

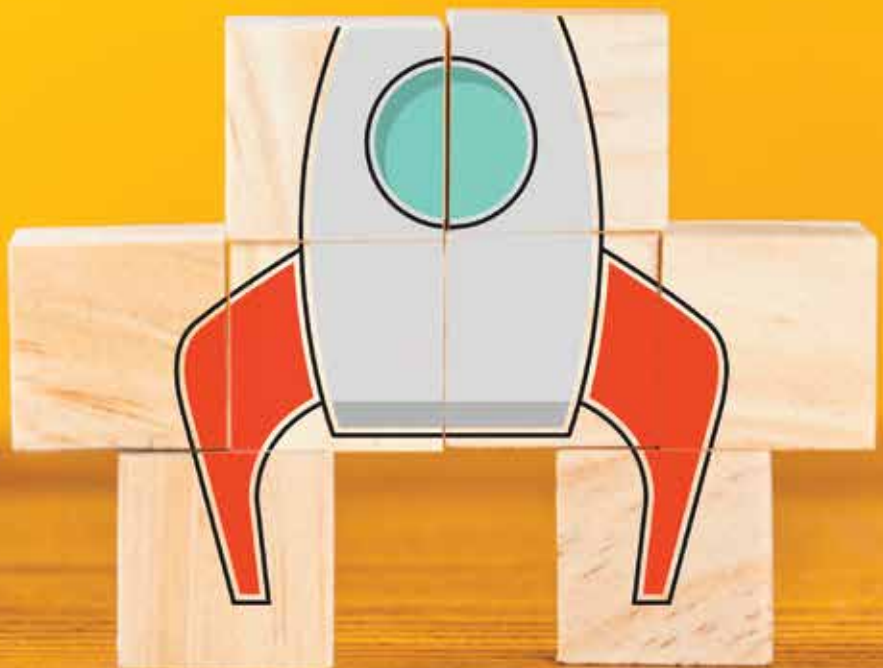
Foundation for Sustainable Economic Development



**PREDA** plus



# DRIVING STARTUP GROWTH



## DRIVING STARTUP GROWTH

Since 2018, PREDA Plus has been a key player in fostering the startup community in the Pelagonia region and across the country. By creating a supportive entrepreneurial ecosystem, PREDA Plus has successfully motivated and nurtured entrepreneurial culture.

Our aim is to provide startups with comprehensive education and invaluable opportunities that will empower them to successfully build their businesses from the ground up. Through targeted learning programs and hands-on experiences, startups gain the knowledge and skills necessary to grow their ventures. Additionally, they have access to the resources and networks required to scale their companies effectively, ensuring long-term success in a competitive market.

To date, we have implemented nine startup programs, including collaborative initiatives with X Factor Accelerator from Veles and Center for Development of Vardar Planning Region. Our extensive network within the Macedonian startup ecosystem, along with strong ties to the business sector, lays a solid foundation for future sustainable startup programs at the national level.

Looking ahead, PREDA Plus is committed to enhancing collaboration and partnerships with the business sector to develop and implement joint startup programs. These programs aim to bolster economic development by promoting entrepreneurship, innovation, and job creation.

PREDA Plus will continue to explore and deepen partnerships with companies, universities, and international partners to further our mission of supporting and growing the entrepreneurial landscape in the Pelagonia region and nationwide.

**Our mission is to equip startups with the education, resources, and opportunities they need to build, grow, and scale their companies successfully.**





## MILESTONES OF SUCCESS: PREDA PLUS STARTUP PROGRAM ACHIEVEMENTS

Through the impactful startup programs facilitated by Preda Plus, substantial achievements have been realized:

**9**

Implemented  
startup  
programs



**190**

Total applied  
business in  
startup  
programs



**167**

Total number  
of participants  
in startup  
programs



**90**

Total number  
of business  
ideas  
developed in  
startup  
programs



**63**

Total number  
of developed  
business  
ideas  
presented at  
Demo Day

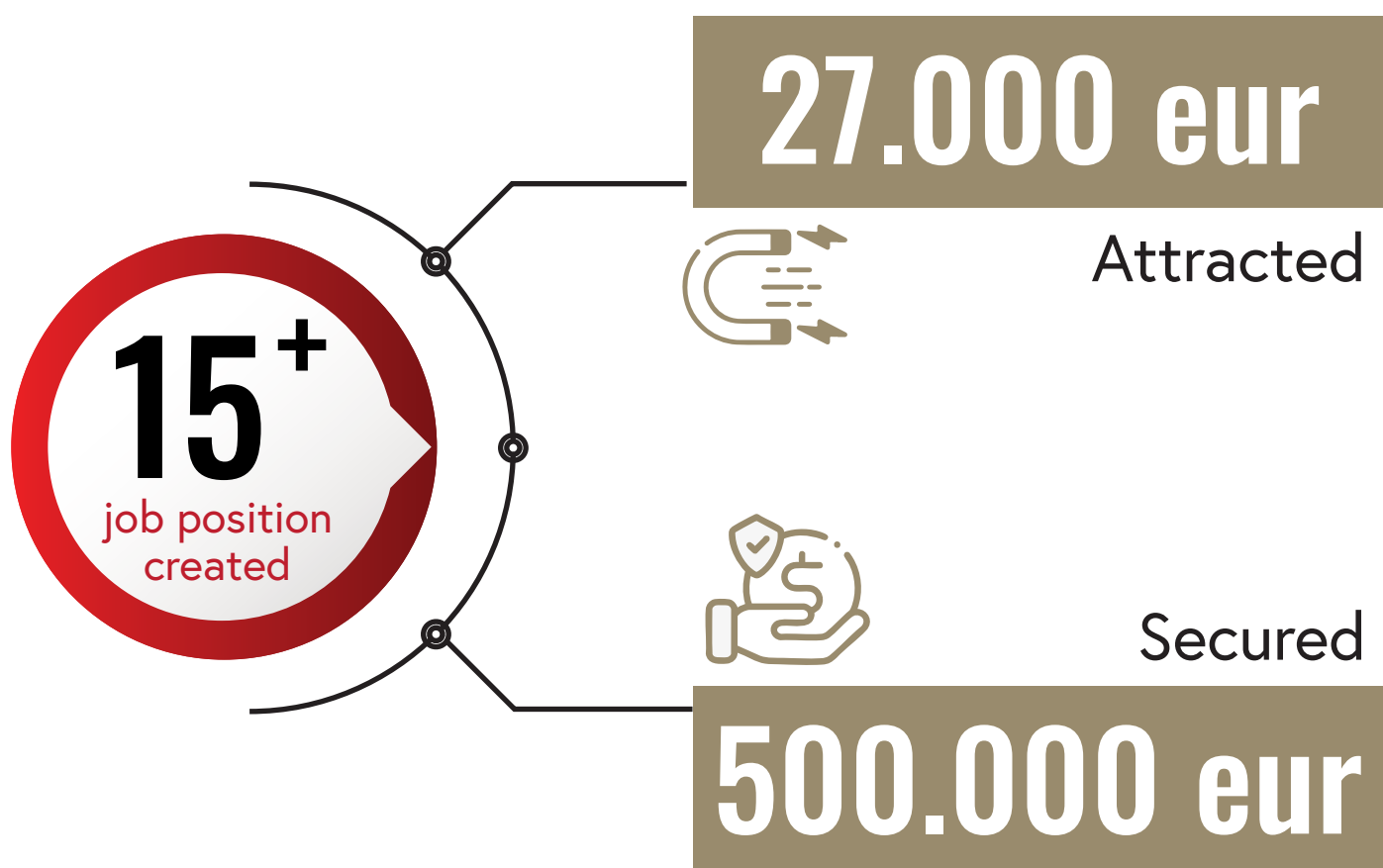




## MILESTONES OF SUCCESS: PREDA PLUS STARTUP PROGRAM ACHIEVEMENTS

Through the strategic and innovative startup programs led by Preda Plus, significant milestones have been reached:

- Over 15 new job positions created, fostering local employment and supporting economic growth.
- Attracted €27,000 in seed investments, enabling startups to launch and scale their business models.
- Secured an additional €500,000 in funding, demonstrating strong investor confidence and driving further program development and sustainability.



