

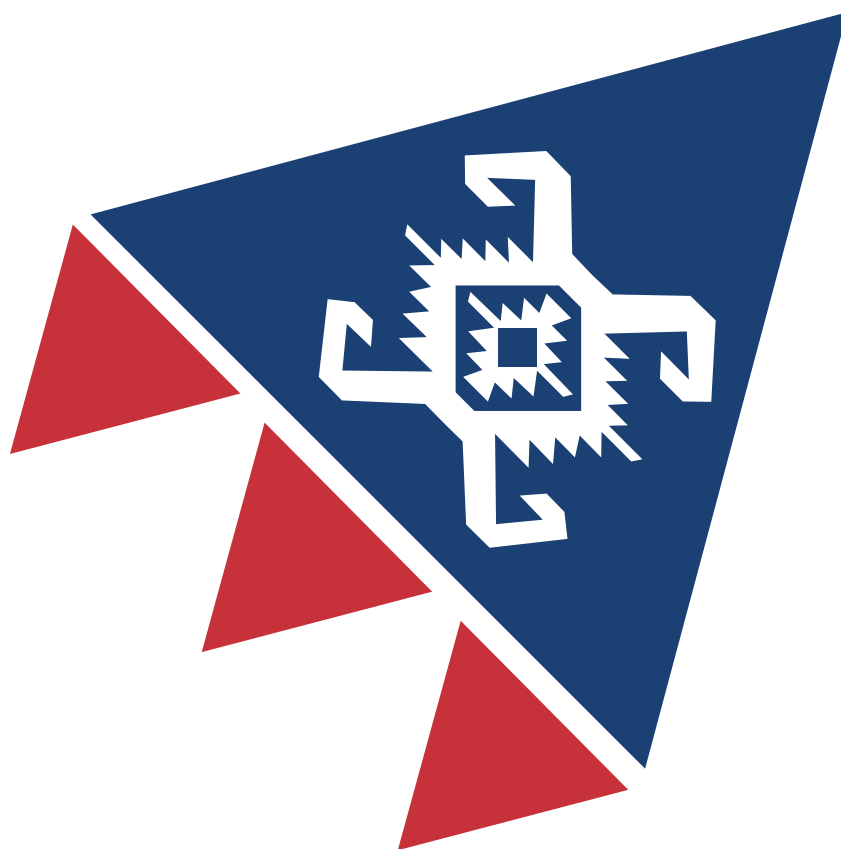
START MAGAZINE

number 1 | year 2024 | Lisbon

To play



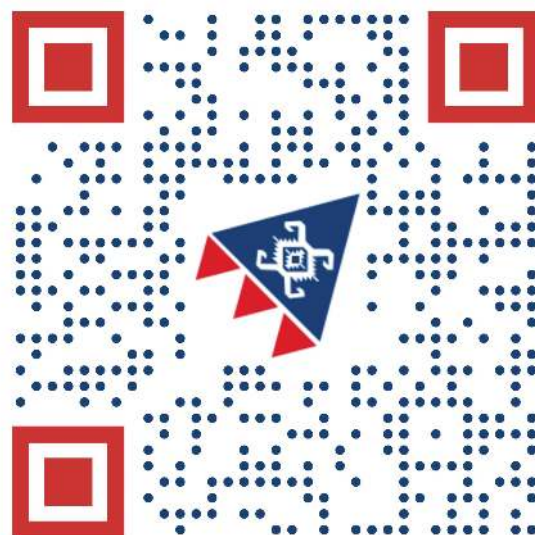
CHAMBER OF
COMMERCE AND
INDUSTRY OF SERBIA



