

IMPACT HUB

No Better *Future* Without Better *Business*



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——— LOCALLY ROOTED - GLOBALLY CONNECTED

**Impact Hub is a
locally-rooted global
network of **entrepreneurs**
and **innovators**
for impact at scale.**

100+

Impact Hubs

1,200+

Impact Hub staff

24,000+

community members

With **collaborative communities** of passionate & entrepreneurial people with shared intention of positive impact.

With **acceleration and innovation programs** that includes thought-provoking events, innovation labs, learning spaces and facilitated conversations.

With **physical spaces** that include flexible & highly functional infrastructure to work, meet, learn & connect.

65%

of entrepreneurs are impact-first, meaning they prioritize social and environmental returns over financial returns.





— ZALET



Nurturing entrepreneurs' development & growth

ZALET program comes after 10 years of Impact Hub experience in Croatia and 15+ of Impact Hub work in the world of entrepreneurship support.

Initial prototypes of ZALET program design have been tested on 4 cohorts in total since 2019.



Why now?

The world has changed, we are all embedded in a new global and uncertain reality. Our support understands that and adapt to a new generation of entrepreneurs.

Based on the lessons learned and the good practices from Impact Hub Network the program has been upgraded.

The program design also leverages years of experience from Impact Hub Network around community support, global connections, [Wellbeing Toolkit](#) and [Better Incubation best practices](#).



We customize the critical support you need to focus and thrive in a safe space, leveraging our community and expert network.



“The capacity of entrepreneurs to realize their hopes, dreams and intentions can clearly be hampered by their fear of failure.”

GEM report 2021/22

Why this?

CHALLENGE 1 / No one-size-fits-all business development support, specifically for operating businesses in stagnation or growth phase.

CHALLENGE 2 / Women, migrants, disabled, seniors underrepresented in entrepreneurial spaces.

CHALLENGE 3 / Existing entrepreneurial support completely neglects entrepreneur’s wellbeing.

SOLUTION / Modular approach with independent program units to better customize the support. Critical support in technical assistance & capacity building in a timely manner.

SOLUTION / Creating safe spaces & purposeful opportunities for their inclusion.

SOLUTION / Leveraging community & expert network to focus on entrepreneur’s wellbeing in the short & long term.

