

WE CONNECT BUSINESS AND INNOVATION

IDEA-STARTUP-GLOBAL MARKET

Startup Disrupt

2017

established

107

Realized
conferences in CEE
(online/offline/hybrid)

14k+

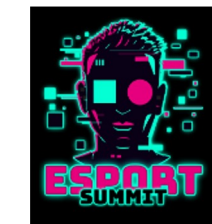
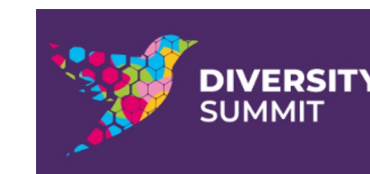
In person
attendees across
EMEA

900+

Speakers and
mentors

7+

Built conference
formats



3M+

Viewers globally

24k+

Subscribers

1k+

Contracted
corporate partners

1

Online medium

**We believe that startups are a driving
force for innovation.**

CEE Startup Ecosystem overview

19 010

active startups in CEE

CEE is one of the fastest growing regions in Europe by enterprise value.

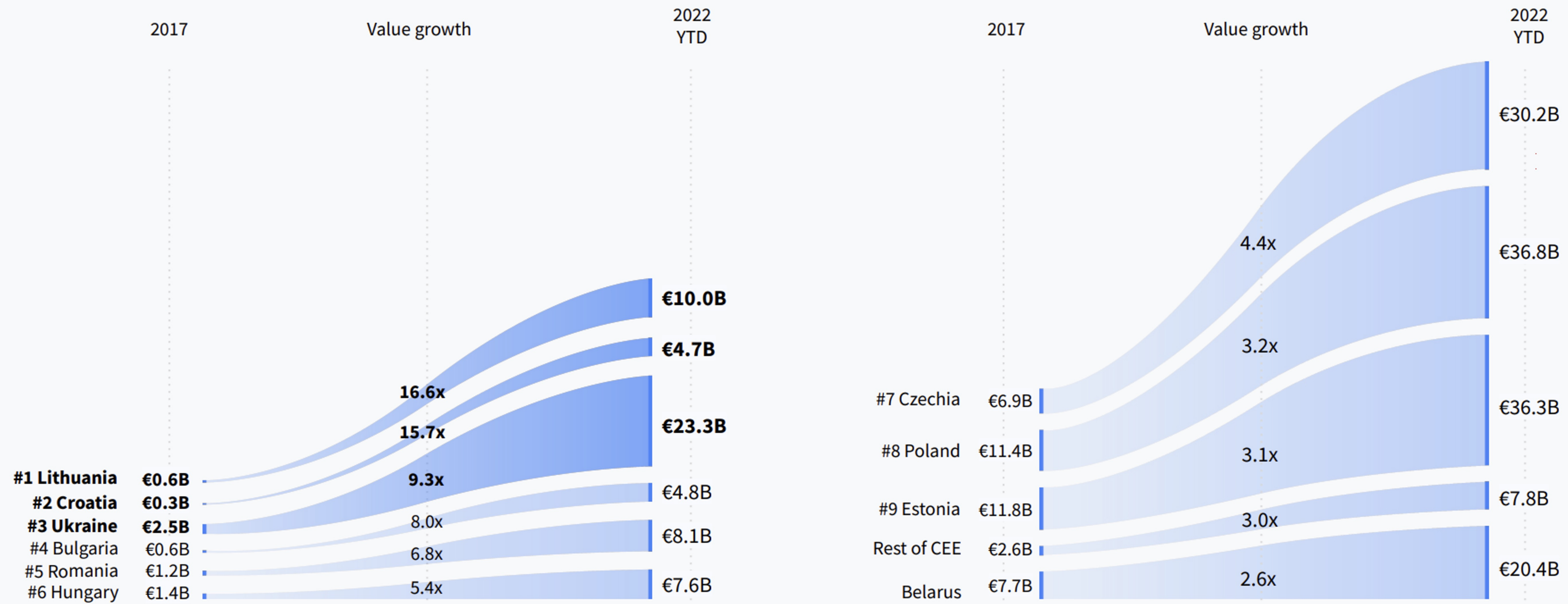
Enterprise value of startups founded since 1990, founded and/or HQ'ed in selected regions.



*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.

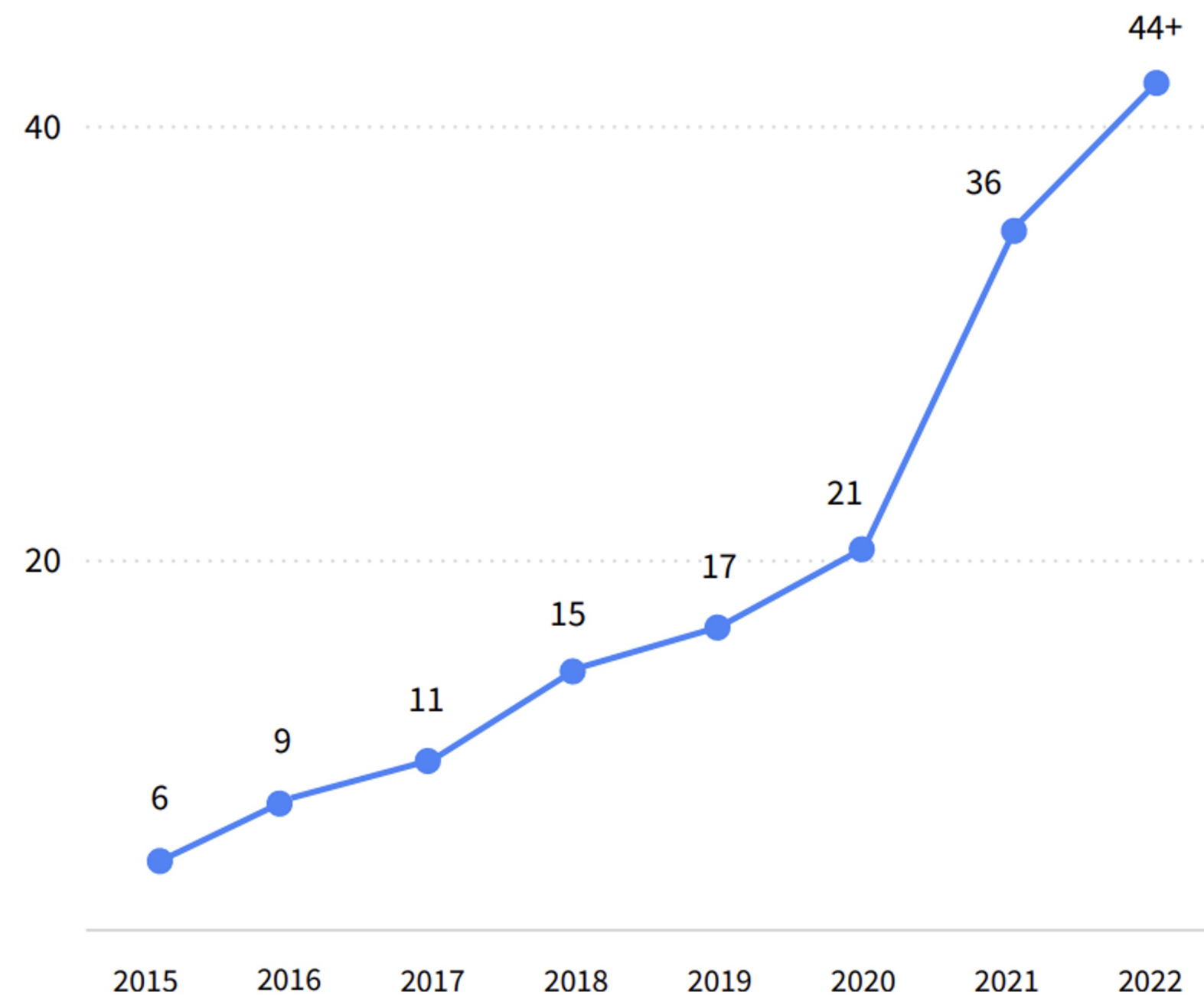
Among CEE countries, Croatia, Lithuania & Ukraine have grown fastest since 2017 in combined enterprise value.

