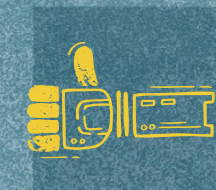
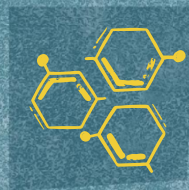


PTE Innovation

Days 2025



PTE 2025

Innovation Days



The programme aims to build international knowledge and skills through international networking and participation in the European Digital UniverCity (EDUC) Association. The matchmaking event, with its associated B2B and networking programme elements, will provide project promoters with detailed and targeted introductions, enabling them to connect with both domestic and international investors. Both international and domestic large corporations, SMEs in the region and start-ups and spinoffs related to the university ecosystem are invited to the event and will have the opportunity to present themselves and connect with each other supported by the e-poster solution.

Training modules will help to develop entrepreneurial attitudes and skills, and innovation knowledge.

The technological solutions (online conference platform and e-Poster) will be used as innovative new event management solutions to help make the event a success.



Tradition &
Innovation

PTE 2025

Innovation Days

The aim of the event is to present the research results generated in the **university innovation ecosystem**, to promote their business and social exploitation, to create **networking** opportunities, to strengthen networking and **exchange of experience**; to present innovative projects of students, to expand international cooperation and relations, to access international investment opportunities. The programme will be organised internationally, primarily in English, within the framework of the **European Digital UniverCity (EDUC)** alliance.

The programme will take place at the **Pécs Knowledge Centre** on **6th and 7th May 2025**. The venue will have a lecture hall, a conference room, a community and exhibition space, a restaurant and a car park.

The primary target groups of the event are **researchers/research groups with innovative research results, students developing innovative projects, start-ups, investors and accelerator companies, industrial partners and technology transfer organisations**. Secondary target groups are professional organisations active in this field (ETTF, SZTNH) and policy organisations (KIM, NKFIH, NIÜ). Based on the experience of previous years, the number of participants is expected to be 180-200.

We intend to follow the practice of the past years in the promotion of the event, where we will ensure a broad social reach as a paid Facebook ad on the PTE Innovation Facebook page. The planned communication campaign will also serve this purpose, with the publication of thematic posts on both the Facebook page and the associated Instagram page (the Facebook page currently has 800+ followers). This activity will be complemented by the publication of thematic posts on the PTE Innovation Blog (<https://innovacio.pt.hu/hu/blog/>). The event invitation will also be disseminated to the target audience within PTE and the invited partner universities in the form of a newsletter. The investors and accelerator companies, industrial partners to be invited will be reached through our own CRM system (971 partners recorded) and through the partner universities' own contact systems. In the previous Innovation Days we have successfully involved PTE students and PTE related HSUP teams, and with the help of NIÜ (Bence Ableda) we would like to extend this to all national HSUP teams this year.

PTE 2025

Innovation Days

Programme elements of the event:

- **Panel discussion** on good practices in the university startup ecosystem. The panel discussion will be attended by representatives of the Technology Transfer Office of the partner universities and representatives of the investors and accelerator companies present.
- Innovation **matchmaking event**. A B2B event where innovative technologies will be presented to exploitation partners and investors by selected research groups, start-ups, spinoff companies from PTE, EDUC and national universities. The technology presentations will take the form of a classic 3-minute pitch. The investor side will also present their investment objectives and value proposition in a short 3-minute pitch. The programme will be complemented by B2B meetings during coffee breaks, where innovators can meet directly with potential investors and interested parties. The aim of the event is to enable projects to raise capital and partners.
- Innovation **e-poster session**. Participants of the matchmaking event will be provided with an e-poster where both innovative technologies, projects and investor proposals will be displayed, facilitating B2B discussions.
- PTE **Innovation Award ceremony**. Presentation of Innovation Awards in the announced categories and themes, presentation of winners.
- **Digitalisation Ideathon**: workshop for SMEs in the region to develop ideas for the application of digital solutions.
- Researcher **innovation training**. Innovation and industrial property rights training.
- **MedTech Minds Roadshow** - How to build a successful company from university research. A knowledge-sharing event for companies and start-ups interested in the medtech sector.
- **HSUP Pitch** - presentation of student startups in 3-minute pitches, opportunity to validate stitches and developments, B2B meetings with research teams and the investor side.
- **Simonyi BETC Final Pitch** - PTE student projects pitch. During the event, the projects developed in the Simonyi Incubation Programme will be judged, scored and rated by a panel of experts. The primary goal of the program is for projects to validate their product or service.
- **Techtransfer workshop** - challenges in the university startup ecosystem. An informal discussion with representatives from the Technology Transfer Office of partner universities and professional and policy organisations active in the field.
- **Networking evening**. Dinner and informal discussion for event participants.