

*Connect to ACCIÓ*

# INVESTMENT FORUM 2019

Catalogue of companies

**Barcelona  
& Catalonia  
Startup Hub**



Organize:

**ACCIÓ**



Generalitat  
de Catalunya

© Government of Catalonia  
Ministry of Business and Knowledge  
ACCIÓ, Agency for Business Competitiveness

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Dear Colleague ,

We are pleased to present this year's Investment Forum catalogue which contains key information about 50 of the start-ups with the greatest potential in Catalonia. All of them are implementing tech projects in cutting-edge sectors such as ICT, health and other technologies, and in some cases they need a number of investors to fund them.

These projects gain in quality year after year and are an example of the Catalan business and entrepreneurial community's ability to commit to innovation and generate key technologies for industry 4.0. This helps position our country in the international setting while also making it more competitive.

All of this has been made possible by the Catalan Government's sustained support for the entrepreneurial and investment ecosystem over nearly two decades. This support includes the Investment Forum itself, but also other initiatives such as the Private Investors Network, promoting some of the first venture capital funds set up in Catalonia and publicising alternative financing.

### **Record investment raised by Catalan start-ups in 2018**

Catalonia's entrepreneurial and investment ecosystem is increasingly moving towards globalisation, and over recent years Catalonia and Barcelona have established themselves as a hub for start-ups. Associations such as the Center for American Entrepreneurship say that Barcelona is an 'advanced global hub for start-ups' with a prominent place among the world's main ecosystems, and this is also crucial for attracting foreign investment projects in centres of excellence and innovation.

As for the investment raised, Dealroom data show that start-ups based in Catalonia achieved €872 million in 2018, a record figure which is 53% higher than in the previous year. Furthermore, Dealroom's European Venture Capital report says Barcelona is the fifth European city by capital investment in start-ups, behind only London, Paris, Berlin and Stockholm.

Leading venture capital funds such as Rakuten Ventures, Kurma Partners, Mangrove Capital Partners, Northzone, Eight Roads, Spark Capital, Creandum and Point Nine are just a few of the ones to have invested in Catalonia in 2018, thus helping to grow an increasingly sound entrepreneurial ecosystem in conjunction with local investors.

This positive momentum is continuing in 2019; in the first quarter of this year Catalan start-ups raised €122.4 million to outdo the €70.9 million achieved in the first quarter of 2018.

### **Funding and international connections; key to continuing to grow the ecosystem**

However, we need to keep on building ties with other state-of-the-art international ecosystems so as to drive raising funds alongside access to knowledge, new business models, talent, R&D and international markets.

This year we are holding the 24th Investment Forum which features Hong Kong as its guest city with the aim of promoting the relationship of our start-ups and entrepreneurs with Asia, one of the most advanced ecosystems and the third by volume of investment in European start-ups. The eight Foreign Trade and Investment Offices in the Asia-Pacific area, especially the one in Hong Kong, are an enormous asset in connecting Catalonia's ecosystem with Asia's.

The Forum and this catalogue are a showcase for some of the Catalan projects with the greatest international reach. We provide it to you so we can keep growing, share success stories and join up and weave Catalonia's entrepreneurial ecosystem.

Thank you for being part of it.

Joan Romero i Circuns  
ACCIÓ CEO

# Hong Kong, guest country 2019

## MACROECONOMIC TABLE 2018

<b>Economic growth</b> <b>3.0%</b>	<b>GDP (PPP)</b> <b>€480,494 M</b>	<b>GDP per capita (PPP)</b> <b>€64,215.7</b>	<b>Inflation</b> <b>2.4%</b>
<b>Unemployment</b> <b>2.8%</b>	<b>Public debt</b> <b>0.1% (2017)</b>	<b>R&amp;D/GDP</b> <b>0.79% (2016)</b>	<b>Trade balance</b> <b>-€58,221.3 M</b>

## TRADE RELATIONS

CATALONIA → HONG KONG		HONG KONG → CATALONIA	
Main exports:		Main imports:	
<ul style="list-style-type: none"> <li>• Perfumery and cosmetics</li> <li>• Chemical products</li> <li>• Meat (pork)</li> </ul>		<ul style="list-style-type: none"> <li>• Apparatus and electrical equipment</li> <li>• Machinery</li> <li>• Toys</li> </ul>	
Total exporters (2018)	2,601	Hong Kong companies in Catalonia (>10% capital)	71
Regular exporters (2018)	942		
Catalan subsidiaries in Hong Kong (>10% capital)	65		

## START-UP ECOSYSTEM

-  +2,600 star-tups<sup>(a)</sup>
-  +50 incubators and accelerators<sup>(a)</sup>
-  16<sup>th</sup> World city and Asian 7<sup>th</sup> in volume of investment of venture capital funds (2016-2018)<sup>(b)</sup>
-  +€1,900 millions raised by venture capital funds in 2018 (€1,200 million raised by its Unicorn Sense Time)<sup>(c)</sup>
-  €3,200 million worth of Hong Kong start-ups ecosystem in 2018<sup>(d)</sup>
-  +4,700 engineering graduates each year<sup>(e)</sup>

<sup>(a)</sup> StartupmeupHK (InvestHK). <sup>(b)</sup> Savills World Research. <sup>(c)</sup> Whub. <sup>(d)</sup> The Desk. <sup>(e)</sup> University Grants Committee HK

## ACCIÓ HONG KONG OFFICE SERVICES FOR START-UPS

- Survey and immersion service in the Hong Kong ecosystem
- Search for marketing channels
- Search for provisioning/prototype channels
- Search for partners and investment
- Search for support programmes for setting up in Hong Kong
- Identification of calls, open innovation programmes, public tenders, etc.

### CONTACT INFORMATION

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Company founded



Monthly burn rate



Team



K invested by the team



External K raised

# Life and health sciences



Company founded



Monthly burn rate



Team



K invested by the team



External K raised

# Life sciences in Catalonia

 **1,060**  
COMPANIES  
(2017)

 **17,802**  
M€ TURNOVER  
(2016)

SUBSECTORS  
**PHARMACEUTICALS | BIOTECHNOLOGY**  
**MEDICAL DEVICES | DIGITAL HEALTH**

 **53,731**  
EMPLOYEES  
(2016)

 **3.4%**  
CATALAN  
GDP

 **89** RESEARCH  
ORGANIZATIONS

## FOREIGN INVESTMENT

**42.6%**  
OF SPAIN'S  
TOTAL CAPITAL  
INVESTMENT

**24** PROJECTS  
(2014-2018)  
**383** M€ CAPITAL  
INVESTMENT

## INTERNATIONAL TRADE

**45%**  
OF SPAIN'S  
TOTAL  
EXPORTS

**77%**  
FROM  
PHARMA  
EXPORTS

MAIN COMMERCIAL PARTNERS **FRANCE | GERMANY | ITALY | CHINA**

## INVESTMENT OPPORTUNITIES

MEDTECH	R&D CENTRES
DIGITAL HEALTH	CLINICAL TRIALS
SILVER ECONOMY	PHARMA PRODUCTION
BIG DATA	LOGISTICS CENTRES
ONCOLOGY	

## INTERNATIONAL OPPORTUNITIES

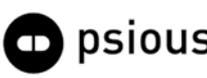
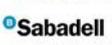
CANADA, MEXICO, USA, AUSTRALIA,  
CHINA, INDIA, JAPAN,  
SOUTH KOREA, FRANCE,  
GERMANY, IRELAND, UK,  
DENMARK, ITALY

SOURCE: "ACCIÓ'S LIFE SCIENCES IN CATALONIA REPORT" BASED ON BIOCAT

Catalonia &  
Trade & Investment

Generalitat de Catalunya  
Government of Catalonia

## Recent examples of venture capital investment in companies in this area

		
€21 million	€8 million	€3 million
        	   	  

## Examples of attracting foreign investment in this area

		
Roche Diabetes Care Has hired <b>50 new employees</b> for its offices in Sant Cugat del Vallès, all connected with the company's digital transformation.	Merck invests <b>€6,2 million</b> on a new production building for Weighing & Dispensing enlarging its pharmaceutical plant in Mollet del Vallès	New Shared Services Center for finance and HHRR. Attraction of new contents of the HQ for EMEA purposes. <b>50 new jobs created.</b>

# 1 ABLE HUMAN MOTION

The thrill of walking again

10/2018 [ablehumanmotion.com](http://ablehumanmotion.com)

Health, wellbeing and life sciences

## PROBLEM AND SOLUTION

Spinal cord injury is a catastrophic event that thrusts 5 million people worldwide into a life challenged by disability. These people could stand up and walk again if they had a robotic exoskeleton. However, current devices are expensive (€100,000), heavy and require supervision. ABLE is the first lightweight, easy-to-use and affordable exoskeleton for people with spinal cord injury that restores the ability to walk naturally and intuitively. It helps in palliating associated health issues while boosting self-confidence and independence.

## MARKET

People with spinal cord injuries below the T10 vertebra (1.5 million people in the world). Potential €1.2 billion market in the United States and €990 million in Europe. The market for exoskeletons is expected to grow by 45% per year. We reach the user through hospitals and rehabilitation centres.

## BUSINESS MODEL

- 1) B2B: sale to specialised hospitals and rehabilitation centres. Market entry and clinical evidence generation.
- 2) B2C: direct sale to patients for daily use at home. Business opportunity. A leasing model is also being explored to increase accessibility to the technology.

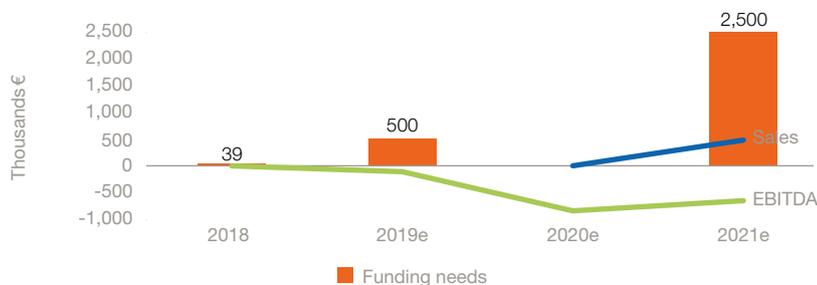
## COMPETITION

Our main competitors are Ekso (USA), Rewalk (Israel), Indego (USA) and Cyberdyne (Japan). The high cost of these exoskeletons (€70,000 is the cheapest) together with the need for supervision and significant weight (the lightest is 12 kg) mean they are used almost exclusively in the clinical setting.

## MILESTONES

- October 2016 ● Patent.
- November 2017 ● Functional prototype of the exoskeleton.
- July 2018 ● Pilot study with 3 patients from the Guttman Institute.
- December 2019 ● MVP to be able to validate and certify the product.
- July 2020 ● Clinical validation with 30 patients.
- December 2020 ● CE marking as a medical device.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€10,000 per month

We need €500,000 to develop the commercial version of the ABLE exoskeleton (R&D personnel, material suppliers and services), entry into the domestic stages of the patent and start-up of its clinical validation with the Guttman Institute. We already have €50,000 from the round committed by Banc Sabadell BStartup Health and an American investor.



## CONTACT

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Alfons Carnicero Carmona  
CEO



Alex Garcia Farreny  
CTO



Josep Maria Font Llagunes  
CSO



## ASK THE ENTREPRENEUR

Alfons Carnicero Carmona

**What made you set up the company? What previous relationship did you have with your potential market?**

The possibility of improving the lives of many people. I knew about the market after working at the Guttman Institute and because my father suffered a stroke.

**What is the company's most significant risk and how will you tackle it?**

Getting CE marking. We will tackle it by working with a specialised consultant and hiring an adviser with experience in product regulation stages.

**How do you see the company in 5 years' time?**

Selling exoskeletons for home use to patients throughout Europe and negotiating with a large Medtech corporation for the acquisition of the company.

€3,000

€0

## 2 BARNER VENTURES

We protect you from screen blue light in style

 11/2017  [barnerbrand.com](http://barnerbrand.com)

*Design industries*

### PROBLEM AND SOLUTION

90% of people who spend more than 3 hours in front of screens suffer the symptoms of the new computer visual syndrome which ranges from red, dry eyes to headaches and migraines (on average we spend 8 hours and 41 minutes in front of screens). Another harmful effect of blue light is that it blocks the production of melatonin which makes it very difficult to sleep. With fashionable frames and the best lenses on the market, we protect workers during the working day (and also at home!), helping them to keep their eyes and mind fresh all day and to get a much better night's sleep.

### MARKET

Everyone who uses digital devices. Not only is it a giant market but it is constantly growing. We have left the pure player ecommerce strategy for omnichannel to grow with distributors in retail with sales in four categories: fashion, consumer electronics (FNAC, Apple resellers), pharmacy and opticians. We will also sell to companies to include the product in their ergonomic catalogue and as a benefit for their workers. Finally we are entering the world of e-sports with the best teams in the country.

### BUSINESS MODEL

Conventional tangible business model with very large margins that allow a lot of investment in marketing and communication but above all in the brand, the most important thing for us and the only thing that cannot be copied.

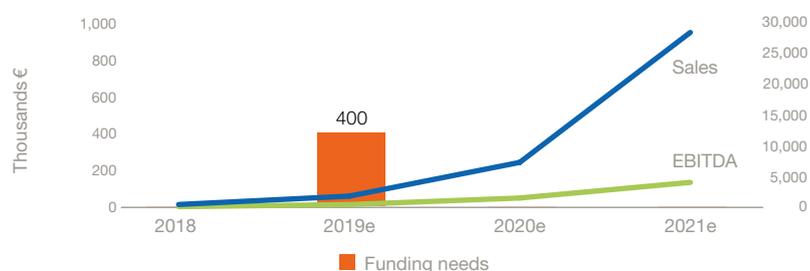
### COMPETITION

Gunnar, Pixel, IZIPIZI, Cyxus, Jins, Felix Gray.

### MILESTONES

- November 2017** ● First Kickstarter: 1,100 glasses sold to 965 people from 65 different countries for a total of €130,000.
- November 2018** ● Second Kickstarter: 7,500 glasses sold to 6,472 people from 80 different countries for a total of €440,000.
- February 2019** ● Contracts with dealers in Spain (mainland and Canary Islands), Portugal, Latvia, Lithuania, Baltic States, Czech Republic, Japan, Kuwait, Cyprus and Greece.
- June 2019** ● Expand the team to 6 people.  
● Enter e-sports with 5 Spanish teams and at least 2 international teams.
- December 2019** ● Have dealers in 12 countries.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €35,000 per month

Through Kickstarter we got the first sales and the funding needed to produce these first units sold. We are now beginning to close deals with large customers and dealers with the possibility of closing large orders. We need €400,000 to be able to cope with this growth, invest in branding and items that help retail sales, and achieve greater visibility on a global scale.

# B BARNER

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### TEAM

 5



Ramon Pérez Coronado  
Co-Founder



Eduardo Gaya Sánchez  
Co-Founder



### ASK THE ENTREPRENEUR

Ramon Pérez Coronado

**What made you set up the company? What previous relationship did you have with your potential market?**

My own need to get rid of my headaches at the end of the working day and itchy eyes while working.

**What is the company's most significant risk and how will you tackle it?**

A market with few entry barriers. Investing in the most important entry barrier, which is the brand, and growing very quickly to become a benchmark for blue light glasses, as well as having the best quality lenses on the market from an Essilor factory.

**How do you see the company in 5 years' time?**

I see Barner as an established company with income in excess of €10 million. With enough employees to be a sufficiently vibrant company to adapt to the constant changes in the market. A company with new products in the future, all Barner products should stand out for being: functional, attractive, creative and mainstream.



€15,000



€0

# 3 BERDAC SMART SERVICES

The Nespresso of drugs

01/2019 [berdac.com](http://berdac.com)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

The population is getting older, living alone and medicated. In addition, 53% of older people have difficulty following treatment. The EU estimates that every year there are 200,000 premature deaths and an extra €120 billion for this reason. Our smart drug dispenser prevents forgetfulness and mistakes. It automatically connects to the Internet to download the user's medication plan and when it's time to take the pills, it alerts the user so that all they have to do is press a button to receive the correct doses. If anything goes wrong, it notifies the caregivers by mobile so that they can intervene.

### MARKET

Our users are elderly people living alone and people taking multiple drugs. In the former case we will reach them through their relatives (in many cases our customers). In Spain, we will use pharmacies as a sales channel and trusted influencers. In Europe and the United States, through distributors.

### BUSINESS MODEL

Freebie marketing: single payment for the device (€149) + monthly payment for blisters and notifications (€9.99). We charge a switching cost because we use our own blisters. Production + distribution (41%), HR (36%), marketing (17%), structure (6%). Sales margin (60%). EBITDA (19%).

### COMPETITION

There is nothing like it in Europe. In the United States, by contrast, there are older and more limited models (HomeBuddy, TabSafe, Epill) and some from 2018 (MedMinder, MyFellow, Pillwise, Livi, HeroHealth and PilloHealth).