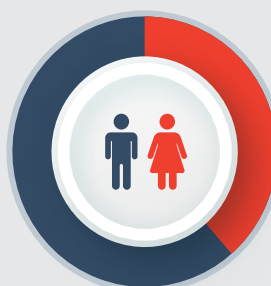


## GENDER STRUCTURE OF PARTICIPIANTS IN THE STARTUP PROGRAMS

### I Batch:

EMPLOYOUTH

I od Bitola se moze(i)-1



22



13



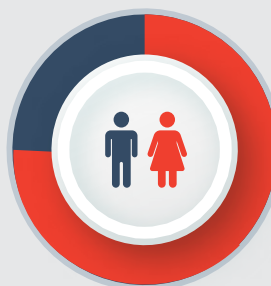
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### II Batch:

EMPLOYOUTH

I od Bitola se moze(i)-2



8



3



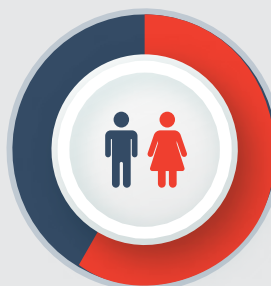
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### III Batch:

MOT Bitola

Startup-1



32



8



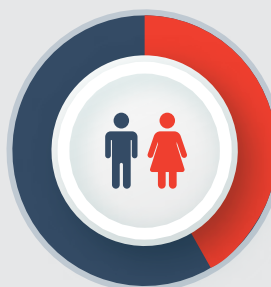
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### IV Batch:

MOT Bitola

Startup-2



21



12



9

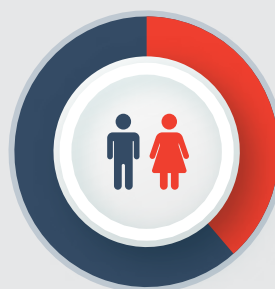




## GENDER STRUCTURE OF PARTICIPIANTS IN THE STARTUP PROGRAMS

### V Batch:

I od Veles se mozi



23



14

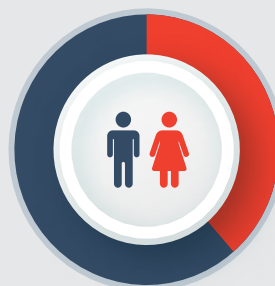


9



### VI Batch:

FinTech



23



17

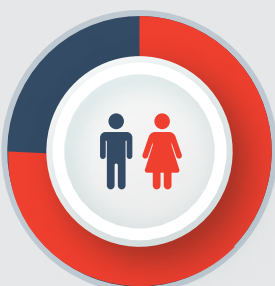


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### VII Batch: ENTEG

Teaching entrepreneurship  
 startup program for  
 graduated students



12



2

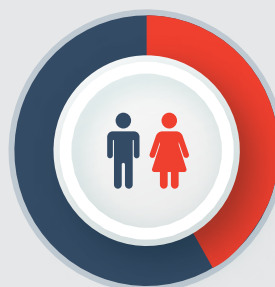


10



### VIII Batch:

Tourism Innovation  
 Vardar



20



11



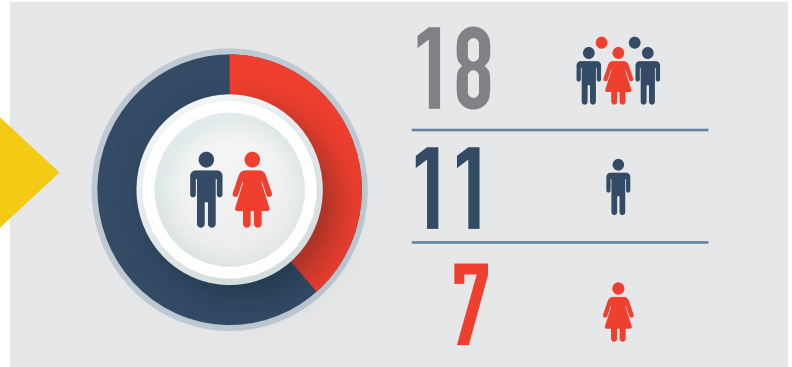
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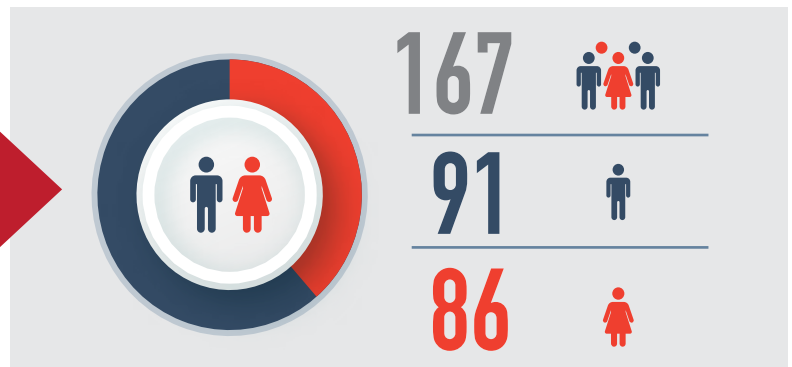