meet us @ Web summit 2024
SERBIAN PAVILION & ISLAND

12 - 14 NOV

ME0 Arena | Rossio dos Olivais, 1990-231 Lisboa





identifying

connecting

networking | REINVENTED

scheduling

messaging

Oqr

Opage

Omsg

SERBIAN PAVILION & ISLAND @ WEB SUMMIT 2024



300+

Members of delegation

40+

startups

12+

side events

18+

Support organisations

50+

Team members

2

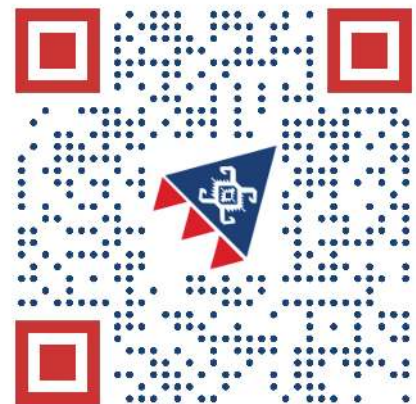
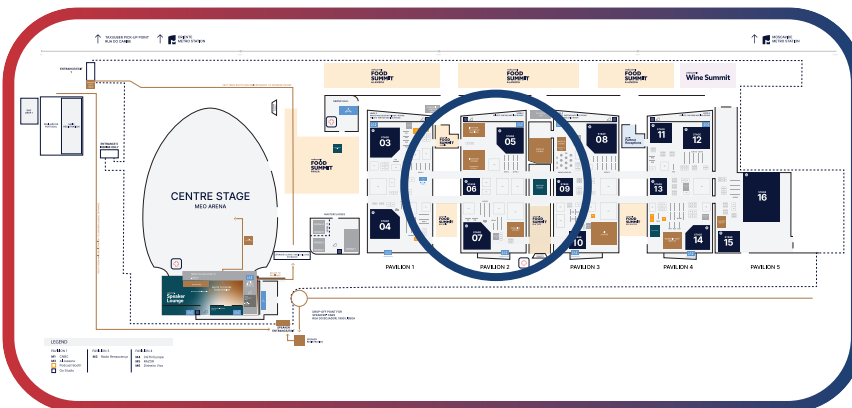
Ministries

25+

Speakers

10+

Mentors



SCHEDULE - WEB SUMMIT SERBIA 2024



Mr. Marko Čadež

Creating an economy of balance

Stage 14, Pavilion 4: Corporate Innovation Summit stage
November 13th - 11 am



Mr. Siniša Mali, PhD

Building a thriving tech ecosystem

Stage 15, Pavilion 5: Politics Summit stage
Date: November 12th - 11:50 am



Mrs. Tamara Vucić

Empowering Innovations:

Driving Serbia's Future with Female Founders
Stage 15, Pavilion 5: Politics Summit stage
Date: November 13th - 13:15 am

Day-01 November 12, 2024

10:00 - 10:15

Balkan startups: Why should I participate in the accelerator program?
Mladjan Stojanović, Manager of Katapult acceleration program at Innovation Fund in Serbia

10:20 - 10:35

Why Serbia should be on your tech radar?
Nebojsa Bjelotomić - Angel investor and ecosystem developer

10:40 - 10:55

The Serbia startup scene: bold, bright and ready to scale
Jan Kobler, Managing Partner at South Central Ventures

11:00 - 11:25

Future landscape: WIT innovators creating global impact
Dasa Runić, The Social Formula founder
Marija Lesjak, Co-Founder at HerbElixa and FeJuice
Jovana Minić, Co-founder at career fIT
Ana Mirkajlović, Co-Founder at Curious Sparrow

11:30 - 11:45

Blooming of startup ecosystem in Serbia
Milos Matić, Founding Partner at Omorikal Ventures/Partner at ICT Hub Venture

13:00 - 13:20

My £2.75million Startup exit in 2021
Matthew Mukalere, President of BlackRock Speaks London

13:25 - 13:45

From Belgrade to the World: capitalizing on Serbia's potential in tech ventures
Marko Čadež, President and Chamber of Commerce and Industry Serbia

13:50 - 14:35

Science & technology: accelerating innovation and supporting entrepreneurial growth
Jelena Begović, PhD Minister of Science Technological development and Innovation of the Republic of Serbia

14:40 - 15:05

Beyond the hype: actual potential of Serbia's tech, innovation, and startup ecosystem
Jelena Begović, PhD Minister of Science, Technological Development and Innovation
Natali Delić, Chief Strategy and Digital Officer and Executive Board Member at Telekom Serbia
Katarina M.V. Galić, Web Summit Serbia, Founder and CEO X|ergy SusTech Powerhouse

15:10 - 15:25

"Hidden gems: why Serbia's tech scene is flourishing"
Davor Sakač, Director at TS Ventures Fund

