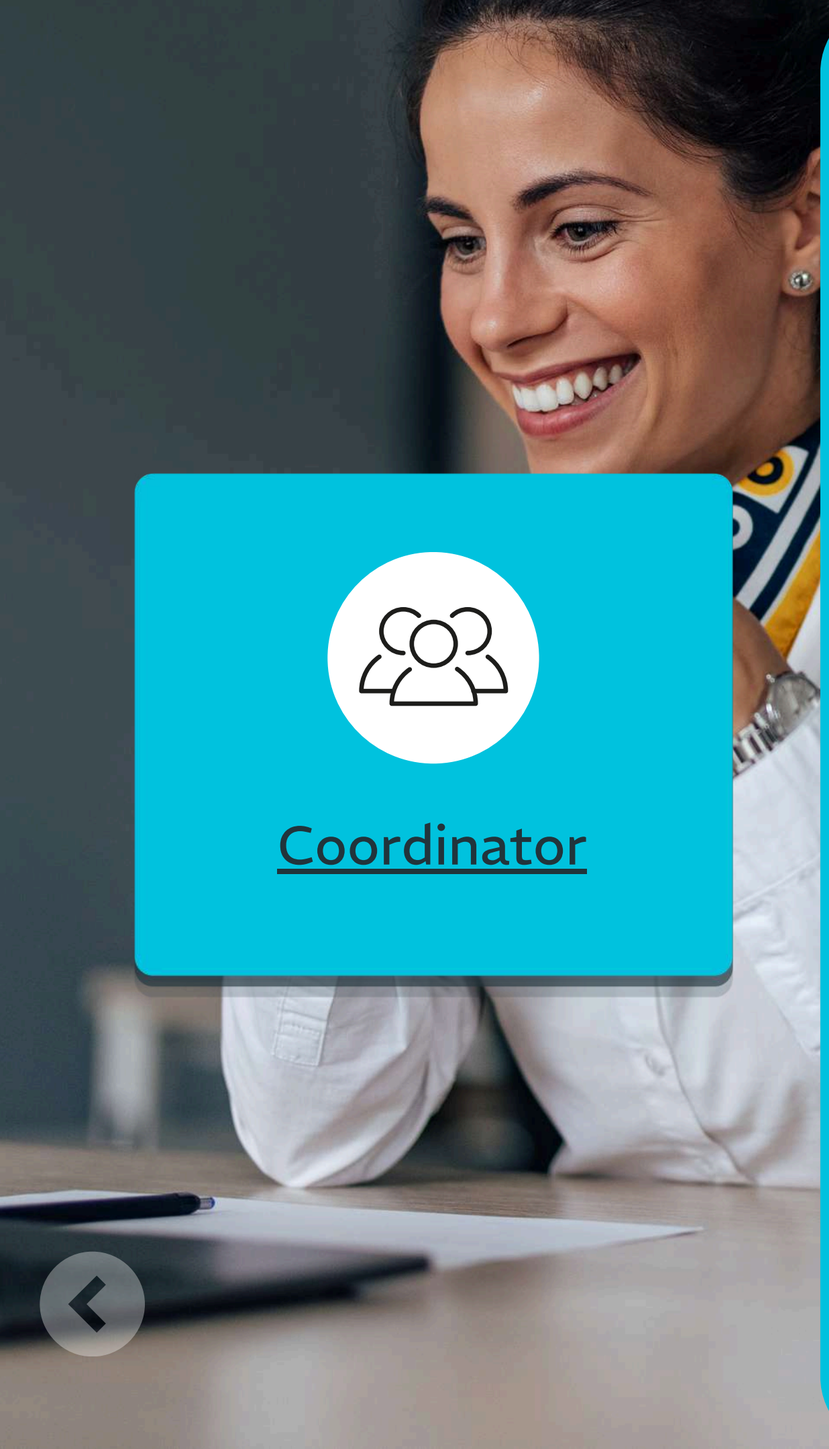
Student

Mentor

General Timeline

One-pager Evaluation Criteria

Glossary



Coordinator

I. Semester

II. Semester

Communication

Coordinator

I. Semester

Course Announcement
The HSUP Semester I course is announced in the institution's academic administration system, enabling students to register for the course. HSUP Institutional Coordinators oversee the student registration process.

Uploading the Student List to the Back Office Platform (Directus)
Once the university course registration period has closed, Institutional Coordinators export the list of students who have registered for the HSUP course in Neptun. They then adapt the list to the format required by HSUP so that it can be uploaded to the Back Office (Directus) system.

Activating Students
Students created through the upload process are initially created in draft status and do not yet have access to their accounts. To enable students to use the HSUP platform, their accounts must be activated.

- Students receive an email prompting them to set their password. Once they have set their password, they can access the HSUP platform and begin their work for the semester.
- The Back Office system allows students to be registered after the initial registration period.
- Only students who meet both of the following criteria can be activated in the Back Office system:
  - they have registered for the HSUP course in Neptun; and
  - they have not previously registered for the HSUP course.

Handling Student Issues
Technical issues that arise during the registration process are handled by HSUP Administrators, with the involvement of the Institutional Coordinator where necessary.
Institutional Coordinators can check the progress of students at their institution at any time, including their module test results and one-pager submissions.

Coordinator

I. Semester

One-Pager Evaluation
At the end of the first semester, Institutional Coordinators download the one-pagers submitted by students. The one-pagers are then evaluated by a professional committee established in advance by the university. One-pager grades can be entered in the HSUP Back Office system.

Semester Completion
Entering the final semester grades requires the one-pager grades to have been entered by the Institutional Coordinators. The system automatically calculates the average of the one-pager grades and module test grades. The Institutional Coordinators then download the students' final grades and enter them into the Neptun system.

One-Pager Selection
The one-pagers are selected by a team of expert mentors and university coordinators. During the final selection process, only submissions from students who have achieved a minimum grade of 2 by the end of the semester are considered. The HSUP Administrators then invite the selected one-pager authors to take on the Project Owner role through the system. Students receive an email notification about the invitation and can accept or decline it.

Coordinator

I. Semester

II. Semester

Student Registration
The HSUP Semester II course is announced in the institutions' academic administration systems, enabling students to register for the course. HSUP Institutional Coordinators oversee the student registration process.

Handling Student Issues
Technical issues that arise during the registration process are handled by HSUP Administrators, with the involvement of the Institutional Coordinator where necessary.

