

Marc.

Make a Change, Leave a Mark ●

An Impact Enterprise Scaling Programme
– a joint initiative of ERSTE Foundation, ERSTE Social
Finance Holding, IFUA Nonprofit Partner and SIMPACT.

Impact Report

2024-2025



Welcome to Marc



Ana Maria CRETU,
*Director Social Impact Investment,
ERSTE Foundation
Marc Impact Programme Co-founder*

In a certain sense Marc is a spin-off. It builds on a very long experience in aiming for high impact: More than 200 years ago, the founders of the first Erste Savings Bank had the extraordinary idea to give ordinary people access to financial dignity, security, and the power to shape their own future. Marc carries this legacy forward by combining cutting-edge business with deep, lasting impact. We know we have the tools, the networks, and the lessons learned to support a new generation of impact entrepreneurs in CEE. We know that making a difference is what really drives people, but long-term success depends on sustainable finances just as much as on passion.



Florian BAUER,
*Executive Director Social Finance &
Impact Investment, ERSTE Foundation
Marc Impact Programme Co-founder*



Peter ŠUREK,
*Head of Social Banking, Erste Group;
CEO, Erste Social Finance Holding
Marc Impact Programme Co-founder*

The Marc Impact Programme was launched to support bold impact-driven enterprises in Central and Eastern Europe—because we believe that social and ecological innovation must be nurtured to thrive. This first impact report is unique in that it captures not only the numbers, but the stories, learnings, and momentum of our pilot year.

We are proud of Marc for its tailored, hands-on approach that met each enterprise where they were—whether at finetuning their business models or improving their sales strategies—and helped them grow stronger and more finance-ready.

We are equally proud of the results: 70 participants across Austria, Hungary, and Romania, over €2.5 million in funding raised, and a vibrant community of changemakers built.

These outcomes show that with the right support, impact enterprises can unlock their full potential. The report reflects the courage of our participants and the dedication of our team and partners.

As we look ahead, we are sure that with the next Marc cycle, the programme will continue to deepen its reach, expand to new countries, and continue building bridges between impact and finance. This is just the beginning.



Johann HEEP,
*Social Banking Expert,
Erste Group
Marc Impact Programme Co-founder*

Welcome to Marc

This first year of the Marc Impact Programme has been a real learning journey for all of us. What makes it special is that we focused on real challenges and giving practical help, not just ideas on paper. It's not just another accelerator, it is about building connections and creating lasting change together. I'm proud of what we've achieved so far because it shows that small, thoughtful steps can make a big difference. We've laid the groundwork for something meaningful, and this report shares the stories and impact of our very first year.

Amidst a global and regional uncertainty, Central and Eastern Europe grapples with its own challenges including social exclusion, healthcare and educational crises, and climate change. Governments cannot solve these challenges alone – and impact enterprises are here to help tackle them by building successful businesses at the same time. In our first year, Marc walked alongside 70 such visionaries, joining them at pivotal moments to help them stabilize, scale and secure funding. This report highlights their stories and the story of Marc.



Zsuzsanna PÁL,
Managing Director, Managing Consultant
IFUA Nonprofit Partner
Marc Impact Programme Co-founder



Gábor Lajos NAGY,
Co-Founder & Co-CEO, Managing Consultant
SIMPACT
Marc Impact Programme Co-founder





Marc Impact Report at a Glance



Where It All Begins

Introducing the Marc Impact Programme



Marks We've Made

The Impact and Achievements So Far



The Next Step Forward

What's Ahead for Marc and Its Changemakers



The First Footprint: What Is Marc?

The Marc Impact Programme is a unique initiative for impact enterprises development boosting finance-readiness and social impact.

Why Marc?

With 13 million people at risk of poverty in Central and Eastern Europe, Marc empowers bold entrepreneurs to lead change. Backed by ERSTE Foundation, Erste Social Finance, SIMPACT & IFUA Nonprofit, Marc bridges critical gaps in funding and know-how, helping impact enterprises grow, adapt, and build a more inclusive, sustainable future.

What are the advantages of the programme?

Tailored impact advisory — Built around impact enterprises

Personalised, context-aware guidance designed to amplify social and environmental impact, aligned with the growth journey of impact enterprises.



01



02

Access to relevant funding pathways and impact centric support instruments

We don't promise investments — we help get impact enterprises investment-ready, connect with the right ecosystems, and build the resilience to grow on their terms.

Long-term support within a regional impact community

Marc is building a dynamic CEE network of impact entrepreneurs with long-term mentorship, visibility, and lasting collaboration beyond the programme.



03

[Click here for more details!](#)





Seeds of Change: The Enterprises Marc Supported in its Pilot Year

Social Enterprises for Employment

Enterprises, that employ people with disadvantages. In some of our countries, it may be called WISE (Work Integration Social Enterprise).