15:30 - 15:50

Gastro Maestro by Ancient Serbian knight
Saša Mišić, Master Chef

15:55 - 16:15

EXPO 2027 Belgrade
Dušan Borovčanin, CEO Expo 2027 Belgrade

Day-02 November 13, 2024

9:30 - 9:50

Social responsible startup community development
Manuel Koelman, CEO at PIRATE.global

9:55 - 10:25

Women in Leadership: challenges and opportunities for women in leadership roles.
Antoinia Norman, ex-CEO, Branson Entrepreneurial Center SA, Board member Virgin SA, and Global Lead, UN
Sara Almeida, Trainer and Mentor, Nova SBE VOICE Leadership
Minna Taylor, Expert Facilitator and Leadership Coach, Power of Storytelling

10:30 - 11:00

AI-Powered Disruption: The Startups Redefining Possibilities
Nikola Milanović, Co-founder & CEO at WellPet.ai
Vladimir Božović, CEO at ZenHire AI
Uroš Berisavljević, CEO & Founder at Shopnosis

11:05 - 11:25

Scientific-technological and innovation system: critical startup support systems
Ivan Rakonjac, Director at Innovation fund in Serbia
Vukašin Grozdić, State Secretary at Ministry of science, technological development and Innovation

13:00 - 13:20

Sustainable Web Development
Juho Vespalainen, Doctoral Researcher at Aalto University
Janne Kalliola, CGO at Exove | Green code & IT expert | Product Development Mentor

13:50 - 14:10

Lifecycle and exit of the Tech startup
Matthew Mukalere President of BlackRock Speaks London

14:30 - 15:30

60min
Serbia PITCH

15:30 - 17:00

Start to Play party @ Serbia stand



Day-03 November 14, 2024

10 - 10:30

Sustainable Solutions at Scale:
How Startups Drive Change
Branko Koprivica, Co-Founder at WPT energy
Branko Krstanović, Co-Founder at City and Me
Vedran Novak, Co-Founder at Where to Park

10:35 - 11:10

How to build a global product?
Tanja Kuzman, CEO at Digital Serbia Initiative
Oskar Marko, Assistant Director at BioSense, co-founder of Cropt"

11:15 - 11:50

Strength of the Serbian startups ecosystem
Milos Grozdanović, Assistant Director for Business Development at Science and Technology Park Nis
Mirko Pesić, Director at Science and Technology Park Cacak
Ivana Bezarević, PR & communication specialist at Science and Technology Park Belgrade
Vladimir Todorović, Head of Development Center @Science and Technology Park Novi Sad
Nemanja Jovčić, Web Summit Serbia, Manager at Innovation Incubator at University of Kragujevac

11:50 - 12:10

Mentorship is crucial: the impact of guidance and advice
Antoinia Norman, ex-CEO, Branson Entrepreneurial Center SA and Board member Virgin SA

13:00 - 13:30

SusTech globalization: rebuilding global entrepreneurial ecosystems
Antoinia Norman, ex-CEO, Branson Entrepreneurial Center SA and Board member Virgin SA
Sara Almeida, Trainer and Mentor, Nova SBE VOICE Leaderships
Minna Taylor, Expert Facilitator and Leadership Coach, Power of Storytelling

13:30 - 13:50

Implementing Innovation Management in software development
Stefan Vasiljević
Boris Stevanović
Marko Ristanović

13:55 - 14:30

Sustainable Software Development
Juho Vespalainen, Doctoral Researcher at Aalto University
Janne Kalliola, CGO at Exove | Green code & IT expert | Product Development Mentor
Dejan Milošević, •sin.gul.ar

The schedule is subject to updates.
Scan our QR code for the latest information.

STARTUP MENTORSHIP & TRAININGS



We successfully completion of the Xergy SusTech Powerhouse training program, organized in collaboration with the Serbian Chamber of Industry and Commerce! This comprehensive, four-month initiative was designed to equip Serbian tech startups with the tools, strategies, and insights needed for a successful showcase at Web Summit 2024 in Lisbon. Through a series of workshops, seminars, and in-person and online sessions, participants gained invaluable professional development experience to help accelerate their international growth.

Building for Success

The program brought together top minds in technology and business, covering critical areas such as global ICT trends, international strategy, pitch perfection, and sustainable development. Our lineup of expert speakers, including representatives from Virgin, BlackRock, and Energize Your Voice, provided unique insights and personalized guidance that empowered each startup to shine on the global stage.