## GENDER STRUCTURE OF PARTICIPIANTS IN THE STARTUP PROGRAMS

**IX Batch:**  
 AgriTech, FoodTech  
 & TourTech



**TOTAL**



# 1

NAME OF THE STARTUP PROGRAM

И ОД  
БИТОЛА  
СЕ МОЖЕ(И)

**EMPLOYOUTH-**  
**I od Bitola se moze(i) (1)**  
-Acceleration Program in  
Pelagonia Region





# 1 EMPLOYOUTH- I od Bitola se moze(i) (1) -Acceleration Program in Pelagonia Region



DESCRIPTION OF THE SERVICES

Our startup program was structured into four modules mentorship program and 10 comprehensive training topics.

## Program Highlights:

- **Comprehensive Mentorship and Training**  
 Mentorship and training sessions provided in-depth analysis of business ideas, guided the creation of business canvases, and facilitated the development of essential business management skills.
- **Building Market Competitiveness**  
 Participants gain valuable knowledge, information, and skills to enhance their capacity and competitiveness in the labor market.
- **Networking with Industry Leaders**  
 Participants also benefited from networking events with representatives from the business world, featuring both international and domestic speakers.
- **Demo Day: Showcasing Innovation**  
 The program culminates in a Demo Day, where participants present their business ideas to an audience, showcasing their progress and potential.



IMPLEMENTATION PERIOD

2018/2019

# 1

## EMPLOYOUTH- I od Bitola se moze(i) (1) -Acceleration Program in Pelagonia Region



**12** mentors and business consultant provided  
**320** hours of group and individual mentorship, along  
**12** hours of training services

Successfully guided  
**20** participants in transforming their business ideas into viable business models.

Equipped **20** participants with the essential knowledge and skills needed to develop and run their own businesses.

**10** participants showcased their innovative ideas at our special Demo Day event.

**5** participants established new startups after completing the program.

**3** participants secured freelancer engagements after completing the program.

**2** startups access other funding sources after completing the program.

**5** participants pursued careers in corporate settings after completing the program.

ONE STARTUP CREATED A PLATFORM THAT HAS TRADED UP TO

**\$7 million** to date.

2

NAME OF THE STARTUP PROGRAM



## I od Bitola se moze(i) (2) -Acceleration Program in Pelagonia Region



# 2

## I od Bitola se moze(i) (2) -Acceleration Program in Pelagonia Region



DESCRIPTION OF THE SERVICES

Our startup program was focused on equipping entrepreneurs with the tools and guidance needed to develop and present successful business ventures.

### Program Highlights:

- **Business model creation:**  
 Develop robust business models using the Business Model Canvas framework.
- **Mentorship and Consultation:**  
 Receive expert guidance in:
  - Crafting effective business development strategies
  - Financial planning and management
  - Mastering sales skills and tactics
  - Creating compelling pitch decks
- **Demo Day:** Showcase your business idea to a panel of investors, industry leaders, and potential partners.

This program was designed to provide entrepreneurs with the essential skills and support needed to bring their innovative ideas to life.



IMPLEMENTATION PERIOD

2019

# 2

## I od Bitola se moze(i) (2) -Acceleration Program in Pelagonia Region



### Developed **4** new business ideas:

The program helped entrepreneurs brainstorm, refine, and validate four innovative business concepts, equipping them with the skills and resources to bring their ideas to life.



### Improved pitching and presentation skills:

Participants received tailored coaching to enhance their ability to clearly present their ventures to potential investors, partners, and customers, increasing their chances of success.



### Provided ongoing mentorship and networking:

Entrepreneurs were connected with experienced mentors and industry professionals, gaining valuable advice and expanding their business networks to support future growth.

3

NAME OF THE STARTUP PROGRAM



**I od Veles se moze**  
Pre-Acceleration Program for  
support of startups in  
Vardar Region



# 3 I od Veles se moze

## Pre-Acceleration Program for support of startups in Vardar Region



DESCRIPTION OF THE SERVICES

### Startup Program in partnership with X-Factor Accelerator, based in Veles

Our Startup Program was dedicated to fostering innovation and supporting the next generation of entrepreneurs in Veles. Through strategic partnerships and a carefully curated program, we empowered emerging businesses to turn their ideas into successful ventures.