Ecosystem value, five-year growth (2017-2022)



2021 and 2022 have been the strongest years for unicorn creation in CEE, with the number of unicorns more than doubling since December 2020.

Cumulative number of CEE Unicorns » [view online](#)



8 new Unicorns in CEE, year-to-date » [view online](#)



AirSlate
Founded: Ukraine
Industry: SaaS/Legal



Rimac Automobili
Founded: Croatia
Industry: Transportation



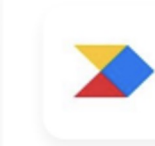
Nord Security
Founded: Lithuania
Industry: Security



Glia
Founded: Estonia
Industry: Marketing



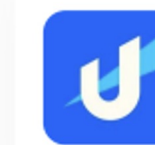
Payhawk
Founded: Bulgaria
Industry: Fintech



Productboard
Founded: Czechia
Industry: Enterprise Software



Veriff
Founded: Estonia
Industry: Fintech



Unstoppable Domains
Founded: Ukraine
Industry: Hosting/Web3

CEE is home to many of Europe's most renowned unicorns and tech success stories.

Exited	 	 	 	 	 	 	 	 		 	
Private €1B+	 	 	 	 	 		 	 	 		
Future unicorns €200M-1B	 	 	 	 	 	 	 	 	 	 	
Estonia	Poland	Romania	Hungary	Czechia	Ukraine	Bulgaria	Latvia	Lithuania	Belarus	Croatia	Rest of CEE

*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.

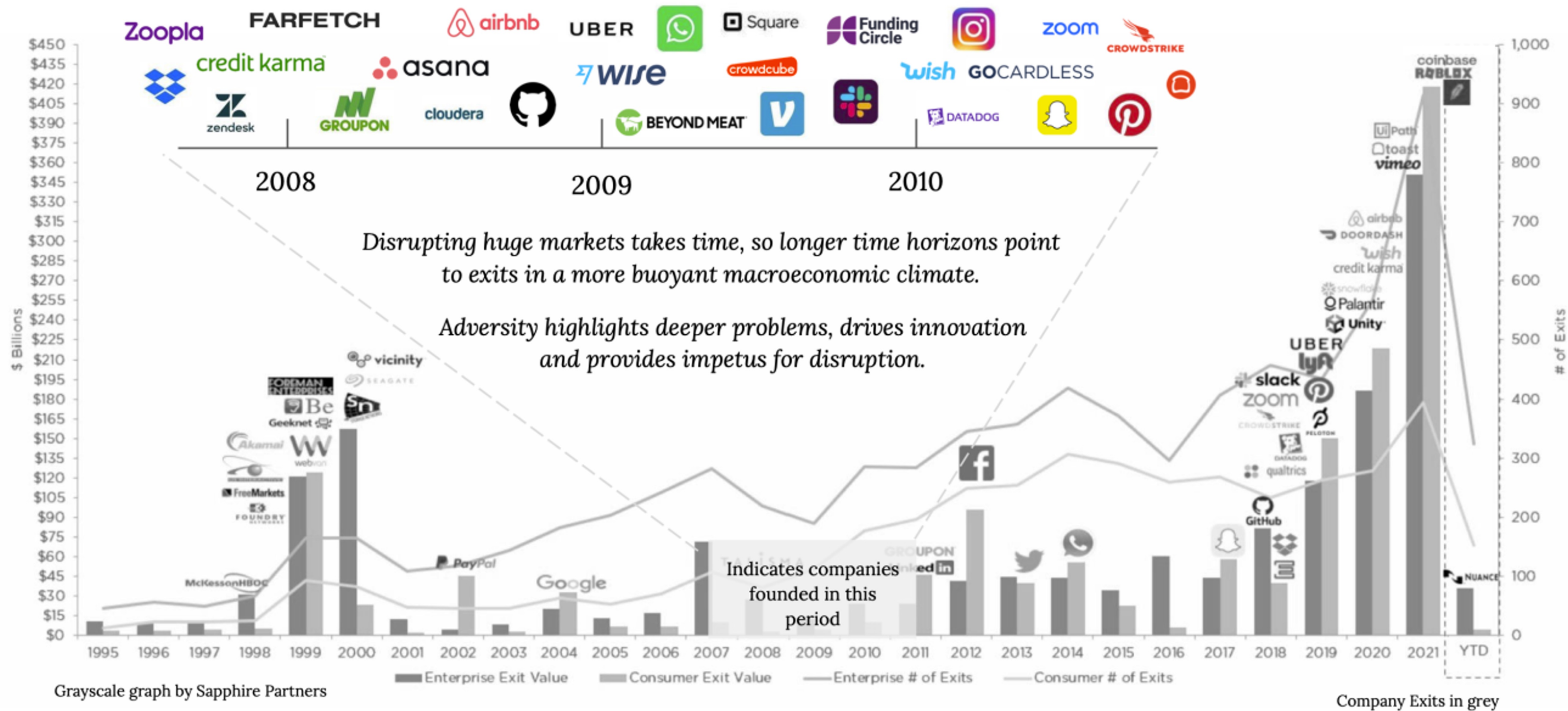
The region has a strong pipeline of rising stars ready to write its future.