Key Highlights

- Pitch refinement workshops
- Strategic internationalization
- pre-summit preparation—enabling each startup to maximize its impact at Web Summit.
- invaluable networking guidance
- helping participants connect with potential investors, partners, and industry influencers.

We look forward to witnessing the ongoing impact of this training as these promising ventures forge paths to global success, driven by the knowledge and network gained through this transformative program.



Katarina
M.V. Galić



Helen
Ćirić



Sara
Almeida



Antonia
Norman



Richard
Labelle

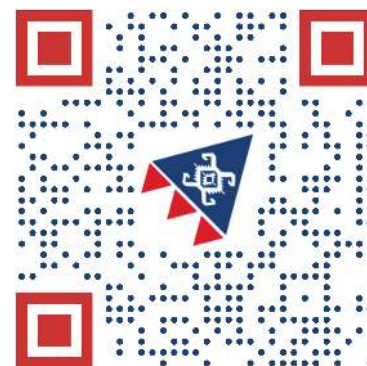


Matthew
Mukalere



Xlergy SusTech Powerhouse is the ultimate launchpad for SusTech startups to valuate, validate, and optimize business ideas through a lean assessment, demonstration, practical application, and evaluation cycle. We help founders build efficient and effective SusTech startups to create long-term impact and benefits for economy, society and environment.

xergy.tech



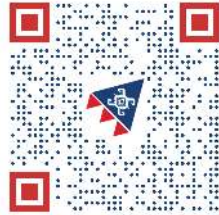


- fejuice.eu
- fejuice
- FeJuice

FeJuice

Patented, 100% natural, science-backed functional food for easy prevention & treatment of iron deficiency anemia, with no side effects.

Healthtech & wellness



- radoznalivrabac.rs
- radoznalivrabac.rs
- Curious Sparrow

Curious Sparrow

Curious Sparrow delivers personalized, emotionally engaging products that turn customers into the creators of unique, meaningful gifts.

Entertainment & media



- vlxdb.com
- VeloxDB
- VeloxDB

VeloxDB

High-performance database, 50x faster than the competition, with zero compromise on correctness and reliability.

Data & analytics



- digitalreception.app
- Digital Reception
- Digital Reception

GuideLites

A tailored visitor management system designed for effortless check-ins, heightened security, and full compliance.

SaaS



- wellpet.ai
- WellPet.ai

WellPet

helps dog parents better understand pets' emotions and needs by pioneering the use of AI and IoT to translate dog talk into human language.

AI & machine learning



- digitalreception.app
- beeamondofficial
- Beeamond
- Beeamond
- beeamond

Beeamond

Innovating urban beekeeping with indoor hives, providing fresh honey bee products and services right in your home or workspace!

Healthtech & wellness





Vinaver

- vinavermedical.com
- [vinavermedical](#)
- [Vinaver Medical](#)

Vinaver Medical

Unlock the power of your existing spectral CT to improve medical diagnosis and radiotherapy!



Healthtech & wellness



- bytech.rs
- [somnia.sleep.balkan](#)
- [ByTech](#)

ByTech

Somnia is a mobile app for reducing stress, improving decision making, focus and mental health in general by optimizing sleep quality.



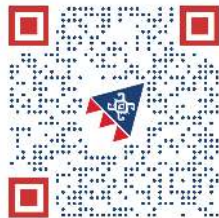
Healthtech & wellness



- dynamicmockups.com
- [dynamicmockups](#)
- [Dynamic Mockups](#)
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Dynamic Mockups

Create realistic Print-on-Demand Mockups on autopilot via API & Integrations



SaaS



- archfix.net
- [ArchFix](#)
- [ArchFix](#)
- [archfix.ai](#)
- [archfix.ai](#)

ArchFix

Smartphone scans for early flatfoot detection in children, with gamified exercise plans and progress tracking for parents.