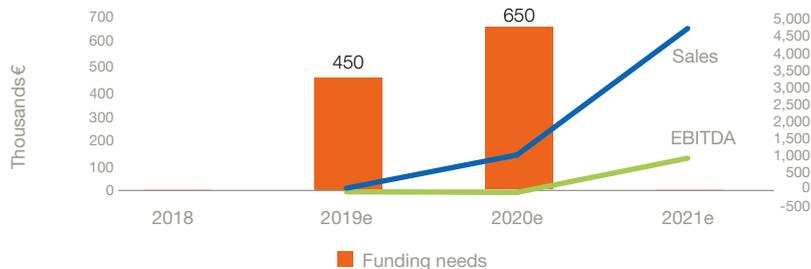
### MILESTONES

- October 2018 ● First functional prototype.
- December 2018 ● Agreement for a pilot test with 50 units with the Cornellà Dependent People Foundation.
- February 2019 ● Preliminary marketing agreement with a distributor with more than 100 pharmacies in Catalonia.

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- May 2019 ● Model fully functional and certified.
- Marketing rollout.
- December 2019 ● Sell the first 500 units.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€4,000 per month

We need €1.1 million. The first €50,000 comes from a loan that we will sign in March 2019. In a first round we want to get €400,000 in September 2019 to be able to expand commercially throughout Spain and sell 2,000 units by mid-2020. In September 2020 we will have a second round for €650,000 to prepare for international expansion in Europe and the United States, where we want to have turnover coming to €4.8 million by 2021.



### CONTACT

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### TEAM

3



Roger Guasch Arambudo  
 CEO



### ASK THE ENTREPRENEUR

Roger Guasch Arambudo

**What made you set up the company? What previous relationship did you have with your potential market?**

In 2017 my mother was diagnosed with Alzheimer's at only 65 years of age, and nothing on the market helped us with her medication difficulties.

**Which aspect of your product/service do you think attracts your customers most? Why?**

I would underscore the extreme ease of use and the peace of mind it brings to children knowing that their parents are not making mistakes with medication.

**How do you see the company in 5 years' time?**

We hope to reach 100,000 homes. This would mean we have improved the health and quality of life of 100,000 elderly people in their own homes.

€75,000

€0

# 4 BIEL GLASSES

We tailor the world to your eyes

11/2017 [bielglasses.com](http://bielglasses.com)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

Low vision is a visual disability that cannot be corrected with glasses or surgery. The worst consequence is mobility difficulties (risk of falls, blows and disorientation) as they cause dependence and isolation. Our electronic glasses solve this problem by using AI and mixed reality: they detect street junctions, obstacles and other hazards and show them in a way that enables the user to perceive them. Advantages: 1. Leveraging residual vision optimises perception. 2. Unique mobility support functions. 3. Complete solution including zoom, contrast, etc.

### MARKET

In Europe there are over 7 million people with low vision mobility problems (more than 30 million worldwide). The device will be marketed in specialist low vision opticians. We work with ophthalmologists to prescribe it and with patient associations so they learn about it.

### BUSINESS MODEL

Design, production and distribution of electronic glasses through specialised opticians (B2B2C model). The opticians will sell the product and configure it for each user. We use components manufactured by third parties that only have to be assembled and we load the software we develop. Gross margin: 65%.

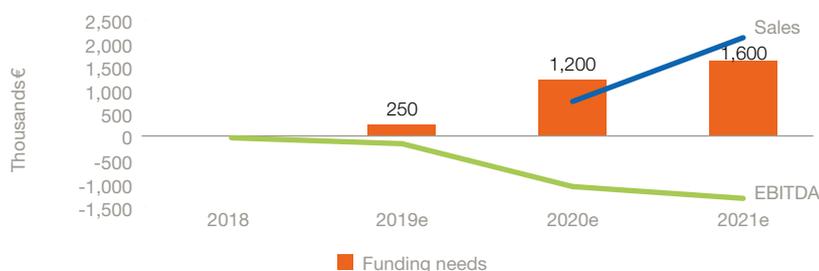
### COMPETITION

Canes and guide dogs are the main traditional competitor. Other manufacturers of electronic glasses or similar devices are eSight (Canada), ORCAM (Israel), Nueyes (USA) and Retiplus (Spain). None of them provides the mobility support features offered by our product.

### MILESTONES

- December 2018 ● Signature of agreement with the UPC to conduct tests with patients.
- October 2018 ● First public test of the prototype at the Healthio congress in Barcelona.
- June 2018 ● EIT Health/Biocat/CIMIT Boston CRAASH acceleration programme.
- May 2019 ● Finish development of the MVP prototype.
- September 2019 ● Finish tests with patients at the UPC's Optometry Faculty.
- December 2019 ● Close investment round for production and marketing.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€14,000 per month

We need €250,000 to finance the user tests and subsequent improvements to the prototype, followed by a Series-A round of €1.4 million in December 2019 to finance industrial production and commercial launch. We have already secured €160,000 in public funding (EIT Health, H2020, Startup Capital) and we have €50,000 committed for the current round.



### CONTACT

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### TEAM

5



Jaume Puig Adamuz  
CEO



Maria Constanza Lucero  
CMO



Jordi Puig Adamuz  
CTO



Eulalia Sanchez Herrero  
CSO



### ASK THE ENTREPRENEUR

Jaume Puig Adamuz

**What made you set up the company? What previous relationship did you have with your potential market?**

The reason for setting up the company is my son Biel. Biel has low vision and since he was very young he has experienced all kinds of falls and mobility problems.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Being able to move around by yourself without depending on others because it increases the ability to work, have fun and build social relationships.

**What is the company's most significant risk and how will you tackle it?**

Starting manufacturing the product without having validated it. To avoid this we will test with patients together with the Optometry Faculty at the UPC.



€63,000



€0

# 5 CONNECTHINK INNOVATION

Smart supervision for frail people and patients

 02/2016

 [predictassistance.com](http://predictassistance.com)

*Health, wellbeing and life sciences*

## PROBLEM AND SOLUTION

Home healthcare solution based on machine learning techniques and artificial intelligence designed to provide social health care services with alerts based on smart social health patterns for chronic patients or frail people. The proposal is based on automated gathering of data about health and the everyday behaviour of the user and their environment with the aim of identifying this person's daily patterns in order to detect evolutions or changes and generate alerts.

## MARKET

Frail people: older people living alone (in Europe, 97 million; in Spain, 2 million). Chronically ill (in Spain, 19 million; in Europe, 50 million with more than one chronic illness). Through health centres, insurers, homecare services, care facilities and town council social services.

## BUSINESS MODEL

The model is based on income per number of patients and income per care service. Patients connected to the platform will pay a monthly fee that will depend on the category to which they belong (frail, chronic, complex chronic, severe). Breakeven point is reached at about 800 patients.

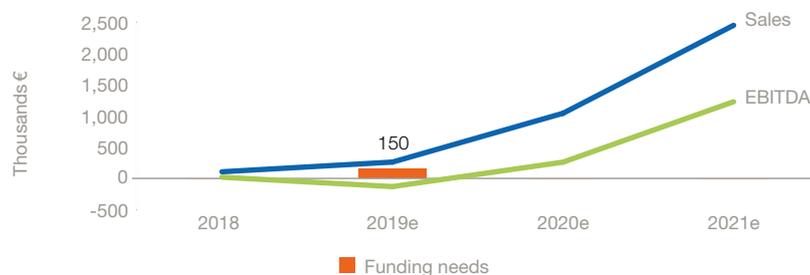
## COMPETITION

Today's most advanced homecare solutions do not work with artificial intelligence-based modelling and nor do they take into account environmental or epidemiological data. The main competitors are Sanitas and Atenza.

## MILESTONES

- June 2018 ● Predict Assistance project presented at Terrassa City Council.
- January 2019 ● We have the Predict Assistance minimum viable product to run a pilot.
- February 2019 ● Investment of €50,000 in French capital for the Predict project.
- March 2019 ● Sanitas Disruptive AI Finalists.
- June 2019 ● Run the first Predict Assistance pilot in Terrassa.
- September 2019 ● Run the second Predict Assistance pilot in Alicante.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



We need €100,000 of the €150,000 total planned for the next nine months (we already have the first €50,000 from an investor). The funds will be used to improve the product (prediction models, increase the number of rules generating alerts), run two pilots and execute the business plan.



## CONTACT

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## TEAM

 6



Xavier Xicota  
CEO



Xavier Blanch  
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## ASK THE ENTREPRENEUR

Xavier Blanch Trilla

**What made you set up the company? What previous relationship did you have with your potential market?**

I was coming to the end of a long period in management at Siemens and the opportunity arose to start a new period as an entrepreneur.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The ability to include the context of information from sensors via AI and the provision of a rule engine makes it possible to reduce false positives.

**How do you see the company in 5 years' time?**

Leader in the Spanish market and strong presence in the USA and Europe. We will set the trend in the sector and be the touchstone.



€53,000



€50,000

## 6 CUBE TECHNOLOGY INNOVATION

When you shop, your health comes first. We discover the best foods for you

02/2017

myhealthwatcher.es

Health, wellbeing and life sciences

### PROBLEM AND SOLUTION

No two people are alike and nor are all foods suitable for everyone. Do we know what we eat or what we can eat? Our commitment is to help people eat better, and myHealthWatcher is the ultimate tool for doing so thanks to knowledge of their health profile and analysis of ingredients and nutritional information on packaged food labels. We have developed an algorithm that lists all this data instantly from an app that reads barcodes and provides personal recommendations on the spot with a simple traffic light code.

### MARKET

We want to improve everyone's health, but our target is people who take care with what they eat. In Spain there are 20 million hypertensive people, 11 million obese people, 7 million people with high cholesterol, more than 5 million diabetics and more than 3 million people with allergies and intolerances. We reach them via health institutions and advertising.

### BUSINESS MODEL

The service is free for users, although they will be able to access paid subscription services. Most of the income comes from the agri-food, retail and restaurant sectors with sponsorship, advertising (recommendations) and Big Data mining models. Flexible and contained structure; profits expected in 2019.

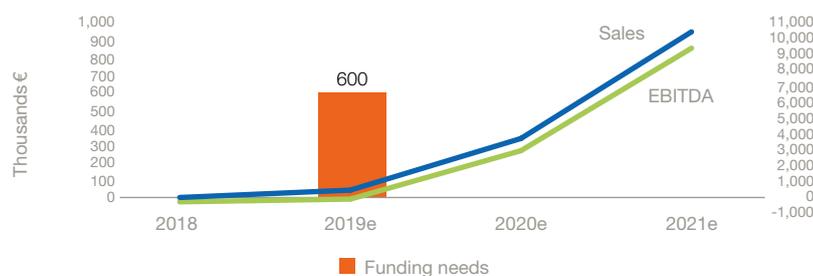
### COMPETITION

There are similar initiatives that read codes or classify products: Allergeneat, Qué puedo comer and ¡Bueno para mí! We are the only ones who interpret the labels in a personalised way based on the user's health profile and lifestyle. We are also pioneers in self-diagnosis of cardiovascular risk.

### MILESTONES

- January 2018 ● Algorithm development.
- May 2018 ● App development and launch.
- September 2018 ● Prize for the most disruptive project at the UVic (ICT Health conferences) and Ruralapps prize from the Ministry of Agriculture, Fisheries and Food in the Government of Catalonia.
- March 2019 ● New Premium Nutritional Coach service sponsored in Andorra by Assegur.
- April 2019 ● Start of invoicing with the Health & Shopping Experience product.
- September 2019 ● Testing the app in Mexico.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€24,000 per month

We need €600,000 to carry out user acquisition and marketing campaigns for subscription services and products aimed exclusively at brands and food outlets. We are processing a €270,000 ENISA equity loan and planning a funding round coming to €400,000.



### CONTACT

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### TEAM

15



Joan Gil  
CEO



Roberto Muñoz  
Health Director



Gabriel Espelleta  
Sales Director



Xavier León  
CBDO



### ASK THE ENTREPRENEUR

Joan Gil

**What made you set up the company? What previous relationship did you have with your potential market?**

Personal experience: I had to lose a lot of weight to pass a medical check-up, and knowing what we eat and what we can eat is crucial.

**Which aspect of your product/service do you think attracts your customers most? Why?**

There are several things, but above all the option to get fast and personalised information about the packaged food products we eat.

**What is the company's most significant risk and how will you tackle it?**

The ability to quickly incorporate data and keep it up to date. So far we've resolved it with external partnerships until we have our own quality department.



€247,000



€150,000

# 7 DICUS

Doctors, we want to be your work platform

01/2018

[dicus.es](http://dicus.es)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

EnThere's a lack of communication between doctors. Asking for second opinions can be costly, time is wasted, there are unnecessary transfers of patients, difficulty in contacting a specialist doctor, etc. Dicus is designed to solve these problems. Dicus is an exclusive app for doctors that makes joint search and communication easier for them and does so quickly, simply, effectively and always respecting patient confidentiality. Communication should not be a barrier in the medical sector, which is why we want to make it easier.

### MARKET

All doctors registered in Spain in both state and private hospitals and primary care centres. We have several routes to the market and we are already working for an agreement with the Medical Association, approaching medical teams and an agreement with a private hospital group.

### BUSINESS MODEL

Our business model is based on agreements with hospitals to customise the app and develop services which may be of interest to the doctor.

### COMPETITION

There is a similar product (Doximity) in the United States but this app could not be launched in Spain because of a legal issue. Our direct competitor would be TonicApp, and we would stand out from it because Dicus is the only app making contacting and talking to a specialist easier.

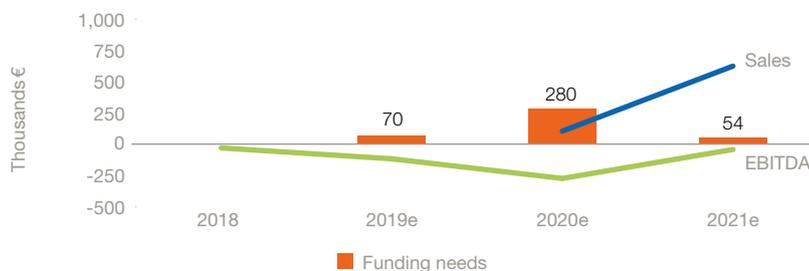
### MILESTONES

- May 2018 ● Support and partnership with the Barcelona Medical Association.
- November 2018 ● Completion and validation of the platform.
- December 2018 ● Launch with the pilot team of neurosurgeons.

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- March 2019 ● Launch at HM Hospital Group.
- June 2019 ● Closing second investment round.
- March 2020 ● 7,000 users. Start of monetisation.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€10,000 per month

We need €140,000 to operate in the first year and accelerate our growth. It will be used for staff costs, app development, marketing and materials, and other expenses such as advertising.



### CONTACT

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 08008 Barcelona

### TEAM

4



Lorena Jané Buxó  
CEO



Teresa Sola Martínez  
Medical Adviser

### ASK THE ENTREPRENEUR

Lorena Jané Buxó

**What made you set up the company? What previous relationship did you have with your potential market?**

I come from a family of doctors and after some market research I realised there was a need to set up an exclusive communication network for doctors.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The possibility of finding specialists and contacting them directly. At present there is no system for looking for opinions among doctors.

**What is the company's most significant risk and how will you tackle it?**

Doctors opting to continue to use unsafe networks which violate data protection. We need a good marketing strategy.



€85,000



€0

# 8 GO PURE DIGITAL

Democratise healthy and personalised eating

03/2018 [gopureapp.com](http://gopureapp.com)

Health, wellbeing and life sciences

### PROBLEM AND SOLUTION

GoPure addresses everyone who wants to adopt a healthier lifestyle but faces barriers in their everyday lives (lack of time, guidance or support). GoPure combines nutrition and health expertise with technology to offer via an app personalised and accessible nutritional plans and the follow-up needed to successfully implement the “new” lifestyle. Our differentiation proposal is based on offering a nutritional method “validated” for more than 10 years by leading practitioners through a digital, quality and accessible product.

### MARKET

Veggie audience (flexitarians, vegetarians and vegans) and all users who want to follow a plant-based diet to improve their health. In Spain there are 3.8 million veggies (9.9% of the population >18); in 2017 they accounted for 7.8%; 817,000 new veggies in the last two years.

### BUSINESS MODEL

1. Freemium model: €12.99 a month, €29.99 a quarter or €59.99 a year.
2. 2019: delivery of products through a partnership with logistics companies (Amazon, Planeta Huerto, Ulabox).