Rising Stars ≤€200M												
	<div><div>SINGLE.EARTH</div><div>ΣRPLY</div><div>ESTATEGURU</div><div>toggl</div><div>Scoro</div><div>eAgronom</div><div>PACTUM</div><div>Planet42</div><div>Fractory</div><div>Klaus</div><div>Lightyear</div><div>montonio</div><div>xolo</div></div>	<div><div>Pilot</div><div>jutro medical</div><div>Molecule.one</div><div>mindgram</div><div>Nethone</div><div>merXu</div><div>spacelift</div><div>spaceOS</div><div>saleor</div><div>Fiat Republic</div><div>hiPets</div><div>Infermedica</div><div>inStreamly</div><div>zowie</div><div>nomagic</div><div>SonarHome</div><div>stonly</div><div>symmetrical</div><div>Telemedi</div><div>Vue Storefront</div></div>	<div><div>druid</div><div>bunny/shell</div><div>FLOWX.AI</div><div>frisbo</div><div>SOLEADIFY</div><div>machinations</div><div>Neurolabs</div><div>SESSIONS</div><div>tokinomo</div></div>	<div><div>Recart</div><div>aiMotive™</div><div>BUGPROVE</div><div>commsignia</div><div>craft</div><div>Shapr3D</div><div>turbine</div></div>	<div><div>TATUM</div><div>Better Stack</div><div>Deepnote</div><div>BORN DIGITAL</div><div>RESISTANT.AI</div><div>budgetbakers</div><div>Kentico</div><div>MANTA</div><div>supernova</div><div>Time is Ltd.</div><div>whalebone</div><div>WOLTAIR</div></div>	<div><div>upSWOT</div><div>TurnKey Lender</div><div>elai.</div><div>Ma</div><div>awesomic</div><div>Better Me.</div><div>SPEECHER</div></div>	<div><div>abraxas</div><div>A-B-R-I-T-E-S</div><div>alcatraz ai</div><div>AMPECO</div><div>chaos</div><div>DRONAMICS</div><div>kanbanize</div><div>Dynamo SOFTWARE</div><div>LucidLink</div><div>officernd</div><div>NitroPack</div></div>	<div><div>coingate</div><div>ESKIMI</div><div>CUJOAI</div><div>CARVERTICAL</div><div>omnisend</div><div>Surfshark®</div><div>OXIPIT</div><div>cast</div><div>billo</div><div>GoRamp</div><div>cgtrader</div><div>DappRadar</div><div>eneba</div><div>Interactio</div><div>ondato</div><div>Trafi I>></div><div>whatagraph</div></div>	<div><div>SofaScore</div><div>MICROBLINK</div><div>REVERSING™ LABS</div><div>OptimoRoute</div><div>aircash</div><div>KONCEPTED</div><div>GIDEON</div><div>photomath</div></div>	<div><div>piano</div><div>clockify</div><div>Fishing Booker</div><div>GENEPLANET</div><div>VIBERATE</div><div>BOATAROUND™</div><div>Photon</div><div>greenway</div></div>		
	Estonia	Poland	Romania	Hungary	Czechia	Ukraine	Bulgaria	Latvia	Lithuania	Belarus	Croatia	Rest of CEE

*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.

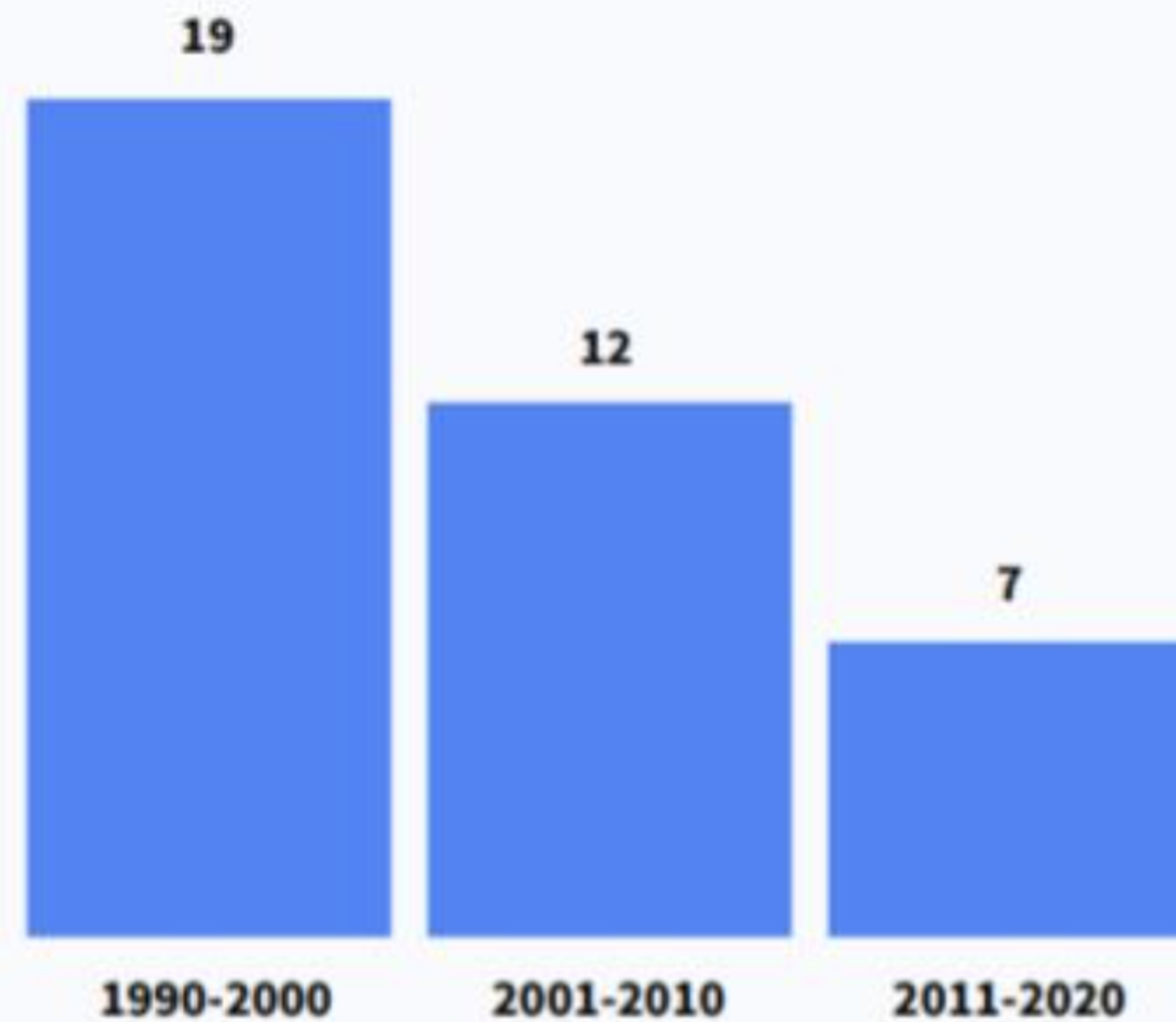
Half of all the Fortune 500 companies were created in a crisis.