Activating Project Owners
During the Project Owner selection process, students who accept the invitation by email are automatically registered for Semester II as Project Owners. Institutional Coordinators do not need to activate or otherwise set them up separately.

Setting Up and Activating Project Member Roles
Through the Back Office (Directus) system, students who completed Semester I with a minimum grade of 3 can be designated as eligible to join a project team as Project Members (PMs).

Activating Students Who Cannot Join a Project Team
Students who completed Semester I with a grade below 3 cannot join a project team. As in Semester I, they gain access to the Semester II modules once their accounts have been activated.

Student and Mentor Matchmaking
During the student and mentor matchmaking period, Institutional Coordinators can view the project teams of Project Owners at their institution and verify that the teams meet the program requirements, including the eligibility of team members, mentor assignment, and the proper completion of the project profile.

Coordinator

I. Semester

II. Semester

Supporting Project Teams
Coordinating mentors and professional programs provided by the institution, and cooperating with HSUP Administrators.

Monitoring Student Progress
Monitoring the progress of scholarship teams and working together with HSUP Administrators and mentors to address student-related issues. Where justified, Institutional Coordinators may participate in joint decisions regarding a student's continued participation in the program and eligibility for the scholarship.

Student Monthly Reports and Mentor Reports
Monitoring the submission and results of student monthly reports and mentor reports. If a student's performance is not satisfactory, coordinating with HSUP Administrators on the necessary measures.

Semester II Completion
Recording final grades in Neptun in accordance with the program requirements. Checking the submission of Progress Reports for project teams and supporting the administrative tasks related to teams advancing to Demo Day.

Coordinator

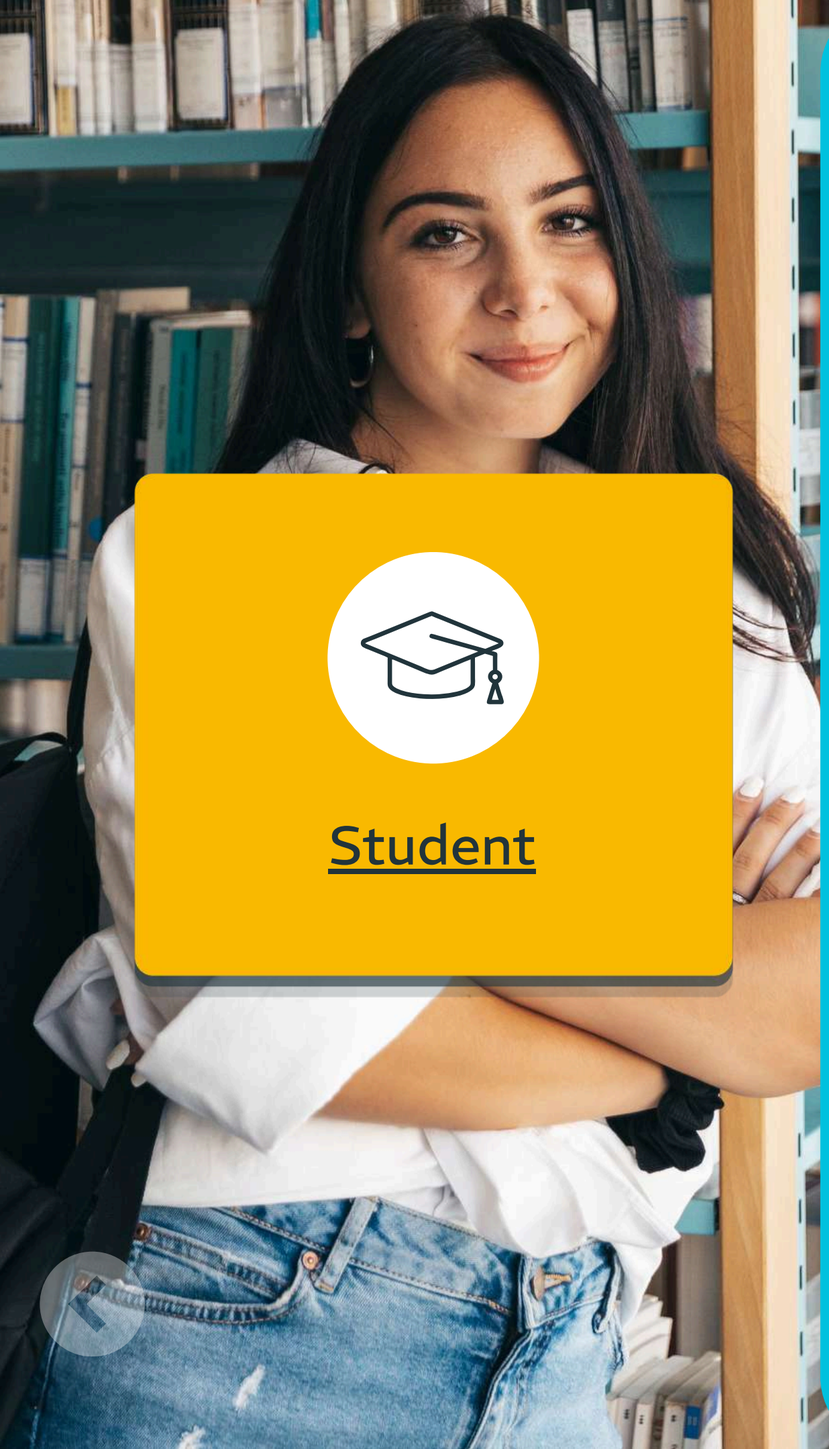
I. Semester

II. Semester

Communication

Active Institutional Participation in Communication Activities Targeting HSUP Students:

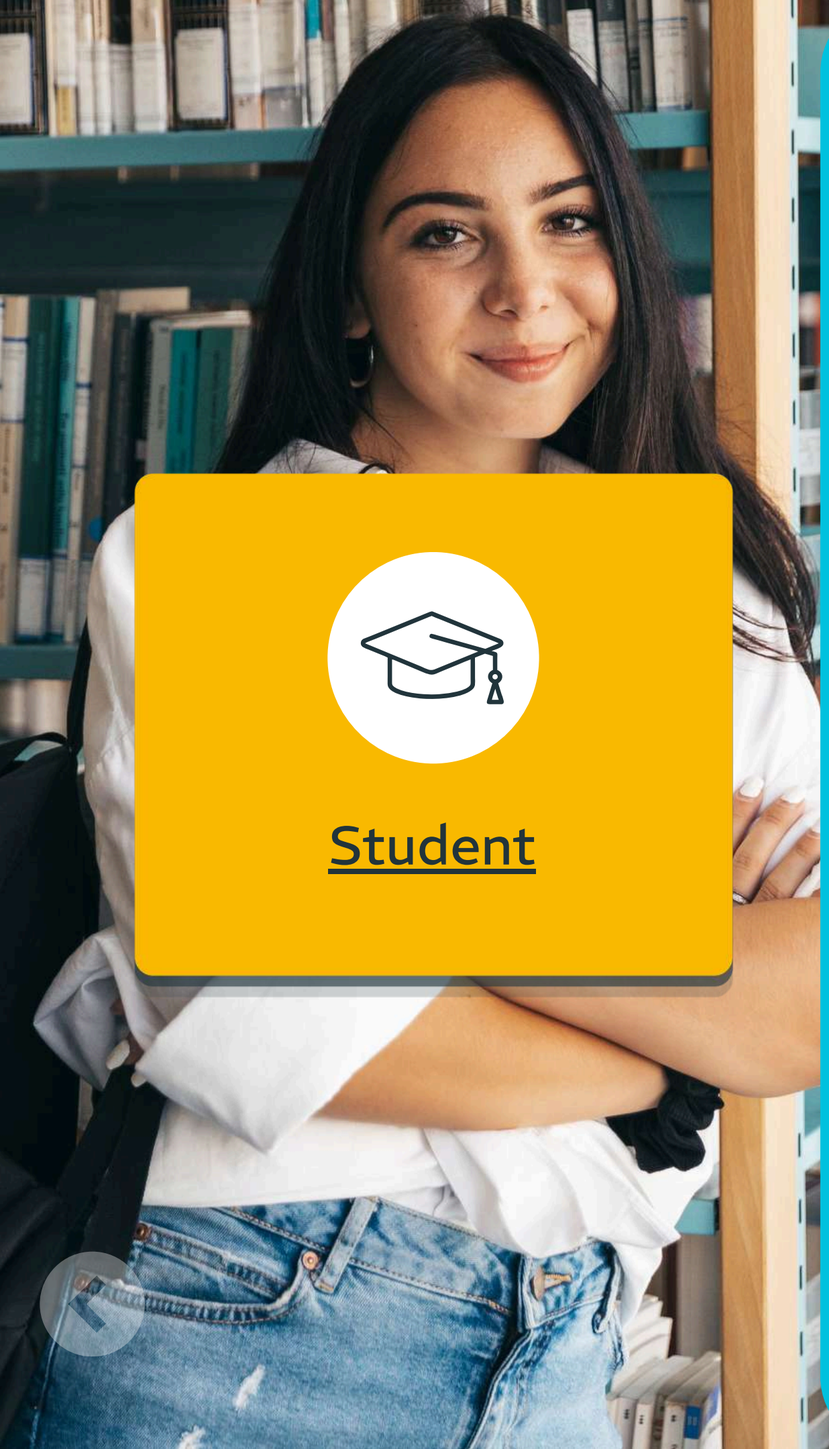
- Forwarding information sent by HSUP Administrators to students throughout the academic year.
- Promoting the course within the institution.
- Recruiting students to participate in HSUP.
- Using the HSUP communication package and the Program's visual identity elements.
- Maintaining continuous communication with students and informing them about the details of the HSUP program and events organized as part of the Program.



Student

I. Semester

II. Semester



Student

I. Semester

- Successful Completion
- Student Performance Evaluation Process
- One-pager

Student

I. Semester

Successful Completion

To successfully complete Semester I, students must:

- Register for the HSUP course in the university's Neptun system.
- Complete the personality test upon their first login to the HSUP platform.
- Complete all module videos.
- Pass the module tests with a minimum score of 61%.
- Submit the one-pager in English through the HSUP platform by the end of the semester.

In the first semester, each student must work individually and upload their own one-pager in English to the HSUP platform at the end of the semester. Multiple students are not alowed to submit the same one-pager.

Student

I. Semester

Successful Completion

Evaluation Process

Student performance during Semester I is evaluated based on the module tests and the one-pager.

Modules:

- At the end of each module, students are required to complete a module test.
- To unlock the next module, a minimum score of 61% must be achieved.
- Each module test can be completed up to two times.
- If both attempts result in a score below 61%, the next module will become available automatically. However, the final result for the module will be the score achieved on the last attempt.
- The final semester grade is calculated as the average of the module test results and the grade received for the one-pager.

Module grades are assigned according to the following scale:

1: 0-60%
2: 61-70%
3: 71-80%
4: 81-90%
5: 91-100%

Student

I. Semester

Successful Completion

Evaluation Process

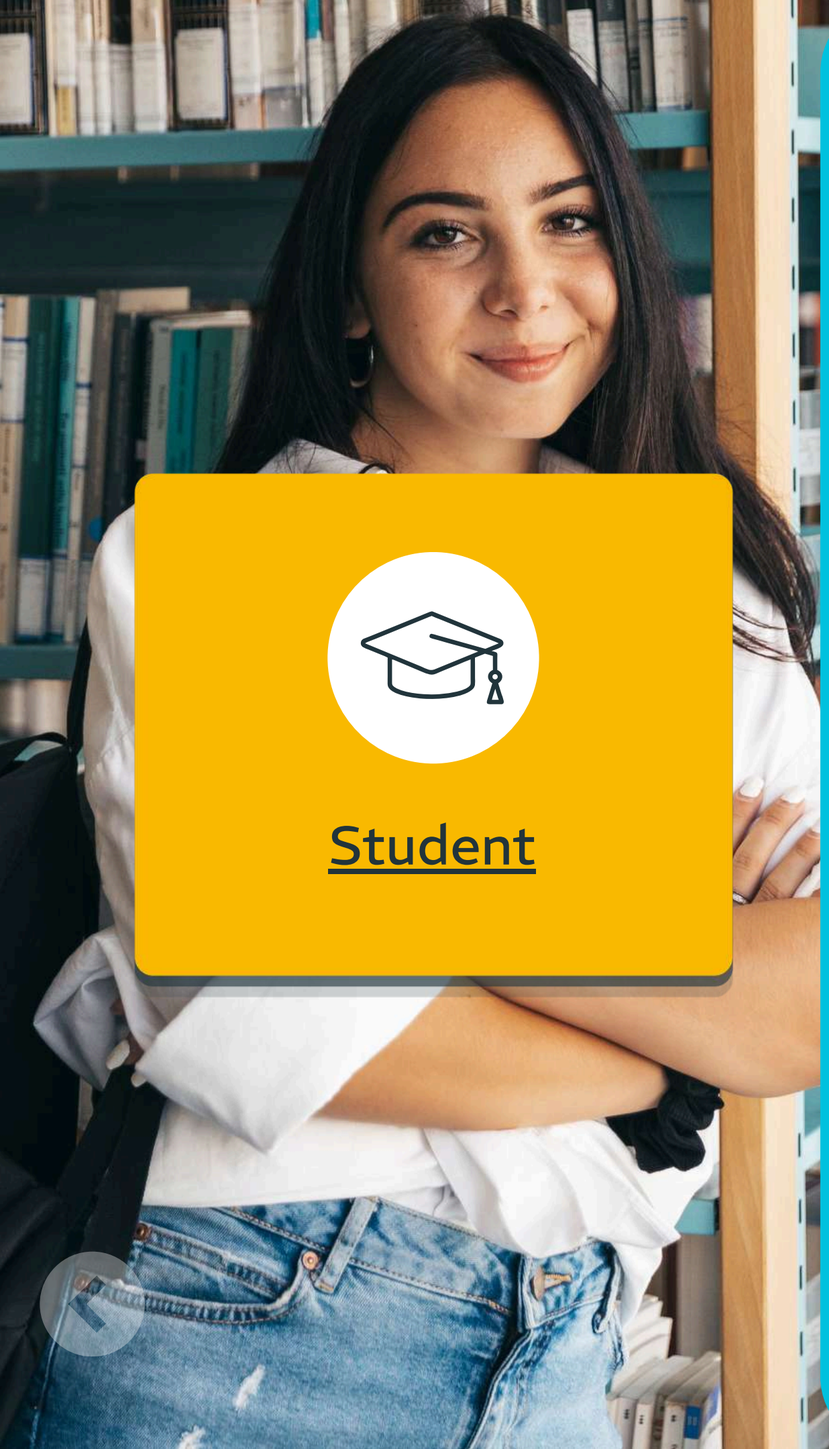
One pager

One-pager:
At the end of Semester I, after completing all module tests, students are required to prepare and submit a one-pager in English presenting their business idea. The one-pager can be accessed from the One-pager menu, where students can review the required structure and complete the dynamic submission form. The submitted content can be edited freely until the end of the semester.

Important rules regarding the one-pager:

- The submitted business idea must be the student's own original work, and the student must hold 100% ownership of the idea.
- Each student must prepare and submit an individual one-pager. Submitting the same one-pager as another student is not permitted.
- The one-pager must be submitted in English.

Deadline: December 7, 2026 00:00
Language: English
One-pager template link



Student

II. Semester

- Successful Completition
- HSUP Teams
- Scholarships
- Monthly Student Reports
- Progress Report
- Advisors and Partners
- Events
- Matchmaking Process

Student

II. Semester

Successful Completion

There are two ways to successfully complete Semester II:

Working in a project team

Students whose business idea is selected or who join an existing project team as a team member may continue the program in a team. Team members are eligible for the Semester II scholarship, provided they meet the program requirements.

To successfully complete Semester II as a member of an HSUP team, students must:

1. Register for the HSUP course in the university's Neptun system.
2. Complete all module videos.
3. Pass the module tests with a minimum score of 61%.
4. Actively participate in the team's work throughout the semester.
5. Submit the required Monthly Student Reports.
6. Prepare and submit the Progress Report and the Introduction Video by the specified deadlines.
7. Participate in Introduction Day and present the team's project (participation is mandatory).

Continuing individually

Students who do not join a project team can still complete Semester II individually. By completing all modules and passing the module tests, they will receive course credit. However, students completing the semester individually are not eligible for the Semester II scholarship.

To successfully complete Semester II individually, students must:

1. Register for the HSUP course in the university's Neptun system.
2. Complete all module videos.
3. Pass the module tests with a minimum score of 61%.

Student

II. Semester

Successful Completion

Scholarships

Students working in an HSUP team may be eligible for a scholarship under the following conditions:

- Only teams consisting of exactly three HSUP students are eligible for the Semester II scholarship.
- Team members may come from any participating HSUP university and must join the team during the Student Matchmaking on the HSUP platform.
- External contributors and team members may support the project, but they are not eligible for the scholarship.
- Each eligible team member receives a monthly scholarship of HUF 70,000 for four months, provided they meet all program requirements.
- Scholarship recipients are required to participate in the team's mentoring sessions. Attendance at at least 8 mentoring sessions during the semester is mandatory. Failure to meet this requirement will result in the loss of scholarship eligibility.
- The 15 teams selected for Demo Day and participating in the event receive the HSUP Seed Fund Scholarship of HUF 1,000,000 per team member to support the further development of their projects.

Student

II. Semester

Successful Completion

Scholarships

Monthly Student Report

Students working in an HSUP team are required to submit three Monthly Student Reports during Semester II:

- Each team member must complete and submit each Monthly Student Report individually by the specified deadline.
- Completing each report takes approximately 10–15 minutes.
- The reports provide feedback on the team's progress, collaboration with teammates, and cooperation with the mentor.
- Students can also report any issues affecting the team's work.
- The submitted reports are reviewed by the HSUP Team in cooperation with the mentor and the university coordinator.
- Active participation in the project is a condition of the Semester II scholarship. Students who do not actively contribute to the team's work may lose their scholarship eligibility.

Student

- II. Semester
- Successful Completion
- Scholarships
- Monthly Student Report
- Progress Report

To successfully complete Semester II, each team must prepare and submit a Progress Report in English summarizing the development of their project during the semester. The Progress Report dynamic form becomes available on the HSUP platform after completing the required modules.

The Progress Report must include a maximum 3-minute introduction video in English covering the following topics:

1. The problem or challenge your project addresses.
2. Your proposed solution.
3. The progress your team has made during the semester and the project's current status.
4. A brief introduction of the team members (name, university, and role in the project).

Additional information:

1. The video must be uploaded to a video-sharing platform and be accessible via a shareable link.
2. The Progress Report is prepared jointly by the team, but it must be uploaded to the HSUP platform by the Project Owner.

Student

II. Semester

Successful Completion

Scholarships

Monthly Student Report

Progress Report

Advisors and Partners

Throughout the HSUP program, students have the opportunity to connect with experienced professionals, companies, and innovation partners who support the development of student projects.