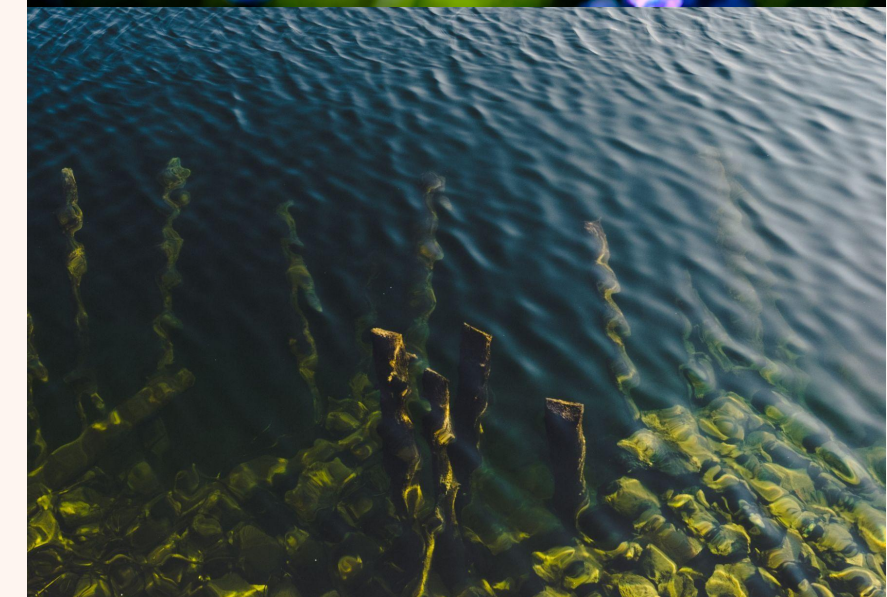
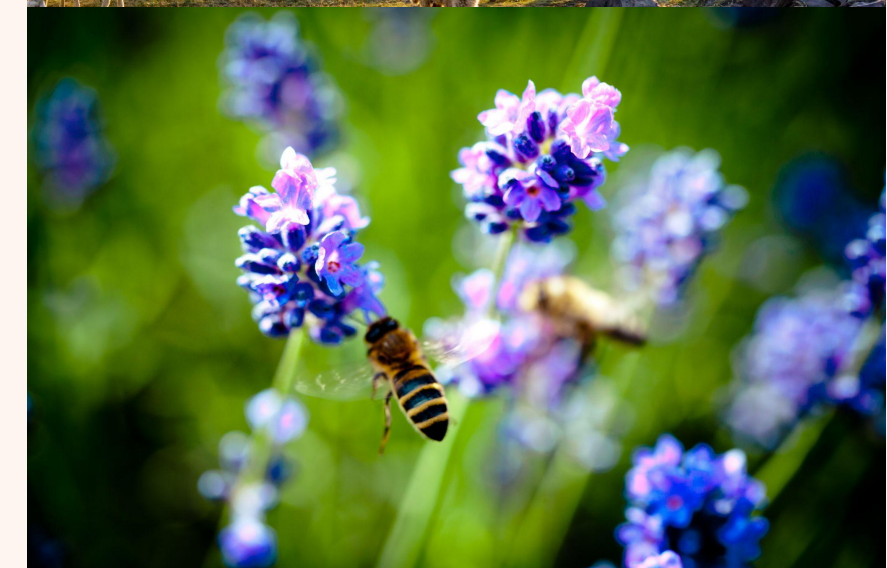
Program focus

Any micro-enterprise from Croatia developing products solving challenges in different sectors of economic activity. Special interest will be on manufacturing organisations.

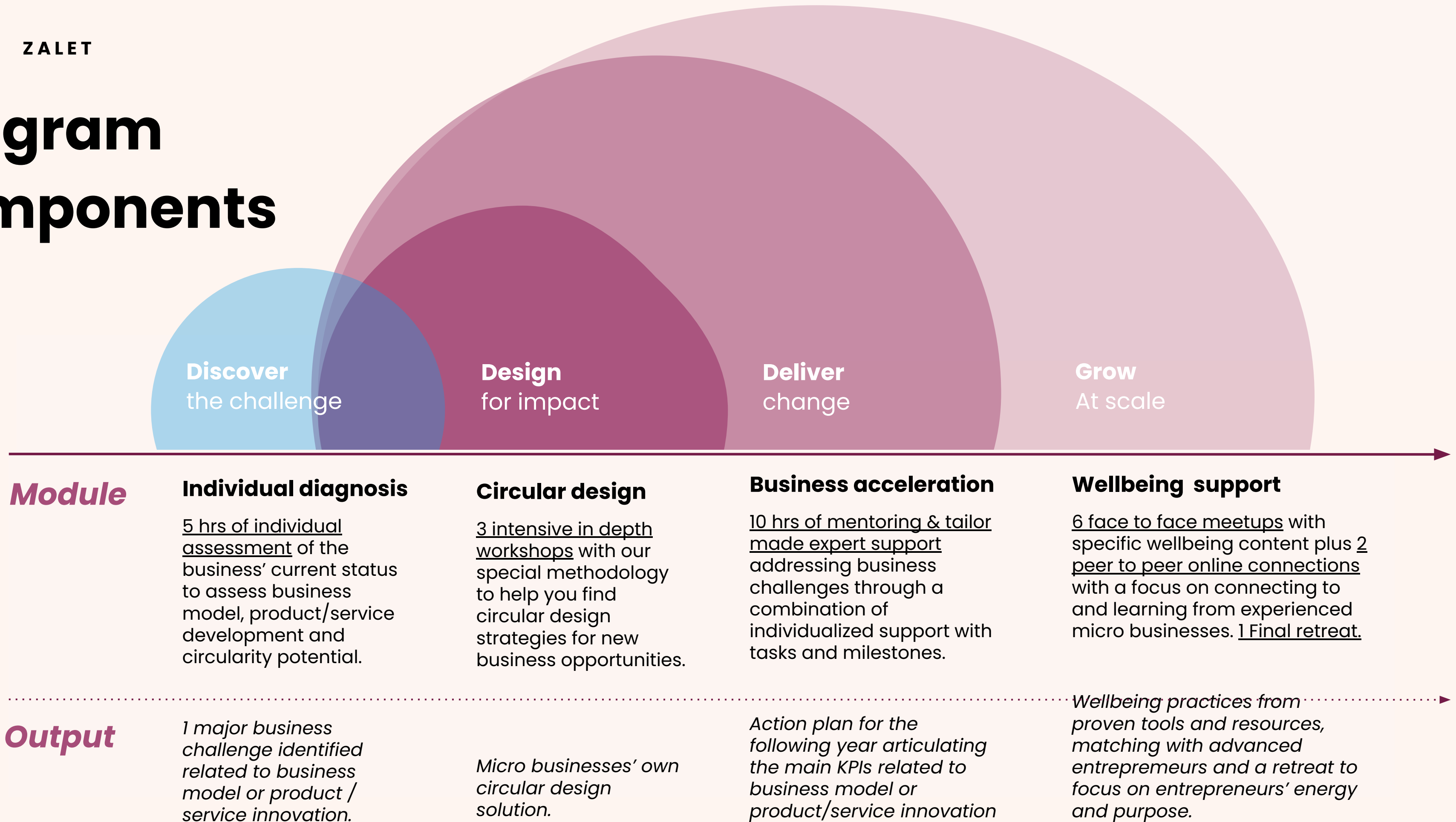
We are interested in organizations aiming at reducing environmental impacts and risks, mitigating climate change, mainly in the agriculture, food, marine and maritime sectors, contributing to circular economy, specifically green economy* and blue growth**.

