



First Semester's Modul Description

1st modul: Idea validation

In the first module we're going to talk about idea generation and techniques about how to identify viable business ideas. We'll also help you to research and validate existing ideas and also show you the way to make sense of all the information and feedback you'll gather along the way.

2nd modul: Market research & Product development

In the second module we'll cover important topics such as: understanding the fundamentals of market research, examining how to pinpoint your target audience and create customer personas. We'll explore the competitive landscape and have a better understanding of the concepts of lean startup methodology. We'll see how to craft your unique value proposition, how to map out the customer journey and learning the basics of prototyping and testing.

3rd modul: Marketing

Marketing is an ever-developing domain especially with the acceleration of the digital world. Many people confuse marketing to be one and the same with advertising, while that's only a small part of the puzzle. Within this module, we will define marketing and touch on the wide range of domains it encompasses. Most importantly, we will drive the message home that marketing touches all aspects of a business and is part of the full customer journey – from beginning to end. We'll close by exploring the 4 Ps of marketing.

4th modul: Sales strategy, business models

The module introduces sales strategies most suitable for various business models, product, or service types, along with metrics to measure success. In the second half of the module, we explore different variations of business models and when to choose each one.

5th modul: Financial planning

In this module we'll get to know some of the first steps to take when starting a new company, we delve into the various taxes and focus on the forms of financing. We'll then take an in-depth look at business bank loans, the present value for money and the financial ratios.

6th modul: 6. Basics of Legal and HR

In this module we'll cover the legal and HR basics. In the first part of the module, we'll dive into the role of HR in startup operations, we'll see the strategies for building your dream team. We'll also help you to understand the administrative and legal aspects of employment. The second part of the module will cover the legal basics, in more detail the legal awareness and preventative measures, the best way to set up a company and also we'll dive into topics such as GDPR, contracts and GTC.

7th modul: Introduction to the startup world (roundtable discussion)

Congratulations on completing the first semester of the Hungarian Startup University Program, the stepping stone of you becoming an entrepreneur. You no doubt have an exciting journey in front of you! But what does it really take to become an entrepreneur? Are there any personality traits you need to have? How should you treat success and more importantly: failure? What is the best advice you can take to make it? We invited successful entrepreneurs to share their experiences about the above, Excited? Let's dig in!

Second Semester's Modul Description

1st Modul: Team

In the first half of the module we answer to questions like "What makes a good team?" or "What skills does a leader need?". In the second half of this module, we focus on growth: many startups face serious challenges when transitioning from a small garage operation to a company with dozens of employees. New team members may come to work simply for the job, becoming distanced from the company's mission. Addressing the challenges of growth requires attention not only from a financial perspective but also from an HR standpoint. Finally, we will touch on issues related to change, which may arise from growth, contraction, or shifting market conditions.



2nd Module: Business Planning

In this module, we will build a specific business plan. We will go through its chapters, discussing why each is necessary and what questions need to be considered to write it effectively. The module will delve deeper into almost every topic covered during the first semester, with a particular focus on business models and financial planning. The goal of the module is for students to have complete plans ready to launch their businesses (and to be prepared for the need to adapt these plans flexibly).

3rd Module: Investment and investors

What type of company structure is best suited for different types of businesses? Which ones are optimal for attracting investments? What should we consider if we plan to seek investment in the future? How should we manage intellectual property within the company? What are the formal and content requirements for important documents (e.g., articles of incorporation, investor agreements, etc.)? When and how should we bring in investors? When does it make sense to do so? What does a term sheet look like, and how should we prepare it? In what form can we secure investment? What is an exit, and how do we prepare for it? What types of investments are available? How do we determine how much funding we need? In the second half of this module, we will explore these questions.

4th Module: Softwares and tools for efficient operations

After reviewing the intellectual assets, knowledge, and skills needed to run a successful business, it's important to introduce the technological tools that will likely shape our daily operations. In this module, we will explore fundamental software that helps track the efficiency of our activities and aids in understanding and managing subcontractors (e.g., Google Ads & Analytics, Meta Ads, CRM systems, AI tools, marketing automation, etc.).

5th Module: Case studies in detail

As the final module, we will analyze case studies that students can easily relate to. In the videos, we will go through the stories of three successful and two unsuccessful companies, providing a detailed examination of the key factors behind their success or failure. The module will conclude with drawing lessons from these cases.