Advisors

1. Advisors are experienced professionals who provide targeted support and guidance to HSUP teams in specific areas related to their projects. They can help students with topics such as business development, technology, marketing, legal questions, finance, or market entry.
2. Advisors do not replace the team's mentor. The mentor remains the primary support person throughout the semester.
3. Available Advisors can be found on the HSUP platform. Project Owners can contact them whenever they need expert support in a specific area of their project development.
4. Use these opportunities actively, as external expert feedback can help you improve your idea, validate your approach, and prepare your project for future growth.

Partners

HSUP partners contribute to the program by sharing their expertise, providing professional opportunities, and supporting student teams through events, workshops, and networking opportunities. Partner connections can help teams gain valuable industry insights and better understand the market potential of their ideas. Browse the HSUP platform for available partner offers.

Student

II. Semester

- Successful Completion
- Scholarships
- Monthly Student Report
- Progress Report
- Advisors and Partners
- Events

Introduction Day

The Introduction Day is an online event where teams present themselves to experts from the innovation ecosystem. During the event, students receive valuable feedback on both their project and their pitch. Participation in this event is mandatory for all teams.

Demo Day

A panel of independent experts will evaluate the Progress Reports submitted by student teams and select the 15 most promising projects. These teams will have the opportunity to present at the HSUP Demo Day at the end of the academic year in front of investors. Teams that make it to Demo Day will receive a special scholarship if they participate. Selection for Demo Day is based solely on the evaluation of the Progress Reports and is independent of participation in the HSUP Introduction Day.







Student

II. Semester

Events

Student - HSUP Teams

Project Owner

Project Member

Matchmaking

Student

II. Semester

Events

Student - HSUP Teams

Project Owner

If your one-pager has been selected by the experts after the first semester, you can form a team and start working on the idea with help of mentors.

As a Project Owner, you need to complete the following steps during Semester II:

- Accept the Project Owner role invitation sent to you by email.
- Activate your Semester II account using the activation link sent in a separate email.
- Complete your profile and project page on the HSUP platform.
- Select a mentor during the Mentor Matchmaking period.
- Build your team during the Student Matchmaking period.
- Work actively with your team throughout the semester.
- Submit the required Monthly Student Reports.
- Complete the Student Feedback Survey.
- Prepare and submit your team's Progress Report.
- Participate in Introduction Day.

Important Information for Project Owners

- Choose your mentor: Select a mentor from the official HSUP mentor pool during the Mentor Matchmaking period. Once accepted, the mentor assignment is final.
- Build your team: Recruit team members through the Student Matchmaking feature. Your team becomes final once you approve the members on the platform.
- Team issues: If a team member is not fulfilling their responsibilities, contact your mentor, and email info.hsup@niu.hu. In justified cases, a team member may be removed from the team and lose their scholarship. New team members cannot be added after the team is finalized.

Student

II. Semester

Events

Student - HSUP Teams

Project Member

Students who successfully complete Semester I with a minimum average grade of 3 and have an active student status are eligible to apply to join an HSUP team as a Project Member.
Important: Students who decline their Project Owner invitation are not eligible to join another team as a Project Member. They may continue and complete Semester II individually.

As a Project Member, you need to complete the following steps during Semester II:

- Activate your Semester II account using the activation link sent in an email.
- Complete your profile page on the HSUP platform.
- Apply to join one or more projects during the Student Matchmaking, or accept an invitation from a Project Owner
- Work actively with your team throughout the semester.
- Submit the required Monthly Student Reports.
- Complete the Student Feedback Survey.
- Support your team in preparing the team's Progress Report.
- Participate in Introduction Day.

Important Information for Project Members

- Choose a team: Look for a suitable team through the Student Matchmaking feature. Your team becomes final once you approve the match on the platform.
- Team issues: If a team member is not fulfilling their responsibilities, contact your mentor, and email info.hsup@niu.hu. In justified cases, a team member may be removed from the team and lose their scholarship. New team members cannot be added after the team is finalized.

Student

II. Semester

Events

Student - HSUP Teams

Matchmaking

Students who successfully complete Semester I with a minimum average grade of 3 and have an active student status are eligible to apply to join an HSUP team as a Project Member.
Important: Students who decline their Project Owner invitation are not eligible to join another team as a Project Member. They may continue and complete Semester II individually.

As a Project Member, you need to complete the following steps during Semester II:

- Activate your Semester II account using the activation link sent in an email.
- Complete your profile page on the HSUP platform.
- Apply to join one or more projects during the Student Matchmaking, or accept an invitation from a Project Owner
- Work actively with your team throughout the semester.
- Submit the required Monthly Student Reports.
- Complete the Student Feedback Survey.
- Support your team in preparing the team's Progress Report.
- Participate in Introduction Day.

Important Information for Project Owners

- Choose your mentor: Select a mentor from the official HSUP mentor pool during the Mentor Matchmaking period. Once accepted, the mentor assignment is final.
- Build your team: Recruit team members through the Student Matchmaking feature. Your team becomes final once you approve the members on the platform.
- Team issues: If a team member is not fulfilling their responsibilities, contact your mentor, your university coordinator, or email info.hsup@niu.hu. In justified cases, a team member may be removed from the team and lose their scholarship. New team members cannot be added after the team is finalized.

HSUP

MATCHMAKING PROCESS

Find the right people. Build the right team.

Two matchmaking phases designed to connect project owners, mentors and students.

01 / MENTOR PHASE

Mentor Matchmaking

WHO PARTICIPATES?
Project Owners · Mentors

DATE
2027. 02. 10 - 2027. 02. 15.

IMPORTANT STEPS

1. Project Owners complete their personal profile and project page on the HSUP platform.
2. Project Owners browse available mentors, while mentors review the available projects.
3. Project Owners and mentors get in touch to discuss the project, expectations and ways of working together.
4. Both parties confirm the match on the HSUP platform after the mentor accepts the request.

TIPS

- Add a phone number or email address so mentors can easily contact you.
- Before accepting, schedule a short call to align on fit and expectations.

02 / STUDENT PHASE

Student Matchmaking

WHO PARTICIPATES?
Project Owners · Students

DATE
2027. 02. 18 - 2027. 02. 25.

IMPORTANT STEPS

1. Students complete their profile page on the HSUP platform.
2. Project Owners browse students while students review the available projects.
3. Project Owners and students get in touch to discuss the project, expectations and ways of working together.
4. Students accept an invitation or Project Owners approve an application to finalize the team on the HSUP platform.