By providing mentorship, training, and networking opportunities, we laid the foundation for a thriving entrepreneurial ecosystem in the region.

### Program Highlights:

- **Networking Event:** A dynamic networking event was organized, featuring motivational speakers and industry experts, providing valuable opportunities for participants to connect and grow.
- **Business Idea Selection:** Following a rigorous evaluation process, **20** of the most promising business ideas were selected to participate in the program.
- **Mentorship and Training:** Participants benefited from a comprehensive mentorship and training program, equipping them with the essential skills and guidance needed for success.
- **Online Demo Day:** The program culminated in an Online Demo Day, where participants presented their business ideas to a wider audience, including potential investors.



IMPLEMENTATION PERIOD

February-April 2020

# 3

## I od Veles se moze

### Pre-Acceleration Program for support of startups in Vardar Region



RESULTS

Supported the development of  
**20** new business ideas



**10** business ideas

were presented at Demo Day,  
showcasing the participants' hard work  
and creativity.



**2** business ideas

from our pre-acceleration program were  
accepted into the s X-Factor  
Acceleration Program.

**ONE STARTUP  
SECURED**

**IN FUNDING THROUGH  
THE X-FACTOR ACCELERATION PROGRAM.**



**100,000** euros



4

NAME OF THE STARTUP PROGRAM



**Bitola Startup-**  
(two startup programs in  
Pelagonia region)



# 4

## Bitola Startup-

(two startup programs in Pelagonia region)



DESCRIPTION OF THE SERVICES

Our comprehensive start-up programs were designed to equip aspiring entrepreneurs with the knowledge, skills, and resources needed to succeed. The programs include mentoring sessions, training sessions, motivational events, and a Demo Day to showcase progress and pitch ideas to investors.

### Program Highlights:

- **Mentoring Session (400 hours)** Presentation of Business Model Canvas  
Introduction to business planning and all elements of the Business Model Canvas

#### Finance & Funding

Financial planning, management, and business financing opportunities

#### Sales

Sales skills, techniques, and business development strategies

#### Psychology of Pitching

Basics of creating a compelling pitch

Developing a pitch deck for presenting business ideas to investors

- **Training Sessions (80 hours)**

- Project Management, Marketing and Branding
- Digital Marketing, Legal Regulations, Intellectual Property

- **Motivational Events (4)**

Participants had the opportunity to engage with successful entrepreneurs through inspiring business stories, and discussing real challenges and strategies for running a business.

- **Demo Day**

Participants presented their business ideas and their evolution to a select audience of investors, entrepreneurs, and other distinguished guests, showcasing their hard work and progress.



IMPLEMENTATION PERIOD

2020-2021

4

## Bitola Startup-

(two startup programs in Pelagonia region)



RESULTS

Established Start-up center in Bitola, to induce an ecosystem for start-ups and support the business sector in Bitola and the Pelagonija Region

Provided a total of

**400** mentorship hour  
**72** training hours  
**40** participants

Created

**22** business model canvases for new business ideas.

canvases for new business ideas.

Prepared

**22** presentations for Demo Day

where participants pitched their ideas to compete for grants.

Achieved a total of

**10** new employments

**1** participant received a self-employment grant from the National Employment Agency after completing the program.

**1** start-up idea got funding from The Fund for Innovations and Technology Development after completing the program.

AWARDED A TOTAL OF

**8**

GRANTS X

**3,000** euros



to the most successful business ideas presented on Demo Day

5

NAME OF THE STARTUP PROGRAM



**FinTech**



# 5

## FinTech



The Fintech Startup Programme successfully promoted the development of cutting-edge financial technology solutions for consumers and institutional customers.

### Program Highlights:

- **Certified 5-Day Training on Design Thinking:** Participants received comprehensive training, equipping them with the skills to innovate and design user-centric financial solutions.
- **Fintech Hackathon:** Selected attendees spent **48 intense hours** coding, validating their ideas, networking, and receiving mentorship from industry professionals. The event culminated in pitches presented to a panel of potential investors, executives, and entrepreneurs.
- **Innovation Forum:** Besides the panel with international guest speakers on the fintech topic, the forum showcased an exhibition of innovative solutions developed by the hackathon teams, highlighting their creativity and technical prowess.
- **Awards:** The best teams were awarded **3,000 euros** each, recognizing their outstanding contributions and potential in the fintech sector.



