

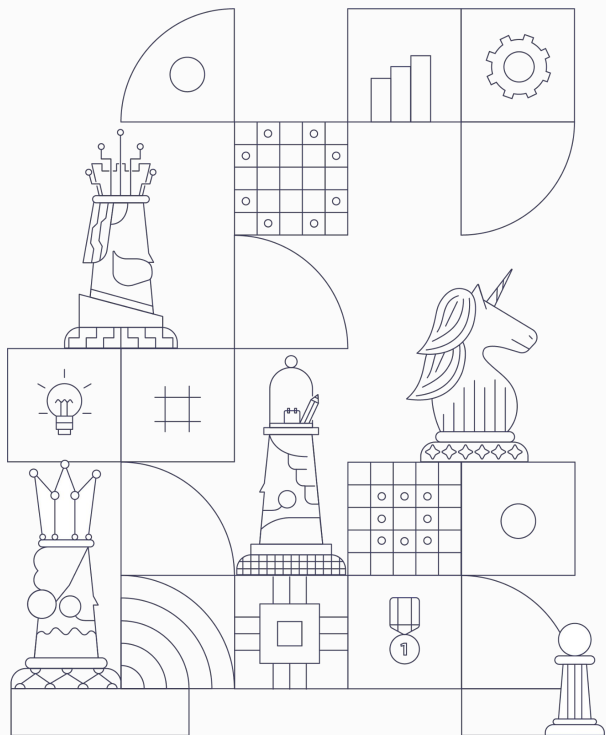
UNLOCKING THE NEXT LEVEL OF...

DIGITAL ECOSYSTEM



THROUGH FOUR INITIATIVES





WHAT DO WE WANT TO ACHIEVE?

10X EFFECT

02

SOONICORN

UNLOCKING THE NEXT LEVEL... FOR UNICORNS

05

remAI relevant

UNLOCKING THE NEXT LEVEL... WITH AI

08

ENTREPRENEUR FIRST

UNLOCKING THE NEXT LEVEL... FOR ENTREPRENEURIAL VENTURES

11

INTERNATIONAL HUB

UNLOCKING THE NEXT LEVEL... OF GLOBAL CONNECTIVITY

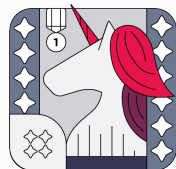
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WHAT DO WE WANT TO ACHIEVE?

With the new strategy Digital Serbia Initiative aims to launch initiatives delivering a **10x*** impact within the digital ecosystem, thus driving the development of society and economy.

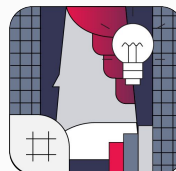
*The 10x impact refers to a mindset or business approach focused on achieving extraordinary outcomes rather than incremental improvements.

WE ARE COMMITTED TO INITIATIVES THAT WILL:



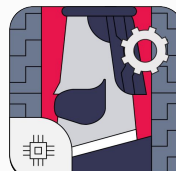
01

Create globally successful startup stories



02

Develop innovative and entrepreneurial skills and ventures



03

Enhance digital skills and knowledge of the society



04

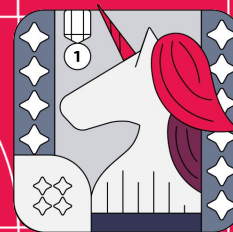
Facilitate the internationalization of the ecosystem through regulatory changes that support business growth



Digital
Serbia
Initiative

SOONICORN

UNLOCKING THE NEXT LEVEL...
FOR UNICORNS



STRATEGY

2025 – 2027

SOONICORN

UNLOCKING THE NEXT LEVEL... **FOR UNICORNS**

Serbia's startup ecosystem is in the activation stage and it needs to transition to globalisation. This is primarily achieved through a greater number of high-growth startups that are visible on the global market. The ecosystem has faced limited growth over the past two years. Moving forward requires a greater number of startups with significant growth rates that will translate into more Series A or later funding rounds being raised.

