

sapie ▶

Annual Report

— 2016



2016 The Year of the Slovak Presidency and the Digital Agenda

THREE KEY LEARNINGS:

BROADENING SCOPE - We've got new name (**The Slovak Alliance for Innovation Economy**) broadening our activities beyond the traditional Slovak startup community and looking at the broader innovation community. This allowed us to take a broader look at the ecosystem and identify new allies and partners and helped us increase the **number of members**, reaching nearly **50** by the end of the year 2016. **SAPIE is building a platform that aims to share insights, knowledge and efforts and it is open to relevant players**

**The Slovak Alliance for
Innovation Economy**



INNOVATION FOR ALL & THE FUTURE OUTLOOK - We believe that innovation is a matter of all sectors and industries. Our members are bringing innovation to manufacturing, automotive & mobility sectors and changing our physical worlds. Education needs to follow this trend and we see it as one of the key priorities for 2017. Besides attracting foreign investment we need to empower, support and respect home-grown innovation and Slovak scaleups. **In 2013, 250 scaleups in the Internet economy generated 1% of turnover of all companies active in Slovakia. We hope this number to increase at least 2% of overall turnover of the Slovak business sector by 2020.**

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A word from the Chairman

SAPIE turned two in 2016. The Slovak Alliance for the Internet Economy expanded its activities and changed its name to **The Slovak Alliance for Innovation Economy. The evolution of the innovation ecosystem broadened the scope of companies we want to invite to build a platform to share knowledge, insights and efforts** beyond the Internet economy. Our membership base includes nearly 50 members united to support our three key priorities: creating the education system and skills for the 21st century, including applied research, boosting the startup ecosystem and supporting scaling and global export of the Slovak companies.

2016 was also a year of the first Slovak Presidency in the Council of the EU that brought limelight on the Slovak innovative companies in Brussels and in Slovakia. Prior to the presidency we organised a **joint international delegation with high-level officials of our ministries with Brussels based think-tank Computer and Communications Industry Association (CCIA)**. Together we produced a list of recommendations, where we suggested to harness the opportunities digitization brings to the EU and Slovak economies, encourage the development of online platforms, support free flow of data, reform copyright and enhance cyber security.

In May SAPIE invited the creme de la creme of speakers from the **Pioneers Festival to meet the Slovak innovators at the Bratislava castle with the President Kiska, Deputy Prime Minister Pellegrini and State secretary Meager**. They shared ideas on improving the business environment to encourage innovation, teaching young people relevant skills and intensifying relationships with ecosystems close to us.

We have also **strengthened our regional ties by signing a Memorandum of Understanding to Create a Regional Startup Platform** initiated by the Hungarian Ministry of Economy with our partners in the Czech Republic (CzechInvest), Hungary (Hungarian Innovation Federation), Austria (AustrianStartups), Poland (Startup Poland) and Germany (German Startup Association). This is one of the concrete steps towards building the Danube Valley cluster initiative with our partners from Vienna, Budapest and Brno.

Building on what has been done in the ecosystem over the years we created a V4 Startup Survey with our partners from the Czech Republic, Poland and Hungary.

We made an effort to collectively map and evaluate the startup ecosystem in the V4. This comprehensive report for each country shows the key aspects of each ecosystem. The Slovak startups are young (majority of founders are between 20-40 years, 60% of companies were incorporated in the last 3 years, in the pre-seed and seed stage), 78% looking at global markets mostly in the EU and the US with challenges in talent attraction and retention, investment for growth and export.



On the European level, we participated in seven public consultations on the Digital Single Market, discussed our V4 report on forums in the European Parliament to 50 representatives of the Brussels administration, through our embassies (London, Delhi) and on stages in Bratislava and across the CEE Region.

We have strengthened ties with **our partners in Brussels**, with organisations such as Allied for Startups with which we have jointly submitted 4 official letters to various EU Commissioners. We have also joined the European Startup Network, an association of 19 startup and ecosystem organisations across the EU that intends to combine proposals and concerns raised on the national level to build a common agenda for the improvement of the entrepreneurial climate across Europe. We encourage our startups to participate in the annual **European Startup Monitor** that aims to collect, map and evaluate data across the national ecosystems in the EU.