Healthtech & wellness



- sneg.app
- [Sneg.app](#)

Sneg

Transforms outdoor adventures. Unites enthusiasts, freelancers, and businesses: automated CRM, easy bookings, and inclusive community



Sports & fitness



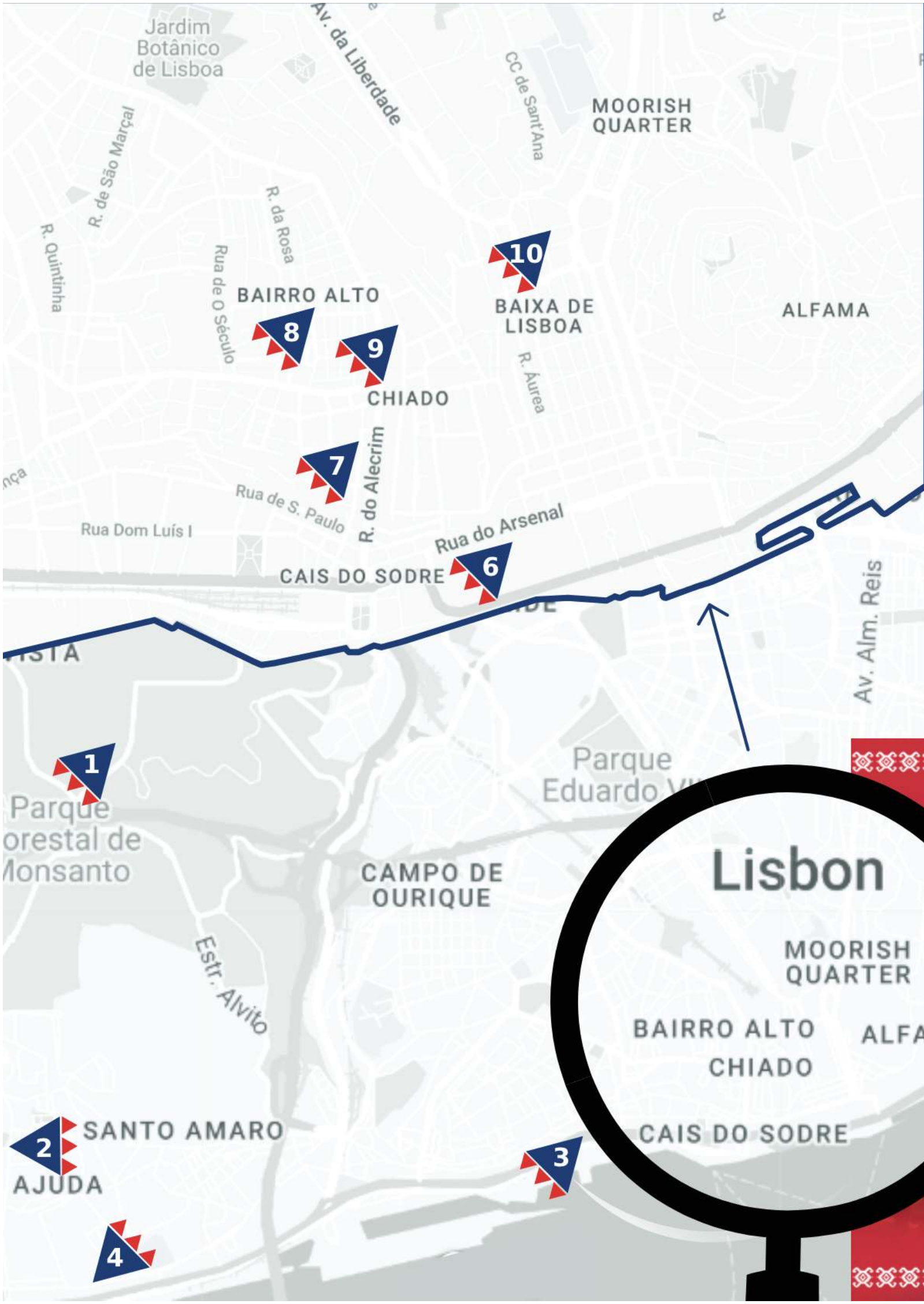
- wptenergy.com
- [WPT Energy](#)

WPT ENERGY DOO

WE believe charging your electric vehicles should be simple and invisible. WE design and build superior wireless chargers for your EVs.