NPOs with a Business Activity

Non-profit organisations, which run a business, and aim to earn sustainable and growing business incomes.



Tech Startups with Impact

Technology-driven companies focused on creating innovative solutions that address significant social or environmental challenges while pursuing scalable business growth.



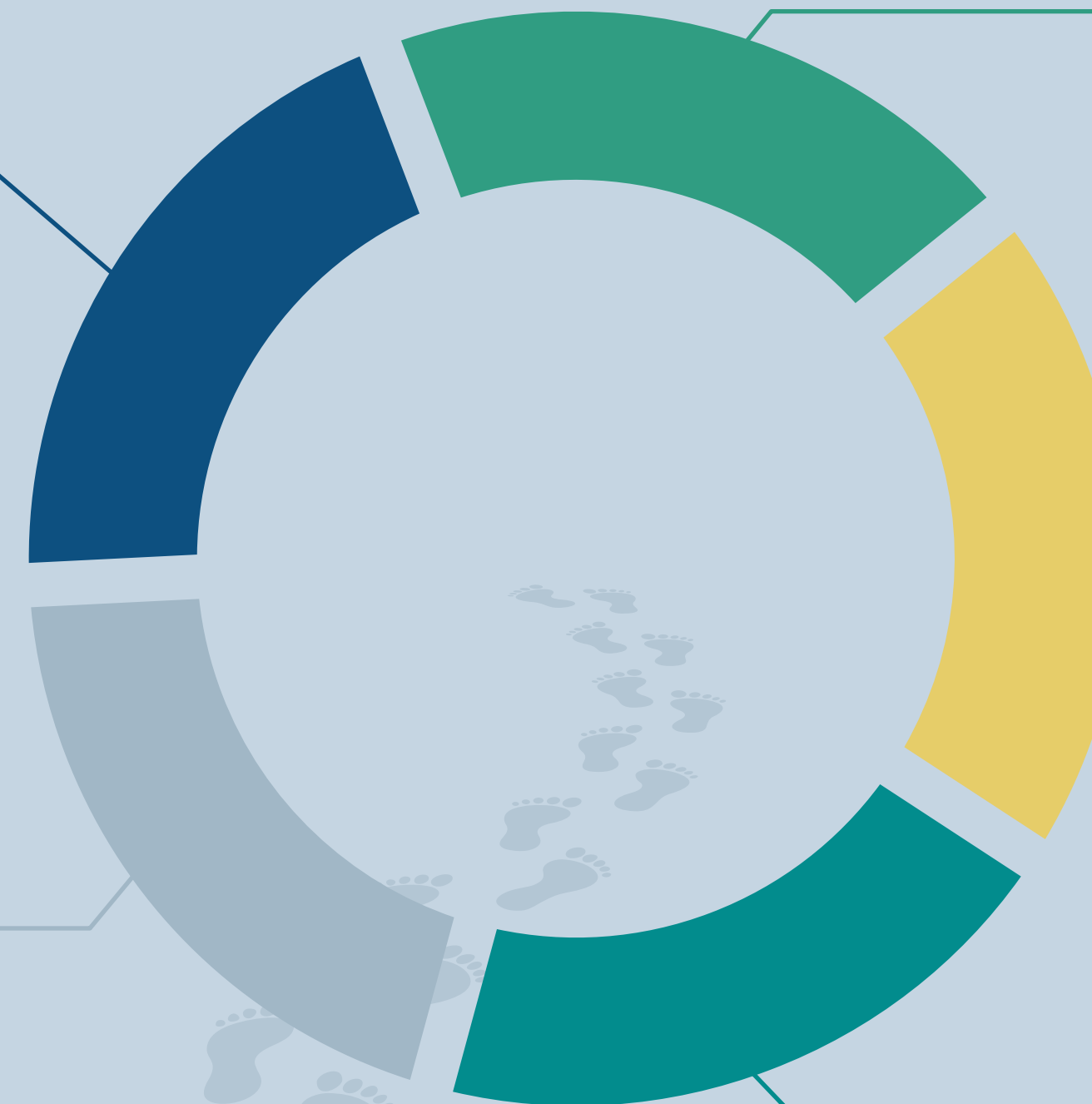
Impact First Enterprises

Dynamic enterprises/startups with hardware involved (not tech) generating social or ecological impact.



Enterprises with Organic, Natural, Traditional values

Enterprises that prioritize sustainability, authenticity, and heritage by using natural ingredients, eco-friendly practices, and shorter supply-chain methods in their products or services.



Carving the Path: Our Ambition



Our mission

Our mission is to lead a comprehensive capacity-building initiative, strategically designed to reinforce and amplify impact enterprises, across the pivotal Erste Group markets.



Our vision

In our vision Marc will have become a one-stop shop programme for impact enterprises, supporting their creation of operating / business models that ensure financial sustainability. We are building a supportive ecosystem through exchange of experiences and access to organizations, markets and networks.