To address this, the Digital Serbia Initiative will create a program to support selected startups, with the potential to become soonicorns within three to five years, as identified by successful founders and experts. Using the resources, expertise, and networks of our members, we aim to build Serbia's first generation of soonicorns. The program will feature international mentors with proven track records. Furthermore, through partnerships with leading global organisations supporting soonicorn and unicorn development, the program will help startups build valuable networks in other ecosystems.





01 | Unlocking **new markets** for startups

We will support startups in improving product-market-fit for global markets, developing robust sales and marketing strategies, and understanding venture capital (VC) investment criteria. These efforts will address gaps in marketing and sales expertise required for global scaling.

02 | Unlocking **access to** angel networks

By joining the Global Business Angels Network (GBAN), alongside our existing membership in the European Business Angels Network (EBAN), we will provide startups access to international angel investors and further expand our Business Angels Network. A major event with EBAN is planned for 2025, bringing together angel investors from across Europe.

03 | Unlocking **global VC** investments

We will establish a network of VC investors from developed ecosystems, giving Serbian startups better access to capital for later-stage funding. This initiative aims to increase collaboration between local and international VC funds.

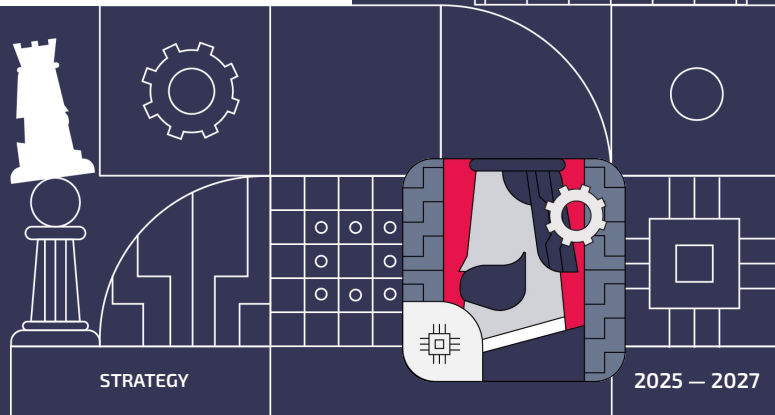
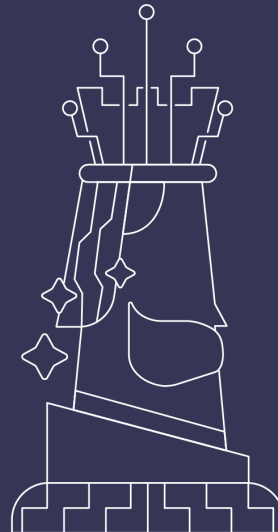