Energy & utilities



Jardim Botânico de Lisboa

Av. da Liberdade

CC de Santa Ana

MOORISH QUARTER

R. Quintinha

R. de São Marçal

R. da Rosa

Rua de O Século

BAIRRO ALTO

10

BAIXA DE LISBOA

ALFAMA

8

CHIADO

R. Augusta

7

R. do Alecrim

Rua de S. Paulo

Rua Dom Luís I

Rua do Arsenal

CAIS DO SODRE

6

Av. Alm. Reis

ISTIA

1

Parque Forestal de Monsanto

Parque Eduardo VII

CAMPO DE OURIQUE

Lisbon

MOORISH QUARTER

BAIRRO ALTO

ALFA

CHIADO

SANTO AMARO

AJUDA

3

CAIS DO SODRE

4

Estr. Alvito

OLIVAIS NORTE

PARQUE D
NAÇÕES



Av. Pádua

CABO RU

BRAÇO DE PR

MARVILA

OLAIAS

MADRE DEUS



START *to play*

Sunday 10. November:

- 1 12:00pm - Serbian Welcome BBQ at Monsanto
- 2 19:00pm - Serbian Embassy Welcome cocktail

Monday 11. November:

- 3 16:00pm - Final Startups Training @ Kais
- 3 19:30pm - Traditional Balkan Dinner @ Kais

Tuesday 12. November:

- 4 08:00 - 16:00 - Serbian Pavilion & Island program
- 5 19:00 Investment Coctail @ Sud
- 6 22:00 Night Summit

Wendsday 13. November:

- 4 08:00 - 16:00 - Serbian Pavilion & Island program
- 4 19:00 Start To Play Party
- 7 22:00 Night Summit

Thursday 14. November:

- 4 08:00 - 16:00 - Serbian Pavilion & Island program
- 8 12:00 Serbian After Party @ Bairro Alto

Friday 15. November:

- 9 13:00- Treasure Hunt Lisbon @ Bairro Alto
- 10 18:00 - Kiki's Lisbon Tour @ Rossio
- 11 Humberto Delgado Airport

BALKAN DINNER

KAIS & SKONES LISBOA



RESERVATION
49€

MONDAY,
11 NOVEMBER
START 20:00

HABANERA QUARTET, SAX 'N' GROOVE
SPECIAL GUEST: SERBIAN CHEF SASA MISIC





- artemi-studios.com
- [artemi.game](https://www.instagram.com/artemi.game)
- [Artemi Studios](https://www.linkedin.com/company/artemi-studios)

Artemi

A reality-blended mobile game where players compete for territories and unlock real-world rewards through in-game business partnerships.



Gaming, VR & AR



- wheretoparkapp.com
- [where_to_park](https://www.instagram.com/where_to_park)
- [WhereToPark](https://www.linkedin.com/company/wheretopark)
- [WhereToPark](https://twitter.com/WhereToPark)
- [WhereToPark_app](https://www.youtube.com/channel/UC...)

WhereToPark

Save time and cut CO2 emissions by using community-powered parking insights — no extra infrastructure needed!



Mobility, transportation & logistics



- bizhive.it
- [xcentric.it](https://www.instagram.com/xcentric.it)

Xcentric IT

BizHive empowers us to build custom, high-performance apps, accelerating development and delivering scalable solutions for our clients.



SaaS



- orook.net/sr
- [orook_jobs](https://www.instagram.com/orook_jobs)
- [Orook AEC Careers](https://www.linkedin.com/company/orook)

OROOK

OROOK.net is a no. 1 platform for recruitment & retain of AEC engineers (Architecture, Engineering and Construction).



HR & recruitment



- kinestas.com
- [Kinestas Electronics](https://www.youtube.com/channel/UC...)
- [Kinestas](https://www.linkedin.com/company/kinestas)

Kinestas Machines doo

HYBRID TECHNOLOGY FOR TRANSPORTATION - EFFICIENT, SUSTAINABLE AND GREEN



Mobility, transportation & logistics



- smartlena.com
- [_lena_ai](https://www.instagram.com/_lena_ai)
- [LenaAI](https://www.linkedin.com/company/lenaai)
- [LenaAI](https://twitter.com/LenaAI)
- [LENA AI](https://www.facebook.com/LENA.AI)

Smart Lena

LenaAI offers 24/7 multilingual AI chatbot support, reducing costs, boosting customer satisfaction with instant, secure, real-time response.