Our impact objective

Growing & more resilient social economy / impact sector

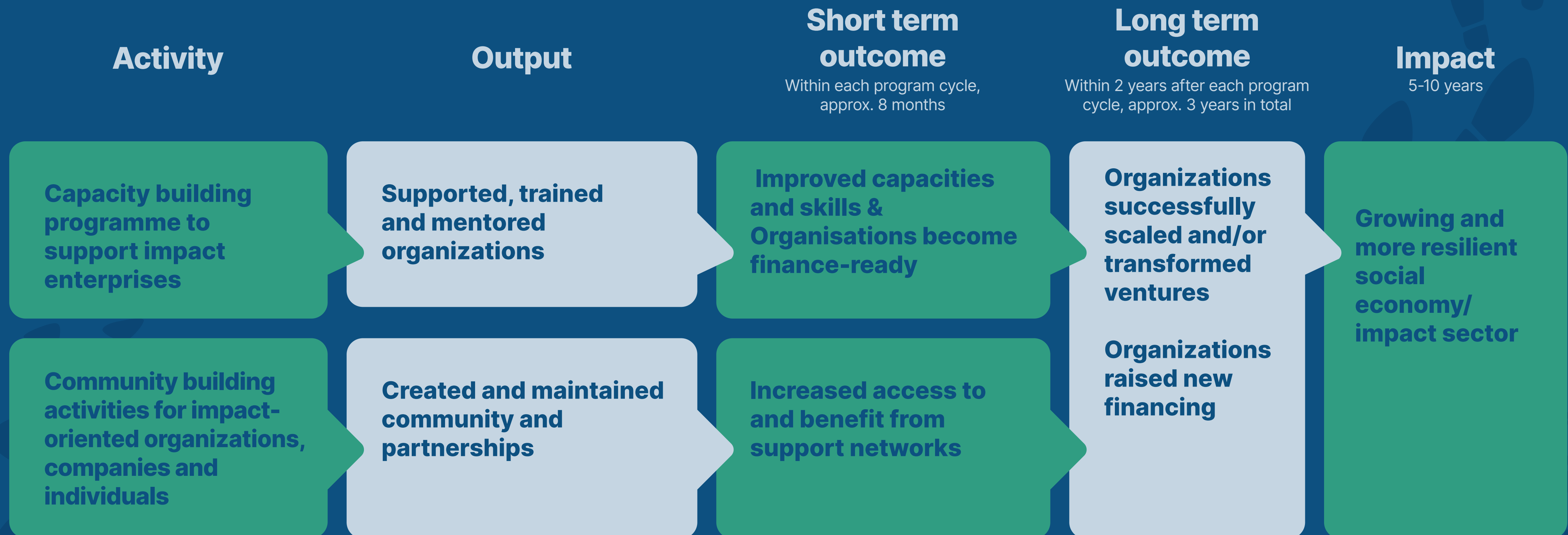
Higher and more sustainable social and ecological impact of the supported organizations and supportive ecosystems around impact enterprises in the CEE region.





Mapping the Impact:

The Theory of Change model of Marc





Marking our Impact Targets

Impact Goal	KPI Measure	KPI Target for 5 Years	KPI Target for Pilot Year	Result in Pilot Year
Supported, trained and mentored organisation	Number of impact enterprise participants	280-330	60-70	70
Improved capacities and skills of the organizations	% of participants improved their impact & business model	50%	50%	88%
	% of participants successfully scaled and/or transformed their ventures	25%	target set only of 3 years	n.a.
Created and maintained community and partnership	Number of volunteers	70+	30	39
	Number of alumni members	150+	no target set	n.a.
Increased access to and benefit from support networks	Number of organizations received external funding or award to fund their impact scaling	no target set	no target set	13

*2024/25 was the **first and pilot year** of the programme.

Step by Step: The Marc Journey in 2024/25

Marc offers capacity-building solutions for enterprises, improving their ability to generate social impact and secure financing. Through this initiative, enterprises receive essential support, including practical assistance and expert guidance.

ACTIVITY



re:Marc

Providing visibility for participants during the International Award ceremony and get feedback of financing organizations, experts. The programme supported selected participants in their preparation for the event.

STEP 4 Community

Community

The goal of this future phase is to build an International Alumni network with CEE enterprises from the programme, where they can meet with other regional impact ecosystem investors, enterprises, experts.

STEP 3 re:Marc event

Marc. base

The goal of this phase was to build a roadmap to scaling and financeability. Impact enterprises participated on group learning sessions based on their focus topics.

STEP 2 Marc. advanced

Marc. advanced

Providing finance readiness support bearing in mind that „one size doesn't fit all“. Impact enterprises participated in 1-on-1 coaching and expert consultancy maximally tailored to their needs.