** An economy that aims at reducing environmental risks and ecological scarcities. It prioritizes sustainable development and the efficient use of natural resources, aiming to minimize negative impacts on the environment and maximize positive outcomes for both people and the planet.*

*** Blue Growth is the long term strategy within EU to support sustainable growth in the marine and maritime sectors as a whole. Seas and oceans are drivers for the European economy and have great potential for innovation and growth. It is the maritime contribution to achieving the goals of the Europe 2020 strategy for smart, sustainable and inclusive growth.*



Program components



Spring retreat

A 3 day uniquely designed event held in the beautiful Croatian forest by the Dinaric Alps to focus on entrepreneurs' purpose.

Participants join a safe space to share, grow and connect with other selected entrepreneurs.



Community of support

30 experts from **15+** different disciplines and sectors



Expert advisors



Luka Cvijetić

Director at PwC Croatia

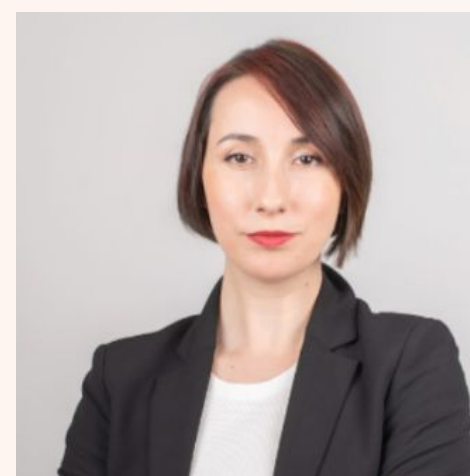
Luka is an auditor with 18 years of experience auditing clients from different industries and of various size, with a demonstrated technical competence in finance and accounting, he also has accumulated extensive real-life experience in people and project management, managing client expectations and client relationships, dealing with difficult situations, including negotiations, avoiding conflicts



Ivan Livić

CEO at VenduTech

Ivan is a data engineer with 14 years of equity and crypto trading experience in USA, EU, Singapore, with experience as startup & developer marketing manager in Amazon Web Services, product management, product Marketing and experienced in DevOps & Data platforms as well as in online marketplaces.



