

Croatia Startup Ecosystem Canvas (draft v3)

(See the current infographic at http://fi.co/croatia_canvas)

How to use this document:

- Leave your comments below to contribute to the next version!
- Each resource should only be listed once, or else the list will become unwieldy. When deciding an appropriate category for a resource, simply choose the category or startup phase that the resource primarily serves.
- Don't play favorites: list all resources in alphabetical order.
- Download the worksheet, see all guidelines, and view examples at <http://fi.co/contents/canvas>.

This community resource was created by the [Founder Institute](#), the world's premier pre-seed startup accelerator. If you are building a company in Croatia, learn more at <http://FI.co>.

Startup Stages

There is no one right way to build a technology company, but for the sake of simplicity we have outlined a basic, common, sequential framework.

1. IDEA-STAGE

This is where new entrepreneurs get inspired, learn best practices, develop skills, validate ideas, and begin to build their team and product.

1. Inspire

- a. **Startup Media:** Centralized local information, listings, and news. (i.e. startup blogs/ publications/ lists/ FB groups/ newsletters)
 - i. ICTBusiness.info
 - ii. Mojbiz
 - iii. N1TV :StarhTech Show
 - iv. N1TV :TechRadar Show
 - v. Netokracija.hr
 - vi. Poslovni.hr
 - vii. Prviplan.hr
 - viii. StartupCroatia.com
 - ix. Startup Digest Croatia
 - x. StartupZagreb.com
 - xi. zimo.denvnik.hr
- b. **Inspirational Events:** Open, inclusive, beginner startup events (i.e. Startup Weekend, idea fairs, and inspirational meetups)
 - i. CISEx Friday
 - ii. CRO Business Cafe
 - iii. CRO Business Caffè
 - iv. Fuckup Nights
 - v. Lean Startup Drill
 - vi. Lean Startup Meetup
 - vii. Open Coffee, Split

- viii. OpenCoffee Split
- ix. Software Startup Akademija, Osijek
- x. StartupGrind-Zagreb
- xi. Startup Inkubator Rijeka
- xii. Startup srijeda by Crane
- xiii. Tech PARK Varazdin
- xiv. Tvornica Ideja Dubrovnik
- xv. UP Zagreb

2. Educate

- a. **Best Practices:** Beginner knowledge-sharing events. (i.e. beginner events that serve to educate more than inspire)
- i. Agile Adria
 - ii. BIOS Osijek
 - iii. BizKoshnica
 - iv. Impact Hub Zagreb
 - v. Koprivnički inkubator
 - vi. OpenCoffee Split
 - vii. Plavi ured
 - viii. Split Tech City
 - ix. Startup Factory Zagreb
 - x. Startup Founder 101
 - xi. Startup Inkubator Rijeka
 - xii. Tech PARK Varazdin
 - xiii. Tvornica Ideja Dubrovnik
- b. **Training & Feedback:** Skill & Idea development. (Ex. bootcamps and comprehensive training programs)
- i. Algebra Lab
 - ii. Founder Institute
 - iii. Idea Knock Out By Bug.hr
 - iv. Microsoft Startup Academy
 - v. Startup academy
 - vi. Techstar Startup Weekend
 - vii. The Inkubator (by Impact Hub Zagreb)

3. Validate

- a. **Team Formation:** Resources for teaming up. (i.e. events or other resources that facilitate early-stage recruitment and cofounder matching)
- i. Agile Hrvatska
 - ii. AI Future Intelligence
 - iii. Big Data Zagreb
 - iv. Bitcoin Group Zagreb
 - v. Blockchain Investment Group Zagreb
 - vi. Coding Croatia
 - vii. Corporate Innovation & Intrepreneurship
 - viii. Croatia Startup Founder 101
 - ix. Data Science Croatia
 - x. DATA Science Economy Meetup
 - xi. eCommerce Hrvatska
 - xii. Fintech Zagreb
 - xiii. Founding Moms Zagreb
 - xiv. Internet of Things Croatia
 - xv. IxDA Croatia
 - xvi. Lean Startup Croatia
 - xvii. Lean Startup Meetup
 - xviii. Startup Grind Zagreb
 - xix. STEM 4 Health & AgTech

- xx. TeamUP by FI Zagreb & Lean Startup Croatia
- xxi. Travel & Technology
- xxii. Zagreb Freelancers
- xxiii. Zagreb Skills Exchange
- b. **Build First Product:** Hackathons & resources to build. (i.e. hackathons and other builder-focused events and resources)
 - i. Adriatic Fintech
 - ii. Agile Croatia
 - iii. ERSTE Finnovation Hackathon
 - iv. Idea Knock Out By Bug.hr
 - v. INNOVATE by SAP
 - vi. Lean Startup Drill
 - vii. SAP Now
 - viii. vblatu Meetup
 - ix. Webcamp

2. LAUNCH-STAGE

In this stage, entrepreneurs establish and formalize the company, develop the product, get feedback from customers, and prepare for the next step.