STEP 1 Marc. base

Where the First Footprints Landed

- Pilot year countries
- Further target countries



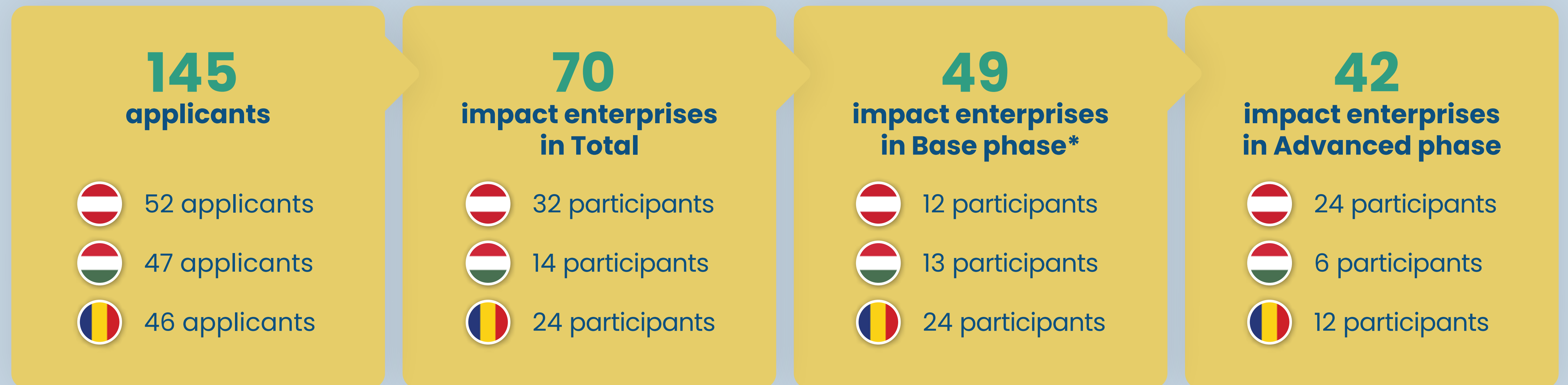
2024/25 was the first and pilot year of the programme. Geographical focus will expand in the upcoming years, and also the programme methodology will be finetuned after every round.



Participants of Marc Impact Programme

There was quite an interest in Marc from impact enterprises, we could fill the maximum capacity of the first, pilot year in all three target countries. There was a broader pool in the Base phase of the programme, and selected impact enterprises took part in the Advanced phase.

Target for pilot year: 60-70 participants in Base phase, 24-28 (min 40%) in Advanced phase



*Not all participants started in Base phase, some of them went straight to Advanced.



Where Do Our Participants Leave Their Footprints?

Our participants work towards a sustainable future, some of them make an impact across all the Sustainable Development Goals (SDGs) of the United Nations.

Top impact goals (numbers of participants that indicated as their focus, only one per participant)



Helping the disadvantaged
15 impact enterprises



Food systems and waste reduction
10 impact enterprises



Renewable energy
6 impact enterprises



Culture and education
9 impact enterprises



Sustainable mobility
6 impact enterprises



Sustainable fashion
6 impact enterprises



Participating organizations

Click here for more details!

Step 1: The **Marc.base** Phase

GOAL

to build a roadmap to scaling and financeability

SUPPORTS

Group training days, bootcamps for learning new skills

Expert consultation sessions to tailor the topic to participants' needs

Business modelling, financial planning training to prepare for financeability

High-level (individual) development plan to prepare further steps

*1 Not all participants started in Base phase, some of them went straight to Advanced