Digital
Serbia
Initiative

remAI n relevant

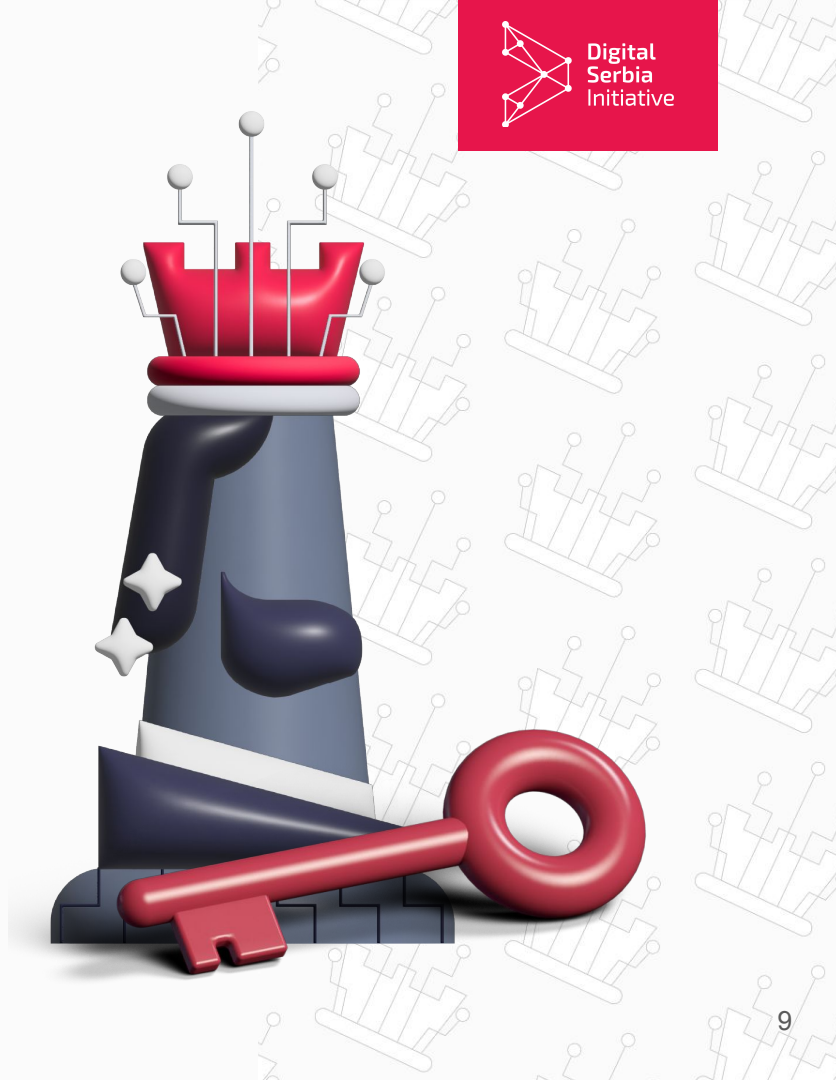
UNLOCKING THE NEXT LEVEL...
WITH AI



remAI n relevant

UNLOCKING THE NEXT LEVEL... WITH AI

Serbia's education system currently lacks a comprehensive approach to teaching artificial intelligence (AI) to future generations. Moreover, many professionals are unaware of how AI is reshaping their fields globally. To bridge this gap, we will launch training programs focusing on AI's impact across various professions, essential tools that professionals should use, and new developments in prompt engineering. These training sessions, developed in collaboration with international AI experts, will ensure digital ecosystem's long-term competitiveness.





01 | Unlocking multidisciplinary knowledge

We will introduce projects for high-schools and universities that foster collaboration among students in order to solve the lack of multidisciplinary skills. This initiative will emphasize the importance of diverse skills in teamwork and global market thinking, nurturing entrepreneurs who value multidisciplinary and growth.

02 | Unlocking AI for professionals

Through case studies of successful AI applications, we aim to promote broader AI adoption among Serbian companies, enhancing their competitiveness. Events will showcase practical applications of AI both locally and internationally, illustrating its benefits and potential.

03 | Unlocking AI for students

We will host AI-focused events for high-school and university students, showcasing engaging examples of AI applications and opportunities for AI-driven projects. These events will form the foundation for educational materials to help teachers integrate AI topics into formal curricula.

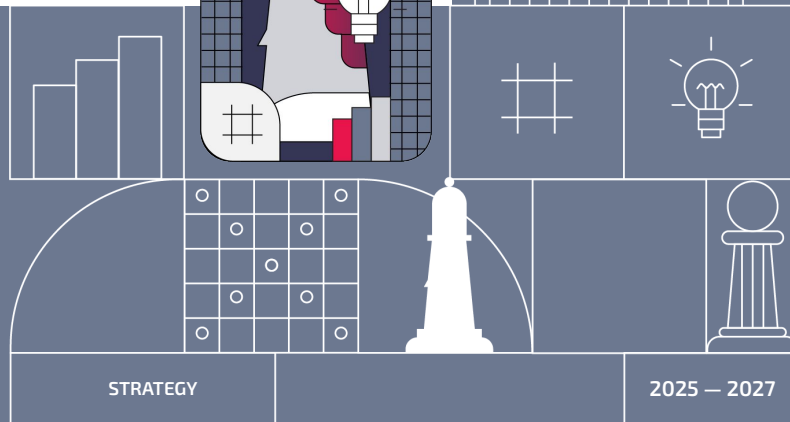
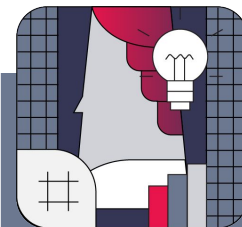




Digital
Serbia
Initiative

ENTREPRENEUR FIRST

UNLOCKING THE NEXT LEVEL... FOR
ENTREPRENEURIAL VENTURES



STRATEGY

2025 – 2027

ENTREPRENEUR FIRST

UNLOCKING THE NEXT LEVEL... **FOR ENTREPRENEURIAL VENTURES**

Entrepreneur First, an international organisation, helps young professionals find co-founders and launch startups. Supported by leading global entrepreneurs, it operates in several countries. However, Serbia's digital and startup ecosystems currently lack professionals with entrepreneurial mindsets, as well as professors and researchers with hands-on business experience.