1. Start

- a. **Establish:** Law firms and banks for startups.
 - i. Addiko
 - ii. Delloite
 - iii. Erste
 - iv. Oukp.hr
 - v. PBZ Investment Bank
 - vi. PWC
 - vii. Skerlev in cooperation with BRADVICA MARIĆ WAHL CESAREC Law Firm
 - viii. VIPO Group
 - ix. Vukmir
 - x. Zagrebačka banka
 - xi.
- b. **Workspace:** Co-working and flexible workspaces.
 - i. Algebra Lab
 - ii. BizKoshnica
 - iii. Center For Transfer of Technologies Zagreb
 - iv. Core HUB Zagreb
 - v. Coworking Croatia
 - vi. HUB385
 - vii. Impact Hub Zagreb
 - viii. Lauba
 - ix. NovaTech Ltd
 - x. Offspace intelligent offices
 - xi. Osijek software city
 - xii. PODI Šibenik
 - xiii. Silos Rijeka
 - xiv. South East European Centre for Entrepreneurial Learning SEECEL
 - xv. STEPRI
 - xvi. Technology park Varaždin
 - xvii. Tvornica ideja Dubrovnik
 - xviii. Urbani Inkubator

2. Develop

- a. **Formalize:** Accounting, development and HR for early-stage startups.
 - i. Calyx
 - ii. Crowe Horwath
 - iii. Five Minutes
 - iv. Hodicon
 - v. Infinum
 - vi. Marker
 - vii. Startapararat
 - viii. Studio Revolucija
 - ix. Talent Lyft
 - x. UX Passion
- b. **Prepare for Seed:** Incubators and advanced mentorship. (i.e. advanced knowledge sharing, later stage events and resources for startup teams)
 - i. Algebra Lab
 - ii. CISEX
 - iii. Founder Institute
 - iv. Startup Factory Zagreb

3. Launch

- a. **Seed Accelerators:** Seed funding mentor programs. (i.e. Techstars and similar programs that provide seed-funding)
 - i. ABC Akcelerator
 - ii. Algebra Lab
 - iii. Core Incubator
 - iv. Eleven Accelerator
 - v. Hub Raum
 - vi. LaunchHub
 - vii. SPOCK
 - viii. Startup Factory
 - ix. STARTUP Inkubator Rijeka
 - x. STEP Incubator
- b. **Pitch & Demo:** Show local startups for investment (i.e. demo days for companies seeking seed investment)
 - i. AccellBootOs
 - ii. Algebra Lab
 - iii. BIOS INCUBATOR Osijek
 - iv. Eleven Start Trek
 - v. Eleven Start Trek
 - vi. Famelab by Open Science Festival
 - vii. G2 Conference
 - viii. HUB Gacka 16
 - ix. Idea Knockout by Bug.hr
 - x. Idea Knockout by Bug.hr
 - xi. Impact Hub Zagreb
 - xii. Koprivnički poduzetnik
 - xiii. Lean Startup Croatia
 - xiv. Moja Zaba Start
 - xv. Netokracija
 - xvi. OpenCoffee Split
 - xvii. RockPaperStartups, Rijeka
 - xviii. Shift Split
 - xix. Software City Osijek
 - xx. Split - SPLIT Tech City
 - xxi. Startup Factory Zagreb
 - xxii. Startup Inkubator Rijeka

- xxiii. Startup Island, Vis
- xxiv. Startup Island Rovinj
- xxv. Tech PARK Varazdin
- xxvi. TeDx Zagreb
- xxvii. Tvornica Ideja Dubrovnik
- xxviii. Voogles Varazdin
- xxix. Zagreb Connect

3. GROWTH-STAGE

Here, a startup proves their utility, receives recognition, and scales up. This usually requires funding, angels, VCs, and ways to connect them to startups.