2022

# 5

## FinTech



### RESULTS

**21** Provided in-depth training and mentorship to participants

**6** fostering collaboration and innovation within teams



**6** Developed, tested, and prototyped unique fintech business solutions showcasing the creativity and technical skills of the teams.



**6** Prepared compelling presentations for Demo Day, where teams pitched their ideas to compete for a grant



**AWARDED A GRANT OF 3,000 euros**

TO THE MOST SUCCESSFUL BUSINESS IDEA,  
RECOGNIZING EXCELLENCE AND POTENTIAL IN FINTECH INNOVATION.

6

NAME OF THE STARTUP PROGRAM

**TOURTECH**

**TOURTECH-**  
Tourism Innovation Vardar



# 6

## TOURTECH- [Tourism Innovation Vardar]



DESCRIPTION OF THE SERVICES

Our program was specifically designed to promote the development of innovative solutions in the travel, tourism, and hospitality industry

### Program Highlights:

- **Training Program Using Design Thinking:** Learn and apply the principles of Design Thinking to identify opportunities and create impactful, user-centered solutions.
- **Mentorship for Innovative Ideas:** **48-hour hackathon** in Veles, where creative minds collaborate to develop groundbreaking solutions under the guidance of experienced mentors.
- **Round Table Discussion:** Engagement with industry leaders and experts in a comprehensive dialogue on the evolving tourism sector. This platform helped to identify growth opportunities, address challenges, and strategize for a sustainable and innovative future in tourism.
- **Demo Day:** Presentation of innovative ideas and solutions to a panel of potential investors, partners, and industry stakeholders.

This program was tailored to empower entrepreneurs to drive innovation and capitalize on emerging opportunities.



IMPLEMENTATION PERIOD

2023



6

# TOURTECH-

[Tourism Innovation Vardar]



RESULTS

**20** participants

gained the skills to innovate and design user-centric solutions tailored for the travel, tourism, and hospitality sectors.



**6** innovative business ideas were developed, turning creative visions into actionable business models



**6** Participants prepared and delivered

compelling presentations, showcasing their innovative solutions to an audience of industry leaders and potential investors.

7

NAME OF THE STARTUP PROGRAM

**ENTEG**

**ENTEG-** Teaching entrepreneurship- startup program for graduated students



# 7 ENTEG- Teaching entrepreneurship- startup program for graduated students



Our Startup Program was created to teach entrepreneurship and encourage the launch of innovative business start-ups.

The startup program covers a wide range of essential topics, guiding participants from the initial idea stage through to business development and pitching.



2023

## Program Highlights:

### Planning and Developing a Business Idea

- How to conceptualize and develop a business idea from scratch
- Defining business aspirations, mission, vision, and core values
- Identifying Critical Business Success Factors and creating Teamwork Charts
- Understanding laws and procedures for starting a company
- Exploring employment measures available through the National Employment Agency

# 7 ENTEG-

## Teaching entrepreneurship- startup program for graduated students

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### Business Idea Development

- Mapping the customer journey
- Market segmentation strategies
- Analyzing market trends and competition
- Conducting a PESTEL analysis
- Mapping and evaluating potential suppliers

### Financial Planning and Budgeting

- Managing expenses effectively
- Conducting break-even point analysis
- Developing a plan to secure financing

### Creating Business Models

- **Business Model Canvas 1:**  
Customer segments, value propositions, sales channels, and customer relationships
- **Business Model Canvas 2:**  
Revenue sources, key resources, key activities, key partners, and cost structure

### Pitching Techniques

- Developing effective pitching techniques and creating compelling pitch decks

These topics are designed to equip participants with the tools and knowledge needed to successfully launch and grow their businesses.

# 7 ENTEG- Teaching entrepreneurship- startup program for graduated students



RESULTS

Created **curricula** offering modern tools and techniques and critical insights into entrepreneurship



Developed detailed guidelines and teaching materials covering key topics, including:

- **Funding Tools for Entrepreneurs**
- **Digital Marketing for Beginners**



Delivered **24 hours** of personalized consultation and mentoring to

**12** young entrepreneurs

from the Pelagonia region, guiding them through their entrepreneurial journey.