Diana Gluhak

Manager at RED FORK

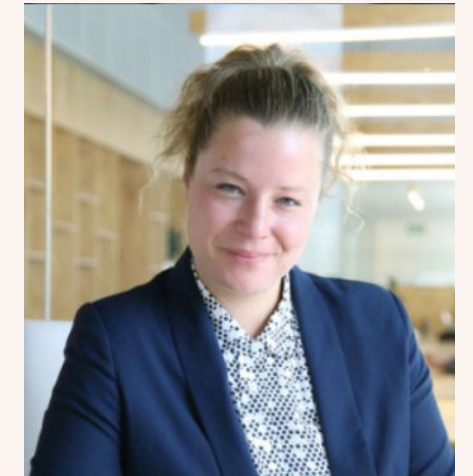
Diana is consultant for the food and pharmaceutical industry in the area of food quality, innovation and content creation. Diana is an entrepreneur and doctoral student in the field of interdisciplinary biotechnology. Project manager in the family consulting company RED FORK.



Arturo Arreola

Product Lifecycle Manager at RIMAC Technology

Engineer with experience in the high-tech industry, focused on automotive solutions and systems engineering for complex systems. He has collaborated with different startups for many years.



Lana Lovasic

Director at Unite Us Consulting

With a variety of experience over the past 15+ years, Lana is a consultant, entrepreneur, and an impact investor. She developed expertise in economic development, social enterprise and the social economy, with special focus on innovative finance, incubation and acceleration, impact ecosystem building, and related research and policy work.



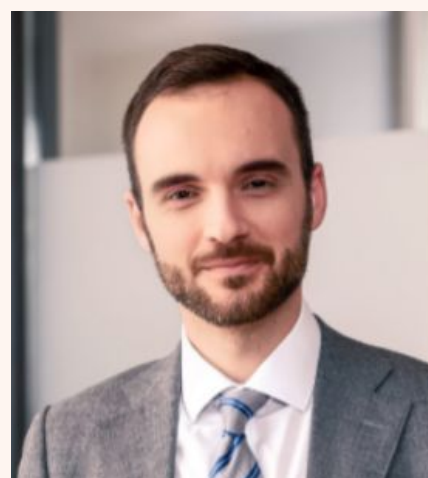
Expert advisors



Ana Kolarević

Product manager at Instaffo

Ana is senior full-stack marketing specialist specializing in growth product management & conversion optimization. She has a background in Lean Startup methodology and user/ UX research. With over more than 14 years of experience in conversion optimization, product and growth marketing for startups as well as enterprises, she has worked with companies across industries.



Frano Barović

Managing partner at NLaw

Frano from early in his career has worked with international clients, advising mostly on commercial and corporate matters while also developing competencies in dispute resolution and employment matters. He advises clients on mergers and acquisitions and other financial and business transactions, and provides legal support in Croatia's developing start-up ecosystem.



Angelica Santodomingo

Senior Programs manager at Impact Hub London

With a background of 13 years of experience in effective management, entrepreneurship and sustainable development in private, public and civil society sectors. Angie supports startups at Community Energy London and Soydoj and IH London. Angie has been awarded the WISE100 Environmental Champion award in 2023.



Domagoj Boljar

Co-founder and CEO at EARTHBOUND

Domagoj is an entrepreneur by education and by 15 years of experience and a start-up enthusiast. A footwear business expert with a green heart, Domagoj's mission is to help other brands and companies to transform into sustainability, with the use of green technologies, sustainable natural materials, so that we can together lead the way into a greener future.



