



HSUP HUNGARIAN STARTUP UNIVERSITY PROGRAM

From Classroom to Startup

HSUP aims to introduce Hungarian university students to innovation, entrepreneurship, and startups through a shared e-learning platform, cross-university collaboration and practical, hands-on education.



HSUP JOURNEY

From High School Innovator to Startup Founder

1. HIGH SCHOOL

Do you have a great idea or an exciting research project? Join the startup ecosystem while still in high school.



2. BASE DEMO DAY

Teams present their projects to experts, mentors, and industry professionals. Gain valuable feedback and pitch experience.

3. HSUP - FIRST SEMESTER

Students enroll in the HSUP course and complete seven e-learning modules covering innovation and entrepreneurship.



4. IDEA & ONE-PAGER

Develop and submit a one-page project summary presenting your idea, value proposition, and future potential.

5. MATCHMAKING

Students are connected with talented peers, mentors, and professionals to form teams and transform ideas into startups.



6. HSUP - SECOND SEMESTER

Selected teams develop their projects with the support of mentors, industry experts, and academic professionals.

7. HSUP DEMO DAY

Teams present their startup projects before investors, industry leaders, and a professional jury.

8. ALUMNI COMMUNITY

Join a growing network of innovators, entrepreneurs, mentors, and former participants.



9. HSUP GROWTH FUND

Funding opportunities help teams secure resources for product development, market expansion, and scaling.

9. ACCELERATOR

The Accelerator Program helps startups grow through expert mentoring, business development, and market validation.



About the **HSUP**



The Hungarian Startup University Program is a two-semester e-learning course, available at all Hungarian universities. The first semester focuses on innovative thinking and familiarizing the students with the startup world, while the second semester provides them with practical knowledge on how to build a business.

The best-performing students gain the opportunity to develop their ideas further and, with the support of mentors and industry experts, even launch their own startups. **Since 2020, nearly 20,000 university students have participated in the program.**

The program is structured into **two main parts:**

1. First semester



In the first semester, participants are introduced to innovative thinking and the startup world through English-language e-learning materials.



2. Second semester



In the second semester, the focus shifts to practical, hands-on experience, where students work on building a startup project with the support of academic and industry professionals as well as mentors.



The program is designed to guide students from idea generation to early-stage startup development,

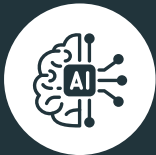


helping them acquire both theoretical knowledge and practical entrepreneurial skills



while emphasizing the importance of teamwork and multi-disciplinary collaboration

ACROSS PARTICIPATING TEAMS, PROJECTS OFTEN FOCUS ON **INNOVATIVE, TECHNOLOGY-DRIVEN SOLUTIONS** SUCH AS:



Artificial Intelligence



Digital Platforms



Healthcare Innovation



Cybersecurity

What else can you get from **HSUP**?



1. Credit

The Program supports students' academic progression by operating as a recognized university course. Upon successful completion, participating students earn academic credits, reflecting the educational institution's forward-looking approach to integrating practice-oriented learning opportunities into the formal curriculum.

2. Scholarship

Students who successfully complete the first semester and continue the course in the second semester as part of a team developing a business idea become eligible for the HSUP scholarship. The monthly grant of HUF 65,000 is intended to support students in further developing their ideas and preparing them for a real market environment. In addition, the 15 most promising teams in the second, spring semester may receive a Seed Fund scholarship of HUF 1 million per team member.

3. Mentoring

Students receive dedicated mentoring support to help develop their business ideas throughout the Program. This support is provided by experienced entrepreneurs from the startup ecosystem, as well as academic professionals from participating universities, combining practical business expertise with academic guidance. The mentoring process is designed to support teams in refining their concepts, testing assumptions, and making measurable progress, regardless of whether their initial ideas evolve, pivot, or change during the Program.



4. Networking

HSUP provides students with opportunities to build professional connections beyond the classroom by engaging with fellow students, startup founders, mentors, and industry experts. Through these interactions, participants become part of Hungary's innovation ecosystem, gain access to relevant professional communities, and establish relationships that may support future collaboration, entrepreneurship, and career development.

Innovation thrives on connections. Through HSUP, you can meet fellow students, startup founders, mentors, and industry experts, while becoming part of Hungary's innovation ecosystem. Build valuable relationships, find future collaborators, and expand your professional network beyond the classroom.

5. Cross-university collaboration

HSUP encourages collaboration across universities, disciplines, and all areas of expertise, reflecting the way innovation typically emerges in real-world environments. By working in multidisciplinary teams, students are exposed to different perspectives, knowledge bases, and problem-solving approaches, which can strengthen both the quality of their business ideas and their ability to execute them. This collaborative format also helps participants develop essential teamwork skills, including communication, shared responsibility, and effective cooperation across diverse professional backgrounds.

Who can apply?

The Hungarian Startup University Program (HSUP) is available at 33 Hungarian higher education institutions and, since 2025, also at Sapientia Hungarian University of Transylvania in Romania — making it available at 34 universities altogether.



Eligibility:



Active student status at any participating university



Interest in innovation, entrepreneurship, research, or solving real-world challenges



An idea, a problem worth solving, or simply the motivation to learn how innovation works

Participation in HSUP does not require a prior business background, a completed business plan, an existing startup concept, or previous entrepreneurial experience.

What matters is curiosity, creativity, and a willingness to learn. Throughout the Program, students acquire the knowledge and practical skills needed to develop an initial idea into a viable product, service, or startup project.

The HSUP curriculum, together with mentors and industry experts, guides students through the key stages of the innovation process, from identifying opportunities and validating ideas to developing business models and presenting solutions.