Overall, 2016 was an exciting year that brought opportunities, growth and new visions for SAPIE. I believe that our joint efforts in supporting the innovation ecosystem will increase the impact of innovation on GDP and the future of Slovak economy as a whole.

In the upcoming year, we have set out to **boost our education priority** by creating a working group, interconnecting our members and helping them prepare nation-wide initiatives for students from primary schools to universities to be better prepared for the fast-changing world of the 21st century. We are planning to continue developing the Danube Valley cluster initiative and the V4 Startup Survey. In the scaleup priority, we want to collect data, map and find out needs of scale-ups in the Internet economy, present best practices and encourage policy makers to recognise and support this group of high-growth companies.

We look forward to this journey of thriving talent, growing innovation sector and successful Slovak companies on the global markets.

Rasťo Kulich
Chairman of the Board and Country Manager of Google Slovakia



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Sygić

slido

martinus.sk

ZlavaDna.sk

WebSupport

Modrý koník

profesia

ANASOFT

PLATFORM

piano

EY

UPL

ECF

PIXELFEDERATION

VISIBILITY

PROMISEO

ZARAGUZA
DIGITAL

NEULOGY
ventures

neulogy



connect

Eastcubator

LEARN
ZONE

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KPMG

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KICKRESUME

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IMPACT
HUB

vacuumlabs

WORX

ONTARIO
TORO

2016 Highlights



At the meeting with Commissioner Oettinger and the Slovak delegation we have presented priorities of Slovak companies for the Digital Single Market and sharing their best practices and pain points. In the sector of digital entrepreneurship we see the role of policy makers in creating **innovation-friendly environment, promoting digital skills and preparing legislation that does not create additional regulatory barriers stifling innovation, and that is future-proof and harmonised across the EU.**

FEB

Together with Slovensko.Digital we prepared recommendations for the new government on how to set up horizontal governmental structures in order to support the digital economy that is by nature cross-sectoral. We held multiple meetings with Mr. Pellegrini, the upcoming Vice-prime Minister for Digitalisation as well as wrote a list of recommendations and feedback for the new government manifesto. Among our recommendations was a horizontal approach to the digital economy, which was then materialized in the Office of Deputy Prime Minister for Investment and digitalization that connects all aspects of the digital economy and aims to drive the digital agenda. We have also participated in consultations on the Digital Single Market prepared by the team at the Ministry of Finance.

MAR



Joint delegation with the Computer and Communications Industry Association (CCIA), advocacy body based in Brussels, where we met with representatives of the Slovak Ministries (Economy, Finance, Transport and Telecoms) and Slovak Data Protection Authority discussed the key aspects for the upcoming Slovak presidency in the digital agenda. The delegation of representatives of global and national innovative companies shared a working lunch with the Slovak president Andrej Kiska. The list of recommendations aimed to harness the opportunities digitization brings to the EU and Slovak economies, encourage the development of online platforms, support free flow of data, reform copyright and enhance cyber security. It was distributed to key stakeholders responsible for the preparation and execution of the Slovak presidency.

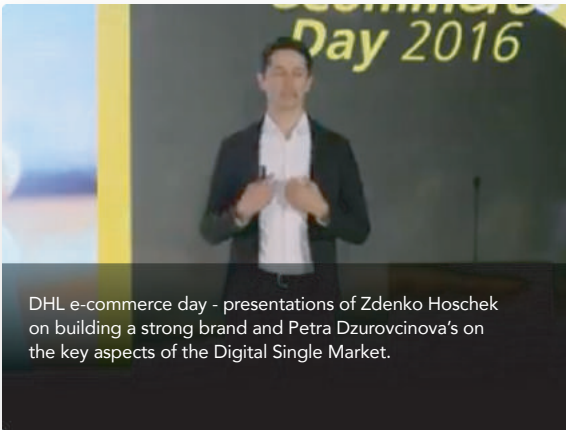
APR

MAY



Globally renowned speakers and investors from the Pioneers Festival visited Bratislava and met with the innovative entrepreneurs and Slovak president Kiska, vice-prime Minister Pellegrini and state secretary Meager. Among our guests were Tim Draper, Ralph Simon, or Adam Cheyer.

MAY



DHL e-commerce day - presentations of Zdenko Hoschek on building a strong brand and Petra Dzuřovcinová's on the key aspects of the Digital Single Market.