Ivana Todorovski

Head of design at VenduTech

Hands-on design leader. 10+ years of global experience in designing digital products and experiences, and leading creative teams. Working at an intersect where customer needs meet with expected business outcomes, to design desirable and usable product solutions



Expert advisors



Vesna Vrga

Independent consultant

Vesna is an independent consultant, mentor and trainer in the areas of project management and project and organizational team development. She gained her 25-year experience in the management and implementation of more than 130 Croatian and international projects within various programs and organizations and initiated and organized numerous international gatherings and conferences..



John Stefanac

Manager at Abriva Partners

Highly experienced and driven business executive with over twenty years of experience in the Technology sector. The passion and ability to identify solutions to business issues has resulted in a proven track record of profitable business across a range of demanding and diverse markets. Results oriented, customer-focused and a people motivator, encompassing the vision and drive that leads to results.



Daniela Doric

Aftersales Manager at RIMAC Technology

Highly experienced and driven business executive with over 20 years of experience in the Technology sector. The passion and ability to identify solutions to business issues has resulted in a proven track record of profitable business across a range of demanding and diverse markets. Results oriented, customer-focused and a people motivator, encompassing the vision and drive that leads to results.



Goran Jeras

CEO at ECHOES & ZEF

Expert on ethical and alternative finance, circular sustainable economy, Fintech and complementary currencies. Believer in cooperatives. 15+ years of experience in consulting and financial sector.



Ivana Žorž

Business manager at Moje malo Zlato

Experienced Project Development Manager with a demonstrated history of working in the innovative ecosystems. Strong business development professional skilled in Negotiation, Business Planning, Innovation Management, Analytical Skills, and International Relations.



Expert advisors



Ana Jergovic

Manager at PwC's Academy

As a Manager at PwC's Academy, Ana excels in crafting and implementing business education programs for diverse industry leaders, fostering new skills, knowledge, and transformative mindsets. She served as an Employer branding expert at Croatia's largest IT company, Infobip, elevating its talent market presence.



Miro Hegedić

Founder & partner at Smion

Miro is a PhD with a passion for lean management and innovation. A person who strives for excellence and focus on results, and sees his main role in helping to create and realize successful ideas through the development of individuals and organizations. He is the co-founder of Smion and one of the founders of Startup Drill.



Tin Težak

Partner at Hanžeković & Partners

Partner at Hanžeković & Partners; experienced attorney focused on corporate matters, M&A, investment and IP



Petra Pocanic

Senior Sustainability Consultant at Hauska & Partner

As a strategic and creative thinker and doer with nearly 15 years of experience as a Communications and Sustainability professional, Petra is committed to making a positive impact for people and nature - both locally and globally.



Mato Mrkalj

Director at RDP Technology

Business development enthusiast with 12+ years of experience in the area of agriculture, business planning and foodtech. Founded and co-founded several companies related to food and agriculture. Mato has an affinity to business development with a personal interests on introducing the digital age into the agriculture sector.



Expert advisors



Filip Stipačić

Founder & partner at Smion

One of the first tips that Filip will give you is to always focus on creating value for the user. His passion for entrepreneurship has followed him since high school, and his love for the efficiency of the lean approach comes from an engineering way of thinking. Conversations about innovative products and business models will always attract his attention, stimulate creative contribution or constructive questioning



Tino Prosenik

CEO & founder at Gruntek

Tino is an agricultural engineer turned skipper, changing the nautical industry and agriculture through digital innovations. With 15+ years in the nautical industry, as the founder and director of the Yachtmaster Group, Tino focuses on the digitization of sales and communication channels; both for the optimization of physical fairs and in trade, where globalization and digitization enable incomparably greater and faster growth.



Duško Radulović

Founder & CEO of Climatig

He has PhD in economics and executive MBA with 20+ of work experience in company management and business consulting. His fields of expertise are climate change and renewable energy and energy efficiency. Since 2013 he is external expert evaluator for the EU Commission funded innovative projects, such as Horizon, SME Instrument, Interreg Central Europe, and others.



Bernard Ivezić

Editor at Jutarnji list

Bernard has extensive experience in the media and communications industry including writing and editing, PR, social media, and crisis management. He kickstarted the 1st mainstream publication on startups in Croatia, under Jutarnji list. Always focused on results, team happiness, and words and ways that engage people for the better.