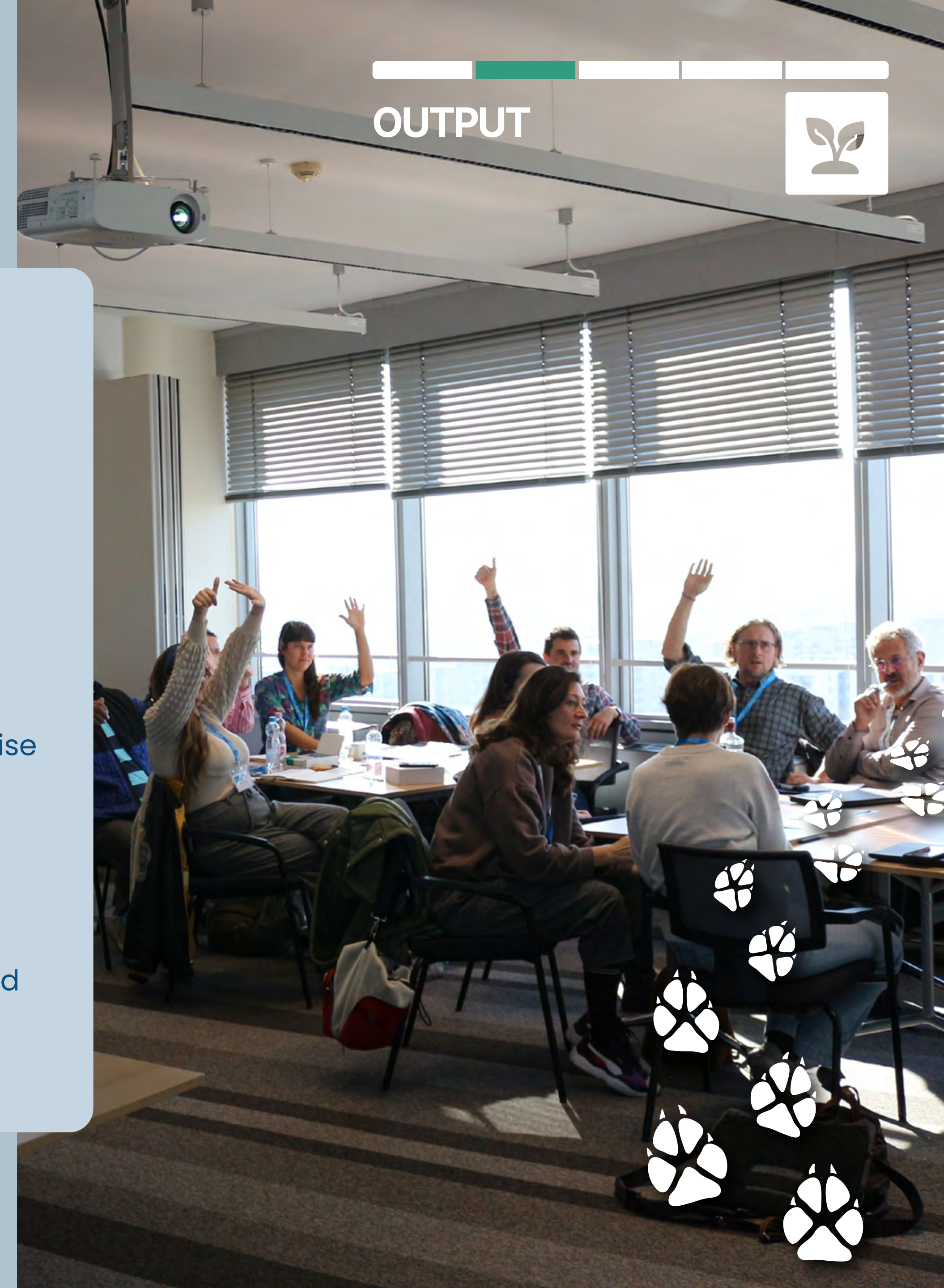
*2 Net Promoter Score (NPS) is a customer loyalty metric that measures the willingness of customers to recommend a company, product, or service to others. (scale: 0-10)

49
Participants
of this phase*¹

13,4
provided professional
support hours (group or
individual) / impact enterprise

9,5
average of the NPS*²
related to the phase (based
on participants' review)

OUTPUT





OUTPUT



Step 2: The **Marc.advanced** Phase

GOAL

to provide finance readiness support, bearing in mind that „one size doesn't fit all“.

SUPPORTS

Individual mentoring in the form of regular meetings to prepare impact enterprises for financing

Expert consultations to support participants in the specific topics they needed development

Pitch preparation training to improve pitching skills

Country level pitch event to decide who can join re:Marc

*1 Not all participants started in Base phase, some of them went straight to Advanced

*2 Net Promoter Score (NPS) is a customer loyalty metric that measures the willingness of customers to recommend a company, product, or service to others. (scale: 0-10)

42

Participants
of this phase*¹

24,9

provided professional
support hours (group or
individual) / impact enterprise

9,4

average of the NPS*²
related to the phase (based
on participants' review)



Step 3: Highlights from **re:Marc**

re:Marc is the international celebration and pitch event of the Marc Impact Programme to recognise impact excellence. The inaugural re:Marc event took place in Future Health Lab in Vienna, Austria, with participation of regional impact investors, social bankers and impact experts.

Keynote speeches were delivered by Ingo Bleier (Chief Corporates & Markets Officer at Erste Group) and Ruth Pasermann (Director at the European Commission, DG Employment, Social Affairs and Inclusion). One of the day's highlights was the Impact Boldness panel, which explored how to bridge the ambition of impact entrepreneurs, the realism of corporates, and the pragmatism of investors. The event also featured a dynamic pitch session, where the top three ventures from each of our programme countries presented their innovative solutions to an expert audience.