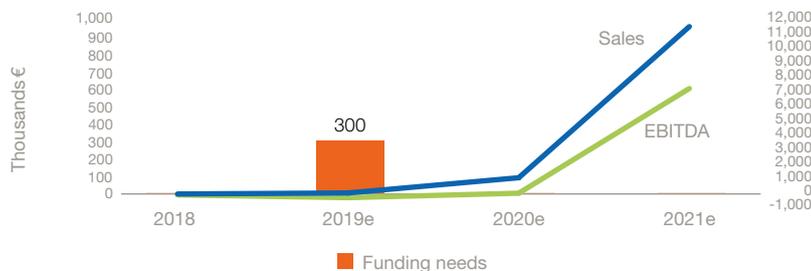
### COMPETITION

Our main competitors come from three areas: 1. Conventional nutritionists. 2. Nutrition apps: Noom, Nootric, Nutrigen, etc. 3. Fitness firms that have opened the nutrition vertical: 8Fit, Freeletics, etc.

### MILESTONES

- October 2018 ● MVP launch.
- January 2019 ● €130,000 in funding (private and ENISA).
- February 2019 ● Over 6,000 downloads.
- June 2019 ● Close a €300,000 funding round to consolidate the team, product and value proposition on a national scale.
- December 2019 ● Over 1,500 premium users.
- Delivery of products through the association (Amazon) and customer journey.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€20,000 per month

We need €300,000 to expand the team with key positions (backend, UX/UI design, CPO and CMO) and attract new users. We want to cover the round with professional investors who help us to address a Series-A that allows us to internationalise.



### CONTACT

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### TEAM

7



Pepe Nuñez  
Co-Founder & CEO



Pilar Benítez  
Co-Founder & CCO



Guille Sierra  
Co-Founder & CTO



### ASK THE ENTREPRENEUR

Pepe Núñez

**What made you set up the company? What previous relationship did you have with your potential market?**

The obvious need identified in the market along with access to a team of health and nutrition professionals with over 20 years of experience in the sector.

**What is the company's most significant risk and how will you tackle it?**

Product, competence and credibility. We have set up a multidisciplinary team to ensure quality of service and quick access to the market.

**How do you see the company in 5 years' time?**

Positioned as the go-to solution in the nutrition and health sector.



€15,000



€70,000

# 9 HEALTHING DIGITAL RESEARCH

Healthing is a collaborative clinical research platform

03/2017 [healthingresearch.com](http://healthingresearch.com)

*Health, wellbeing and life sciences*

## PROBLEM AND SOLUTION

The efficacy and safety of drugs obtained in clinical trials are not a reflection of real life. Treatments and patients are in a very controlled environment and under special conditions. In real life, factors such as patient heterogeneity, different degrees of adherence or socio-demographic conditions mean that the efficacy of treatments is different from that obtained in clinical trials. Healthing collects health data from patients' smartphones in real life about medications and environmental factors and identifies behaviour patterns in patients to complete the information obtained in the trials.

## MARKET

Healthing's customer is the pharmaceutical industry. In Spain, annual spending on clinical research came to €1.2 billion in 2018. We also have treatment payers (government, health insurers). The founders are fully conversant with the clinical research market and have access to the industry's medical departments in Spain due to our background.

## BUSINESS MODEL

Once we have the patient data to do research we will approach the industry to offer access to this information to resolve the research hypotheses. The profit in research services for industry stands at around 30%. The main costs are staff, programmers, doctors and digital recruitment.

## COMPETITION

There is no model like Healthing. However, similar methodologies are beginning to be developed such as Apple Heart Study in partnership with Stanford and Mi-graine Buddy in partnership with Novartis.

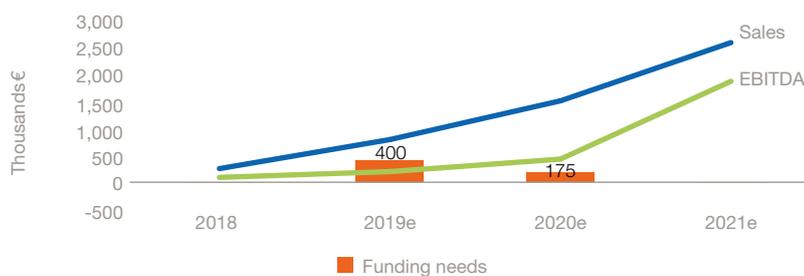
## MILESTONES

- November 2017 ● eHealth Awards: Best Big Data Health Initiative.
- February 2018 ● Approval by the Spanish Agency of Medicines and Medical Devices and first marketing in diabetes.
- January 2019 ● Go Health Awards: Health Innovation and Talent Award.

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- May 2019 ● Marketing in multiple sclerosis.
- July 2019 ● Marketing in HIV.
- September 2019 ● Marketing in asthma.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€14,166 per month

We need €575,000, 70% in 2019 and 30% in 2020. This funding is 80% for scientific and technological development of the project (staff costs) and the remaining 20% for digital recruitment (Facebook and Google Ads).



## CONTACT

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 08037 Barcelona

## TEAM

7



Christian Llauradó i Massó  
 CEO

## ASK THE ENTREPRENEUR

Christian Llauradó i Massó

**What made you set up the company? What previous relationship did you have with your potential market?**

Passion for technology applied to health. The global digitalisation we are experiencing allows us to share our health information in real conditions, taking into account environmental factors, lifestyle, the human genome and pathologies, and thus find a cure for chronic diseases.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Obtaining real life patient data (RWE) through mobile technology and Big Data application.

**What is the company's most significant risk and how will you tackle it?**

Raising funding to continue with the start-up. We will resolve it by finding investors.



€90,000



€0

# 10 INNOLAPPS

Talk to a professional psychologist immediately, anonymously and affordably

 11/2015  [psonrie.com](https://psonrie.com)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

Anxiety and depression affect one-third of the world's population and half of marriages break up. However, few go to a psychologist because of problems with time, money or preconceptions. A third of psychologists do not make a living from psychology, and those who do work as psychologists do not work fulltime. Psonrie is the first app that allows you to talk to a professional psychologist immediately and 24 hours a day. We offer 20-minute sessions that can be extended as many times as you like. We stand out due to service convenience and quality with an average rating per session of 4.7 out of 5.

### MARKET

Psonrie is designed for any adult with everyday psychological problems. The most active are between 20 and 31 years old. The target market is 60 million users worth \$2 billion and it is expected to double in the next six years. We position ourselves through SEM, SEO and SMM campaigns and commercial agreements.

### BUSINESS MODEL

Psonrie is a social project with a scalable business model. We offer chat sessions (€6.99) and voice sessions (€12.99). For each session we pay a percentage to the psychologist the following month which varies according to ratings and experience. The average commission the psychologist receives is 65% for chat and 45% for voice.

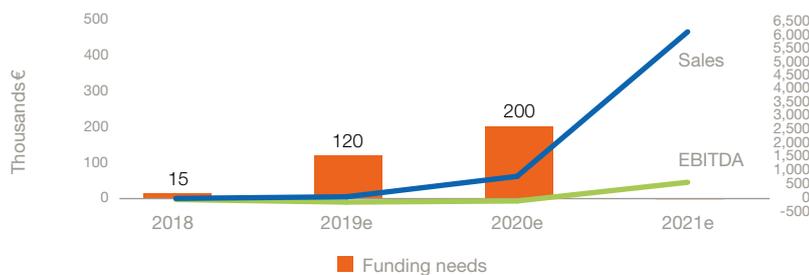
### COMPETITION

Domestically iFeel and Therapychat stand out. Internationally, Talkspace and BetterHelp. They are based on a subscription model which offers a kind of asynchronous communication with a professional psychologist and some offer the possibility of a weekly session by appointment.

### MILESTONES

- March 2017 ● €40,000 ENISA Young Entrepreneurs equity loan.
- August 2018 ● Over 200 sessions per month.
- January 2019 ● Over 450 active users.
- September 2019 ● Close the seed round.
- October 2019 ● Over 1,000 sessions per month.
- April 2020 ● Over 5,000 active users in Europe and the Americas.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €8,940 per month

We are looking for a seed round coming to €120,000, 50% of which is already committed. We will invest in the following areas: marketing (getting new customers, building loyalty, commercial agreements and brand), product improvement and maintenance, R&D and our team (adding new profiles and extending working hours).



### CONTACT

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### TEAM

 7



Jordi Boix Baró  
CEO  




Marina Ruiz Aguilera  
COO  




Germán Cano Ruiz  
CTO  


### ASK THE ENTREPRENEUR

Jordi Boix Baró

**What made you set up the company? What previous relationship did you have with your potential market?**

The contrast between the difficulties my partner had in finding a job as a psychologist and the current state of psychological problems in the world.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Users are attracted by the ease of use, convenience and privacy of our service. Once they have tried it, they come back due to the quality of the service.

**How do you see the company in 5 years' time?**

An on-demand counselling service operating on a global scale, offering anyone a professional psychologist when they need one.



€23,000



€0

# 11 ISENSI BARCELONA

We generate economy with social value

07/2017

[isensi.com](http://isensi.com)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

The inactivity of the elderly in a residential care facility leads to accelerated cognitive loss. At Isensi we have developed a technology which uses sensory stimuli and the wellbeing of the person to deliver a pleasurable experience and consequently happiness due to feeling cared for.

### MARKET

The ageing of the European population and the Silver Age movement (people with financial resources who seek quality services in their retirement) means growth in private residential care facilities with the ability to purchase our equipment.

### BUSINESS MODEL

The cabins are provided in exchange for a €583 fee per month for rental of the equipment. The consumables business and all the profits generated are managed directly by Isensi.

### COMPETITION

The most direct competitor is Arjo (Sweden).

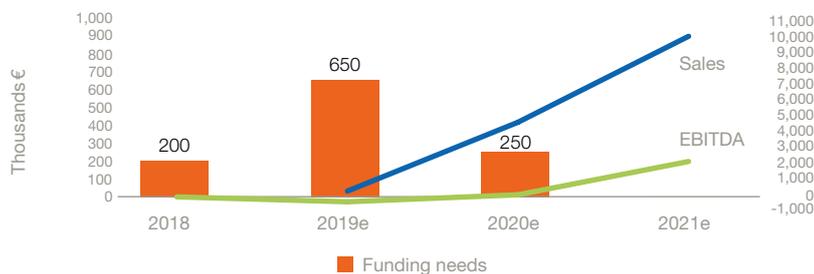
### MILESTONES

- July 2017 ● Incorporation of Isensi and capital contribution by investment partner Fluidra by means of its accelerator.
- October 2018 ● Completion of engineering and manufacture of moulds.
- February 2019 ● Iberspa (Europe's leading spa manufacturer) joins the company for two reasons: financial contribution to the project and strategic partner for the manufacture of our equipment.

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- April 2019 ● Short-term financing by public organisations.
- Product certification.
- Delivery of the first orders to customers and showrooms in Barcelona (Parc del Clot residential care facility) and Madrid (2 foundations).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€18,000 per month

We seek to get a round of €800,000 (€150,000 public and €650,000 private). The money will be allocated to staff costs, marketing and equipment supply. So far we have funded ourselves with the entry of new partners (€350,000 for mould engineering and manufacture and development of our electronics). Speed is the key to the business to avoid competition.



### CONTACT

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### TEAM

10



Eduard Segura  
Chair



### ASK THE ENTREPRENEUR

Eduard Segura

**What made you set up the company? What previous relationship did you have with your potential market?**

Visiting my grandmother at the nursing home made me think about how I could improve quality of life for the elderly.

**Which aspect of your product/service do you think attracts your customers most? Why?**

We offer wellbeing to older people. We offer caregivers a tool to make their work more dignified. To the facility director we offer enhanced profitability of the business.

**How do you see the company in 5 years' time?**

The strategic plan has been developed to scale the company in five years and reach profitability coming to 24% and turnover standing at €20 million.

€3,000

€350,000

# 12 RHEO DIAGNOSTICS

Medical device to detect haematological diseases

04/2018

rheodx.com

Health, wellbeing and life sciences

### PROBLEM AND SOLUTION

Blood transfusions are used to treat numerous pathologies. 120 million are administered each year, 20% of which are unnecessary. This represents an additional cost to the system of more than €3.5 billion on a global scale. The reason is that there is no method to determine the number of transfusions required nor how efficient these transfusions are once made. RheoDx makes it possible to see whether the transfusion has been efficient to help decide when to administer the next one and reduce unnecessary transfusions. It provides the haematologist with metrics to determine the number of transfusions.

### MARKET

The prevalence of haematological diseases is growing globally. In Europe alone, 80 million people suffer from some form of blood disorder and this means healthcare expenditure rising at €23 billion per year. The efficiency of the system needs to be improved.

### BUSINESS MODEL

Diagnostics as a Service: payment per analysis performed with the device. It is based on three factors: the device, the consumables and the cloud diagnostic service. The price to be paid by the end customer will include the cost of the consumable and access to the diagnostic service.

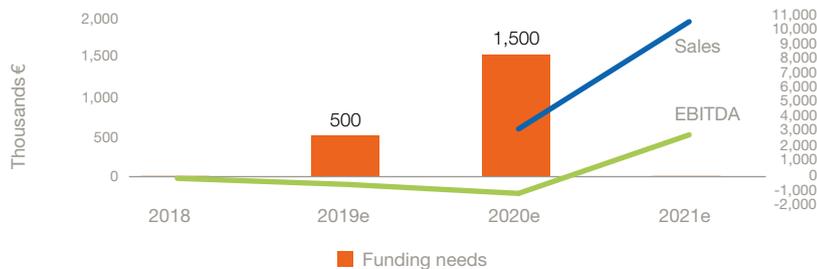
### COMPETITION

Our competitors include manufacturers of haematological analysis machinery of two types: firstly, there are portable and inexpensive ones which do not provide clinical evidence as complete as the RheoDx product; secondly there are ones that do provide it but are costly and large.

### MILESTONES

- December 2018 ● Agreements signed with the José Carreras Institute, Hospital Clínic, Blood Bank.
- January 2019 ● Crowdfunding campaign with Capital Cell for €350,000.
- February 2019 ● Working prototypes built.
- July 2019 ● Complete preclinical validation.
- November 2019 ● Series-0 for the device for its clinical validation.
- December 2019 ● Getting CE Mark.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€20,000 per month

The current round is €500,000 (€350,000 of which has been covered by a crowdfunding campaign and we are looking for €150,000 through business angels). The funds will be used for the preclinical validation of the technology and to carry out the first pilots with hospitals, production of the consumable, improvement of the product, production of the first working prototypes and expansion of the team.



### CONTACT

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### TEAM

5



Oliver Balcells  
CEO



Samantha López  
CSO



Joan Grasas  
CPO



Aurora Hernández  
R&D



The COLLIDER

A programme of  
MOBILE WORLD CAPITAL  
BARCELONA

### ASK THE ENTREPRENEUR

Oliver Balcells Navarro

What made you set up the company? What previous relationship did you have with your potential market?

I entered The Collider programme with the aim of being able to launch an innovative and disruptive technology on the market.

Which aspect of your product/service do you think attracts your customers most? Why?

Its versatility, it only requires a drop of blood, the speed of the test and its portability, all low-priced.

How do you see the company in 5 years' time?

Our vision is to have annual sales coming to €40 million with global sales. Being in the haematologist's office but also in primary care and A&E.



€53,000



€350,000

# Information and communication technologies



Company founded



Monthly burn rate



Team



K invested by the team



External K raised

# ICT industry in Catalonia

 **15,757**  
COMPANIES  
2018

 **16,667**  
TURNOVER  
2016 (M€)

 **106,400**  
EMPLOYEES  
4TH QUARTER 2018

**BARCELONA**   
4th tech city in the world

## FOREIGN DIRECT INVESTMENT

**167** 2014-18  
FDI PROJECTS

**42%**  
OF SPAIN FDI PROJECTS

**+96%**  
COMPARED 2009-13

**952**  
CAPEX (M€)

**9,055**  
EMPLOYEES



**5th**

EUROPEAN CITY  
IN TECH INVESTMENT  
ATTRACTION

## INTERNATIONAL OPPORTUNITIES



ARGENTINA, CANADA, CHILE, GERMANY,  
USA, UNITED KINGDOM, SWITZERLAND,  
CROATIA, FRANCE, ISRAEL, KENYA,  
CHINA, SINGAPORE, HONG KONG

SOURCE: "THE ICT INDUSTRY IN CATALONIA" REPORT

## TECHNOLOGICAL OPPORTUNITIES



ROBOTICS



CONNECTED  
VEHICLE



BIG  
DATA



INDUSTRY  
4.0



3D  
PRINTING



INTERNET  
OF THINGS



ARTIFICIAL  
INTELLIGENCE



5G



CYBERSECURITY



DRONES



SMART  
MATERIALS



BLOCKCHAIN



SMART  
CITIES



QUANTUM  
SCIENCES



E-COMMERCE



VIDEOGAMES

Catalonia &  
Trade & Investment

Generalitat de Catalunya  
Government of Catalonia

## Recent examples of venture capital investment in companies in this area

**Glovo**

€150 million



**Red Points**

€34 million



**Badi**

€26 million



## Examples of attracting foreign investment in this area

**N26**

German on-line bank N26 lands in Barcelona to open a second European office after Germany. They plan on hiring **over 100 engineers**.

