

PRESS RELEASE
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TESLA Venture Studio chooses Belgrade for its HQ, positioning Serbia as Europe's next tech hub

Web Summit, Lisbon - Today marks a significant milestone in Serbia's journey towards becoming a global innovation powerhouse with the official launch of TESLA Venture Studio. This cutting-edge venture studio, announced at the Web Summit in Lisbon, Portugal, has chosen Belgrade as its headquarters, signaling a new era of technological advancement and economic growth for the country.

"TESLA Venture Studio aims to revolutionize the startup ecosystems globally, creating efficient and effective venturebuilding with mutually beneficial outcomes for startups, ESOs and investors.

By implementing a unique model for each region, that accelerates startup success, we're building a tailored ecosystem that resonates with its unique cultural and economic context. Our venture studio model supercharges startup success, enabling founders to secure seed funding twice as fast and exit 33% quicker than traditional startups. Or to get ready faster for the market placement and start building assets for the exit. But it's more than just speed - we're fostering a new generation of entrepreneurs focused on solving global challenges with solutions uniquely suited to our region. By embracing glocalization, we're empowering innovators to build sustainable, impactful businesses that can scale globally while remaining deeply rooted in the local ecosystem." said Katarina M.V. Galic, Partner at TESLA VS, who emphasized the crucial importance of this approach.

Belgrade HQ launch has strong initial support with plans to raise €100 million in capital with partners that have already been lined up. This ambitious project is set to generate over 100 high-skilled jobs and attract more than €100 million in foreign investments, positioning Serbia as a leading European tech hub.

Key programs of TESLA Venture Studio include:

- Idea assessment, valuation & validation lab
- Catalyst capital investment
- Resource amplification
- Ecosystem orchestration
- Powerhouse for international market access

Serbia has shown strong support for this initiative, while the government have strategically been developing their entrepreneurial ecosystem with its startup-friendly policies to attract international startups and investors.

Marko Čadež, President of the Chamber of Commerce and Industry of Serbia, has played an instrumental role in facilitating this groundbreaking initiative. His efforts have paved the way for TESLA Venture Studio's unique establishment in Belgrade. Čadež's vision aligns perfectly with the TESLA VS's goals, as he has been actively building Serbia as a hub for innovation and high-tech development.

Antoinia Norman, a board member of Virgin SA and former CEO of the Branson Entrepreneurial Centre, brings her wealth of experience to the project. “TESLA Venture Studio offers Serbia a unique opportunity to enter a new era of economic strength and innovation” Norman stated.

TESLA Venture Studio is set to support over 50 startups annually, fostering a vibrant, interconnected startup ecosystems including entrepreneurial support organisations and VC network, and positioning Serbia as Europe’s top startup powerhouse.

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About TESLA Venture Studio:

TESLA Venture Studio is a unique methodology initiative by X|ergy SusTech Powerhouse aimed at revolutionize the startup ecosystems globally, creating efficient and effective venture building with mutually beneficial outcomes by creating long term impact socially, economically and environmentally. By leveraging the venture studio model, it accelerates economic growth, enhance technological advancements, and foster an exceptionally vibrant startup ecosystem globally.