History shows that some of the world's most iconic companies were born in recessionary periods. From Microsoft and Apple paving the way in the 70s depression, to Facebook and LinkedIn launching in the aftermath of the dot-com bubble; market downturns signal opportunity.

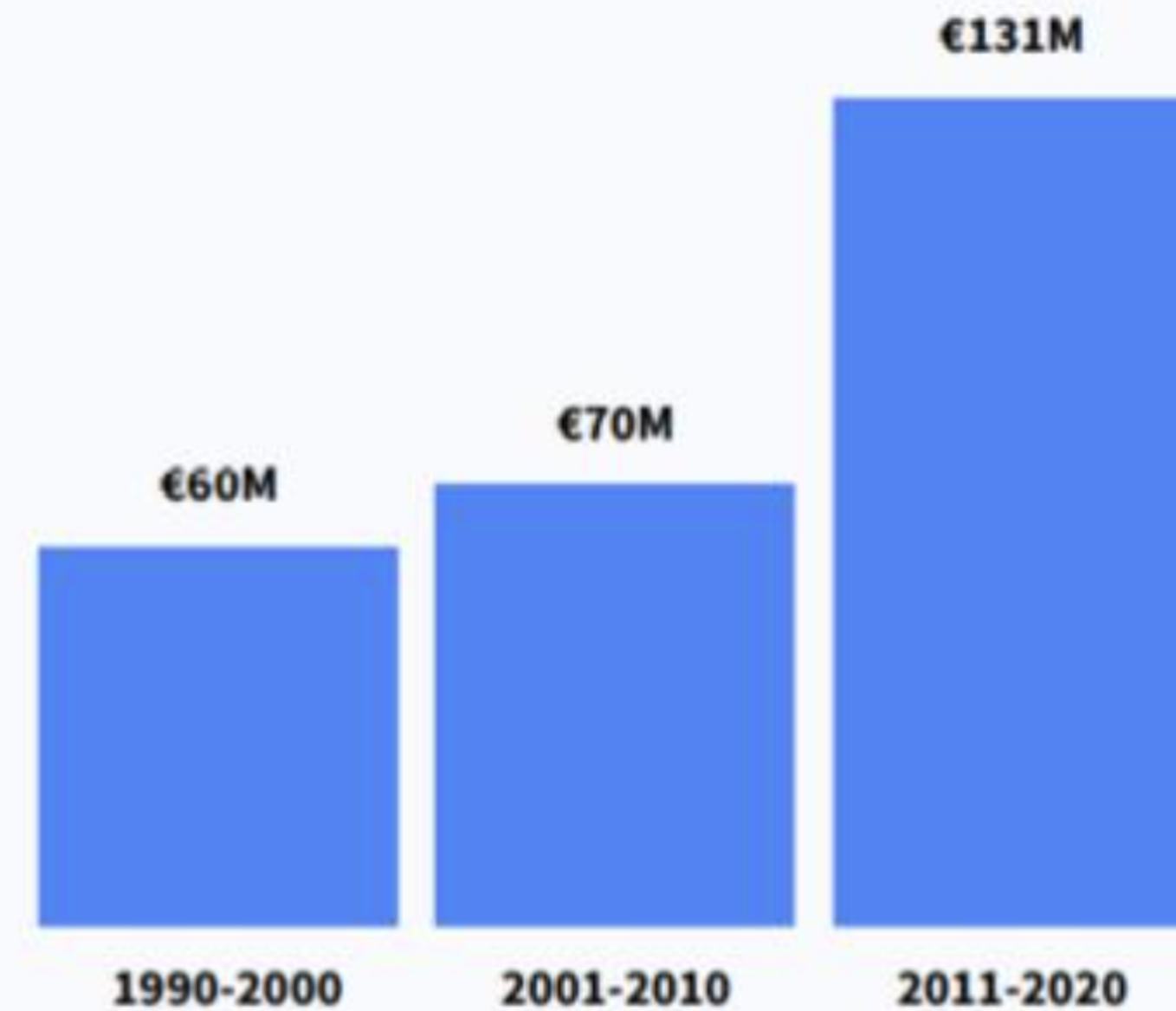


Scaling is accelerating in CEE. Startups born in the last 10 years took almost 1/3 of the time to hit unicorn status compared to the first generation.