80 participants
in re:Marc

10 impact
investors

42 impact enterprises prepared pitch
decks in the advanced phase

9 selected pitching
organisations at re:Marc

3 re:Marc award
winners





Imprints of Change: Honouring the re:Marc Award Winners



Marc HU + CEE Excellence Award SSH boards

Transforming straw into sustainable insulation, this family-run company near Budapest is pioneering low-emission construction solutions.

szalmapaplan.hu



Marc AT Excellence Award byeagain

Based in Graz, they're redefining circularity by giving returned children's products a second life through smart automation and logistics.

byeagain.eu



Marc RO Excellence Award Asociația Help Autism

From seven centers to a planned network of 50, their scalable model expands access to autism therapy, education, and family support.

helpautism.ro



Industry

Eco-friendly materials

ssh • terra



Why SSH Boards?

This Hungarian-developed technology offers a unique investment opportunity, with the potential for global scalability and a lasting impact on sustainable transformation.

Problem

Although most buildings need insulation, many insulation products are harmful to both human health and the environment. The few eco-friendly options available are often costly.

Solution

Revolutionising construction with a range of straw insulation products, offering an environmentally friendly and sustainably produced alternative made from readily available raw materials.

Ambitions

Sharing the technology with manufacturers around the world to help transform the global insulation industry.



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Industry

Reducing waste

byeagain



Why ByeAgain?

Our model taps into the growing demand for sustainable consumer habits, ensuring long-term growth potential in the eco-conscious market.

Problem

Children's items are often outgrown quickly, leading to waste and unused products at home. Finding safe, quality second-hand items is challenging.

Solution

ByeAgain is a professional refurbishment service for children's products—such as strollers and toys—returned from online sales, helping retailers and manufacturers prepare them for resale or reuse.

Ambitions

Aiming to become the top-1 refurbishment supplier for kids' equipment in the DACH region. Planning to tenfold refurbishment capacities until Q4/2025.



Contacts

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Industry

Helping the disadvantaged

HELP autism



Why HELP Autism?

Investing in Help Autism will support systemic changes such as changing laws, normalising neurodiversity, and building a nationwide community.

Problem

In Romania, there are 40.000 children with autism, yet the state budget for therapy only covers two sessions per day for approximately 23.000 of these children.

Solution

Providing support to children and youth with autism, from evaluation to therapy and school integration, by opening autism therapy centers.

Ambitions

Making customised, professional therapy available to everyone with autism by developing a franchise in Romania, a network of 50 therapy centres by 2030.



Contacts

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Who Walked This Path With Us

During the programme we supported, trained and mentored organisations, and put effort on creating a community and partnerships. This could not have been possible without the Marc team, mentors, volunteers and community partners.

39 corporate or private volunteers participated in Marc Impact Programme

36 mentors / experts / trainers supported the development of impact enterprises

ERSTE
Stiftung



ERSTE
Social Finance

IFUA
NONPROFIT

SIMPACT
increasing your social impact

IMPACT
HUB
Vienna

synerb

Impact Shakers

klimja

W
soulmatesventures

PurposeTech

KÖK
VENTURES

rubio
impact ventures

TILIA
IMPACT
VENTURES



Co-funded by
the European Union

...and many others!

OUTPUT



Short Term Outcomes:

Improved Capacities and Skills

During the programme, participants developed the areas with the greatest growth potential for them in a tailored approach, thereby increasing their capacity and capabilities, and became more finance ready. Some of the short term outcomes are already perceivable, but most of them will be measurable in the future. Indicators belonging to outcomes will be evaluated yearly in the following 2 years.

88% of participants created or improved their business model

A business model describes how an impact enterprise creates, delivers, and captures value through its value proposition, target customers, revenue streams, cost structure, key resources, and operational processes. The participants in Marc received methodological support for the development and refinement of their business model.

50% of participants created or improved their impact model/plan

During the Base phase participants received methodological support to create or improve their impact model / plan based on the „theory of change” framework. In the Advanced phase developing the impact model was an important element of their pitch preparation.

SHORT TERM OUTCOME





Feedbacks about improved skills from participants

I was particularly inspired by the community spirit of the program and the supportive environment that encourages cooperation and the search for innovative solutions. The relationships I have established so far can be valuable in the long run.

”

Mentoring has never been so deep and effective. We had very relevant conversations, which could create real value.

”

I started to see our organization in a more complex way and the areas we need to clarify have become more pronounced.

”





Why Marc Matters



Carmencita NADER,
Head of Social Banking
Erste Bank und Sparkasse Austria

„The Marc Impact Programme holds significance for our country and our local Erste. This initiative drives substantial positive changes by supporting social enterprises and nonprofit organizations, enabling them to become more effective and impactful. The program not only promotes economic development but also fortifies the social fabric of our communities. By empowering these organizations, we ensure the continued provision of essential services and support to those in need, ultimately fostering a more inclusive and resilient society.”