**CCC**  
COMPETENCE CALL CENTER

CCC has located in Barcelona a content review center for Facebook. More than **500 qualified professionals** will be hired.

**adesso**

The german consulting company opened a Tech Lab in Sant Cugat del Vallès devoted to digitalization. **Jobs to be created: 300.**

# 1 AIRNING AIRCLAIMS

Airning is the bridge between passengers and airlines. We help you make a claim!

 08/2016  **airning.com**

*Sustainable mobility and Smart City*

### PROBLEM AND SOLUTION

The capacity of airport infrastructures is reaching its limit. This is leading to major delays, cancellations and disruption to world flights. Airning represents the passengers affected and helps them exercise their rights through an automated platform that handles all incidents and overcomes the reluctance of airlines to pay legal compensation. Our product is intended for individuals and travel agencies as a solution to their air incidents.

### MARKET

The market consists of all passengers with affected flights that have any connection with Europe. Airning will internationalise its product throughout Europe and South America. All customer acquisition will be done online and through travel agencies.

### BUSINESS MODEL

Our income is success-based. We never charge a customer in advance when they want to make a claim about their incident. In the case of travel agencies, income is set per passenger. Our cost structure is small and technology-based process optimisation means it should not increase.

### COMPETITION

The competition, such as Reclamador or Airhelp, has a product similar to ours. Our big standout from the competition is innovation and the new products which will come onto the market.

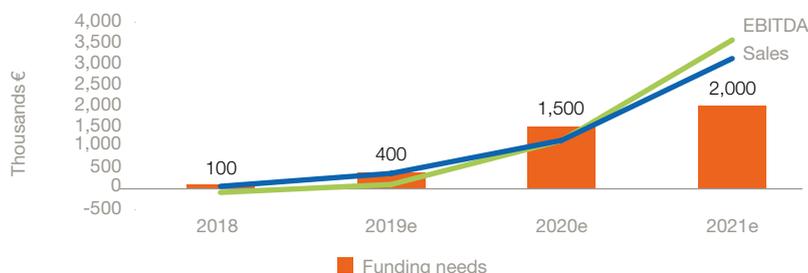
### MILESTONES

- May 2018 ● Start of legal proceedings.
- September 2018 ● Increase of the team to 12 people.
- January 2019 ● 5,000 clients managed.

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- March 2019 ● New website and improvement of the UX.
- May 2019 ● Presentation of the B2B platform.
- October 2019 ● Platform running automatically with AI.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €18,000 per month

The next funding round will be €1.5 million by the end of 2019. The round will make it possible to complete the technological optimisation of the platform and launch new products which will transform the market.



### CONTACT

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### TEAM

 11



Xavier Trallero Guillot  
 CEO  




### ASK THE ENTREPRENEUR

Xavier Trallero Guillot

**Which aspect of your product/service do you think attracts your customers most? Why?**

Simplicity in exercising your rights and the ease of forgetting about all the legal formalities once you have left them in Airning's hands.

**What is the company's most significant risk and how will you tackle it?**

The collapse of the company's structure due to growth will be resolved by optimising processes through technology.

**How do you see the company in 5 years' time?**

Airning will have changed the way passengers go to the airport and ensure that journeys can reach their destination.

  
 €125,000

  
 €400,000

# 2 AIRPLANE SOLUTIONS

World's first real-time and blockchain solution for DOC (direct operating costs) control in aviation

05/2016 airplane.solutions

Industrial systems, industry 4.0 and 3D

### PROBLEM AND SOLUTION

Airlines have inaccurate and imprecise information about their operating costs (aircraft fleet). Control and invoicing processes are estimates and forecasts that are not real (the IATA, the world's leading industry association, says this is 3% of the P&L). Shoganai provides a reliable, secure and real-time solution to this problem due to its open platform with Cloud/SaaS, IoT, Big Data, Blockchain, AI and VR technologies. The use of smart contracts by both parties will enable the execution and automatic control of the invoices for these costs.

### MARKET

Shoganai's market is all airlines. Initially we will focus on the European and North American markets (where we are already working). Our solution is expected to penetrate 20.8% (shared market) by 2023, with more than 5,000 aircraft monitored with Shoganai.

### BUSINESS MODEL

The business model presents a BAI of €64 million and an IRR of 140% (5 years), based on two types of agreements: a fixed fee per plane connected (from €1,500 to €3,000 a month) or a savings share (50% of the savings generated). The main cost is the device to be certified and installed in each aircraft (€20,000).

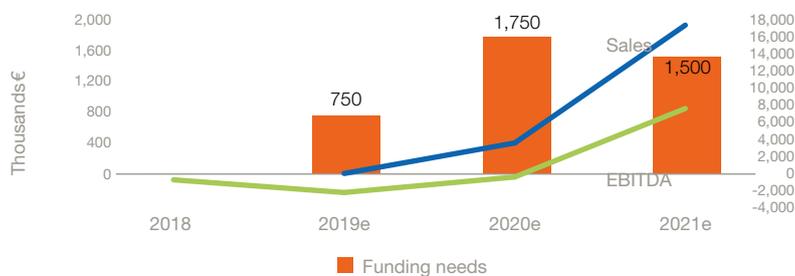
### COMPETITION

Two types of competitors: a) technological, such as Accelya, product launched in 2014 (2 customers in 3 years), acquired by a VC Tech, and Airpass, founded in 2002 and acquired by Sabre, both using legacy technologies; b) BPO: large outsourcers who are suppliers of people for manual tasks.

### MILESTONES

- October 2018 ● WebCs installation in the aircraft and data testing.
- December 2018 ● Data coding.
- February 2019 ● Development of blockchain platform with 3I. Calculation of DOC by smart contracts.
- April 2019 ● SaaS platform implementation.
- July 2019 ● Pilot in a Hat aircraft. Real-time data capture.
- October 2019 ● Pilot in an Alba Star aircraft. Real-time data capture.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€80,000 per month

We have an SME Stage II award coming to €2,440,000. To fund the new certifications and growth in international markets we need €4 million over the next 24 months. We are now looking for industrial or financial partners with the capacity to grow. The company has no debt, no committed guarantees and we are with other public financing programmes. The pre-money valuation of the company is €10 million.

# Airplane Solutions

### CONTACT

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### TEAM

18



Esteve Vilella Moreno  
Chair



Xavier Sancliment Casadejús  
CEO



Jose Marín Bueno  
Head of Product



Omar López Ruiz  
CTO

### ASK THE ENTREPRENEUR

Esteve Vilella Moreno

**What made you set up the company? What previous relationship did you have with your potential market?**

Knowledge of the industry and knowing that the problem was repeated year after year. Over 15 years of experience.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Its versatility and non-intrusive scalability.

**How do you see the company in 5 years' time?**

With a consolidated customer portfolio and exporting our product to other industries.

€214,000

€0

### 3 AKTEK LABS

Fusing information for operational and risk management in “fragile” countries

05/2017 [aktek.io](http://aktek.io)

*Industrial systems, industry 4.0 and 3D*

#### PROBLEM AND SOLUTION

The countries considered as in Alert and Warning in the Fragile States Index account for 38% of the world economy and 83% of its population. Public and private organisations working in these environments need easy-to-use, collaborative tools to keep track of their operating context, holistically and in real-time. Current market options are incomplete and inflexible. Through our Fusion programme and with the help of AI/ML they can get a real-time picture of their working context, make better strategic decisions and maximise the success of their operations.

#### MARKET

€25 billion annually, 11% CAGR. International aid (€1 billion, stable). National security and law enforcement (€10 billion, 9% CAGR). Business intelligence and corporate risk (€8 billion, 15% CAGR). Insurance (€6 billion, 12.5% CAGR).

#### BUSINESS MODEL

B2B SaaS (85% gross margin). Sold in Fusion units (limited by number of users and data objects). Additional services (57% gross margin on average). Training, support with system design, integration of third-party data systems, Data Science consulting.

#### COMPETITION

Palantir (Gotham), IBM (i2), Borealis. Fusion covers the entire lifecycle, including primary data collection, and eliminates the need for intermediaries to perform database schema iterations.

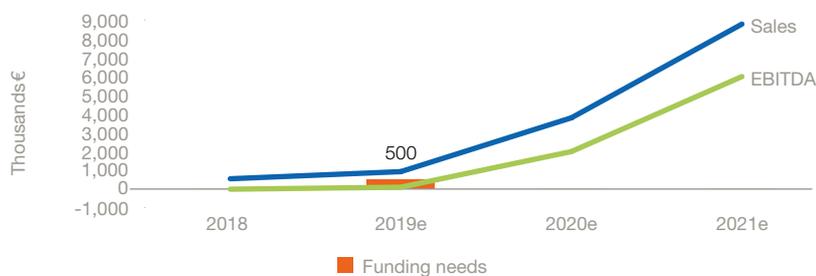
#### MILESTONES

- October 2014 ● Design of Fusion as an aid to border security in the Levant working for international aid.
- January 2018 ● First contract for a Fortune 500 mining company in Colombia.
- December 2018 ● We achieve €1 million in sales (€1.3 million in January 2019).

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- November 2019 ● €100,000 per month.
- March 2021 ● 100 unique active SaaS customers.
- January 2022 ● €1 million per month.

#### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€50,000 per month

€500,000 by Q3 2019 to strengthen the product team (quality, mobile development) and scale B2B sales through regional offices in high-growth areas (Latin America, Africa, APAC, etc.).

# AKTEK

#### CONTACT

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 08025 Barcelona

#### TEAM

10



Elliott Verreault  
CEO



Giorgio Saad  
CTO



#### ASK THE ENTREPRENEUR

Elliott Verreault

**What made you set up the company? What previous relationship did you have with your potential market?**

Working for security agencies for four years, I saw that the solutions were inflexible and they had to contract custom software.

**What is the company's most significant risk and how will you tackle it?**

Due to the sensitivity of our customers' work, the most important risk is cybersecurity. We have put special emphasis on this since the beginning of Aktek.

**How do you see the company in 5 years' time?**

Partial/complete acquisition by a larger company (horizontal by a B2B company or vertical by a risk management company).



€100,000



€0

# 4 ARTANDABOUT

Shivver transforms the performing arts through immersive social technology

06/2017 [shivveruniverse.com](http://shivveruniverse.com)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

The world of performing arts needs digitalising to create new ways for artists to make a profit and to create content for virtual reality users. Shivver is the platform which transforms the performing arts through immersive technology which enables the socialisation of the user. In a single platform we have live music, ballet, opera and theatre. Each artist/theatre has its own planet where the experience and the services around it (merchandising, tickets, etc.) are personalised. Our platform makes it possible to tailor forthcoming new technologies such as mixed reality and 5G.

### MARKET

Nowadays the virtual reality market alone is estimated at more than \$80 billion according to Goldman Sachs. We will reach the market through the artists themselves, who will help us through social media and their promotion by attracting the user to our platform.

### BUSINESS MODEL

The business model is pay-per-view which will evolve into a subscription model. In the short term our model also allows licences which help us build the planets that will generate profits.

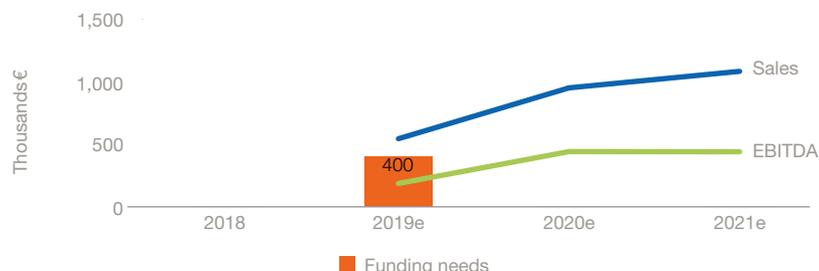
### COMPETITION

Melody VR, Next VR, Within, Jaunt. They all have diverse virtual reality content but none have content socialisation and most are repositories of virtual reality videos. Recently Samsung and *Los 40 Principales* have released a similar platform in Spain but only for live music.

### MILESTONES

- April 2018 ● Entry to Conector accelerator.
- November 2018 ● IP's contract signed.
- Concept test and launch with *Operación Triunfo*.
- March 2019 ● In-house technology and team.
- April 2019 ● First operating artist (Vivancos).
- May 2019 ● First services billed (TVE).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



– per month

We need €400,000 to do the in-house technology, hire the developers team and create new content.



### CONTACT

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### TEAM

2



Lorena Toda  
Co-Founder & CEO



David Ordinas  
Co-Founder & Director



### ASK THE ENTREPRENEUR

Lorena Toda Lloret

**What made you set up the company? What previous relationship did you have with your potential market?**

Interest in and passion about the performing arts to make them evolve towards digitalisation.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Immersion and socialisation, because it enables them to have the artist in front of them as if they were living the experience together.

**How do you see the company in 5 years' time?**

As a touchstone in performing arts and digitalisation. Potentially exiting towards large companies looking for new content and innovation.



€110,000



€50,000

# 5 BIT PHYSICAL RETAIL

Welcome to the future of retail

02/2017 [bitphy.com](http://bitphy.com)

Industrial systems, industry 4.0 and 3D

### PROBLEM AND SOLUTION

Currently the small and medium-sized retail industry does not have any system in place that analyses and interprets the data generated by their businesses. Current tools are expensive and do not adapt to the needs of the retail sector. BitPhy analyses the data generated by the business (sales receipts and other IoT devices) and uses artificial intelligence to deliver automated consultancy so that the retailer can make better decisions and thus increase the profitability of their business. Through machine learning techniques we adapt to the situation of each business.

### MARKET

We focus our business on small and medium-sized retail chains with between 4 and 150 points of sale in fresh food with a potential market in Spain of 131,000 stores. In 2019 we will open up to other verticals. We use consultants with customer portfolios so they can recommend BitPhy.

### BUSINESS MODEL

Our business model is based on a €49 fee per month per point of sale. It is a scalable model in which income increases exponentially with respect to costs, which are mainly technical staff. Sales costs are 20% commercial commission plus 5% on servers and data processing.

### COMPETITION

Our competitors are companies with custom technology solutions (SaS, SAP, Oracle, etc.) and we differentiate ourselves by price, usability and performance. BitPhy's technology allows data collection and interpretation automatically tailored to the situation of each business and 100% scalable.

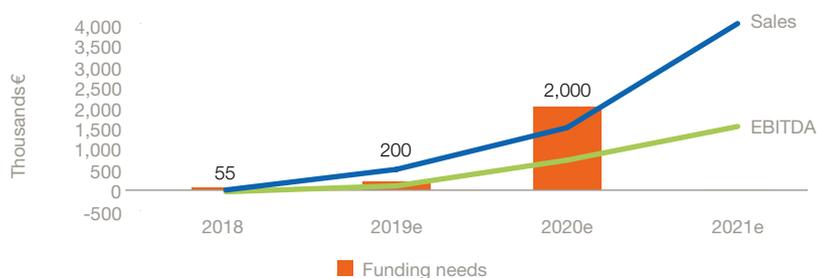
### MILESTONES

- May 2018 ● MVP market launch.
- October 2018 ● We receive a €58,000 ENISA loan.
- November 2018 ● Closing €200,000 FFF funding round.

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- March 2019 ● Market launch of BitPhy AIR.
- December 2019 ● Closing second funding round.
- Annual €500,000 turnover in BitPhy AIR sales.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€21,000 per month

Based on market traction metrics during the first half of 2019, we estimate a second funding round of €2 million to address international expansion in early 2020. At present share capital is 20% small investors (FFF) and 80% the founding team.



### CONTACT

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### TEAM

8



Joan Oller  
CEO



Sergi Ortiz  
CDO



Alberto Cámara  
CRO



Erik Bedoncos  
IT Manager



José María García  
COO



### ASK THE ENTREPRENEUR

Joan Oller Duque

**What made you set up the company? What previous relationship did you have with your potential market?**

It comes out of a first entrepreneurship project I did for the retail sector: 10 years with retailers showed me a business opportunity.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The facilities they have when it comes to digitising their business. Retailers are aware that they have to use technology to improve.

**How do you see the company in 5 years' time?**

We will set the standard in the retail sector, delivering high value information to companies in the industry around the world.



€33,000



€200,000

# 6 BNC10 BARCELONA FINTECH

Just honest banking

07/2018 [bnc10.com](http://bnc10.com)

Industrial systems, industry 4.0 and 3D

### PROBLEM AND SOLUTION

Students and young people in general are the great cohort that is forgotten/disadvantaged by traditional banking. As they do not have a salary, they have to pay for basic operations such as having an account and card or making transfers. Bnc10 was set up to provide a banking experience designed for them: instant account and card, no paperwork, 100% mobile and totally free. We adapt to their lifestyle and also offer them advantages for travelling: commission-free exchange rates and free cash withdrawals at any ATM in the world (up to 3 times a month).

### MARKET

The segments are students, young professionals and expats. We have done dozens of interviews in order to create a value proposition tailored to their needs. Currently we have a waitlist and an acquisition strategy that includes social media, paid ads, influencers, media, etc.