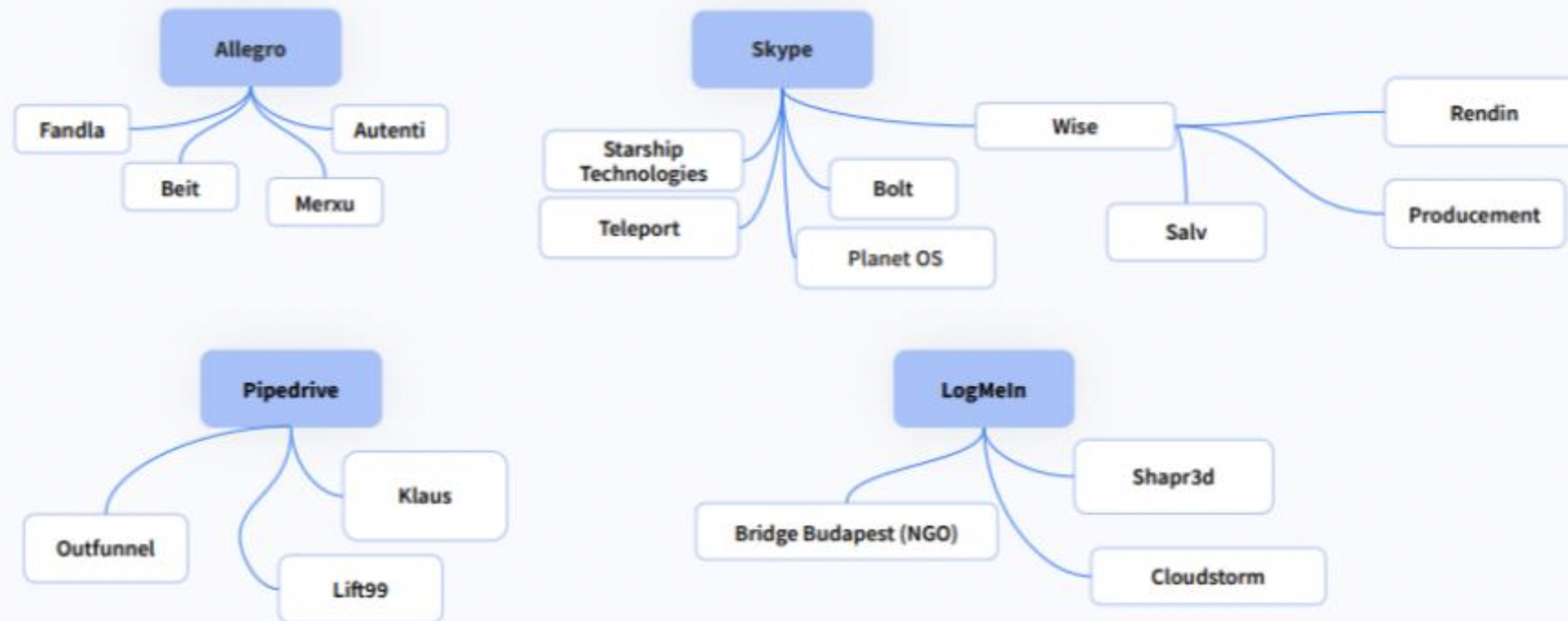
Average years to become a unicorn by launch year



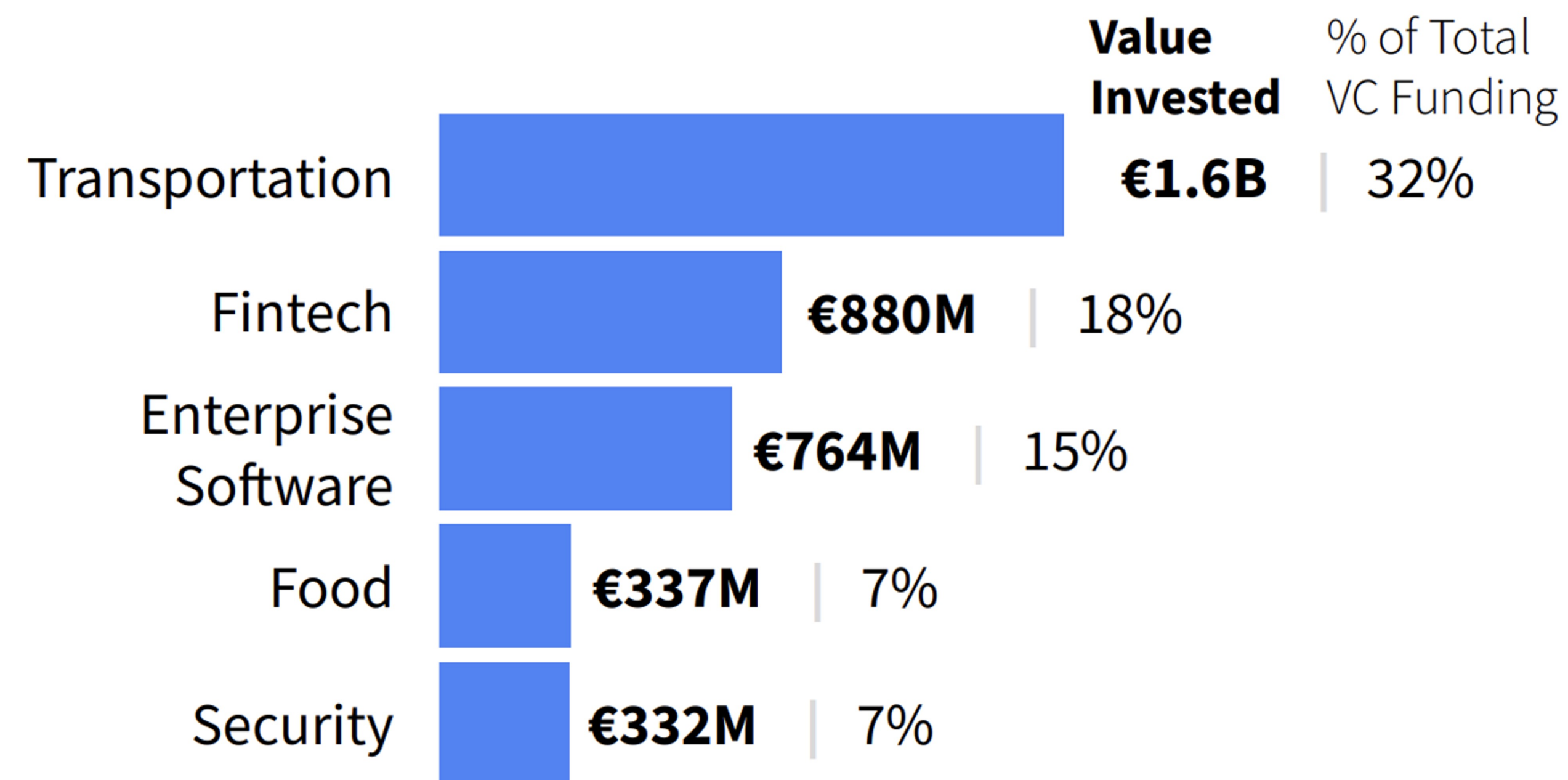
Average private funding raised to become a unicorn by launch year



The region's biggest successes have a snowball effect, producing talent that go on to found the next generation of startups.