Anita Tripalo

Director at Jaka jeka

Anita is an experienced speech coach. Knowledgeable on public speaking techniques, rhetorical and presentation skills, support in preparation of complete performance for public, business, stage or screen.



Expert advisors



Srdjan Kovačević

Co-founder & CEO at Orqa

Srdjan is a Co-Founder and CEO at Orqa. Before that he was a senior finance professional, with more than 10 years experience in financial industry, specifically asset management. He is a Certified Pension Fund Manager and Certified Investment Advisor.



Vibor Cipan

CEO at Point Jupiter

Experienced product design and usability professional with strong business development, leadership and project management background. Often invited as a speaker at numerous conferences worldwide. Passionate about all things user experience, usability, software development and tech in general.



Karlo Kukec

Program manager at Invento Capital Partners

For more than 15 years he has been working in the innovation ecosystem and supporting entrepreneurship organizations. In addition to regular jobs, involving the management of EU projects and the incubation process, he deals with the topic of pitching with great gusto, in various ways and from different aspects.



Jasminka Mužinić

Owner at Točkapromjene

Jasminka is consultant and educator in areas of individual, team, management, and organizational development. She is often contracted as a change management expert to guide and support management in developmental projects. She is a certified psychologist



Daniel Rodik

Senior advisor in Infra Plan consulting

Daniel holds M.Sc. degree in air transport engineering and an expert study degree in energy efficiency and environmental management. He is an energy advisor, project coordinator, and senior expert for CSOs and companies. Main areas of expertise are energy and climate policy development, calculation of GHG emission inventories and assessment of climate change vulnerability and risks.



Lead mentors



Ana Raguž

Co-founder & head of programs at Impact Hub Zagreb

Ana is an experienced program designer and trainer with 10+ years of experience in the impact entrepreneurship sector; working with youth, entrepreneurs beginners and impact entrepreneurs. Co-founded 3 impact-led ventures in hospitality and capacity building sector. Passionate about creating connections among entrepreneurs and change makers and bringing a new value to educational systems.



Ante Lučić

Partner at Abriva Partners

An entrepreneur and consultant with several degrees (Business, Law, International Relations), Ante works with clients from international organizations to startup companies, he remains most passionate about reinventing Human Resources, intellectual capital, education, and learning. As a musician, creativity and innovation are his tools to solve complex business problems and enhance competitiveness.



Hermes Arriaga

Co-founder & director at Impact Hub Zagreb

An entrepreneur and business innovator with a degree in engineering and a MSC on environmental economics. Hermes has co-founded 4 impact-led ventures, with a talent for project steering and 15+ years of experience in private sector, Hermes has advised and mentored startups and SMEs around the world, consulted international organizations through co-creating processes and innovation methodologies designing better businesses.



Why you?

Apply if your business is developing products or services solving challenges in different sectors of the economy with the objective of reducing environmental impacts and risks, mitigating climate change, especially in the agriculture, food, marine and maritime sectors. Specifically within [Green economy](#) and [Blue growth](#).

- ✓ Your business is at the growth stage of development with a clear vision.
- ✓ You have a grit to learn, scale your impact and ready to connect with other entrepreneurs..
- ✓ You can communicate well in English, both orally and in writing.

Deliverables

ZALET allows you to focus and build confidence to become more resilient and competitive.

1. Solve a challenge

By building a problem statement with our initial diagnostic & assessment tool and your development plan with clear objectives, you focus on what matters, commit to solving an issue you currently have and build trust and resilience with our support.

2. Truly connect.

You cultivate and nurture a long term relationship with mentors, experts, the rest of the participants and other partners of the program.

3. Focus on your growth.

We understand the value of building safe spaces for your growth and development. Our mentoring approach, community gatherings and final retreat are designed with your needs in mind.

What is expected from you?