### BUSINESS MODEL

Income models: 1. Margins established with suppliers and/or partners. 2. Offer premium/freemium services (early 2020). 3. Start up a marketplace (fintech/insurtech/proptech) (second half of 2020).

Cost structure: 1. H1 2018 - H1 2019: €60,000 per month (monthly costs: salary payments, marketing campaigns and actions, office rental). 2. H1 2019-2020: forecast €250,000 per month (monthly costs: salary payments, marketing campaigns and actions, office rental, maintenance of 20,000 debit cards in the market, issuing 10,000 debit cards in May, and target of 50,000 cards by the end of 2019).

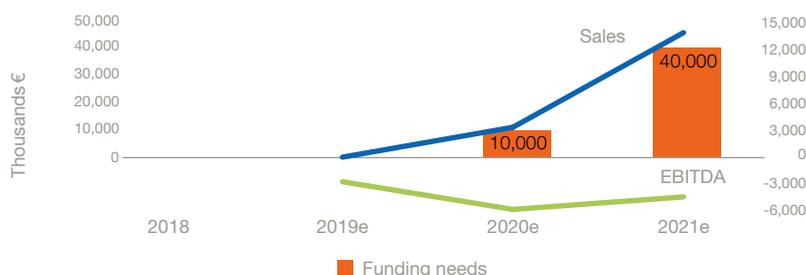
### COMPETITION

Bnc10's main competitors are conventional banks (BBVA, La Caixa, ImaginBank, EVO, ING Direct, etc.) and neobanks (Bnext, N26, Revolut).

### MILESTONES

- February 2019** ● Launch app in Google Play and Apple Store. Attracting 3,000 leads in 2 months.
  - MVP.
  - MVP beta testing.
- May 2019** ● MVP market launch. App with open bank account and issue debit card features.
- June 2019** ● Market launch. Target: 10,000 cards.
- December 2019** ● Growth to 50,000 cards and launch of premium service.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



– per month

Funding need: €6-10 million for the first quarter of 2020. The main funding need to meet is the cost of issuing cards and to ensure international expansion.



### CONTACT

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### TEAM

15



Jordi Domínguez  
CEO



David Montanyà  
Pathfinder



Will McCahey  
COO

### ASK THE ENTREPRENEUR

David Montanyà Manich

**What made you set up the company? What previous relationship did you have with your potential market?**

The chance to undertake a business project and transform an industry featuring many opportunities for innovation. More than 10 years of experience in the banking industry.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The user experience and standing out from current market alternatives.

**How do you see the company in 5 years' time?**

On three continents and in more than 30 countries. Delivering innovative services and committed to building the community and business in Barcelona.



€250,000



€1,500,000

# 7 CORREYVUELA BOT

Book flights and hotels from WhatsApp. Easier and more convenient than ever

06/2016 [nixi1.com](http://nixi1.com)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Travellers have a poor user experience and little price transparency. Plus tourism providers are overly dependent on online agencies as an indirect channel and face very high user acquisition costs, high customer care costs and the impossibility of cross-selling tourism services. We put travel agencies within the reach of travellers in their messaging such as WhatsApp, Facebook, Telegram, text, website and apps (iOS and Android), working with text and voice notes easily, quickly and conveniently. And we offer suppliers a new channel for attracting users with marketing costs 90% cheaper and customer care costs cut by 60%; the channel also allows cross-selling.

### MARKET

€818 billion worldwide for the generalist market (B2C) and €73 billion for the B2B market with the 110 main tourism providers. So far we have worked B2C and now with the investment of Renfe and Telefonica Wayra we want to open up the B2B lines.

### BUSINESS MODEL

B2C: 5-8% commission per ticket (flights, hotels and soon trains). B2B for tourism providers (such as travel agencies, airlines, rail operators, etc.): a monthly fee and a commission per booking.

### COMPETITION

Travelperk, Aervio, TripActions, ComTravo, 30secondstofly, LolaTravel, Caravelo, Stay App, Destygo, Mezi, SnapTravel.

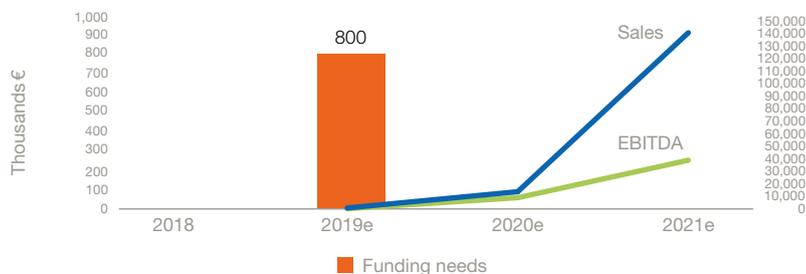
### MILESTONES

- January 2017 ● World's first bot selling flights in an entirely automated way.
- October 2018 ● 100% automatic bot, native in 5 languages and machine translation in 27.
- January 2019 ● Renfe and Telefónica Wayra invest through the TrenLab acceleration programme, raising total investment of €1.5 million.

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- April 2019 ● Opening B2B line for travel agencies, pilot with AVASA (170 agencies).
- June 2019 ● Make the company sustainable with income over €50,000 a month.
- October 2019 ● Develop our technology as a white label for Renfe.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€40,000 per month

We are looking for €800,000 to accelerate the implementation of our B2B lines and thus make the company profitable. There is €50,000 committed by a private lender and €300,000 in bank loans pending signing the framework agreement with Renfe.



### CONTACT

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 08006 Barcelona

### TEAM

7



Juan Prim  
CEO



Carlos Núñez  
COO



### ASK THE ENTREPRENEUR

Juan Prim

**What made you set up the company? What previous relationship did you have with your potential market?**

I travelled a lot on business and making reservations was always a headache. As I spent a lot of time on WhatsApp, I thought it would be ideal for making reservations.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Convenience and simplicity. For the first time people can talk to a machine, send a voice note through WhatsApp and in a few seconds have their reservation.

**What is the company's most significant risk and how will you tackle it?**

We need to quickly speed up the process to penetrate the market so that competitors are a long way behind in terms of value proposition.

€3,000

€1,540,000

# 8 FILMCLUB

The 1st VoD platform for teaching using audiovisual content

03/2014 [filmclub.click](http://filmclub.click)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

The new teaching methods mean teachers have to create their own materials. However, they do not have time to search for and filter quality sources that are legal. 83% of teachers would like to use audiovisual content to teach, but only 19% do so on a regular basis. We offer teachers a platform to teach using audiovisuals: the Filmoteca, a legal catalogue of films for educational use; the Filmpèdia, a bank of excerpts from films and teaching materials; the Filmlab, workshops and training in person and remotely.

### MARKET

Our potential market is formal education facilities (primary, secondary schools and universities) and non-formal education facilities (cultural centres, libraries and youth centres).

### BUSINESS MODEL

Our business model is based on offering an annual subscription to schools. Fees vary between €400 and €1,200 depending on the number of students: approximately €1-2 per student per year.

### COMPETITION

We are the only ones to offer educational content and services through films. Other VoD platforms such as Netflix, HBO, Movistar+ and Filmin could be alternatives, but they are illegal as their rights are intended for private use and their interfaces designed for recreational use without specific material for education.

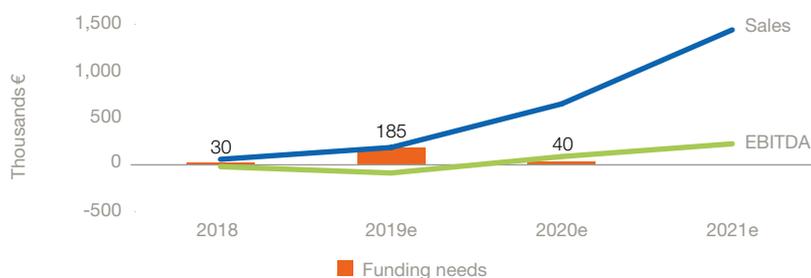
### MILESTONES

- September 2016 ● Pilot conducted in 60 schools (free).
- June 2018 ● Barcelona Activa first prize for social entrepreneurship.
- December 2018 ● 70 schools subscribed with payment.

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- May 2019 ● Agreements with new distributors/producers.
- July 2019 ● First funding round.
- December 2019 ● Get 150 new customers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€10,000 per month

We need €225,000 to develop our own website and app, to create and acquire more content and for marketing costs. We are looking for €150,000 from private investors (we currently have €25,000 committed) and €75,000 from an ICF loan.



### CONTACT

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 08015 Barcelona

### TEAM

9



Miquel Cerdà January  
 CEO



### ASK THE ENTREPRENEUR

Miquel Cerdà January

**What made you set up the company? What previous relationship did you have with your potential market?**

I identified the opportunity when working at Editorial Cruïl: they made AV content from scratch for their digital books.

**What is the company's most significant risk and how will you tackle it?**

Teachers don't build it into their everyday teaching. We will integrate it with tools they already use every day and by running training.

**How do you see the company in 5 years' time?**

In 3,000 schools all over Spain and starting up in some Latin American countries. The key platform for teachers and the education sector.

€150,000

€25,000

# 9 FRIZBIT TECHNOLOGY

Multi-Channel Marketing Orchestration Platform to “bring customers back”

06/2018  frizbit.com

Industrial systems, industry 4.0 and 3D

### PROBLEM AND SOLUTION

On average 98% of users abandon a website without converting. E-commerce businesses spend thousands of euros to acquire users, but without effective retention cannot make a profit. Frizbit is an AI-powered Multi-Channel Marketing Orchestration Platform for User Retention. We help businesses to recover conversions and increase revenue by sending automated and personalised messages in multiple channels such as push notifications, texts and email. Empowering AI with marketing automation makes it act like a brain to send the right message to the right customer at the right time with the right channel.

### MARKET

We’re in the marketing automation software market, which is \$4B worldwide. Our target customers are businesses selling products or services online, such as E-commerce, Travel, Marketplace, etc. We reach them via marketing agencies, plugins, inbound marketing and outbound marketing (e-mails & LinkedIn).

### BUSINESS MODEL

Our revenue model is an SaaS subscription model. A subscription fee is charged monthly, depending on tiers varying with the number of end users of our customers. Our costs are mainly server costs. Sending messages triggered by user behaviour requires running our code on customers’ websites.

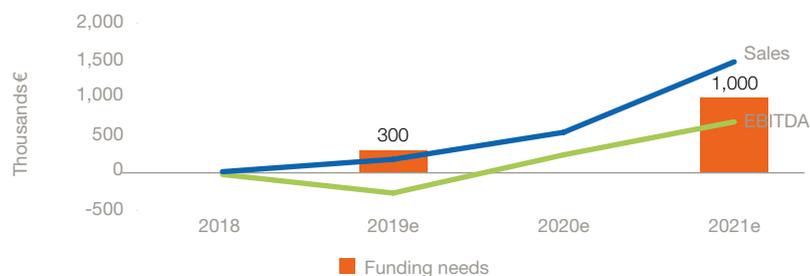
### COMPETITION

Other marketing automation platforms such as Marketo, Hubspot, AutopilotHQ may be our main competitors. They focus more on a CRM type of B2B segment while we target the B2C segment. As technology, they are mainly dependent on e-mail whereas we are multi-channel with web push, app push and text.

### MILESTONES

- November 2016 ● Launch of v1, Web Push Notifications Product.
- February 2017 ● Start-up Boot Camp IoT & Data Tech Acceleration Program.
- September 2018 ● Incorporation in Barcelona & Incubation at Barcelona Activa.
- February 2019 ● Launch of v2, Marketing Automation Product.
- June 2019 ● Closing an Investment Round.
- October 2019 ● Having 25 paying customers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €3,500 per month

We need €300K by the middle of this year. We will invest 45% of it in marketing & sales to acquire new clients and 30% of it in further R&D of the product to add new channels and capabilities to our product. We are applying to ENISA and EU H2020 funds for some portion of it, but we will look for Venture Capital or Business Angels for the rest.



### CONTACT

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### TEAM

 5



Ata Gur  
CEO  




Ilhan Adiyaman  
CPO  




Tevfik Ince  
CTO  




### ASK THE ENTREPRENEUR

Ata Gur

What made you set up the company? What previous relationship did you have with your potential market?

I was working as a digital marketing manager at an e-commerce business and there I faced many customer retention problems. We developed to resolve these problems.

Which aspect of your product/service do you think attracts your customers most? Why?

Frizbit increases sales and revenue by bringing customers back who abandon their journey. We use personalization, marketing automation and AI.

How do you see the company in 5 years’ time?

We aim to be the main digital marketing software for user retention in the world with our state-of-the-art AI and patents.



€25,000



€0

# 10 IAMPERFECTFOOD

Online supermarket against food waste. Take care of the planet and your personal finances

 11/2017  [soycomidaperfecta.com](http://soycomidaperfecta.com)

Food industries

### PROBLEM AND SOLUTION

In Spain, 7.7 million tons of food are wasted, 44% of which comes from manufacturing and distribution. In industry, 1.71% of the product is considered waste that is not accepted by retail and only 39.9% is given away. High product recovery and destruction logistics costs and all the management required sometimes make it cheaper to destroy food than to recover it. Soycomidaperfecta is a new online channel that connects the industry and the consumer to facilitate the purchase of defective products or ones near their use-by date and gives products a second chance.

### MARKET

Stage 1, B2C: 1. People aged 30-50 looking for an improvement in their everyday personal finances. 2. People committed to the planet.  
Stage 2, B2B: 1. Procurement heads at residences, schools with a canteen, set meal restaurants. 2. Organisations and large events.

### BUSINESS MODEL

Online supermarket (2018): 35% average margin for each purchase. Online supermarket (Q1 2020): marketplace, 10% margin on each purchase. Surplus management: in pilot.

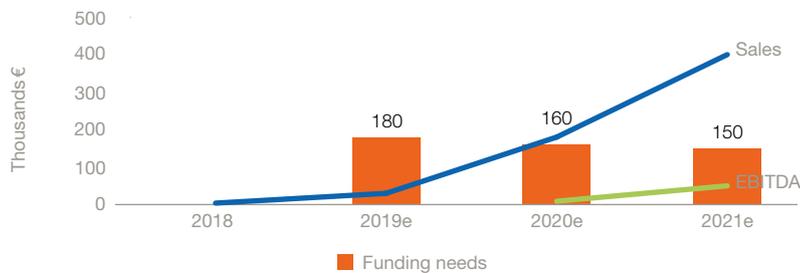
### COMPETITION

In food waste: Flashfood (Canada, USA), Food Cowboy (USA), Too Good to Go, Ni las Migas, WeSaveEat (Spain). Online supermarkets: Ulabox, Amazon Pantry, online supermarkets in general.

### MILESTONES

- June 2017 ● Part of FAO's Save Food; Champions 12.3; joining Lab SHIP2B.
- March 2018 ● Pilot test in l'Eixample, Barcelona.
- April 2019 ● Media presentation: La Vanguardia, Catalunya Radio, RTVE, etc.
- June 2019 ● Investment round or crowdfunding.
- September 2019 ● Start of surplus management service.
- December 2019 ● Launch of new platform.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

We need €180,000 for tech development and investment in marketing and advertising as well as to enhance our logistics. At present we have approximately €30,000 committed.



### CONTACT

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 08018 Barcelona

### TEAM

 3



Desiree Taboada Torres  
Communications  




Natalia Escolá  
Finance  


### ASK THE ENTREPRENEUR

Desiree Taboada Torres

**What made you set up the company? What previous relationship did you have with your potential market?**

It's an opportunity that combines business with social responsibility. For the last 10 years I have worked for food industry companies.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The chance to save while helping to reduce food waste.

**What is the company's most significant risk and how will you tackle it?**

The project's maturation time. Our plan is to resolve it by forging strategic alliances with companies in the industry.

  
€45,000

  
€30,000

# 11 KOCOOKAPP

Bridging the gap between digital recipes and retailers' shopping carts

08/2017  [blog.kocook.com](http://blog.kocook.com)

Food industries

### PROBLEM AND SOLUTION

On the one hand recipe portals struggle with monetizing their content and on the other hand online supermarkets struggle to attract new customers. Kocook has the solution to both problems: 1. Kocook places a "buy ingredients online button" within each digital recipe, so users can easily add ingredients to the digital shopping cart of their retailer of choice, directly from recipe portals. 2. Kocook also enables grocery retailers to reach millions of shoppers at the point of purchase consideration, drive grocery sales and expand the customer base of shoppers.

### MARKET

The size of the food market in Spain was €69 billion in 2018. The online channel is increasing by around 32% per year and will have a market share of 1.4% by 2023. Kocook will reach the egrocery market in partnership with the main egrocery retailers and main recipe portals.

### BUSINESS MODEL

B2B model where egrocery retailers are our clients in Spain and, further on, the Mediterranean countries. An estimated business margin of 90%, after commission per sales with recipe portals.