Top 5 Industries by venture capital investment, Q1-Q3 2022



CEE Startup Ecosystem overview

80%

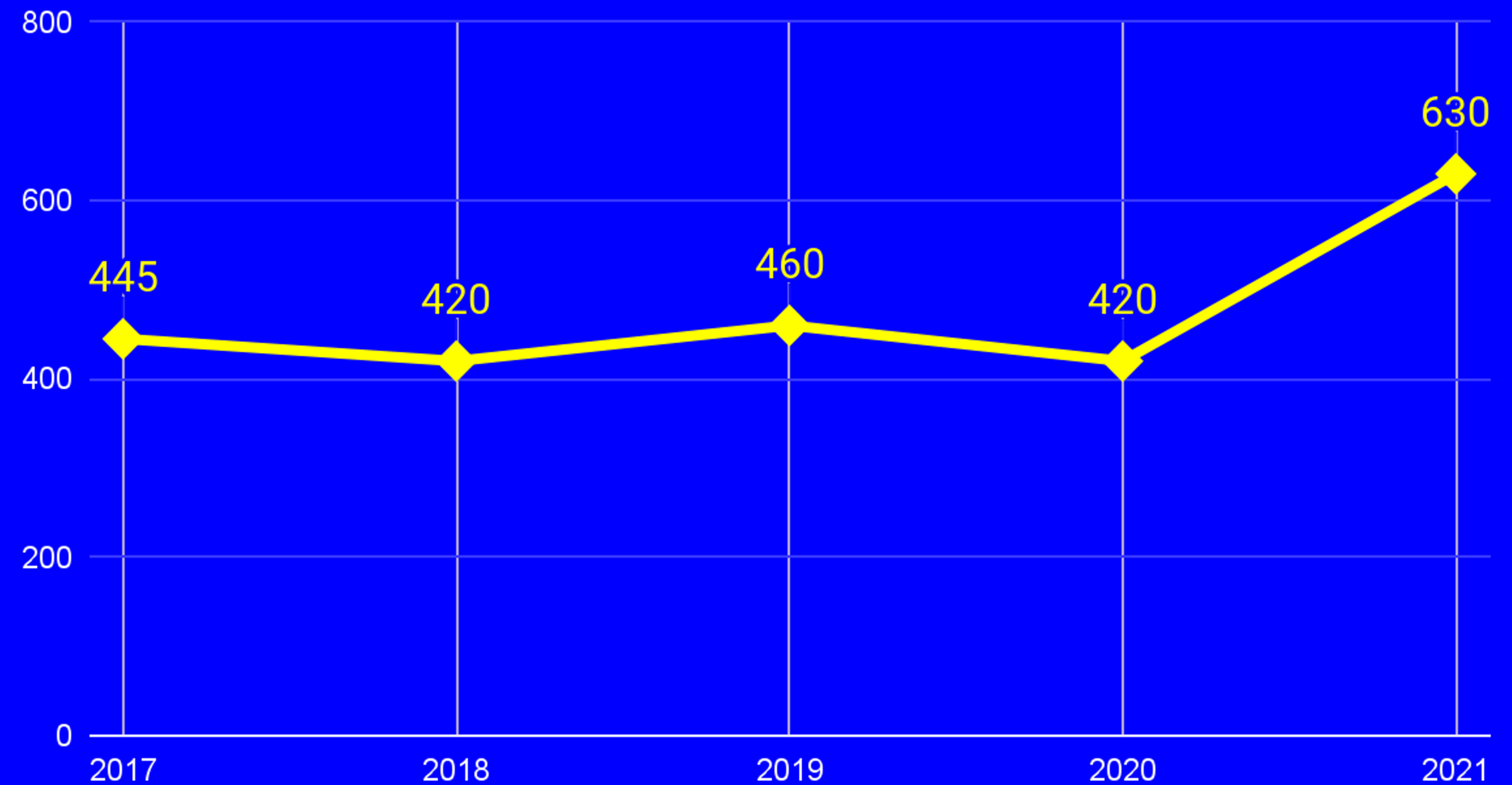
of startups fail in their early stage

STARTUPS IN CZECHIA

NEW STARTUPS BY CATEGORY

1. Technology
2. Development of own products
3. E-commerce
4. SaaS
5. Services
6. Digital agency
7. Custom development
8. FinTech
9. e-shop
10. Other

