

EXP2020-NEP-000020

The project with EXP2020-NEP-000020 identification number of 5mart Studio Kft has been launched

Name of sponsor: HEPA Hungarian Export Development Agency Nonprofit Zrt

Title of tender: EXP2020-NEP-000020

Project title: International marketing of IT solutions by 5mart Studio Kft.

Amount of contracted support: HUF 48.659.000

WITHIN THE FRAMEWORK OF THE PROJECT, WE PLAN TO ACTIVELY MARKET 5MART STUDIO'S SERVICES IN THE INTERNATIONAL ARENA, WITH A PARTICULAR FOCUS ON OUR WEBAR SOLUTIONS AND ONLINE TICKET SALES PLATFORM AMONG THE SERVICES PRESENTED.

AS WE INTEND TO SELL THE FULL RANGE OF OUR SERVICES IN THE TARGET MARKETS, OUR OVERALL INNOVATION IS THAT ALL OUR TECHNOLOGICAL SOLUTIONS ARE IN LINE WITH THE LATEST TRENDS, WHILE WE WILL ALWAYS STRIVE TO INTRODUCE BETTER AND MORE INNOVATIVE DIGITAL SOLUTIONS IN ALL IMPLEMENTATIONS THAN THE EXISTING ONES. AMONG OUR BOXED SERVICES, WE WERE THE FIRST TO INTRODUCE OUR WEBAR SOLUTION IN THE REGION WHICH TODAY IS AMONG THE FEW SIMILAR SOLUTIONS IN EUROPE. THANKS TO THE STRONG MARKET INTEREST IN INNOVATIVE DIGITAL ADVERTISING SOLUTIONS, NOW POST THE LETHARGY OF COVID, WE SEE A GREAT POTENTIAL FOR GROWTH IN THIS TECHNOLOGY.

WE VIEW THIS PROJECT AS AN OPPORTUNITY TO SIGNIFICANTLY INCREASE EXPORT REVENUES, TO EXPAND OUR TEAM AND SUBCONTRACTORS IN THE FOLLOWING YEARS. BY NATURE, OUR SERVICES ARE MARKETABLE TO FOREIGN COMPANIES, HENCE, OUR REVENUE STRUCTURE COULD BECOME EXPORT-FOCUSED IN THE COMING YEARS.

BY IMPLEMENTING THE PROJECT, WE PLAN TO BUILD AN INTERNATIONAL CLIENT BASE, AND TO SPREAD OUR BOX SOLUTIONS WIDELY ENOUGH TO ENSURE THE COMPANY'S CONTINUED GROWTH ON INTERNATIONAL MARKETS POST THE COMPLETION OF THE PROJECT. BASED ON OUR CALCULATIONS, THE MONTHLY RECURRING REVENUE FROM INTERNATIONAL BUSINESS THROUGH THE PROJECT WILL PROVIDE THE BASIS FOR FURTHER INNOVATIONS, NEW PRODUCT LAUNCHES AND WILL STRENGTHEN OUR R&D ACTIVITIES.