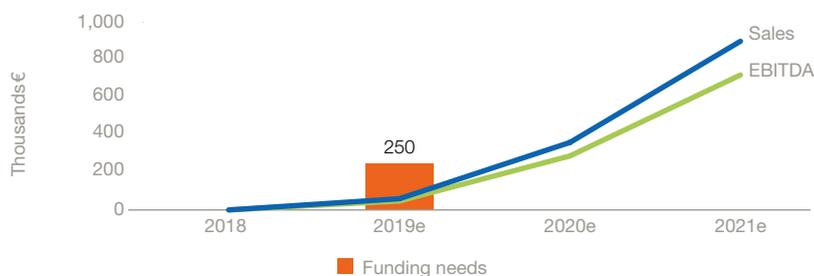
### COMPETITION

Whisk in the USA, UK and Australia. In the Mediterranean countries there is no service like the one offered by Kocook.

### MILESTONES

- March 2018 Kocook achieved collaboration with 9 recipe portals.
- July 2018 Kocook selected in the incubation program of BCN Activa.
- November 2018 Ulabox signed a partnership with Kocook.
- March 2019 A recipe portal with more than 60,000 daily visits signs a partnership with Kocook.
- May 2019 Amazon Fresh signs a partnership with Kocook.
- October 2019 Lidl signs a partnership with Kocook.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €0 per month

€250,000 to develop integrations with egrocery retailers and investment in AI and natural language processing.



### CONTACT

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### TEAM

 4



Carme Baraldés  
CEO  




Jacques-Michael Caignard  
COO  




Agustí Pons  
CTO  




Miquel Bonfill  
CMO  


### ASK THE ENTREPRENEUR

Carme Baraldés

**Which aspect of your product/service do you think attracts your customers most? Why?**

The fact that we make possible online grocery sales directly from the recipe. It is a much more intuitive and easier way to shop online.

**What is the company's most significant risk and how will you tackle it?**

The most important risk would be that the main web portals do not see our solution as a game changer for monetizing their content.

**How do you see the company in 5 years' time?**

In five years Kocook will be the main solution used by all the big recipe portals in Southern Europe in order to monetize their content.



€64,300



€0

# 12 MUSICLIST WORLD INNOVATION

Where music connects with people

06/2018

musiclist.cat



*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Users can't find all the world's songs on the same music platform. At MusicList users can listen to absolutely any music they want with just two clicks for free, legally and without registering. We are the music aggregator integrated with the most music streaming platforms. MusicList is accessible to all audiences. People listen to us in over 190 countries, from Vietnam to the USA, where we are growing exponentially. Big Data and Artificial Intelligence mean we can recommend songs based on the user's activity and context in real time.

### MARKET

We have a market audience of 1.32 billion people in 2019. We are continuing to grow organically through strategies such as search engine optimisation (SEO), exclusive partnerships with influencers, social ads in very specific niches and word of mouth.

### BUSINESS MODEL

- Based on a validated and scalable business model, we are currently billing:
- B2B (60% margin): market our traffic with the platform to music producers and create the best playlists for global brands.
  - B2C (30% margin): offer personalised merchandising based on users' activity.

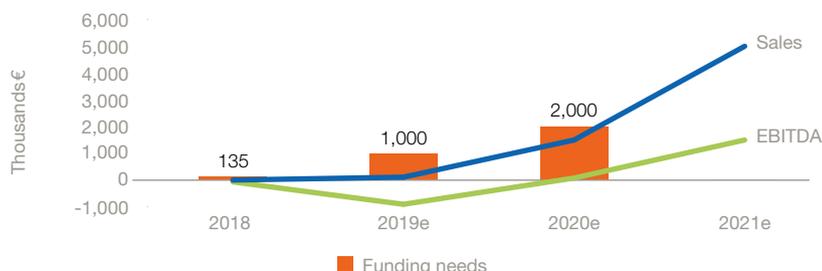
### COMPETITION

Shazam: musical aggregator that offers playlists to users. It was acquired (\$400 M) by Apple in 2018. LastFm: music aggregator acquired (\$280 M) by CBS Corporation. Topsify & Playlists.net: music aggregators acquired by Warner Music.

### MILESTONES

- November 2018 ● Emprende RTVE 2018 Award in the internationalisation category.
- December 2018 ● 2 million unique users in 190 countries in 2018.
- February 2019 ● Presentation of new feature at 4YFN: we use a selfie to generate a playlist automatically with AI and Big Data.
- June 2019 ● Song recommender using machine learning technology.
- September 2019 ● Develop a data platform to help the industry make decisions that affect millions of people.
- December 2019 ● Surpass 4 million unique quality users on the platform in 2019.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€30,000 per month

€1 million to cover the third funding round. With this round we will continue working to achieve our main targets: attract the best talent to join the MusicList family, improve the product and technology and surpass 4 million unique users in over 190 countries in 2019.

### CONTACT

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 08028 Barcelona

### TEAM

8



Jordi Pallarés Roset  
CEO



Eduard Beguer Escorihuela  
COO

### ASK THE ENTREPRENEUR

Jordi Pallarés Roset

**What made you set up the company? What previous relationship did you have with your potential market?**

It came out of a personal need when I was studying at university. I analysed the market and saw an obvious opportunity with playlists.

**What is the company's most significant risk and how will you tackle it?**

Today the company's biggest risk is lack of resources.

**How do you see the company in 5 years' time?**

As the world's largest music aggregator.

€3,000

€500,000

# 13 OGUN CONSTRUCTION TECHNOLOGIES

Integrating construction teams and suppliers for enhanced project management

01/2019 [ogun.io](http://ogun.io)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

Currently managing communications and suppliers in the construction industry is based on email, telephone, etc. This generates a lot of confusion and a lack of coordination which can be resolved by using digital solutions. At Ogun we have developed a platform that allows the different actors involved in a project to have a common vision of the timetable and the state of supplies, as well as to hold conversations, attach documents, etc. It can also be integrated with suppliers' and builders' systems so that status updating, sending orders, delivery notes, etc. can be automated.

### MARKET

Construction companies and material suppliers in the construction industry worldwide (especially small and medium-sized companies in Spain, the United Kingdom, Germany and the United States).

### BUSINESS MODEL

SaaS with billing per project (independent of the number of users). Growth based on the network effect between builders and suppliers. Costs: design, development and marketing/sales. In the short term we aim to establish a broad user base so that growth is self-financed from the second year onwards.

### COMPETITION

American companies such as Procoin and Planview, although they have no integration with suppliers and focus on the interaction between the builder and the subcontractor (and they do not include material suppliers).

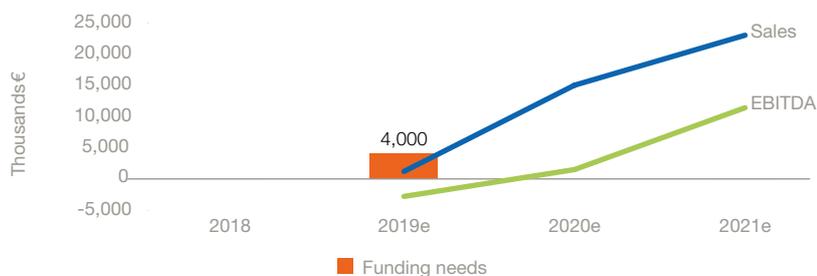
### MILESTONES

- March 2018 ● First pilots in the market and integration of 8 material suppliers.
- February 2019 ● First paying customers in the UK.
- April 2019 ● First paying customers in Spain.

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- July 2019 ● Market traction validation in Catalonia and the Midlands.
- January 2020 ● €100,000 MRR and launch in Nordic countries.
- June 2020 ● Launch in the United States.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€300,000 per month

We have raised €1 million and we have €2 million committed. Additionally, we need €4 million to improve the product and start developing new features (mobile app, integration with BIM, etc.) to provide customers with an even better experience.



### CONTACT

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### TEAM

28



Ignasi Salvador  
CEO



Benjamin Morris  
COO



Marius Dekarski  
CTO

### ASK THE ENTREPRENEUR

Ignasi Salvador Villa

**What made you set up the company? What previous relationship did you have with your potential market?**

I am a civil engineer with 15 years of experience interacting with different projects and I know the problems at first hand.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Having a specific tool to manage day-to-day work onsite by connecting the different actors.

**How do you see the company in 5 years' time?**

Implemented on a global scale and including new features for sites: personnel management, quality control, etc.

€  
€0

€  
€1,000,000

# 14 OXBRIDGE ENGLISH TEACHING SYSTEM



The alternative to language schools for students and teachers

01/2015 [oxinity.com](http://oxinity.com)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Language schools lose students and teachers and end up closing down. Students are looking for alternatives to their poor results. Badly paid teachers are also looking for alternatives. The Internet is changing the relationship model, putting students and teachers in direct contact. We propose to consolidate the relationship between students and teachers without the need for language schools. We integrate a learning system based on artificial intelligence, a tool to get students and all the tools required to run your own business in a single app.

### MARKET

English accounts for 95% of the language market: 2 billion students and 12 million teachers. Low salaries are a common feature of the sector. Oxinity gets a teacher twice the average salary paid by the market.

### BUSINESS MODEL

Teachers are our customers and the main salespeople for attracting students. The business model is based on getting: 1) 15% of what each teacher bills, and 2) 40% for the redistribution of excess hours produced by the system's inertia. Average joint profitability coming to 25%.

### COMPETITION

Competition in the language market is fierce: mobile apps with very low prices (DUOLINGO, Babbel), online schools with competitive prices (Open English, Verbling), offline schools and freelancers in difficulty. Our differential proposal is that we care about the teacher.

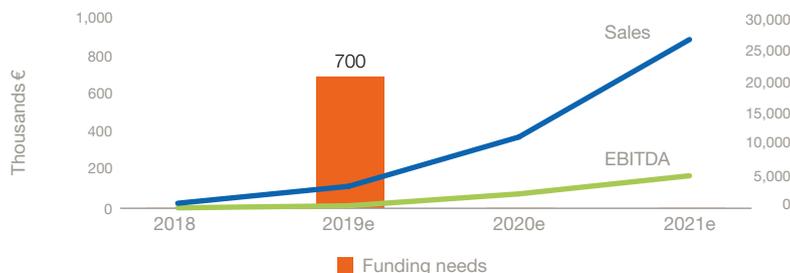
### MILESTONES

- April 2016 ● First 2 teachers test the app in Madrid and Barcelona.
- January 2017 ● First agreements with cafés for English classes on their premises.
- June 2018 ● English classes by videoconference on iPhone, the last operating system we needed to integrate.

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- February 2019 ● Release of the new app based on Progressive Web App.
- December 2019 ● Reach 300 teachers in the app.
- December 2020 ● Reach 1,000 teachers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€45,000 per month

We now have the product validated by the market. We are looking for €700,000 with the aim of accelerating and consolidating growth, investing in promotion, advertising and scalability of systems. Redefinition of databases for international markets and a clear commitment to the Progressive Web App for the front end and use of Service Worker for offline needs.

### CONTACT

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### TEAM

13



Jonatan Buxeda i Núñez  
CEO



Radmila Gurkova  
CPO



Tomàs García Alonso  
COO

### ASK THE ENTREPRENEUR

Jonatan Buxeda i Núñez

**What made you set up the company? What previous relationship did you have with your potential market?**

12 years of prior experience and in 2015 we saw the perfect storm with the appearance of marketplaces, tired students and very poorly paid teachers.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The direct relationship between students and teachers means students pay less and teachers are paid twice the average salaries in the sector.

**How do you see the company in 5 years' time?**

Company with customers on five continents with teachers of English, Spanish, French and Chinese. New products such as music and programming.

€3,000

€0

# 15 PATROCINAME

PatrocinaM, the meeting point between brands and cultural projects

11/2017 [patrocina.com](http://patrocina.com)



*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Most cultural projects seek funding through sponsors but find it difficult to contact brands to arrange a meeting with marketing directors and present their sponsorship dossier. We found the solution with the creation of PatrocinaM, which is a platform that connects people responsible for cultural projects with the marketing directors of brands and companies seeking to promote themselves through cultural projects and events.

### MARKET

Formed by organisations, foundations and associations with cultural projects for which they are seeking sponsorship. Also by brands and companies that have a marketing strategy which includes, or may include, promoting themselves through these projects.

### BUSINESS MODEL

PatrocinaM charges 5% of the total proceeds of successfully completed campaigns for advice and use of the platform. In the immediate future we will offer the option of a premium service for both brands and cultural projects with a monthly fee.

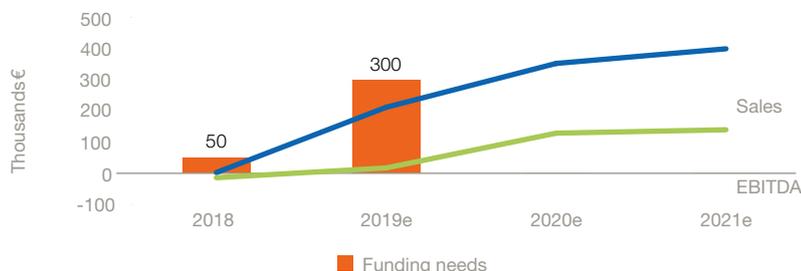
### COMPETITION

Our main competitors are companies specialising in sponsorship searches (such as Eventísimo) and crowdfunding platforms (such as Kickstarter, IndieGoGo, Verkami, Ulule and Goteo).

### MILESTONES

- November 2017 Founding of PatrocinaM.
- February 2018 Launch of PatrocinaM.
- December 2018 100 projects / 30 campaigns / 11 successful campaigns.
- November 2019 €100,000 in invested capital + €90,000 ENISA.
- December 2019 Launch of premium profiles and expansion with "Sport" and "Science" sections.
- February 2020 €60,000 ICEC-ICF.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

We need €300,000 to cover the costs of developing the platform, hiring staff and investing in advertising and marketing. We have an open investment round for €100,000 (16% of capital). In April we will apply for an equity loan from ENISA (€90,000). In September 2019 we will apply for an equity loan from ICEC-ICF (€60,000). At the moment we have a €25,000 loan from BBVA,

### CONTACT

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### TEAM

3



Antonio Lama  
CEO & salesperson



Mónica Mena  
Co-Founder



Iván Lama  
Co-Founder



### ASK THE ENTREPRENEUR

Antonio Lama Cortés

**What made you set up the company? What previous relationship did you have with your potential market?**

With experience in the audiovisual world, I thought a service was needed that would help cultural projects of all kinds to find private funding.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The ease of contact between them (projects and brands) and that they can quickly find the ones which are most akin.

**How do you see the company in 5 years' time?**

I see it consolidated as a pioneering company in sponsorship crowdfunding, a new form of crowdfunding that came about with PatrocinaM.



€55,000



€50,000

# 16 PRESTALO ONLINE

The customer gets the best loan on the market with just one application form

09/2018 [prestalo.com](http://prestalo.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

The loans market is traditional, slow and not very transparent. Our customers do not have a website where they can apply, compare and upload the documentation required to ask for a loan. Prestal is a marketplace where the customer fills in an application form that is sent directly to the banks with which we work. That means the customer gets an immediate response at the best interest rate in a few minutes. The customer chooses between the proposals made by the banks. This solution brings the customer more transparency and the terms are considerably reduced.

### MARKET

The total consumer loans market in Spain is €102 billion. In 2017 it grew by 15%. Only 0.9% of loans are given through comparators. This gives us a great opportunity to exploit this market by increasing transparency and simplicity.

### BUSINESS MODEL

B2C business model in which we get a commission of 6% of the amount of the loan granted. Prestal is a financial intermediary which enables us to work with lower fixed costs. This makes the business model profitable and scalable.

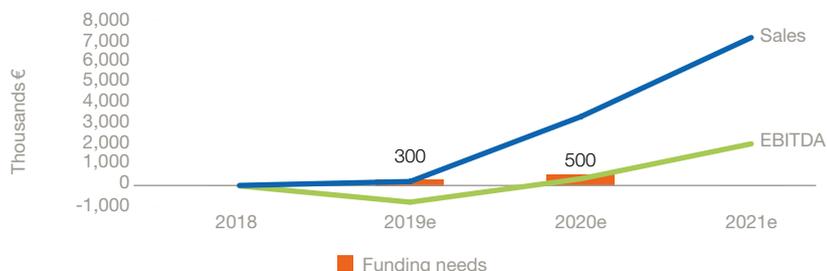
### COMPETITION

Competition is limited and poorly digitised. There are service comparators but they only redirect the customer to the providers' websites. A small part of them have decided to focus on brokering (iAhorro and creditmarket) with largely non-digitised strategies.

### MILESTONES

- October 2018 ● Signature of contract with 5 banks.
- November 2018 ● Start-up of the company.
- First loans given.
- March 2019 ● Agreements with new partners to increase the number of leads.
- April 2019 ● New additions to the team.
- December 2019 ● 50,000 users.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€20,000 per month

We have funding needs coming to €800,000 for the second half of 2019 and 2020. These funds will be used to increase marketing and product investment and grow the team. We would structure the round as follows: ENISA equity loan, €150,000; existing investors, €150,000; and new investors, €500,000.