JUN



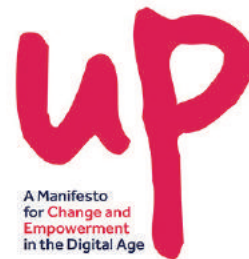
Launch of the Digital Garage that provided digital skills training for 16 000 people in 2016.

PRIESKUM STARTUPOV A INOVATIVNEHO EKOSYSTÉMU NA SLOVENSKU 2016

Súčasť V4 startup prieskumu

SAPIE has partnered with similar organisations in the Visegrad Group (Startup Poland, Aspen Institute and Hungarian Innovation Federation) to conduct a survey of innovative companies, startups, in all four countries (Poland, Czech republic and Hungary). We have distributed the survey among our partners and members over the two month period. Our goal was to collect responses from innovative technology companies registered in Slovakia. We have collected data from 47 startup companies based in Slovakia and based on our experience and knowledge of the Slovak startup scene we could extrapolate the results to represent the current state of the innovation ecosystem in Slovakia. The report has been presented on various forums in Slovakia and internationally.

JUL - AUG



SEP

Digital Assembly and presentation of the Scale-up for Europe - A Manifesto for Change and Empowerment in the Digital Age that has been crowdsourced from startup associations across the EU, driven by the Lisbon Council, Nesta and Open Evidence. Key points are in these six areas: 1, Complete the Single Market (VAT simplification, copyright, data, SME test, common consumer rules etc); 2, Mobilize Capital through Capital markets union, tax incentives for growth, crowd capital; 3, Activate Talent (attract, train talent, incentivized to hire); 4, Power Innovation (use of legislative sandboxes, startup-corporate collaboration, open data etc); 5, Broaden Education (entrepreneurship education, ICT skills, modernize education and education for business); 6, Monitor, Measure and Evaluate (track and evaluate policies).

Digital Assembly also opened crucial topics of the digital agenda such as copyright, free flow of data or platforms.

SEP

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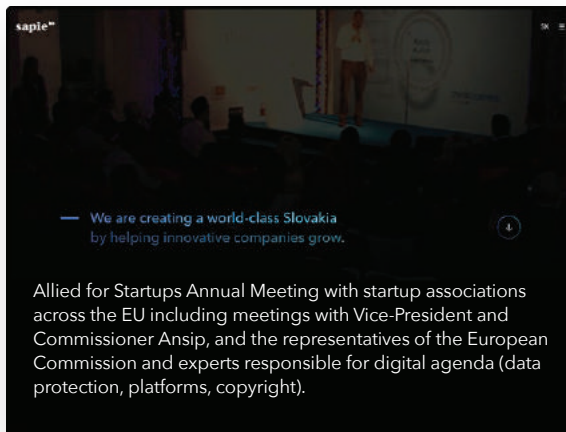
SAPIE joined the European Startup Network, an association of 19 startup and ecosystem organisations across the EU that intends to combine proposals and concerns raised on the national level to build a common agenda for the improvement of the entrepreneurial climate across Europe. Among their activities is also the annual European Startup Monitor. The network also offers special rates for startups to attend global innovation events.

OCT



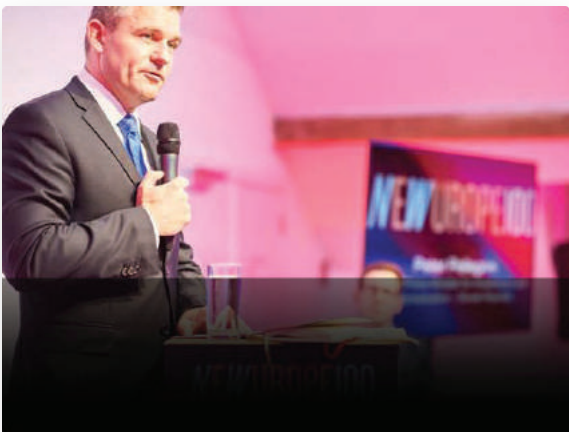
Allied for Startups Annual Meeting with startup associations across the EU including meetings with Vice-President and Commissioner Ansip, and the representatives of the European Commission and experts responsible for digital agenda (data protection, platforms, copyright).

NOV



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NOV





Business delegation in France joining our president Kiska on his official visit. The delegation visited Business France, PSA and Medef with the Slovak president and the Minister of Economy.

