

TURN YOUR IDEA INTO IMPACT

mPEA – mini Psychological Entrepreneurship Academy

Do you have an idea but don't know how to turn it into reality?

This is your opportunity.

WHAT IS IT ABOUT?

Psychology students are invited to develop innovative solutions for a real market challenge set by Selekcija.hr, a leading HR and talent assessment company.

You won't work on a hypothetical case —you'll work on a real problem, for a real company, with real impact.

WHAT'S IN IT FOR YOU?

By joining MPEA, you will:

- **gain your first entrepreneurship knowledge and skills**
- **learn how to develop and structure your own project idea**
- **work on a real business challenge in psychology**
- **connect theory with practice**
- **understand market needs and client expectations**

All project work is supported by mentors and guided through a structured educational process covering:

- **entrepreneurship basics**
- **service & product development**
- **pitching and presenting solutions**

The best projects will be rewarded, with the possibility of further collaboration and professional development.

WHO IS THE CHALLENGE PROVIDER?

Selekcija.hr

Selekcija.hr is a talent and human-resources company that helps other companies streamline recruitment and employee assessment by combining:

- **an applicant tracking system**
- **human resource management**
- **psychological assessments**
- **interviews and recruitment**
- **performance monitoring**
- **360° evaluations**

HOW DOES THE PROCESS WORK?

- 1. Develop your idea using psychological knowledge**
- 2. Research whether similar solutions already exist on the market**
- 3. Apply by February 15, 2026 [here](#)**
- 4. Pitch your idea to Selekcija.hr representatives**
- 5. The best idea is selected to enter an *Innovation Sprint* (organized by: Split Development Agency RaST at the Technology Park Split)**
- 6. Develop your project further and present it again to Selekcija.hr**
- 7. Meet the criteria and win a prize!**

INNOVATION SPRINT OPPORTUNITY

The selected team will participate in the Innovation Sprint organized by: Split Development Agency RaST (February 19–21, 2026, City of Split, Split Technology Park).

Note:

The Innovation Sprint is conducted in Croatian. If you do not speak Croatian, a Psychology Department member will assist with translation.

More information about the Innovation sprint can be found [here](#).

CALL GUIDELINES

- **Teams of up to 4 members**
- **Application must include a short description of your idea and presentation about it**
- **Applications submitted via [link](#).**
- **Application deadline: February 15, 2026**
- **All teams will pitch their ideas between February 16-17, 2026**

- **The best-rated team enters the Innovation Sprint (February 19-21, 2026)**
- **After development of the idea at the Innovation Sprint, the final shape of the project needs to be presented to Selekcija.hr.**

Prize:

An education or training program of your choice, worth up to 150 EUR per person, a group award worth 1,500 EUR provided by Selekcija.hr, and an opportunity to work with [Selekcija.hr](#).