We aim to bring Entrepreneur First to Serbia to launch a unique program that empowers more young professionals to establish startups and develop innovative ventures. This will contribute to a more dynamic digital ecosystem with an increased number of spin-off companies. Additionally, we aim to educate professors and researchers on key aspects of product commercialization to better prepare future generations.



01 | Unlocking solutions for technology transfer

We will conduct an in-depth analysis of academic needs regarding technology transfer, identifying overlooked challenges. Based on the findings, we will establish mechanisms to support researchers in commercialization of their work thus fostering stronger collaboration with the private sector.

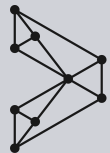
02 | Unlocking a global network for technology transfer

By establishing an international network for knowledge exchange related to technology transfer and product commercialisation, we aim to inspire academic entrepreneurs and boost innovation commercialisation from scientific institutions.

03 | Unlocking potential for women in IT

We will develop a program to enhance women's skills in IT and advanced technologies. This initiative will increase the number of women in significant roles within the digital ecosystem, including co-founder positions in successful startups.

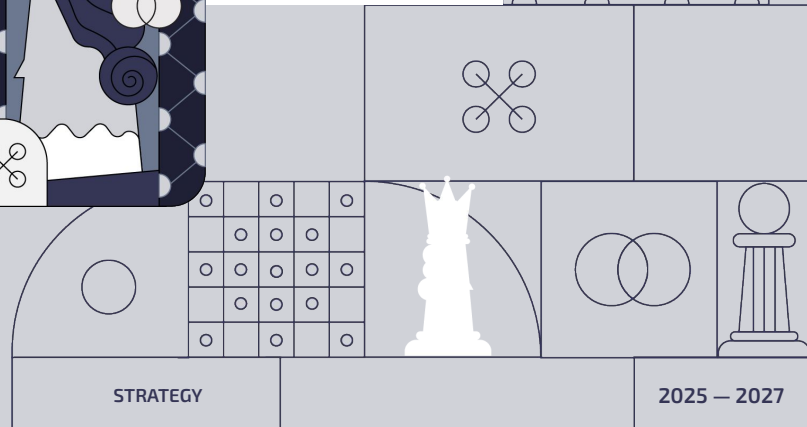
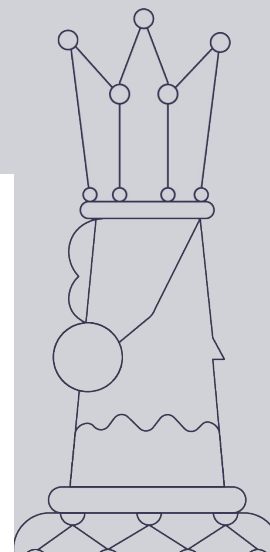