Whether students come from engineering, medicine, life sciences, social sciences, economics, fine arts, business or any other discipline, HSUP is designed to help them explore the entrepreneurial potential of their knowledge, skills, and field-specific expertise.

Our highlights



PetWiseCare

- ◆ Dr. Pálma Piller
- ◆ PetWiseCare is an online platform that connects owners of pets requiring special care with trusted and certified pet sitters.
- ◆ The platform has grown to more than 3,500 users, 350+ pet sitters, and 4,600+ registered pets.
- ◆ Forbes 30 Under 30 Hungary in 2024, secured investment from Péter Balogh, won the Telekom Digitálisan Tettekrész Award for its innovative digital solution

Feral drones

- ◆ Farkas Csaba / Babics Oszkár
- ◆ Feral Drones is developing a drone-based security and perimeter protection system for the Hungarian and African markets.
- ◆ In 2025, the team was invited to Africa to demonstrate the technology, where military representatives were impressed by the system's performance in real-world scenarios
- ◆ In 2026, Feral Drones secured a HUF 60 million investment from a Hungarian investor. In the same year, Forbes Hungary featured Oszkár Babics in an in-depth profile, recognizing him as one of Hungary's leading drone pilots.

Our highlights



GuardenAI

- ◆ Kelecsényi Nándor / Csík Ákos
- ◆ GuardenAI is developing an AI-powered robotic system that uses computer vision to identify agricultural pests and eliminate them with laser technology.
- ◆ The company has attracted the interest of the European Space Agency and has received €60,000 in funding from the organization to support the development of its technology.
- ◆ In 2024, F6S, the world's largest startup platform, ranked GuardenAI as the 32nd Best AI Startup globally



BernyApp

- ◆ Molnár Bernadett
- ◆ BernyApp is a microlearning-based educational platform that helps students prepare effectively for their final secondary school examinations through videos, quizzes, and interactive learning materials.
- ◆ The project was awarded the grand prize of HUF 2,500,000 in the Újbuda Startup Competition.

Our highlights



LC Security

- ◆ Hatter Ahed / Tiwari Anurag/ Bélavári Bálint
- ◆ LC Security focuses on AI-powered, real-time detection of corporate phishing emails, fraudulent websites, and scam phone calls.
- ◆ The founders have been speakers or invited guests at several international conferences, including the London Tech Week, Cyber Security & Cloud Expo Global, and Connexions – CEE Deep Tech Summit

HSUP BASE is the National Innovation Agency's entrepreneurship program for young innovators aged 14-19. Over four months, participants learn how to develop their ideas through mentorship, startup training, and hands-on project work.

From business planning and market research to pitching and prototype development, the program equips students with the skills needed to transform ideas into impactful innovations. The journey culminates in a Demo Day, where participants showcase their projects to experts and industry professionals.

Who can apply?



Starting from September 2026, students from **secondary schools across Hungary can join the programme** to develop their innovative ideas, creativity, and entrepreneurial mindset.



High school students aged 14-19, who want to turn their business idea into a market-ready solution.





HSUP ALUMNI connects graduates of the Hungarian Startup University Program with new opportunities, professional networks, and entrepreneurial experiences. Through events, mentorship, early-stage financing and community activities, members can continue building valuable connections and exploring innovative ideas long after the program ends.

Whether alumni are starting a venture, advancing their careers, or exploring their next professional opportunity, HSUP Alumni helps them remain connected, informed, and actively engaged with the innovation ecosystem.

The Alumni Program includes:

Monthly professional networking events combined with community networking sessions, known as Alumni Nights

The HSUP Pioneers accelerator program, launched once a year to **support the development** of the most promising alumni projects

The HSUP Growth Fund, providing non-repayable **funding of HUF 10-20 million per project to support product development and market entry** for companies participating in the Pioneers program

All of this is coordinated through the HSUP Alumni Platform, which enables alumni to stay informed about news, events, and available support opportunities within the Hungarian startup ecosystem.



HSUP student Ambassadors

The aim of the Ambassador Program is to provide students interested in HSUP with credible, direct, and experience-based information from peers who have already completed the Program. University initiatives are often most effectively represented by members of the same generation: students who understand the Program's benefits, challenges, and opportunities, and who can communicate them authentically to those interested in startups and innovation.

Ambassadors contribute to the visibility and accessibility of HSUP by promoting the Program at university events, organizing and hosting student-focused activities, supporting prospective applicants with relevant information, and creating promotional videos and social media content. They also maintain regular contact with university staff and the HSUP team of the National Innovation Agency, ensuring effective coordination between students, institutions, and the national program team.

The Ambassador Program offers participants a valuable opportunity to gain practical experience in community building, event organization, communication, and content creation. Ambassadors gain insight into the operational side of a national-level university program while developing competencies that are relevant well beyond university life, including public speaking, community management, knowledge of the startup ecosystem, and creative content production. These skills can provide long-term professional advantages in entrepreneurship, innovation, and broader career development.



Your journey from idea to **impact.**

HSUP is a two-semester e-learning program that helps university students turn ideas into real startups with the support of mentors, experts, and a vibrant community.

Contact



www.hsup.hu



info@hsup.hu

Application



Join HSUP

Apply now and become part of the next generation of innovators and founders!



NATIONAL RESEARCH, DEVELOPMENT
AND INNOVATION OFFICE
HUNGARY

PROGRAM
FINANCED FROM
THE NRDI FUND



HSUP HUNGARIAN STARTUP UNIVERSITY PROGRAM

From Classroom to Startup

HSUP aims to introduce Hungarian university students to innovation, entrepreneurship, and startups through a shared e-learning platform, cross-university collaboration and practical, hands-on education.