### CONTACT

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 08010 Barcelona

### TEAM

5



Kristoffer Hanson  
CEO



Ivar Schmidt  
Partnerships



Kristian Jacobson  
Marketing



Julian Lundberg  
CTO

### ASK THE ENTREPRENEUR

Kristoffer Hanson

**What made you set up the company? What previous relationship did you have with your potential market?**

When I had to ask for a loan I realised that it is a very slow process in which the banks put obstacles in your way and I felt I had been misled.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Total market change. We want it to be a totally transparent procedure. For the first time it will be the banks that present offers.

**How do you see the company in 5 years' time?**

As a market leader helping users and SMEs to improve their finances: getting funding and improving their knowledge.

€100,000

€250,000

# 17 ROBINBRICK

Agile retail: empowerment + prediction and prescription of tactics with artificial intelligence

07/2018 [robinbrick.com](http://robinbrick.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

Trading in brick-and-mortar stores is in crisis due to consumer changes, shorter and shorter seasons and above all due to the impact of marketplaces. This leads to the need for omnichannel approaches and a technological and organisational shift which can compete in this new situation. RobinBrick is a data analysis tool which in addition to being an exploratory control tool using various data sources (product data, shop, workers, etc.; from the customer through IoT sensors; environmental data; e-commerce data; seller's knowledge) also automates the search through AI by identifying macro and micro optimisations. This gives the brick-and-mortar store the same capacity for analysis and testing as the online store, a basic requirement for omnichannel operations and the digital transformation of today's retailer. RobinBrick goes further and in addition to identifying problems also selects the measures which can lead to improvement through machine learning. This makes it possible to capture and foster the store employee's knowledge and turns them into a contributor to the decision-making process.

### MARKET

Statistics MRC says the global business intelligence market is expected to reach \$29.48 billion in 2022 with a compounded annual growth rate of 11.1%. Our customers are large chains such as Mayoral, Ikea, Tous, Asics, Inditex and Cortefiel.

### BUSINESS MODEL

Software as a Service (SaaS) with a range of pricing options. The service is highly scalable and features a distribution channel through direct sales, the Big 4 and retail consultancies.

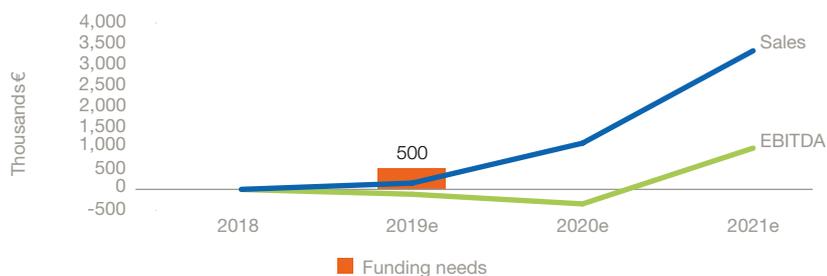
### COMPETITION

Companies in the advanced analytics sector for the retail industry are Isaak, Nextail, Retail-Next, Beabloo, Aphalyr, Bitphy, Blue Yonder, Proximis, IBM, Zeus, Foot Analytics, Counterest and CB4. However, each is positioned in different areas of the supply chain or competitors only in part. Some could even be potential partners such as Beabloo, more focused on data collection, and IBM which operates as an open platform.

### MILESTONES

- December 2018 ● Winner in the Atelier by ISEM retail incubator.
- January 2019 ● Startup Capital from ACCIÓ and €100,000 in private investment.
- April 2019 ● Customers: Mayoral with 221 points of sale and €380,000 in turnover.
- May 2019 ● Neotec €280,000.
- June 2019 ● Close contract with 3 companies.
- October 2019 ● Close €500,000 funding round.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€14,314 per month

We need €500,000 which we plan to fund with private investors and supplement with equity loans and/or public grants.

# RobinBrick

### CONTACT

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### TEAM

4



Hernán Camps Tascón  
CEO



Victoria Beltrán Martínez  
CTO



Víctor Martínez de Albènz  
CSO



Ana Guasch Seculi  
CMO



### ASK THE ENTREPRENEUR

Hernán Camps Tascón

**What made you set up the company? What previous relationship did you have with your potential market?**

A clear vision of what is happening drawn from more than 20 years in the retail sector and entrepreneurial experience.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Flexibility, improvements which can be activated at all levels, added value for employees, identifying external variables impacting sales and which are not taken into account at present.

**How do you see the company in 5 years' time?**

RobinBrick, the advanced analytics leader among the world's 1,000 largest retailers.



€32,125



€100,000

# 18 ROBIN-DATA-HOOD

Direct access to targeted consumers. Online benefits applied to offline shopping

 08/2016  [robindatahood.com](http://robindatahood.com)

Food industries

### PROBLEM AND SOLUTION

Thousands of products are sold daily in supermarkets with constant pressure on price and shelf space, lowering both margins and opportunities to reach desired consumers. RDH digitalises receipts to enable brand and retail actions based on consumer habits. Our mobile app enhances the user's shopping experience by providing product info and personalised promotions. Thanks to better consumer knowledge and direct access to them, we shorten the journey from strategy to action, increase brand impact and advertising ROI and enable bigger consumer discounts and promotions on lower margin products.

### MARKET

The Spanish FMCG groceries market is valued at €68B, +€882M of Market Research. Our target market is €314M made up of 2% of FMCG's A&P budget + 5% of Market Research. Most major developed markets have the same problem and share the same main players, so our solution can be easily internationalized.

### BUSINESS MODEL

Commission for every purchase made by a user in any of the personalised promotions in the platform, CPA for every direct communication to consumers on products bought and actionable Market Research reports. We pass on the promotional discount to the user in cashback as well as per every receipt they upload in the app.

### COMPETITION

We share modus operandi with Gelt (Spain) and Ibotta (US). Both offer cashback coupons on offline purchases, but Ibotta covers many other markets apart from Groceries. None of them though can recognise every product bought and personalise the offer to the product level as we do.

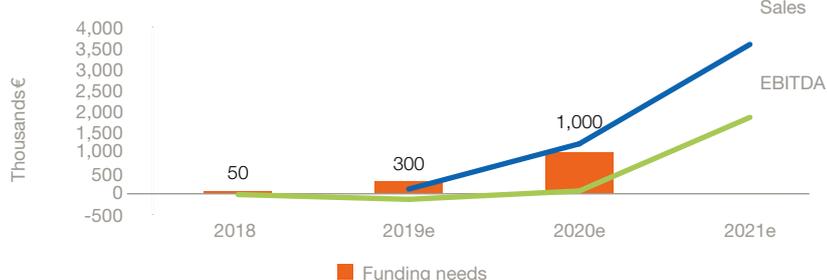
### MILESTONES

- October 2017 ● MVP with own technology.
- August 2018 ● Launch app & back office.
- January 2019 ● Model Validation: 5,000 users & 50,000 receipts.

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- July 2019 ● Spanish market consolidation round.
- April 2020 ● 1st international country.
- June 2020 ● Breakeven point.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

We are looking for €300,000 by July 2019 to invest in user acquisition to accelerate growth and increase the team. Investment ideally coming from Business Angels, Family Offices or VC with experience in FMCG and/or apps with the capacity to become viral. A Series A round to consolidate and internationalise is expected in 2020.



### CONTACT

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 08003 Barcelona

### TEAM

 5



Jorge Marín-Camba  
CEO & Sales  




Juan José Chiw  
CTO



Enrique Mandujaco  
CPO  




### ASK THE ENTREPRENEUR

Jorge Marín-Camba

**What made you set up the company? What previous relationship did you have with your potential market?**

I worked for 14 years in FMCG worldwide developing solutions based on consumer data. Getting this data straight from the consumer is an incredible advantage.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The capacity to access their desired consumer based on previous purchases in an incredibly easy and effective way. Any marketers dream!

**How do you see the company in 5 years' time?**

Internationalised to the US and main European markets, hand in hand with international industrial partners committed to helping us grow for their own benefit.



€57,000



€95,000

# 19 SOCOURT SPORTS 2.0

Turn the game into video sensation. Anyone. Anywhere. Anytime

04/2015 [thesocourt.com](http://thesocourt.com)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Technology has changed the way we train, play and consume high-level sport. And Socourt is determined to take these changes to all levels of sport. Currently, 99% of sports matches in the school and amateur settings do not have any audiovisual coverage and the solutions currently on the market are far too expensive for most amateur sport practitioners. Socourt is innovation on a global scale which allows any user to generate and share the highlights of their matches or training sessions. Only the most interesting and accessible for all.

### MARKET

In terms of licensed sportspeople, 265 million people play football worldwide, 450 million play basketball, 300 million play table tennis, etc. As we are the only existing B2C solution, we reach users directly through marketing and sports celebrities.

### BUSINESS MODEL

Fully scalable B2C model offering a freemium model to users. They download the app and create the highlights for free and pay if they want to share or save these highlights. There is also potential advertising revenue. The main cost is the maintenance of the equipment, the cost of storage and the cost of user acquisition.

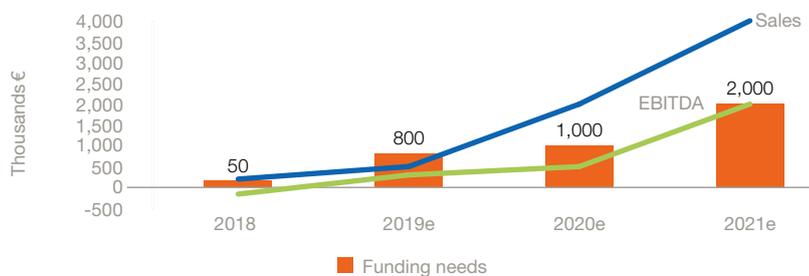
### COMPETITION

Companies such as PlaySight, Hudler and Post Goal, B2B models which need their own hardware and whose growth is linked to the cost of infrastructure. None of them are scalable and democratized B2C solutions like ours. As B2C we are a unique solution on the market today.

### MILESTONES

- February 2017 ● First recurring income from clubs and federations.
- July 2017 ● Getting financial support from the EU.
- February 2019 ● Launch of the new version with no need for additional hardware.
- June 2019 ● Start global marketing campaigns.
- December 2019 ● Hiring a top player as an ambassador for SoCourt.
- June 2020 ● Open offices in USA and Asia.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€30,000 per month

We need €800,000 in 2019 to develop new features to create more engagement; increase the developer team to be more flexible in implementing new features; popularise the product (marketing); create a customer care service to increase user satisfaction; and establish a strategy to expand in the Asian and American markets.



### CONTACT

Albert Marco Gómez  
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 C. del Bruc, 35, 1r 4a  
 08010 Barcelona

### TEAM

20



Albert Marco  
CEO



Ionko Lazarov  
Chairman

### ASK THE ENTREPRENEUR

Albert Marco Gómez

**What made you set up the company? What previous relationship did you have with your potential market?**

As lovers of sport and technology, we wanted to see videos of our acquaintances doing sport instead of professionals.

**Which aspect of your product/service do you think attracts your customers most? Why?**

It allows you to capture only the best moves, ignoring the rest, and is accessible to everyone.

**How do you see the company in 5 years' time?**

Millions of users around the world creating and sharing on social media their best plays, bringing in big sports brands as sponsors.

€300,000

€0

# 20 STAYFORLONG

Stay longer, pay less. We are experts in bookings for three or more nights

01/2015 [stayforlong.com](http://stayforlong.com)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

All online travel agencies (OTA) currently offer the same price per night, regardless of how many nights the customer stays. Stayforlong rewards customers who stay for more than three nights with big discounts. That means we are the first booking marketplace to offer the best market prices for customers who want to book for three or more nights and also for hotels we are the main long-stay customer provider.

### MARKET

We are now operating in 11 countries and plan to start up in others in the coming weeks. In addition online marketing campaigns and our hotel suppliers mean we can reach the entire world as we offer over 200,000 hotels worldwide.

### BUSINESS MODEL

Income comes from booking fees from customers. Once the reservation has been collected, we pay our hotel suppliers. The margin comes from a dynamic pricing model which will depend on the number of nights. At present most of the costs come from online acquisition costs.

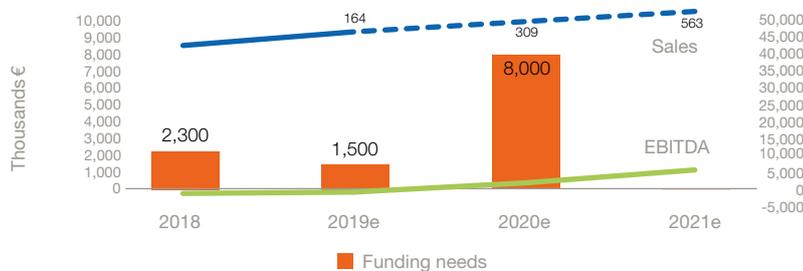
### COMPETITION

Our main competitors are Booking and Expedia; the most important point of differentiation for customers is that we offer a more competitive price the longer the stay, while for hotels we reduce dependence on big players who charge high commissions.

### MILESTONES

- April 2016 ● Agreement with the first supplier. Currently we work with 9 and we hoping to open more soon.
- June 2018 ● Surpass a million unique monthly visits on our website.
- December 2018 ● Be present in 10 countries.
- March 2019 ● Open new meta-search engines such as Google Hotel Ads. Currently we work with 5.
- June 2019 ● Launch a new multi-destination product with which the customer can spend three or more nights in different hotels.
- December 2019 ● Have a portfolio of up to 500,000 hotels. Currently we have just over 200,000.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€120,000 per month

The funding requirement for 2019 is €1.5 million. These funds will be used to invest in products to provide enhanced customer service (70%), in technology to improve infrastructure (20%) and in the team to hire new employees (10%).



### CONTACT

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 08018 Barcelona

### TEAM

45



Luis Osorio Solé  
CEO



Francesc López Castellet  
COO



Raúl Morón Sillero  
CTO

### ASK THE ENTREPRENEUR

Francesc López Castellet

**What made you set up the company? What previous relationship did you have with your potential market?**

We decided to set up the company when we found that the distribution market did not manage long-stay bookings very well.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The value proposition, because the more nights you book, the better for the hotel and therefore you deserve a bigger discount.

**What is the company's most significant risk and how will you tackle it?**

Fierce competition. We need to grow quickly to gain market share and be sufficiently strong to negotiate direct contracting with hotels.



€50,000



€2,900,000

# 21 TRIPLIST.ME

Triplist.me uses your past trips to suggest your future ones with machine learning and Big Data

10/2018 triplist.me

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Travellers are inspired to make new trips randomly and rarely in line with their tastes; this means they choose their new destination late and end up feeling they have overpaid. We build personalised proposals using three sources of information: 1. Personal information: previous destinations, activities carried out or travel preferences. This information can be entered manually or automatically by connecting to Instagram (we guess where they have travelled by geolocalised information in the photos) or their email (we read their flight history) among other options. 2. The same personal information from other similar users. 3. General information: the best beaches in the world, the best destinations for trekking or change in prices. This dataset allows us to make fully personalised proposals about interesting destinations, on appropriate dates and at the best time of purchase.

### MARKET

The target is travellers who make three holiday trips per year, one of which is a minimum of a fortnight. They are aged between 24 and 38 and have been to at least eight countries. They have difficulty deciding on their next destination and are frequent social media users. The platform has been launched first in the Spanish market, but internationalising it is almost automatic given that the recommendation algorithms have no language and the platform has very little content of its own (the trips come from third parties).

### BUSINESS MODEL

B2C business model. Triplist.me operates as a sales channel for online and/or conventional agencies with commissions for the sales we bring: 3% for flights, 15% for hotels and 30% for tours and/or activities.

### COMPETITION

Luckytrip: UK app expanding across the EU. Recommends trips based on a specific budget. Last round €1.5 million. CultureTrip: international UK app. It provides inspiration about what to do on your trip with content relevant to the user. Last round, €80 million.

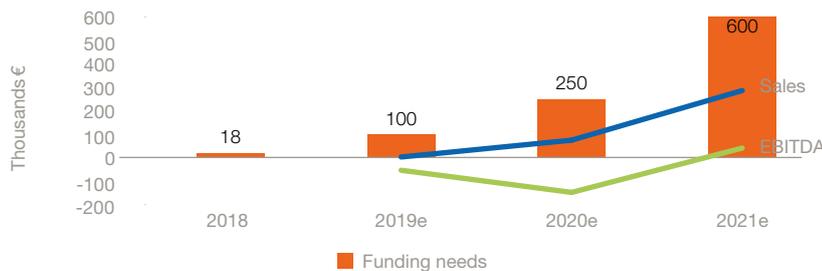
### MILESTONES

- October 2018 ● Futurisme Award. Founding and launch of MVP website.
- December 2018 ● Joining Conector Travel Tech accelerator.
- January 2019 ● Partnership with TravelCompositor and Pangea. 1,200 active users.