- **Fill in the registration form with your more relevant information.** After identifying your venture's potential upon reviewing your application, we will confirm your selection and invite you to participate in the full program.
- Upon confirmation of your selection you **would be asked to pay 450 Euro, 10% of the full program cost** (total value of the support is 4,500 EUR) in 2 instalments, limited scholarships available.
- Total commitment is **30 hours** in different formats during December 2023 to April 2024 plus **a 3-day retreat** at the end of April. We expect you to participate fully and to allocate enough time for the program's events, activities and sessions.

Track record

We have seen these outcomes and outputs after a year of our program interventions and support:

- **50%** of the participants were **women**
- **3 new jobs created** in average per participant.
- **60%** of the participants **increased revenue** vs the previous year.
- **3 valuable connections obtained** per person either in the same field, industry or area of expertise as themselves or in others.
- **20%** of the participants **raised capital** of at least 50K Euro per venture.

Watch participants and results from last program:



Companies we have supported in the past



Earthbound™

ANI BIOME



pero®



Program & timeline

- 1. Open call.** Application period from [October 23th to November 19th](#) (EOD). Announcement of participants by [November 24th](#).
- 2. Kick off event.** [December 4th](#).
- 3. Diagnostic & business assessment.** 5 hrs of individual assessment developed [first half of December](#).
- 4. Business acceleration with mentoring & expert support.** Around 10 hour of individual support from lead mentor and experts from different sectors will happen on demand during [Q1 of 2024](#).
- 5. Circular innovation design support.** 3 intensive in-depth design sessions happening [during February 2024](#)
- 6. Wellbeing support.** 6 community gatherings and 2 online matching events [every 2 weeks during Q1 of 2024](#).
- 7. Spring retreat.** A 3 day uniquely designed event held in the beautiful Croatian forest by the Dinaric Alps to focus on entrepreneurs' purpose happening on the [19-21 of April 2024](#).
- 8. Wrap up conference.** A final celebration will be held with a bigger community on [April 25th](#).

FAQ

Is there a cost associated with the program, and are there any available scholarships or financial aid options?

A fee of 450 Euros per participant (to be paid in 2 installments) covers only 10% of the total program costs. ZALET is designed to provide support to entrepreneurs who need it the most and may lack the capital to access high-quality business support. However, we believe in the commitment of our participants, and paying a small fee like this one reflects their genuine dedication to developing a better business and allocating the necessary time for it. Furthermore, the fee goes towards supporting future participants. We do offer scholarships in very few exceptional cases, and you can select this option in the registration form.

Do I also receive an answer even if I was not selected?

Absolutely, we will communicate the results to all and each one of the participants who registered on time

Where does my application information goes?

Our Code of Conduct follows strict regulations on data management and your information provided is only available for our own internal reviewing processes and eventually used by our lead mentors to build your business case for the program. You can see more details on this in the Impact Hub Zagreb [website](#)

Do I also receive an answer even if I was not selected?

Absolutely, we will communicate the results to all and each one of the participants who registered on time

Who are the mentors or experts participating in the program, and what is their expertise?

Mentors and advisors come from a close network of professionals from Impact Hub Zagreb gathered for the last 10 years, they come from different sectors and have different years of experience, a track record of supporting entrepreneurs and the interest of giving back to the community offering their time and availability for a very affordable fee (paid by the program).

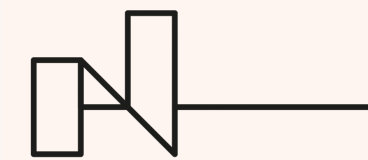


Supercharge your business growth

Register now!



ZALET is a program of Impact Hub Zagreb, a member of Impact Hub Network of 112 spaces around the world. In Croatia, we are known as the pioneers of impact and we continue to share our knowledge, resources and tools to offer the know-how for a better business future.



Norway
grants

ZALET is part of the program of entrepreneurial support from Impact Hub Zagreb called miCRO inNOvation supported by the Norway Grants 2014-2021, in the framework of the Programme Business Development and Innovation Croatia.