AI & Machine Learning



- careerfit.io
- [CareerFIT](#)
- careerfit.io
- careerfit.io
- careerfit.io

CareerFIT

AI-driven platform for tech hiring & personalised upskilling



HR & recruitment



- benefiti.app
- [mojibenefiti](#)
- [Benefiti](#)

Benefiti

One-stop-shop for personalised employee benefits within the employer budget



HR & recruitment



- tourism-software.solutions
- turistagent.app
- [Tourism Software Solutions - TSS](#)

Tourism Software Solutions

High-performance database, 50x faster than the competition, with zero compromise on correctness and reliability.



Travel & hospitality



- thesocialformula.app
- [social_formula](#)
- [Daša Runić](#)
- [Social_Formula1](#)
- [The Social Formula](#)

The Social Formula

SaaS that offers AI data driven decision making in digital marketing in a user-friendly manner and marketing tips&tricks



Data & analytics



- slotify.app

Slotify

Slotify: AI-powered booking app for SMEs. Custom-built, one-time fee, rapid deployment. Boost efficiency with smart slot management.



AI & machine learning



- navblind.com
- [nav_blind](#)

NavBlind

We help blind and visually impaired people be more independent by assisting them with using public transport and finding building entrances.



Mobility, transportation & logistics

Launched by the Innovation Fund of the Republic of Serbia, Katapult is an acceleration program that targets early-stage growth-oriented innovative companies and gives them the support and funds needed to scale their businesses.

katapult-akcelerator.rs




Nextesy

At nextesy we envision a future where businesses thrive in a seamlessly connected world.

HR & recruitment


nextesy.com
[nextesy](#)




Fuller Vision

Fuller Vision makes Autofocals®—auto-focusing glasses for over 2B adults worldwide who suffer from presbyopia.



www.fuller.vision
[Fuller Vision](#)

Urbigrow

Urbigrow is redefining urban gardening for the modern era, blending cutting-edge technology with the timeless art of botany.



urbigrow.me
[Urbigrow](#)
[Urbigrow](#)
[urbi_grow](#)
[Urbigo](#)

Mily Technologies

Mily Tech's delivery analytics platform combines the power of spatial and business analytics.



milytech.com
[milytechnologies](#)
[Mily Technologies](#)

Reputeo

Our software transforms data collecting in the age of intellectual property, news, and social media by providing advanced solutions for due diligence, KYC, reputation measurement, and tracking of both licensed and unlicensed data sales and distribution.


thereputeo.com
[thereputeo](#)
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Shopnosis

Shopnosis.AI enables you to instantly test & optimize any retail marketing creative before it goes live. Next to testing, it monitors your category for retail marketing trends & best practices and creates guidelines for effective retail marketing design.


preview.shopnosis.ai
[Shopnosis](#)




ZenHire

At Zenhire.ai, we're transforming the way companies discover, assess, and hire talent by leveraging cutting-edge AI technology.


zenhire.ai
[ZenHire](#)
[ZenHire](#)

Ota Sync

OTA Sync presents modern cloud-based management and business intelligence tool, crafted for hotel & property managers.


otasync.me
[ota.sync](#)
[otasync1841](#)
[OTA Sync](#)
[OTA Sync](#)




QQR

['identifying', 'connecting', 'networking', 'scheduling', 'messaging', 'every(reinvented);]

0qr.me
[0qrme](#)
[0qrme](#)
[0qrme](#)



OUR SELECTION STARTUPS



 [Bookerguru.com](https://bookerguru.com)

Booker guru

Booker Guru is an online marketplace where you can Search, Book, Offer, or Tender Services in a way that will save time and help you to find the closest available service provider within your budget.

SaaS



 cityandme.app

City and Me

Digital support for interactive and sustainable communities.

Social media & networking



Trust2Me

 trust2me.com

Trust2me

Trust2Me is a patient-centric platform that addresses the 3 core issues: missed appointments, poor patient retention, and negative reviews.

Healthtech & wellness



Tour Whisperer

 withwhisperer.com

Tour Wisperer

Save time, uncover hidden gems, get discounts, and follow an efficiently organized route. All with one AI guide in your pocket!