New Startups



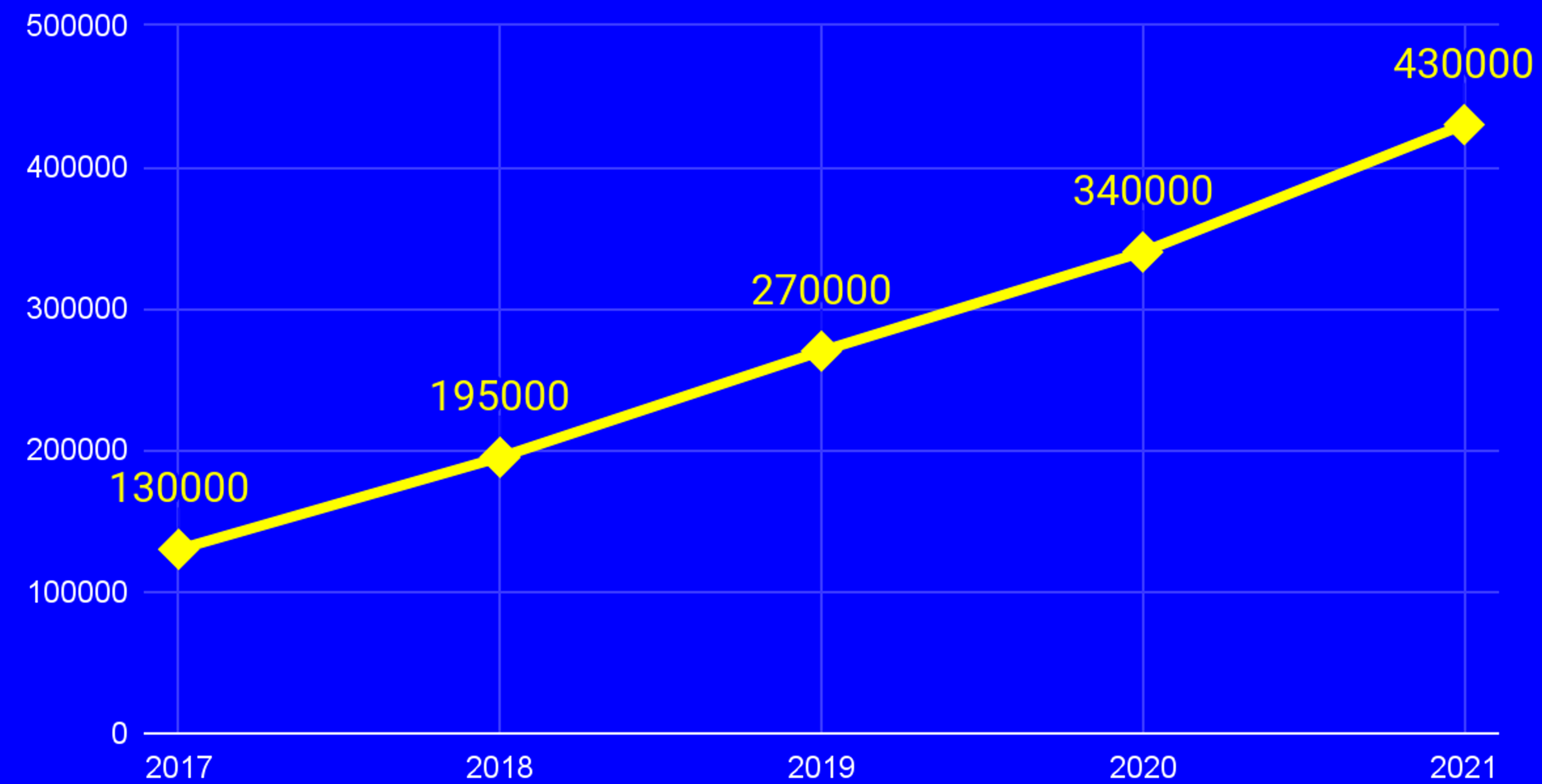
THE MOST FUNDED STARTUPS IN CZECHIA

TOP

1. Rohlik.cz
2. ShipMonk
3. Sotio
4. Productboard
5. Rossum
6. Avast
7. Twisto
8. MALL.cz
9. Mews
10. Rouvy

JOB INTEREST

Total of job applicants



How to built a startup?

 **What is a problem?**

What is a problem? Who is a customer?

**Identify problem which
is so important to be
solved. Identify your
market.**

**Conduct survey and
analyze**

**Create a problem
statement**



Build your MVP. Validate or Die!

Build your MVP. Validate or Die!

**Build a Minimum
Viable Product**

Test it

**Determine your
Business Model**

**Seek feedback
from experts**

**Monitor &
Measure your
metrics**



Get Funding or Bootstrapping?

Get Funding or Bootstrapping?

