

SHOWCASE 2025



Category: Innovation

1. Hungary: National Technology and Intellectual Property Ventures Capital Program



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**National Technology and Intellectual Property
Ventures Capital Program**

Hungary

**National Tech & IP Venture Capital Program – Herbow
Internation PLC.**

Innovation

 #ficompass





HERBOW

THE INNOVATIVE CHEMICAL-FREE ORGANIC DETERGENT



A brand born from love

Inspired by a Mother's care for her child's sensitive skin

Personal experience turned into innovation

Washing with soap nuts brought real results

After 3 years of research and 4500 kg of test laundry

The first Herbow products were born



WHY THE HERBOW PRODUCTS?



- **CERTIFIED & TRUSTED**
Green Brand, Vegan Society, PETA Cruelty-Free, Family-Friendly Workplace
- **PROVEN SUCCESS**
Over 1.2 billion HUF revenue (2024) — among Hungary's top eco brands (Nielsen)
- **INNOVATION**
Plant- & mineral-based ingredients – cleaning powered by nature
- **ICONIC PRODUCT**
The Herbow Soap Nut Ball – 100% chemical-free, organic detergent
- **SUSTAINABLE BY DESIGN**
Biodegradable packaging, gentle formulas, authentic values
- **RELIABLE & LOVED**
Thousands of customers in Hungary and beyond



KEY OF THE CHEMICAL-FREE WASHING THE HERBOW SOAP NUT BALL



- NATURAL – THE SOAP NUT IS 100% NATURAL
- ENVIRONMENTALLY FRIENDLY
- ANTIBACTERIAL
- HYPOALLERGENIC
- REUSABLE
- FRESH SCENT



SUPPORT INNOVATION THROUGH ERDF

National Tech & IP Venture Capital Program

- The **National Tech & IP Venture Capital Program** is a state-backed venture capital initiative to boost national economic performance through targeted investments. Focus on early-stage innovation – supporting startup SMEs to develop prototypes and launch market-ready innovations internationally.
- The project received support from the European Regional Development Fund (ERDF) via National Development Centre (NFK) in the Széchenyi 2020 Programme

The Herbow International PLC. Applied for The National Tech & IP Venture Capital Program to:

- Boosting sales of the soap-nut–based detergent range in Hungary,
- CEE, and DACH markets
- Expanding the product line with new, innovative natural solutions



CONTINUOUS PRODUCT INNOVATION



New health-conscious product

- lines for sensitive skin
- new fragrance variants

Souldrops

- Herbow's sub-brand offers wider variety of chemical-free detergents



Financial instrument information

Category: *Innovation*



Name of financial instrument	<i>National Tech & IP Venture Capital Program (GINOP-8.1.3/A-16)</i>	
EU Fund(s)	Programme contribution/ Total size	Product(s)
<i>ERFA</i>	<i>EUR 812 864/EUR 83 M</i>	<i>National Tech & IP Venture Capital Program</i>

Description	Short summary of operation
The incubation (pre-seed), seed, and startup stages are the focus of the capital program, whose goal is to support the realization of innovative ideas and prototypes from new or young innovative SMEs with high growth potential. This support helps them create innovative products or services and enter international markets. Building a well-functioning domestic innovation ecosystem (startups and spin-offs) requires developing a knowledge- and technology-friendly environment that supports the financing of emerging startups. The program aims to promote access to financing for such enterprises. The supported organization must carry out R&D or innovation activities for direct or indirect use that align with the S3 specialization directions. Preference is given to projects with high growth potential and technological innovation.	

Country/Managing authority	<i>GINOP</i>	
Implementing bodies	 	



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Thank you!