1. Recognition

- a. **Investor Networking:** Connect professional investors with founders. (i.e. events or groups that facilitate connections with professional investors)
 - i. EBAN Winter University
 - ii. Famelab by Open Science Festival
 - iii. G2 Conference
 - iv. Idea Knockout by Bug.hr
 - v. RockPaperStartups
 - vi. Shift Split
 - vii. Startup Camp Vis
 - viii. Startup Island Rovinj
 - ix. TeDx Zagreb
 - x. Voogles Varazdin
 - xi. Zagreb Connect
- b. **Major Media:** Mainstream local business press. (i.e. major local or regional publications that frequently champion local businesses)
 - i. Banka.hr
 - ii. Bug.hr
 - iii. Business.hr
 - iv. Dnevnik
 - v. IQ
 - vi. Lider.hr
 - vii. Limun.hr
 - viii. Mreža.hr
 - ix. Netokracija.com
 - x. Poslovni.hr
 - xi. Privredni.hr
 - xii. Prviplan.hr
 - xiii. Tportal
 - xiv. Women In Adria

2. Funding

- a. **Angels / Micro-VCs:** Seed-stage investors
 - i. 3TS
 - ii. Alternative Private Equity
 - iii. Capital Day One
 - iv. Credo
 - v. Croatian Angel Investors / CRANE
 - vi. Earlybird
 - vii. Enern
 - viii. Eternitas
 - ix. Eternity
 - x. Finance In Motion
 - xi. Founderbeam

- xii. Founder Invest
- xiii. Honestas
- xiv. Invento Capital Partners
- xv. Launchub
- xvi. Meta Ventures
- xvii. Prosperus
- xviii. RSG Capital
- xix. South Central Ventures
- xx. Speedinvest
- xxi. Traction Tribe

3. Growth

- a. **Infrastructure:** Office space, HR, insurance & more. (i.e. office space/ HR/ insurance providers for capital-rich companies to grow and scale)
 - i. Allianz
 - ii. Instant Offices Croatia
- b. **Expansion:** Growth accelerators/consultants. (i.e. programs and business consultants for capital-rich companies to grow and scale)
 - i. AT Kerney
 - ii. Deloitte
 - iii. Ernst & Young
 - iv. Interfocus Advisors
 - v. Invento Capital Partners
 - vi. PWC
 - vii. Roland Berger
 - viii. SEE Regional Advisors
 - ix. Simulus Group
 - x. The Inkubator

4. SUCCESS STORIES

Successful homegrown companies that have raised significant institutional funding, employ a large workforce, or have achieved liquidity.

- 1. Agrivi d.o.o.
- 2. Amphinity Technologies - Blink
- 3. Amplifico - Parklio
- 4. Aperture d.o.o.
- 5. Async Labs d.o.o. - My Beeline
- 6. Bioinvent d.o.o. - Walligami
- 7. Circuit Mess d.o.o. - MakerBuino
- 8. Combis d.o.o. - Olive Manager
- 9. Diversitas IT Systems Ltd -Mash.me
- 10. Dok Ing Automotiv
- 11. Dok-ing d.o.o.
- 12. Drap.agency d.o.o.- V-Health Lab
- 13. Effiepoint
- 14. E-glas d.o.o. - Serwantess
- 15. Eter.io
- 16. Exaltum Ultra
- 17. Fistnet - Dot metrics
- 18. Frames Page
- 19. FSB - RONNA – robot surgeon
- 20. GammaChef
- 21. Gauss d.o.o.
- 22. Genos DNA laboratorij d.o.o.
- 23. Geo3D

24. Gideon Brothers d.o.o.
25. GisCloud
26. H2O Robotics
27. Hangar 18
28. Hipersfera d.o.o. - Hypersphere
29. HUBIGG
30. iCat d.o.o. - Electrical Boats
31. Include d.o.o. - Steora Smart Benches
32. Inetec d.o.o. - Industrial Robotics
33. Infinum d.o.o.
34. Infobip d.o.o.
35. Itel d.o.o. - Sail Router
36. J.P. Atelier d.o.o. - My Rent
37. Kod savjetovanje - Code Consulting
38. Lemax d.o.o. - iTravel
39. Locodels
40. MadBarz
41. Me.mum
42. MediaToolkit
43. Microblink d.o.o.
44. Mobile Vehicle Technology
45. Mobilna Informatika - Repsly
46. Modulos Sustavi Namještaja d.o.o.
47. Nanobit
48. Nanody
49. Noomly
50. Oradian - Instafin
51. Pametni bar d.o.o. - Trakbar
52. Pet minuta d.o.o. - Five
53. Prostec
54. Q Alijansa d.o.o. - Q Software
55. RASCO Holder d.o.o. - Electrical Communal Vehicals
56. Rentlio
57. Rimac Cars
58. Selk d.d.
59. Sentinel Marine Solutions
60. Smart Sense
61. Smart Technologies - CodeAnyWhere
62. Software Sauna d.o.o.
63. Solvis d.o.o.
64. Stratowave Connect j.d.o.o.
65. Studio Rebus d.o.o. - Meridda
66. Styria medijski servisi - Data Science
67. Tehnix
68. Tenzor d.o.o. - Orca FPV.One
69. Viagem IT d.o.o. - Orioly
70. Viking d.o.o. - Gy3o
71. Vollo tehnologije d.o.o.