8

NAME OF THE STARTUP PROGRAM

**AGRITECH & TOURTECH**



# 8

## AGRITECH & TOURTECH



DESCRIPTION OF THE SERVICES

Our startup program is designed to support innovative ideas that leverage new technologies with the potential to transform operations in the Agri-Food industry and Sustainable Tourism, both in the Prespa region and across North Macedonia.

### Program Highlights:

- **Design Sprint Methodology:**  
Development of business models using the innovative Design Sprint methodology, ensuring rapid and effective progress.
- **Mentoring and Consulting:**  
Personalized mentoring and consulting to support entrepreneurs throughout the development process.
- **Demo Day Pitching Event:**  
An opportunity to pitch business ideas to a panel of business angels, investors, venture capitalists, corporations, and partners.
- **EU4EG Startup Grant Scheme:**  
Access to apply for the EU4EG startup grant, offering up to

**50,000 EUR** with a minimum of **20%** co-financing.



IMPLEMENTATION PERIOD

**2023/2024**

This program is tailored to drive innovation and growth in key industries, empowering entrepreneurs to make a lasting impact.

# 8

## AGRITECH & TOURTECH



RESULTS

**18** entrepreneurs

engaged in the program, harnessing their creativity and determination to develop innovative solutions.



**8** promising business ideas were successfully developed, showcasing the potential for significant impact within agritech and tourtech industry



**5** of these startups **SECURED FUNDING OF**

**40,000 euros each**

VALIDATING THE STRENGTH AND VIABILITY OF THEIR BUSINESS MODELS.



# MEET OUR COMPANIES



nulius

**Nulius** is proposal software that enables businesses to create, send, and track customized proposals to close sales. Best Ease of Use Proposal Management Software (2020) на capterra.com

<https://www.nulius.com/>



 **Bintern**<sup>®</sup>

**Bintern** is an online platform designed to seamlessly connect job and internship seekers with companies, creating a bridge between aspiring professionals and employers seeking fresh talent.

<https://bintern.com/>



 **TrySpicy**

**TRY SPICY** - application for gastronomic and catering offers and food orders.





**Bettoff Brand** Amazing and expressive clothing, but most importantly, made out of natural fibers.

<https://www.instagram.com/bettoff.brand/>

# MEET OUR COMPANIES



**3/4 by Jasmina** is a distinctive fashion studio offering uniquely designed clothing that proudly embodies Macedonian heritage and craftsmanship.

<https://www.instagram.com/tricetvrtibyjasmina/>



**Simple Mobile Solutions** is an IoT company that deals with innovation of hardware and software solutions for the automatization of your household.

<https://simplemobile.solutions/>



**B6BeerBar** is a fully equipped beer bar on wheels, bringing craft brews directly to your event or celebration.

[https://www.instagram.com/b6\\_beer\\_bar/](https://www.instagram.com/b6_beer_bar/)



**KAKTUS MEDIA**  
INDOOR & OUTDOOR DIGITAL ADVERTISING



**Kaktus Media** specializes in cutting-edge digital advertising solutions, delivering impactful campaigns both indoors and outdoors to maximize your brand's visibility.

# MEET OUR COMPANIES



**NOMAD Studio** handcrafts innovative home design products using their own developed ecological composite material, employing zero-waste techniques for a sustainable and stylish living environment.

<https://www.instagram.com/nomad.creativestudio/>



**Appetitko** is a brand dedicated to creating spreads that enrich Macedonian cuisine, offering a gastronomic experience that delights the senses and satisfies a craving for diverse and bold flavors.



**Brewery Bakrevski**, is a distinguished craft brewery known for its commitment to producing 100% natural beer from Bitola. The brewery combines tradition with innovation to deliver unique and high-quality brews that capture the essence of our region.

<https://bak.beer/>



**Agrimak Platform** where innovation \meets agriculture!  
A groundbreaking solution designed to revolutionize farm management.

<https://agrimak.mk/>

# MEET OUR COMPANIES



**Leather & Hide** is at the forefront of sustainable materials innovation, specializing in the creation of an eco-conscious alternative to traditional leather derived from kombucha fermentation.

<https://biohide.carrd.co/>



**WICE** revolutionizes wine consumption with a unique ice-cream twist. By elevating wine's freezing point from -18°C to 0°C, WICE creates ice-cream with up to 13.5% alcohol per 150ml delivering the equivalent of a glass of wine with an irresistible taste!

<https://www.wicecream.com/>



**Finance Titans**, are a team of enthusiastic and experienced professionals of Financial and Accounting experience focused on SaaS business.