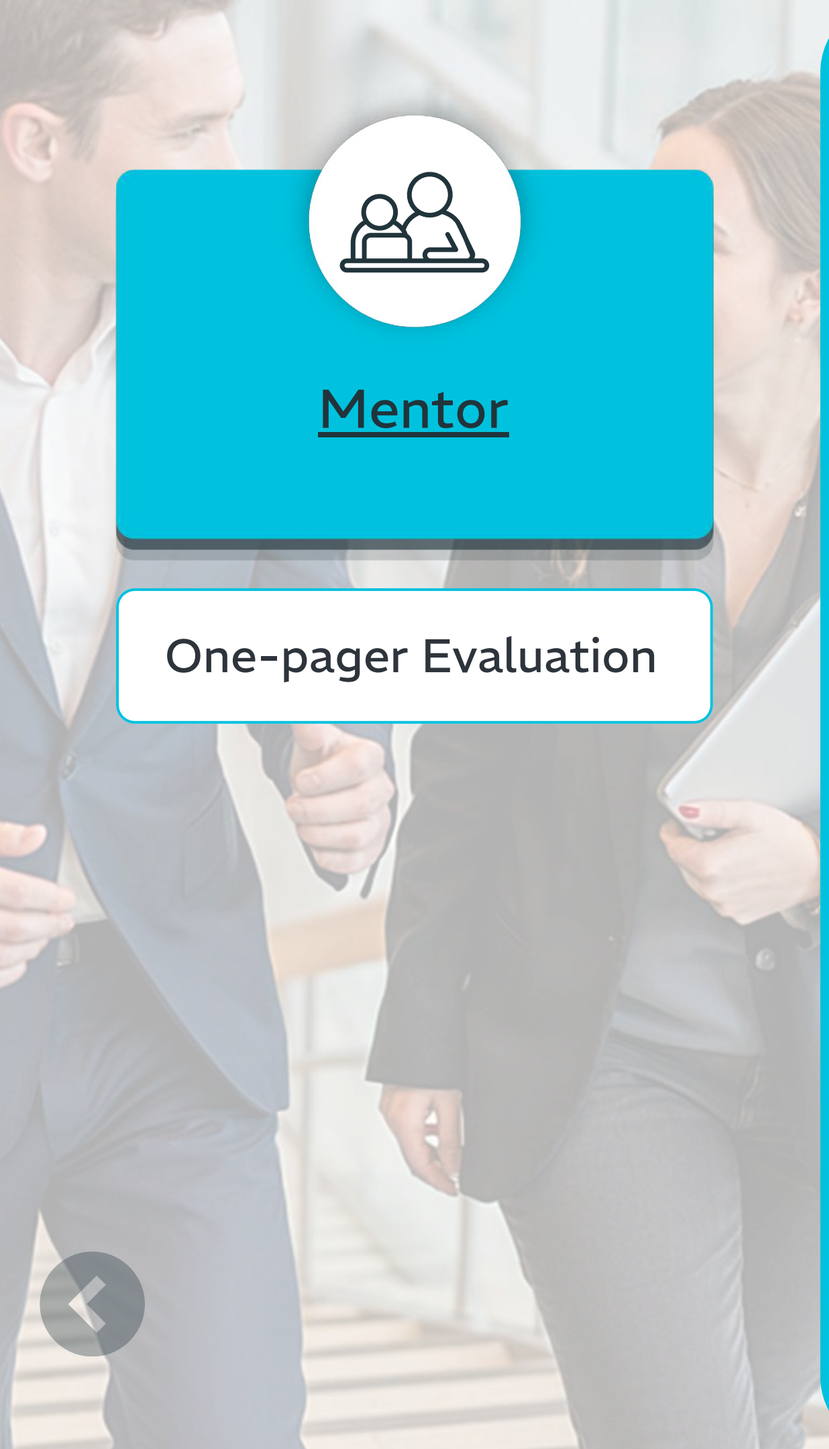
TIPS

- Add contact details so mentors can easily reach you.
- Before accepting, schedule a short conversation about expectations.
- Mentors may support the process; Project Owners make the final decision.



Mentor

- One-pager Evaluation
- Choosing a Project
- II. Semester



Mentor

One-pager Evaluation

One-Pager Selection:

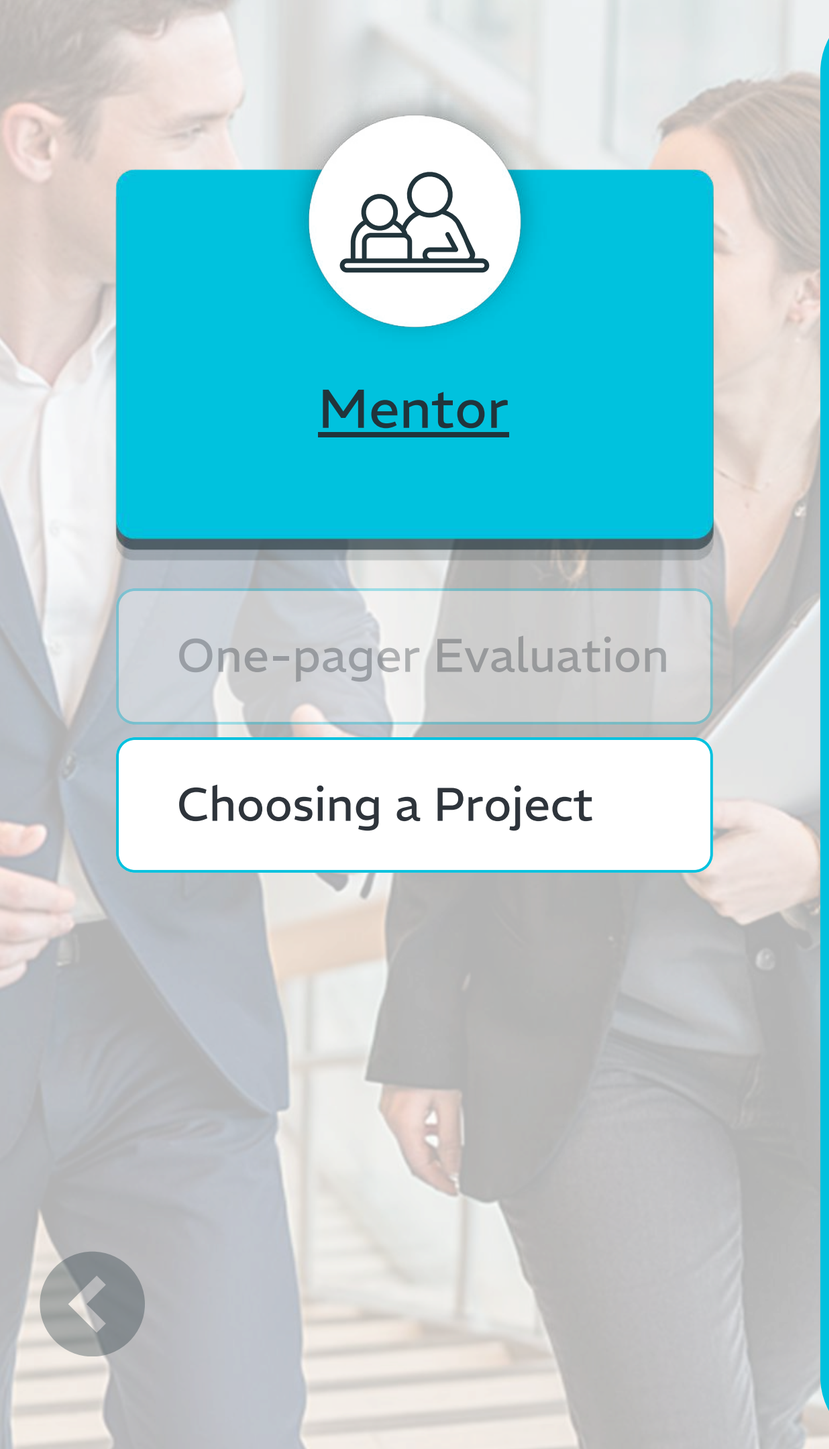
After the end of Semester I, all eligible one-pagers are evaluated by both the student's institution and an expert mentor team appointed by HSUP. Both groups evaluate the same one-pagers using the same evaluation criteria.