Sevgi DUMAN-WOLF,
Social Banking Investment Manager
Erste Bank und Sparkasse Austria



Orsolya SZALAY,
Head of Social Banking
Erste Bank Hungary

„Hungarians were always famous about their curiosity, creativity and proposed many innovations to the world. We certainly would be poorer without the ballpen, the Vitamin C or the matchstick.

This spirit of innovation remained with us, clearly proven in the first year of MARC. Backed up with modern funding opportunities, professional network and tailored mentoring, our innovators have bigger chance to leave their signature on the map of wider CEE than their ancestors. The uniqueness of MARC is building relationships: bankers' and innovators' spirits join to make the world a better place.”

„The Erste Stiftung's Marc Impact Programme is very important for Romania, empowering high-impact entrepreneurs to become investable leaders in social innovation. By connecting them to the Erste Universe—a network of social investors—the programme addresses Romania's social infrastructure gap and provides vital resources for scaling impactful ventures at national and regional level. This access to funding attracts investment and fosters sustainable solutions to challenges in education, healthcare, and community development. Ultimately, by supporting these entrepreneurs, the programme drives transformative change, reinforces economic growth, and strengthens social cohesion, paving the way for a more resilient and equitable Romania.”



Stefan BUCIUC,
Head of Social Banking
Banca Comercială Română



Short Term Outcomes:

Increased access to and benefit from support networks

We can confidently say that participants took a big leap forward both in their skills preparing for financeability and gaining funding. **13 organizations** already received external funding between October 2024 and May 2025 to fund their impact scaling Total funding amount: **2,5+ million EUR**.

minimist



350K EUR pre-seed funding



finalist of Austrian Startup Cup

iFresh



60K EUR infrastructure and working capital loan

HELP autism



1M EUR working capital loan

ACADEMIA ACLAR
SCHIMBARE PRIN CONȘTIENTIZARE



70K EUR state grant

Curtea Culoarelor



100K EUR grant and pro-bono support

NEROVA



10K EUR grant + 100M HUF



selected in the top 6 startups at the NN Social Innovation Award + won the hearts of NN employees



Short Term Outcomes:

Increased access to and benefit from support networks

INDEPENDO
enabling everyday.



awarded as Top Edtech Startup of 2024 in the Trending Topics Awards and winner of WSA Young Innovators Award

 **Social Cooling**



a winner of Greenstart 2024, and finalist of Austrian Startup Cup

МАТЯ.



honoured at CIRCULAZE Night & Summit 2024 as one of the top startups shaping the circular economy

 **EnergyTrack**



50K EUR working capital loan

 **byeagain**



350K EUR debt and quasi equity financing

 **jobs4all**



funding from NESsT

A success story from Austria ByeAgain

Why did they join Marc?

Founded in 2022 by Wolfgang Weingraber and Jan Kranner, ByeAgain specialises in refurbishing niche products such as children's equipment, which are then resold through their partnership with Refurbed and Amazon.

Before joining Marc, ByeAgain's business operations were constrained by their internal capacity. To grow and meet current demand, they needed to explore new business model and financial strategies.

What happened within Marc?

Founders Wolfgang and Jan collaborated with their Marc mentor, Linda Vasilescu to assess their current position. **"An important step for them was defining a funding strategy without external investors and creating a comprehensive business plan,"** says their mentor. **"That's why we carried out a Road to Capital exercise — where we explored the expectations and modus operandi of their potential scaling partners, in order to define the best fits with what our founders wanted."**

"We really appreciated Linda's personalised approach," comments Wolfgang. **"Together, we analysed and chose the best funding option for our current growth phase."** He adds that Marc also helped them evaluate their bootstrapping capacity and strategise how to effectively target the e-commerce and returns market.

"Through Marc, we learned about a financial instrument called Quasi Equity from Erste Social Finance," he explains. **"It will help us secure a second warehouse, expand our service to more retailers, grow our market share — and maintain control of our venture."**

Key results

ByeAgain has now successfully secured the necessary funding from Erste Social Finance to scale their operations and meet the demand emerging from ongoing commercial partnerships.



Industry
Reducing waste

Why ByeAgain?
Our model taps into the growing demand for sustainable consumer habits, ensuring long-term growth potential in the eco-conscious market.

Problem
Children's items are often outgrown quickly, leading to waste and unused products at home. Finding safe, quality second-hand items is challenging.

Solution
ByeAgain is a professional refurbishment service for children's products—such as strollers and toys—returned from online sales, helping retailers and manufacturers prepare them for resale or reuse.

Ambitions
Aiming to become the top-1 refurbishment supplier for kids' equipment in the DACH region. Planning to tenfold refurbishment capacities until Q4/2025.

Key Figures

Turnover (EUR)	Capital needs (EUR)
180K	850K
No. of customers	No. of employees
4	5

Social Impact
Saving 250t CO₂ emissions and offering job opportunities to adults with disabilities.