Supporters

To facilitate the steps, every ecosystem needs strong supporters.

1. EVANGELISTS

Successful local founders who lead the ecosystem & frequently mentor newbies.

1. Ante Magzan
2. Augustin Jarak
3. Branimir Golob
4. Brian Pashalich
5. Damir Bičanić
6. Damir Sabol
7. Davorin Štetner
8. Davor Runje
9. Davor Tremac
10. Dino Bendeković
11. Dino Ravnić
12. Dražen Nikolić
13. Flip Stipančić
14. Frane Šesnić
15. Hajdi Čenan
16. Helena Rosandić
17. Hermes Ariaga
18. Hrvoje Prpic
19. Iva Matasić
20. Ivana Šoljan
21. Ivan Brezak Brkan
22. Ivan Burazin
23. Ivo Spigel
24. Johnathan Cooper
25. Kristian Ravić
26. Kristina Ercegovic
27. Leo Mršić
28. Luigi Ammati
29. Luka Abrus
30. Luka Sucic
31. Marijana Šarolić Robić
32. Marko Kovač
33. Martina Golčić
34. Mate Rimac
35. Matija Kopic
36. Michael Glazer
37. Michela Magaš
38. Mihovil Barancic
39. Milan Račić
40. Mirjana Joksović
41. Mladen Vukmir
42. Monika Mikac
43. Nenad Bakić
44. Sasa Cvetojevic
45. Saša Lamza
46. Tihana Petricevic
47. Tina Lee Odinsky Zec
48. Toni Trivkovic
49. Viktor Marohnic
50. Vladimir De Franceschi

2. GOVERNMENT

Public organizations that facilitate local economic development

1. 57 regional and city development agencies

2. American Chamber of Commerce in Croatia
3. BIOCENTRE - Biotech Incubator
4. BIOS incubator Osijek
5. Blue Office (Plaviured.hr) - Zagreb
6. Croatian-German Industry and Trade Chamber
7. Croatian robotic digital innovation hub (CROBOHUB)
8. Doing Business Croatia
9. EUC 4 Biz Zagreb
10. HAMAG-BICRO
11. INNOVATION Centre Nikola Tesla - ICENT
12. Invest Croatia
13. Local/regional-government-organized Chambers of Commerce (Gospodarska Komora)
14. Ministry of Entrepreneurship and Small Business
15. Nordic Chamber of Commerce in Croatia
16. Ruđer Bošković Institute
17. Startup Inkubator Rijeka
18. Tech PARK Varazdin
19. Tvornica Ideja Dubrovnik
20. Zagrebački Inovacijski centar - ZICER

3. TALENT

Major local business or tech universities and employers that attract and retain local talent.

1. **Local Universities** (universities with prominent technical or business programs)
 - b. Algebra
 - c. Coturgli
 - a. IGBS
 - d. University of Split
 - e. University of Zagreb
 - f. Vern University
 - g. Visoko Tehničko Učilište
 - h. ZSEM
2. **Local Employers** (Major technical employers, like Microsoft or Google, with large local offices)
 - a. Abrakadabra
 - b. Agrivi
 - c. Aseco SEE
 - d. AVAYA
 - e. Bellabeat
 - f. Combis
 - g. Croatian Telekom/Iskon
 - h. Ekenerg
 - i. Ericsson Nikola Tesla
 - j. Farmeron
 - k. GDI Group
 - l. Geophoto
 - m. GISCloud
 - n. IBM Hrvatska
 - o. IN2
 - p. Infobip
 - q. Koncar
 - r. Locodeals
 - s. Microsoft
 - t. Mireo
 - u. mStart
 - v. Nanobit

- w. Oradian
- x. Perpetum Mobile
- y. Rimac Cars
- z. S&T Croatia
- aa. SAP
- bb. Sedam IT
- cc. Siemens
- dd. SPAN
- ee. Tele 2
- ff. Telegra
- gg. Vipnet

Note: The Startup Ecosystem Canvas is a perpetual work in progress. Learn more at <http://fi.co/canvas>, and comment on this document to provide your feedback.

This community resource was created by the [Founder Institute](http://fi.co), the world's premier pre-seed startup accelerator. If you are building a company in Croatia, learn more at <http://FI.co>.