The final selection is based on the combined results of the two evaluations:

- **Institutional evaluation**
- **Mentor evaluation**

The selected one-pagers will form the basis for the projects continuing to Semester II.
In exceptional cases, institutions with an established and documented selection methodology may apply an alternative selection process, subject to prior approval by the HSUP Operational Lead.

The evaluation criteria will be sent to students, Institutional Coordinators, and mentors by email during the first semester.



Mentor

One-pager Evaluation

Choosing a Project

After completing your personal profile, you will be able to browse the projects that have been registered on the HSUP platform and have completed their project profile.
A mentor may support up to three project teams during the second semester.
During the Student Matchmaking period, mentors are encouraged to assist Project Owners in selecting team members and may participate in interviews with applicants if requested.

How to choose a project

- **Explore the available projects.**

Review the project descriptions and identify the ones that best match your expertise and interests.

- **Contact the Project Owner.**

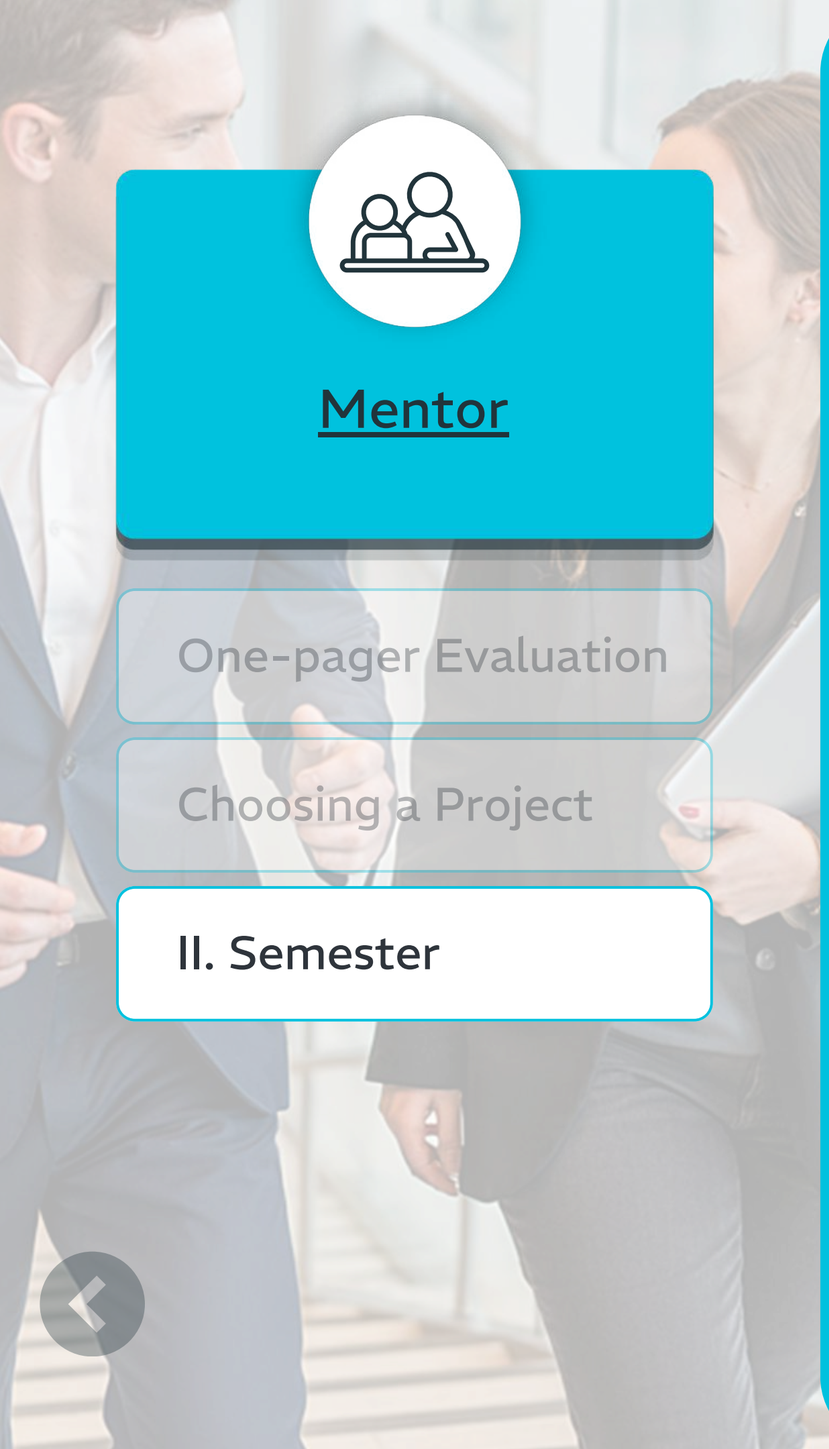
Use the contact details provided on the project page to discuss the idea, the planned collaboration, and your mutual expectations.