Contacts
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Make a Change,
Leave a Mark

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A success story from Hungary Merova Health

Why did they join Marc?

When Merova Health joined Marc, they were already addressing a major global challenge: diabetes-related complications and the lack of early detection. With 1,100 customers and a small but dedicated team of 3 employees, Merova is rapidly evolving in the digital health-tech space. Their software enables better care, earlier diagnosis, and ultimately, a reduction in preventable deaths and complications.

Merova Health joined Marc seeking impact investment opportunities and support for their next growth phase.

What happened within Marc?

Merova received personalized mentorship focused on their unique challenges and opportunities. CEO Lia Menyhárt reflects on the experience: **"The mentoring was never this deep and effective anywhere else. You genuinely engaged with what we are doing, and thanks to that deep understanding, we were able to have highly relevant conversations — ones that truly created value."** This tailored mentoring process helped Merova refine its market positioning, better articulate its social impact, and prepare for future investment — including €250,000 in capital needs.

Key results

As a result of their participation in Marc, Merova Health now has a sharper strategy, refined investment plans, and a stronger value proposition for partners and funders. With the support of the program's expert mentors, they are one step closer to becoming a leading software provider in the global fight against diabetes and at the time of issuing this report, they almost closed their investment round successfully.



Industry
Healthcare

Why Merova Health?
Investment for MEROVA fuels expansion, new features, and broader market reach in a growing health-tech sector.

Problem
6.7 million patients die each year from diabetes-related complications globally—many of which could be prevented through early detection.

Solution
A digital assistant, documenting and CRM software for podologists & nutritionists, helping them focus time on treatment and grow their in-touch with patients.

Ambitions
Becoming a leading EU-US software provider, expanding access to preventive care, and partnering with insurers to reduce diabetes-related risks.





Key Figures

Turnover (EUR)	Capital needs (EUR)
29K	250K
No. of customers	No. of employees
1.1K	3

Social Impact

Merova's solution drastically reduces diabetes-related risks by empowering healthcare professionals with data-driven tools for early diagnosis and intervention. This may save thousands of lives and significantly lower the burden of diabetes care on healthcare systems.

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A success story from Romania PiciordePlay

Why did they join Marc?

PiciordePlay came with a validated concept and over 13,000 beneficiaries reached. They faced challenges in building a sustainable revenue model, securing consistent funding, and developing internal capacity. They also needed to articulate their story more clearly and reach impact investors to unlock growth capital.

What happened within Marc?

They got tailored mentorship and peer feedback within a structured development process. This targeted Marc support helped them strengthen both their strategic positioning and operational planning. They built a Theory of Change framework to present the project's purpose, impact, and long-term vision. They developed a pitch that resonates with investors and partners, and started preparing their valuation to support future conversations with impact investors.

Key results

"As a result of the programme, we developed a clearer and more compelling project narrative, which we now use in funding proposals and stakeholder communication. Notably, we received a pre-approval for a social impact loan from BCR Social Finance—our first step toward blended finance. Internally, we gained clarity on our scaling strategy and formalized key processes to support long-term growth." - says founder Alexandru Aramă.



Industry

Promoting culture

Why PiciordePlay?

Investing in PiciordePlay supports a platform that revolutionises cultural access for everyone.

Problem

Theater's impact is limited by its specific infrastructure. Digitalisation is the key to preserving and expanding the relevance of this art form, particularly in addressing issues related to disability, geographical barriers, and socio-economic challenges.

Solution

Streaming high-quality Romanian performances online, breaking physical and social barriers to bring culture closer to all audiences.

Ambitions

Expanding nationwide theater access to reach 300.000 users, diversifying content, and exploring new language markets.

Key Figures

Turnover (EUR)	Capital needs (EUR)
100K	150K
No. of customers	No. of employees
13K	7

Social Impact

Over 60 (and counting) live and video on demand theater performances available to 13.000 paying customers worldwide and over 1.500 free access for impaired beneficiaries (disabled, elderly, geographically or economically isolated communities).

Contacts

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The Trail Ahead: What Comes Next?

The year 2024/25 was just the beginning, there is more to come...

Programme Expansion

+3 new countries: Croatia, Czech Republic, Serbia
increased number of participants (see chart for details)

Alumni Launch

We're welcoming back last year's participants through a newly introduced alumni component.

Updated Communications

The programme website is getting a fresh new look for easier access to key information.

We're launching an Instagram channel to better engage with young audiences across countries.

A unified application process will be introduced in all countries, supported by the new Babele Platform.

Co-funding from EU

The expansion and continuation of the Marc Impact Programme is co-funded by the European Union within the EcoVolve project.



The background is a solid teal color. It is decorated with several white paw prints and footprints of varying sizes. Some are located in the top right corner, while others are in the bottom left. There are also some abstract, teardrop-like shapes scattered across the middle of the image.

Marc

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