<https://financetitans.com/>

# MEET OUR PARTNERS



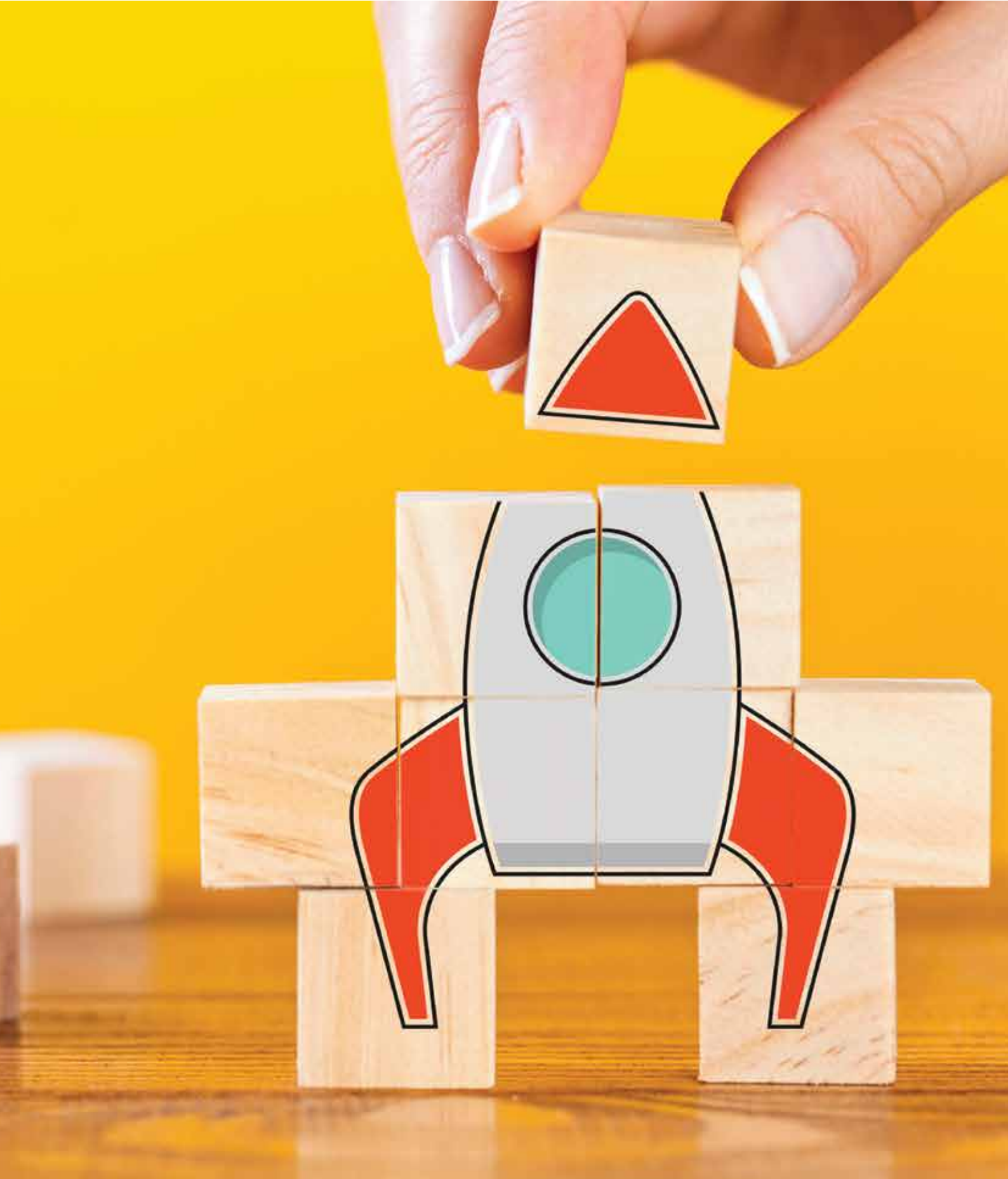
▶ <https://xfacc.mk/>

▶ <https://www.facebook.com/startupmakedonija/>

▶ <https://techpark.seeu.edu.mk/en>

▶ <https://www.primeblue.org/ohrid-blue-economy-acclerator/>

▶ <https://seavusaccelerator.com/>



Foundation for Sustainable Economic Development



**PREDA** plus