Travel & hospitality



HerbELICO®
Herbal supplement

 herbelixa.com

Herbelixa

HerbElixa is a private company that produces dietary supplements based on medicinal herbs. Our main focus is on products made of essential oil that can help in the treatment of various conditions and diseases. Our products are exclusively based on scientific facts and results.

Healthtech & wellness



 platformservices.net

Platform Services

Integrated Project Management Platform is a market proven Stage-Gate toolkit for NPD.

SaaS



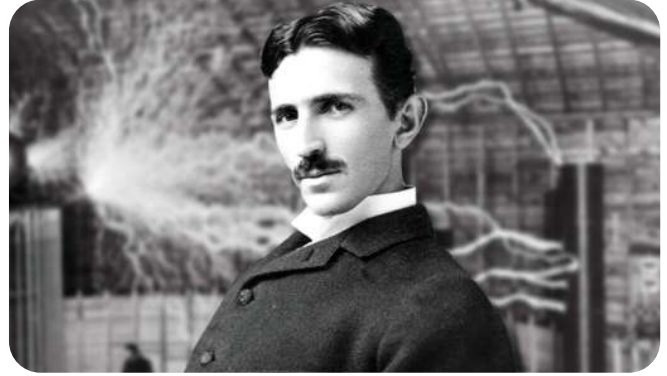
SERBIA: A LAND OF INNOVATION, CULTURE, AND GLOBAL EXCELLENCE

CULTURAL IMPACT

Serbia's cultural influence extends across multiple domains, from sports and science to gastronomy and arts. The country continues to gain recognition in the global startup scene, while maintaining its rich traditional heritage. Belgrade, the capital, has become a regional center for innovation and cultural exchange, hosting numerous international conferences and events.

INNOVATION LEGACY: TESLA'S HERITAGE

Serbia shares a profound connection with Nikola Tesla, one of history's greatest inventors. Nikola Tesla held around 300 patents worldwide, with his most significant discoveries including the development of the alternating current (AC) system, the Tesla coil, and wireless transmission technology. The Nikola Tesla Museum in Belgrade, established in 1952, houses his personal belongings, documents, and interactive demonstrations of his inventions. Today's Serbian innovation sector builds on this legacy, with Belgrade emerging as a significant tech hub in Southeast Europe, hosting numerous successful startups and IT companies.



SPORTS EXCELLENCE: THE DJOKOVIĆ PHENOMENON

Novak Djoković has become Serbia's most recognizable contemporary icon. With 24 Grand Slam singles titles, he holds the record for most major men's singles titles in tennis history, and the only player to win all Masters 1000 tournaments multiple times. Beyond statistics, Djoković has put Serbia in the global spotlight, inspiring a new generation of athletes and showcasing Serbian determination and resilience.



MUSICAL HERITAGE

Serbia's musical landscape is rich with traditional and modern elements. The country is known for its folk music tradition, including unique styles like "izvorna" (source music) and distinctive regional sounds. Serbian contemporary music scene thrives through major festivals like the EXIT Festival in Novi Sad, one of Europe's largest music events. Serbian contemporary music scene thrives through major festivals like the EXIT Festival in Novi Sad, and Trumpet Festival in Guča are one of Europe's largest music events.

CULINARY TREASURES: THE EATSERBIAN MOVEMENT

Chef Saša Mišić's eatSerbian initiative aims to promote Serbian cuisine globally through gastrodiplomacy. Traditional Serbian dishes showcase the country's culinary heritage:



Pasulj Prebranac: A hearty bean dish slow-cooked with caramelized onions, representing a staple of Serbian home cooking. This dish is particularly popular during Orthodox fasting periods



Kaçamak: A cornmeal-based dish similar to polenta, traditionally served with kajmak (Serbian cream cheese) or cheese. It originates from mountain regions and represents Serbian pastoral cuisine.



Ajvar: A condiment made primarily from red bell peppers and oil, roasted and carefully prepared in autumn for year-round consumption. This labor-intensive process creates a sweet-smoky spread that's become internationally recognized.



THANKS TO OUR 2024 PARTNERS



Our Startups



Support organisations And 300+ delegation members and guests!



Executive team



Katarina M.V Galić | COO
Xergy



Nemanja Jovičić | COO
Innovation Incubator UNIKG



Dejan Milošević | CTO
•sin.gul.ar



TM

**EXPO
2027**

BELGRADE SERBIA