Bootstrapping

Crowdfunding

Angel Investors

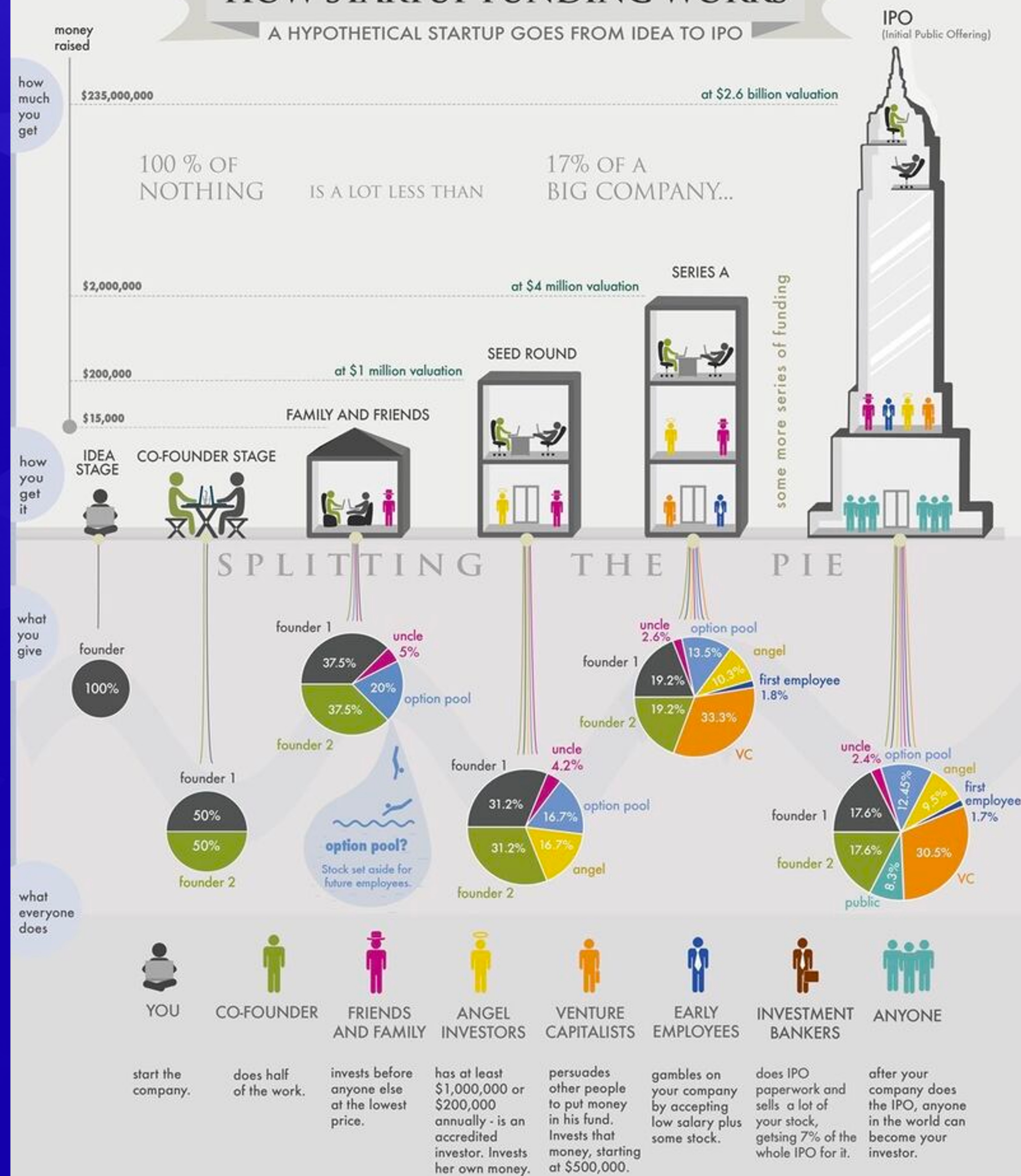
**Venture
Capitalists**

**Government
Grants**

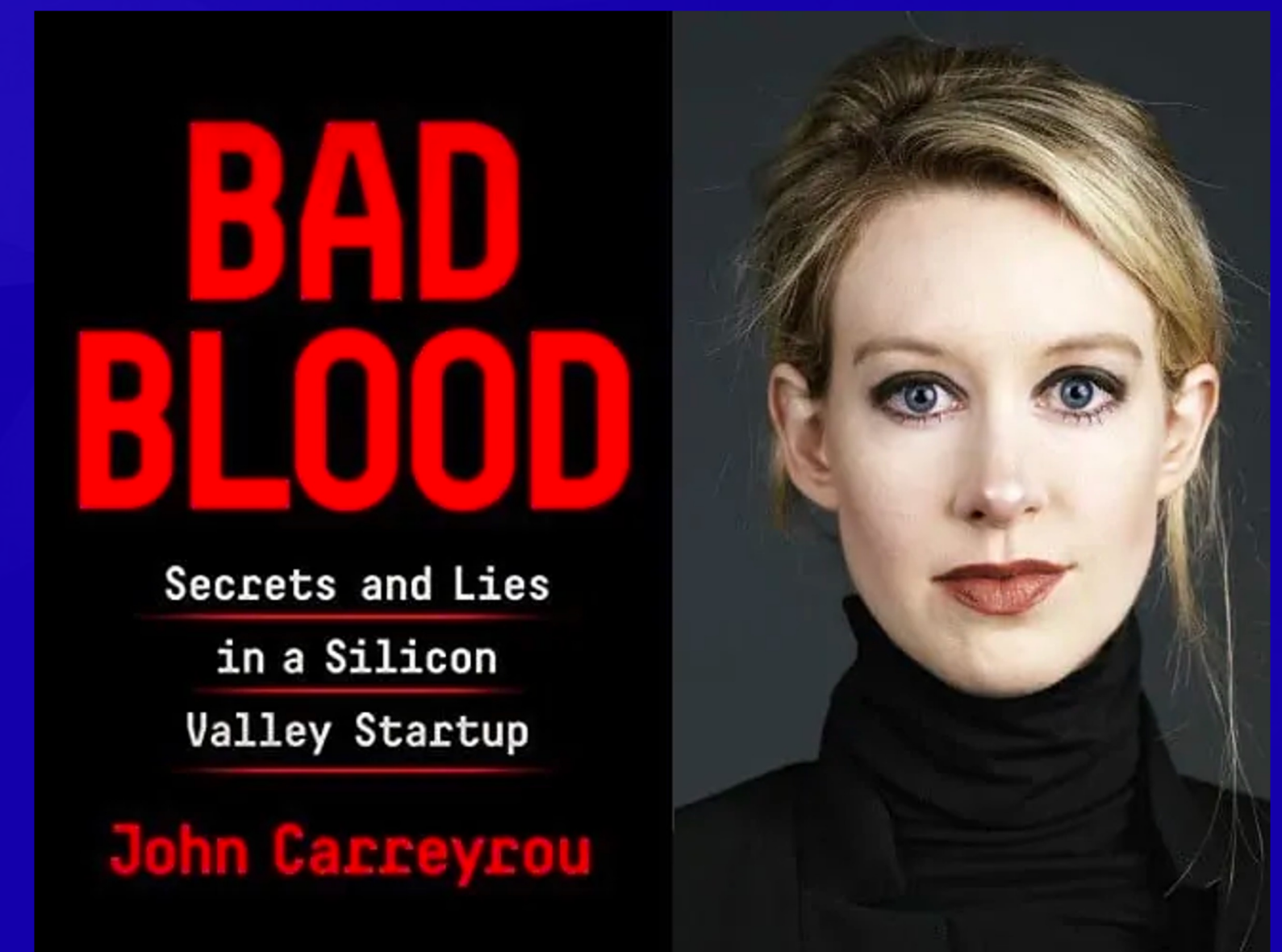
**Accelerators
& Incubators**

BY ANNA VITAL

A HYPOTHETICAL STARTUP GOES FROM IDEA TO IPO



Fake it till you make it? Not good idea to fake projections for investors.



Team

Team

**Define needs
& skills**

**Develop a
clear vision
and values**

Hiring plan

Cultural fit

**Competitive
compensation
and benefits**

**Encourage open
communication**

**Provide
Ongoing
Training &
Development**



Traction & Sales

Traction & Sales

**Identify
Market target**

**Marketing
Strategy**

Sales Process

**Offer
promotion,
added value
incentives**

**Provide
excellent
customer
service**

**Measure your
results**

Build a community to support your startup

It is about bringing together a cohesive group of people that has established a trust and deep sense of connection with the topic you share/company/brand etc.



TOP TIPS:

1. Define your community

2. Choose the right platform

3. Engage with your community

4. Provide value

5. Encourage user-generated content

6. Monitor and analyze your community



Investment



Expansion

When to expand?

**Evaluate your
business
model -
capacity to
scale!**

**Market
Research**

**Growth
Strategy**

**Hire the right
team**

**Leverage
Technology**

**Expand your
marketing and
sales**

**Seek
partnerships
and collabs**

**Manage Risk -
diversify your
revenue
stream**

🤠 ENJOY THE RIDE & HAVE A SAFE FLIGHT!



Lean Canvas

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
	COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>	

PLANNED BY US

EUROPEAN EVENTS FOR 2023

World Data Congress	Sustainable Future	Diversity Summit	European Health Summit	Pitch Boat
7.3	15.6	15.6	TBD	30.8
GamesCon	European Finance Investment Summit	Disrupt Summit	Disrupt Awards	Industry Summit
27.9	21.11	21.11	21.11	23.5

All events include a Pitch Session and winners will compete at Disrupt Awards!

IF YOU NEED HELP LET US KNOW!



Patrik Juránek
Founder & CEO



+420 720 766 159



[linkedin.com/in/patrikjuraneck/](https://www.linkedin.com/in/patrikjuraneck/)



patrik@startupdisrupt.com

**startup
disrupt**