Digital
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Initiative

INTERNATIONAL HUB

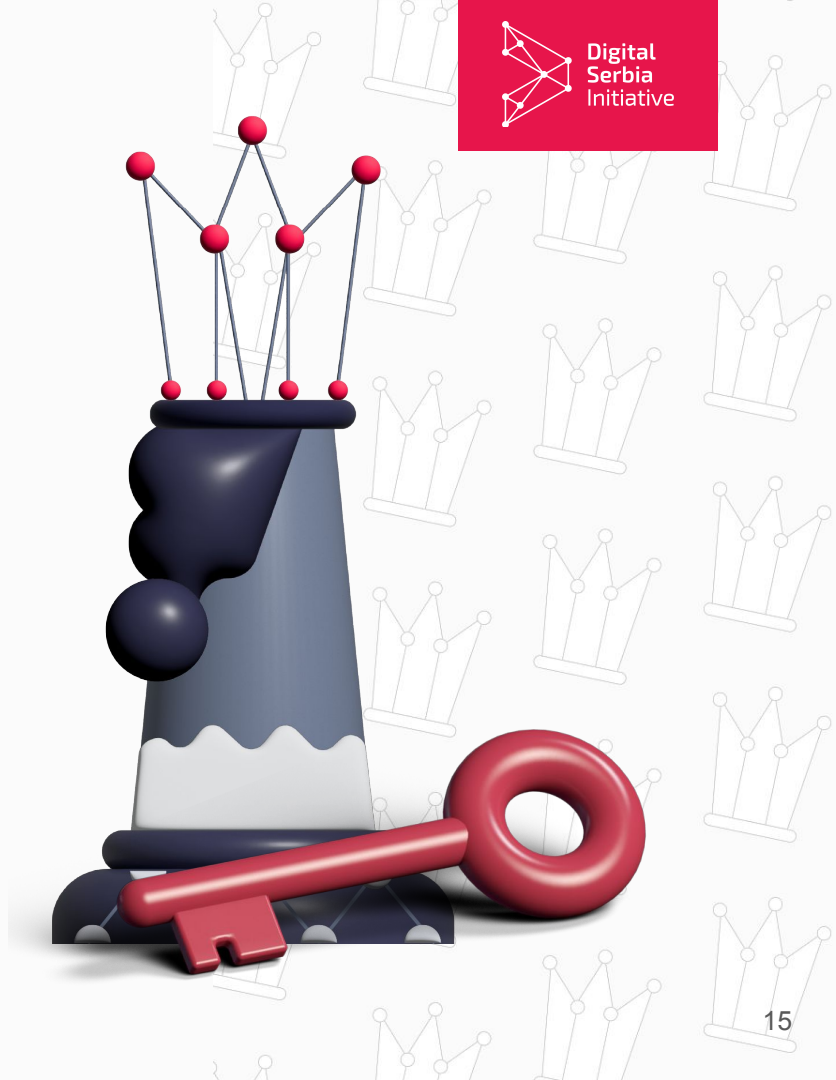
UNLOCKING THE NEXT LEVEL...
OF GLOBAL CONNECTIVITY



INTERNATIONAL HUB

UNLOCKING THE NEXT LEVEL... **OF GLOBAL CONNECTIVITY**

The Digital Serbia Initiative will act as a hub connecting Serbia's digital ecosystem with key international organisations and networks. We will support startups and innovative ventures through strategic partnerships with leading global organisations and through organisation of carefully curated events.



01 | Unlocking faster global growth with startup residency programs

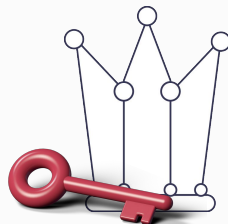
We will introduce residency programs that allow startups to spend at least one month in leading global startup ecosystems. These programs will foster networking and a deeper understanding of international markets and global challenges.

02 | Unlocking global connections

We will organise a major tech event in Serbia, bringing together innovators, startup founders, and IT professionals. This event will become one of Southeast Europe's most important conferences, attracting top global experts.

03 | Unlocking regulatory changes for internationalization

We will actively contribute to drafting and amending laws, including regulations on foreign exchange, tax incentives, and AI-related legislation, to create a more supportive environment for startups aiming for global success.



**UNLOCKING THE
NEXT LEVEL...**
READY?



NOVEMBAR 2024

ABOUT THE DIGITAL SERBIA INITIATIVE

Founded in 2017 by leading digital companies, the Digital Serbia Initiative is a non-profit, non-governmental organisation with the mission of fostering a strong digital economy in Serbia. The organisation brings together members from various sectors critical to the growth of the digital ecosystem, including technology, finance, telecommunications, consulting, education, legal, media, startup support organisations etc.

In addition to corporate resources, employee expertise, and experience, the members of the Digital Serbia Initiative contribute through the personal motivation of their leaders and their networks. Together, we foster a coordinated approach to driving structural transformation within the digital ecosystem, creating meaningful and lasting benefits for society.

If you would like to find out more about Digital Serbia Initiative visit: www.dsi.rs