- **Confirm the mentorship.**

If both you and the Project Owner agree to work together, either party can initiate the match by clicking the Match with this project button.

Important

- A mentor–team match becomes final **only after both parties** have accepted the request.
- Until the match is accepted by both parties, it can be withdrawn.
- Once a match is finalized, **the mentor assignment cannot be changed.** We therefore strongly recommend discussing the collaboration before confirming the match.



Mentor

One-pager Evaluation

Choosing a Project

II. Semester

During Semester II, mentors provide continuous professional guidance to their assigned project team and support the development of the team's business idea.

Mentoring requirements

- **Hold regular mentoring sessions.**

Each mentor must organize at least 10 mentoring sessions with each assigned team during the semester.

- **Session duration.**

Each mentoring session must last at least 60 minutes.

- **Attendance.**

All team members are expected to participate in every mentoring session. Regular attendance is a requirement for maintaining the Semester II scholarship. We expect 80% attendance from the students.

Important

- If a student repeatedly misses mentoring sessions without prior notice or a valid reason, please inform the HSUP Team as soon as possible.
- Early communication helps us support students effectively and ensures the smooth operation of the program.

General Timeline — HSUP TIMELINE 2026/2027

- **Neptun registration** — September, 2026
- **START OF HSUP I.** — OCTOBER 1, 2026
- **Student webinar** — October 6, 2026. 4 PM
- **Startup vs SME webinar** — October 28, 2026 4 PM
- **One-pager webinar** — November 10, 2026 3:30 PM
- **End of HSUP I (deadline for modules and one-pager)** — December 7, 2026 00:00
- **Result of one-pager selection** — January 20, 2027
- **Project Owner registration on the platform** — January 25 – February 3, 2027
- **Mentor registration on the platform** — January, 2027
- **Project Owner and Mentor webinar** — February 4, 2027 16:00
- **Mentor matchmaking** — February 10-15, 2027
- **Student webinar (for all HSUP students)** — February 16, 2027 16:00
- **Student Matchmaking** — February 18-25, 2027
- **Start of the work for project teams** — February 22, 2027.
- **START OF HSUP II.** — MARCH 1, 2027
- **First student monthly report** — March 25 – April 1, 2027
- **Second student monthly report** — April 22 – 29, 2027
- **Third student monthly report** — May 14 – 20, 2027
- **Student Feedback Form** — May 24, 2027 0:00
- **End of HSUP II (deadline for modules and Progress report)** — May 24, 2027 0:00
- **Introduction Day 1 (50 project)** — June 2, 2027
- **Introduction Day 2 (50 project)** — June 3, 2027
- **Result of Demo Day's team selection** — June 14, 2027
- **DEMO DAY** — JULY 2, 2027

General Timeline

One-Pager
Evaluation Criteria

One-Pager Selection:

After the end of Semester I, all eligible one-pagers are evaluated by both the student's institution and an expert mentor team appointed by HSUP. Both groups evaluate the same one-pagers using the same evaluation criteria.

The final selection is based on the combined results of the two evaluations:

- **Institutional evaluation**
- **Mentor evaluation**

The selected one-pagers will form the basis for the projects continuing to Semester II.
In exceptional cases, institutions with an established and documented selection methodology may apply an alternative selection process, subject to prior approval by the HSUP Operational Lead.

The evaluation criteria will be sent to students, Institutional Coordinators, and mentors by email during the first semester.

General Timeline

One-Pager
Evaluation Criteria

Glossary

Advisor: Experienced professionals who provide targeted support and guidance to HSUP teams in specific areas related to their projects.
Backoffice platform: The administration system used by university coordinators and HSUP administrators, where students, projects, one-pagers, reports, and other program-related content are managed.
Dashboard: The dashboard provides an overview of the user's progress, rankings, and activities within the HSUP platform.
Demo Day: An end-of-year offline event where the most promising teams showcase their startup ideas and projects to experts, industry professionals, and investors.
Hallgatói-matchmaking: The period and process during which students can apply to join projects as team members, while Project Owners can search for and select team members.
HSUP Admin: The HSUP program contact person at the Hungarian Innovation Agency, who provides support with platform-related questions, program processes, and administrative matters.
HSUP platform: The official HSUP online platform where students can access course materials, complete module tests, submit required assignments, and follow their progress, tasks, and upcoming startup ecosystem events.
Introduction Day: A mandatory online event for all HSUP teams. Participation is required to maintain scholarship eligibility. It provides an important opportunity for teams to practice their pitching skills and is also considered as part of the evaluation process for Demo Day selection.
Mentor: An experienced professional who provides guidance and support to project teams during Semester II. A mentor can support a maximum of three teams.
Mentor-matchmaking: The process through which Project Owners choose a mentor for their project and establish a mentorship relationship.
Modultest: An online test completed at the end of each e-learning module to check your understanding of the learning materials. The system always considers the result of your latest attempt, regardless of whether it is better or worse than your previous score. Module test results are included in your semester evaluation.

General Timeline

One-Pager
Evaluation Criteria

Glossary

Monthly Mentor Report: A report completed three times during Semester II by each team's mentor to evaluate the project's progress and the activity of team members.
Monthly Student Report: A report completed three times during Semester II by each student to provide feedback on the project's progress, teamwork, and individual contribution.
One-pager: An English one-page document summarizing a business idea, prepared by students at the end of Semester I.
Partner: A company or organization supporting the HSUP program by providing expertise, professional opportunities, and networking opportunities for student teams.
Progress Report: A document and video summarizing the team's work, achievements, and project progress at the end of Semester II.
Project Member (PM): A student who joins an HSUP project team in Semester II and contributes to the project as a team member.
Project Owner (PO): A student whose one-pager was selected after Semester I and who leads the development of the project during Semester II.
Project Team: A team of three HSUP students (one Project Owner and two Project Members) working together on a project supported by an HSUP mentor during Semester II.
Student: A student enrolled in the HSUP course who completes the program modules and requirements to earn credits.
Student Feedback Form: A mandatory form completed by students participating in project teams during Semester II to provide feedback on the program, and their overall experience.
University Coordinator: The designated representative of a higher education institution participating in the HSUP program, responsible for institutional-level coordination, monitoring student progress, and supporting administrative tasks. The University Coordinator has access rights only to users and data related to their own institution.