NOV



Official signing of the Memorandum of Understanding with our partners in the V4 and beyond at the Regional Digital Summit in Budapest. The signatories (SAPIE, Hungarian Innovation Federation, AustrianStartups, Startup Poland, CzechInvest and German Startup Association) decided to share knowledge, support and help to develop innovation ecosystems across the region and prepare joint projects to encourage innovation in an increasingly more collaborative manner

NOV



Presentation of the V4 Startup Survey in Brussels with Commissioner Jourova. At the conference Startups and the Digital Entrepreneur on the floor of the European Parliament with V4 MEPs (Dita Charanzová (CZ), Ivan Štefanec (SK), Ildikó Gáll-Pelcz (HU), Michał Boni (PL)).

NOV



6th edition of the Startup Awards with full-day program and over 1000 attendees.

DEC



Learn2Code developed new online game for kids to teach coding - Galaxy Codr. The game is free to use and teaches the basic principles in a simple and attractive way. SAPIE has supported this game financially.

DEC

Our Priorities

Education

In 2016, we supported activities of our members Aj ty v IT and the Girls' Day in April (promotion and involvement of our members) and Learn2Code with their new online game called Galaxy Codr (financial contribution and promotion).

We have also expanded our membership base with the founder of the Online Club, extracurricular activity for university students to understand digital marketing and entrepreneurship.

Our challenge for 2017 is to streamline our efforts to increase impact of activities of our members and our own to increase the impact, offer complimentary activities to students and general

Startup Priority

Over the summer, we conducted the V4 Startup Survey together with our partners. The survey was distributed to stakeholders in Slovakia and across the EU. We also collaborated with our partners, mostly with Allied for Startups on policy outreach in various key topics of the Digital Single Market.

We have been working on the development of the Danube Valley concept, creating stronger partnerships with the Pioneers Festival, Hungarian Innovation Federation and other stakeholders who were also signatories of the Memorandum of Understanding in Budapest.

Throughout the year we have been content partners on national and regional conferences presenting our priorities and views on the digital agenda and the Digital Single Market as well as the results and recommendations from the V4 Startup Survey.

Our policy outreach with Allied for Startup includes

Official Letter to Commissioner Jourova and Secretary Pritzker on Privacy Shield;
Official Letter to Minister Henk Kamp, Commissioners Andrus Ansip , Gunther Oettinger, Elzbieta Bienkowska on A Digital Single Market that Drives Growth and Creates Opportunity;
Official Letter to Commissioner Moscovici on VAT for e-Commerce; Official Letter on Net Neutrality.

We have also participated in public consultations on cyber security, modernisation of intellectual property rights, copyright, Startup Initiative, Single Digital Getaway, Capital Markets Union, e-privacy.

Scaleups

Within our third priority - supporting companies on their path to global markets - we cooperated with the Presidential office on official visits across the world (in Latin America, Switzerland, Romania and France). We strengthened our ties with the Slovak embassies across Europe as well as in India, where we managed to facilitate connections for our members.

We actively participated in public consultations in Slovakia, either regarding the new government manifesto, the role of the Office of Vice-Prime Minister Pellegrini or the topics of the Digital Single Market and digital agenda during our Presidency in the Council of the EU.

Financial Report

Total Income: **66 000,00 EUR**

Expenses: **48 000,00 EUR**

List of Events

January

The Conversation

March

E-commerce and IoT conference in Prague for the V4 region

Smart Industry Conference

Forbes 30 under 30

May

Tech Summit

DHL e-commerce day

Forbes Global: Technologies in Business

Pioneers Festival

September

Opening reception of the Startup Awards

Crowd Dialog Europe in Graz

ICT Proposer's Days

Digital Assembly in Bratislava

November

AmCham Business Breakfast The Sharing Economy: What's at stake and how to embrace it?

ITAPA

Regional Digital Summit in Budapest - signing of MoU

Startups and the Digital Entrepreneur conference at the European Parliament in Brussels

February

Meeting with Commissioner Oettinger

April

CCIA and SAPIE official visit

Globsec 2016

Girls Day

June

Global Start: Legal Aspects of new markets entry - Event in collaboration with Squire Patton Boggs

Spring ITAPA

October

Europe Code Week

eSkills for Jobs

Tatra Summit

December

Startup Awards 2016

Media Outreach