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- May 2019 ● Closing first round for €100,000.
- September 2019 ● Launch app.
- December 2019 ● International version in English.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€1,300 per month

€100,000 at a pre-money valuation of €600,000 closing at the end of May 2019. There is €20,000 closed from FFF. This round is supplemented by a €60,000 ENISA loan with entry scheduled for October/November 2019.



### CONTACT

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 jagusti@triplist.me  
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 08022 Barcelona

### TEAM

2



Jordi Agustí Fonoll  
 CEO



Angelo Romano  
 CTO



### ASK THE ENTREPRENEUR

Jordi Agustí Fonoll

**What made you set up the company? What previous relationship did you have with your potential market?**

After 10 years surrounded by start-ups, first at Grupolintercom launching Ivoox as CTO and later on helping start-ups at the Lanzadera accelerator, I have a broad view of how to execute and launch new digital products.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Personalised recommendations for new destinations that inspire them.

**How do you see the company in 5 years' time?**

A new Skyscanner where you don't have to search or compare.



€12,000



€20,000

# 22 UNBLUR

AI to help emergency services to save lives and protect citizens

10/2016 [unblur.co](http://unblur.co)

*Sustainable mobility and Smart City*

### PROBLEM AND SOLUTION

Unblur helps Emergency Services to make better decisions with IRIS, the first intelligent assistant for commanders. In an emergency, information is critical for firefighters, police and ambulances to decide which teams to send or which victims to rescue first. New technologies help but also cause saturation due to excessive data. In addition, information is not properly shared between teams causing problems in coordination. IRIS integrates all sorts of information, processes it and delivers quality insights for commanders to be better leaders.

### MARKET

Based on Homeland Security, the global Public Safety ICT market is valued at \$532B for 2018 and growing up to \$887B by 2022. Unblur focuses on the European market (35%). We access the market via our network, industry events and partnerships with associations and corporations.

### BUSINESS MODEL

IRIS is offered under a SaaS model based on users and modules, adapting our packages to any type of client or budget. Modules are premium functionalities. Modules allow more resourceful clients to adapt IRIS to their needs. Margins are high, 90%, but the main cost is CAC (€7,000).

### COMPETITION

Hardware suppliers (GPS, cameras...) offer software to visualize their information feeds. Ex: Loctome. Isolated solutions, not designed for emergency response. Command & Control Software, focused on digitalizing current paper-based tools. Ex: Command Solutions.

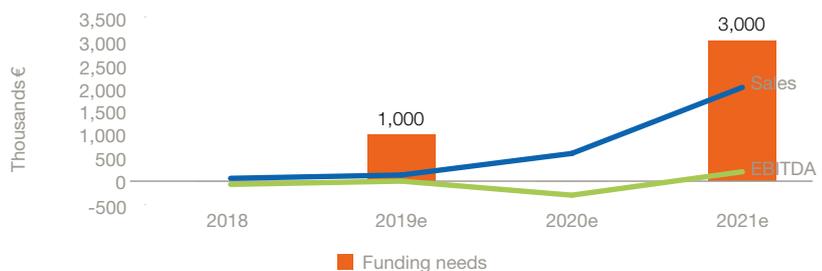
### MILESTONES

- June 2018 ● Robust version of IRIS deployed in the Wales Fire Service.
- November 2018 ● Public tender to acquire IRIS won in the Wales Fire Service.
- December 2018 ● Accepted at Airbus Bizlab Program to execute a proof of concept with Airbus.

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- May 2019 ● Close commercial agreement with Airbus.
- November 2019 ● Launch new version of IRIS with AI features.
- January 2020 ● Reach breakeven (€130,000 in revenue).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€8,000 per month

Looking for €4 million in the next 3 years. A first round of 1 million to increase our tech team and develop the AI features, in addition to an initial sales team. In 2021, we will raise 3 million to increase sales & marketing activities, aiming to position ourselves as European leaders and initiate global expansion.



### CONTACT

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 638 442 692  
 C. de Jordi Girona, 1-3 (Empren UPC) UPC Campus Nord  
 08034 Barcelona

### TEAM

5



Jordi Guasch  
Co-Founder



Alfonso Zamarro  
CEO



### ASK THE ENTREPRENEUR

Alfonso Zamarro Junquera

**What made you set up the company? What previous relationship did you have with your potential market?**

Make technology truly helpful and accessible to first responders and help them protect our society.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Designed together with them to ensure the great UX, which is critical in an emergency. Get them to participate in the development and listen to them.

**What is the company's most significant risk and how will you tackle it?**

Long sales cycles. Direct sales focus on small contracts and upselling. Commercial partnerships (Airbus Microsoft).

€142,000

€  
 €0

# 23 WORK WILD

Creating better jobs with corporate culture bots

12/2018

[workwild.co](http://workwild.co)



*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Fast-growing companies and large companies struggle to maintain a good corporate culture and they don't have the ability to scale at the speed they need. WorkWild introduces the first corporate culture bots to help HR and Management. With artificial intelligence and machine learning the bots will assess employees, get more detailed answers and organise activities on behalf of the company with minimal human intervention. All this with total control by the company and preserving the confidentiality of employee data.

### MARKET

Our market is all service companies with more than 50 employees. Our potential market is 4.5 million companies in Europe and the USA, with a total of approximately 100 million employees. The marketing strategy varies depending on the size of the companies.

### BUSINESS MODEL

The WorkWild digital platform is an SaaS model with a monthly subscription per active user.

### COMPETITION

Our main indirect competitors are CultureAmp, Officevibe, Glint and TinyPulse.

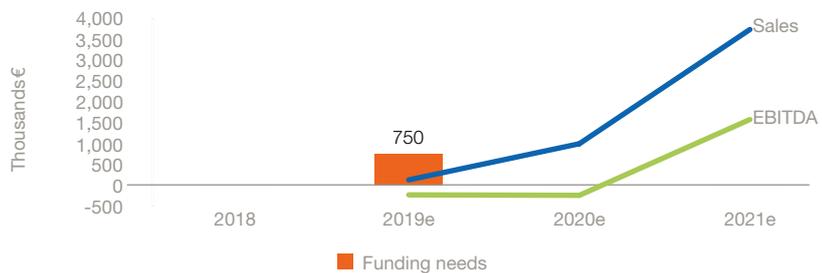
### MILESTONES

- December 2018 ● The first two 6-month pilots completed.
- February 2019 ● 15 pre-registered companies.
- March 2019 ● 4 pilots committed to big business.

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- March 2019 ● Launch of the MVP.
- June 2019 ● 50 companies and 3,000 employees on the platform.
- Close funding round.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€350 per month

In 2019 we hope to raise €750,000 which we will use to enhance and accelerate the platform's development, consolidate the sales team and accelerate marketing investment to get metrics that help us to expand the solution and raise the next funding round.

### CONTACT

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 672 098 505  
 C. de Tenerife, 9  
 08195 Sant Cugat del Vallés

### TEAM

5



Juan Víctor Izquierdo  
CEO



Jonathan Huet  
CTO



### ASK THE ENTREPRENEUR

Juan Víctor Izquierdo

**What made you set up the company? What previous relationship did you have with your potential market?**

The success of a previous start-up considered a great place to work (Top 5 fewer than 50 employees).

**What is the company's most significant risk and how will you tackle it?**

Our indirect competitors in direct competition. We will tackle it with swift market expansion and an acceleration of our roadmap.

**How do you see the company in 5 years' time?**

With a worldwide presence and as a touchstone in corporate culture management.



€25,000



€0

# 24 WORKDECK SOLUTIONS

Workdeck is new, multi-featured software for the Digital Workplace: just one

04/2015 [workdeck.com](http://workdeck.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

Knowledge businesses battle with sliding productivity due to an increasingly complex, proliferated and disconnected collaboration environment: many businesses are using 8+ apps to manage their workplace. This is costly, creates fragmentation, silos, interruptions and a disjointed UX for workers. Workdeck solves this problem by automating all work management processes (projects, tasks, resource planning, reporting) and integrating them with time, leave and calendar management, and with back-office management of purchases, travel and expense management, for the seamless and integrated Digital Workplace.

### MARKET

There are 865M knowledge workers globally. This is driving growth (11.6% CAGR) in the enterprise collaboration software market that will reach \$60bn by 2023. SMEs & mid-caps make up one third of this market (~\$20bn). As the 1st Digital Workplace Platform we aim to grow annual revenue to \$288 M by 2025.

### BUSINESS MODEL

B2B SaaS model. Revenue through: a) subscriptions (monthly, annual) - companies pay/worker; and b) commissions on all flights and hotels booked on the platform. Sticky product with great LTV (lifetime value) potential.

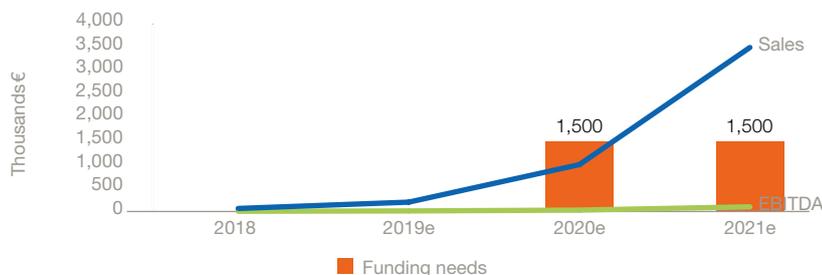
### COMPETITION

Niche Application Providers (Asana, Wrike, Teamwork, TravelPerk, Expensify). High fragmentation vs. Just one. Microsoft TEAMS & SLACK- Conversational & social collaboration vs. Digital Workplace. ZOHO - Suite of 'integrate-by-yourself' tools vs. one out-of-the-box & ready-to-go, cost effective platform.

### MILESTONES

- January 2018 ● Launch MVP.
- December 2018 ● 60 Client contracts and 1,000 users.
- February 2019 ● Launch of 10 pilots with the second release of our platform.
- February 2019 ● Rebranding as Workdeck and full product launch.
- July 2019 ● 5,000 users.
- December 2019 ● 15,000 users.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

We would need €2 M in financing to accelerate full product development, embedding Artificial Intelligence and Semantic Search in the Platform, for SOC Compliance, Legal Services, Marketing and Sales. Our aim is to commence a Round when we have ~€25k MRR, and solid MoM growth metrics.



### CONTACT

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 652 839 215  
 Av. Carl Friedrich Gauss, 11  
 08860 Castelldefels

### TEAM

4



Oonagh McNerney  
CEO



Colm Digby  
CTO



### ASK THE ENTREPRENEUR

Oonagh McNerney

**What made you set up the company? What previous relationship did you have with your potential market?**

We created the platform initially as part of process optimisation and automation in our own engineering company - we were the ultimate 'first client'.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Consolidation of all work processes and workplace functions in one business-focussed application to eliminate fragmentation and silos in an easy way.

**How do you see the company in 5 years' time?**

A premium enterprise SaaS that is synonymous with digitalisation of work processes and a second to none Workplace Experience for mid-sized enterprises.

€10,000

€0

# Other technologies



Company founded



Monthly burn rate



Team



K invested by the team



External K raised

# Drones in Catalonia

**67**  **COMPANIES**

## MAIN CHARACTERISTICS OF COMPANIES



**100%**  
ARE  
SMEs



**15%**  
OF COMPANIES  
EXPORT



**81%**  
ARE LESS THAN  
10 YEARS OLD

## VALUE CHAIN



**66%**  
Drone operators



**10%**  
Drone manufacturers



**9%**  
Training and technical services

## AREAS OF APPLICATION



Audiovisual **44%**

Inspection **18%**

Training **9%**

Agriculture **9%**

Geographic analysis **7%**

Emergencies **6%**

**ECOSYSTEM OF COMPANIES  
AND AGENTS**



**CATALONIA SMART DRONES CLUSTER  
BCN DRONE CENTER  
REIMAGINE DRONE ACCELERATOR**

## MAIN WORLD REGIONS



**UNITED STATES**  
Manufacture  
leader

**ASIA**  
Major growth  
prospects

## FUTURE APPLICATIONS

- Long-distance delivery
- Passenger transportation
- Full airspace integration

**LONG TERM**



SOURCE: "DRONES IN CATALONIA" REPORT

Catalonia  Trade & Investment

 Generalitat de Catalunya  
Government of Catalonia

## Recent examples of venture capital investment in companies in this area

**SILENCE**  
URBAN ECOMOBILITY

€8.6 milion

 **REPSOL**

 Caixa Capital Risc



€2.7 milion

JME VENTURE CAPITAL

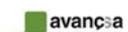
 ACCURIFY



**LEDMOTIVE**

€1.85 milion



 **avancsa**



## Examples of attracting foreign investment in this area

**asics**

New European Customer Experience Project with **20 new jobs created** to consolidate the Barcelona office as a reference for the group in Europe.

**ABB**

ABB invests **€15 million** in a digital solution centre for robotics in Sant Quirze del Vallès. It's expected to employ **70 developers**.

**SATELLOGIC**

The company specialized in the microsatellite high resolution image technology has **set up a new office in the 22@ district**.

# 1 ASGARD SPACE

High accuracy space surveillance and tracking

07/2018 [asgard-space.com](http://asgard-space.com)

*Industrial systems, industry 4.0 and 3D*

## PROBLEM AND SOLUTION

The space industry is booming and the number of objects in orbit increases as access to space becomes easier and cheaper. To ensure the sustainability of this industry it is essential to determine orbits accurately, which today involves a costly and complex process. With the ODIN orbit determination system we are able to offer more precision at a lower cost, reducing the risks of collision and shadowing, making orbital transfers easier and providing the market with an indispensable tool for a more populated space ecosystem.

## MARKET

The ODIN system focuses on two market segments. Firstly, operators of public and private satellites that have to manage their assets in space. Secondly, Space Surveillance Awareness (SSA) companies responsible for monitoring and cataloguing all items in orbit.

## BUSINESS MODEL

Mixed model: firstly, orbital data subscription for the SSA industry through Asgard's proprietary facility. Secondly, turnkey project for satellite operators with private use of the device by the customer: €1 million for development and €100,000 for maintenance.

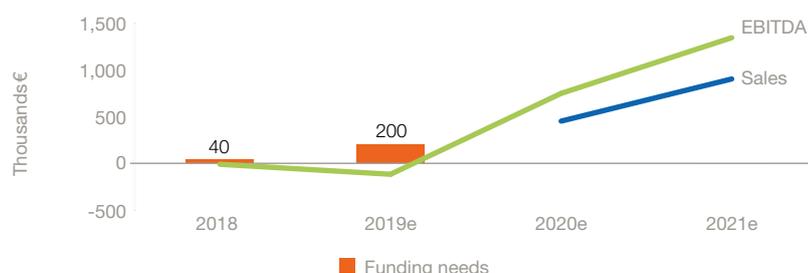
## COMPETITION

Companies offering alternative technologies that are more expensive and difficult to operate, mainly lasers, radar and telescopes: ExoAnalytic Solutions, Deimos, Leolabs and ILRS.

## MILESTONES

- April 2018 ● Pre-acceleration programme for high technological impact projects and incubation at Barcelona Activa.
- January 2019 ● Complete design of the interferometric synchronisation system.
- December 2018 ● Getting an ENISA equity loan for entrepreneurs.
- May 2019 ● Complete simulation of system architecture and orbital mechanics algorithms.
- September 2019 ● System architecture patent.
- October 2019 ● Deployment of the ground system and first orbital determination campaigns.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€3,200 per month

We need €200,000 to permanently deploy the space operations centre in Catalonia and consolidate a workforce to penetrate the market and offer 24/7 data service.



## CONTACT

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 658 257 506  
 C. de Bilbao, 67-69, 1r 1a  
 08005 Barcelona

## TEAM

2



Roger Martin  
CEO



Germán Grimaldo  
CTO



## ASK THE ENTREPRENEUR

Roger Martin Fuster

**What made you set up the company? What previous relationship did you have with your potential market?**

After years of research in the sector as a PhD student, it was time to bring my passion for space and research to the industry.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Our customers depend on very expensive assets that are in orbit. It is crucial to have an accurate tool to manage the risk.

**What is the company's most significant risk and how will you tackle it?**

Different types of orbits pose different challenges. We first focused on the GEO market and then used that experience to address the LEO market.



€43,100



€0

## 2 HASHED BLOCKTAC

We put an end to counterfeit products with blockchain technol

 04/2018

 [blocktac.com](https://blocktac.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

People counterfeit the products and services of our customers: manufacturers (wine, oil, medicine, fashion, Persian carpets) and service companies (business schools, universities, hospitals, certifiers, etc.). The OECD says this amounts to \$0.5 trillion a year; between 7.5% and 20% of their gross margin plus reputation and legal problems. They do not have effective tools to combat it. BlockTac provides them with effective technology which is immediate and with no initial investment via blockchain.

### MARKET

International. Potential market \$0.5 trillion a year (all sectors). Focus on education, professional accreditations, quality accreditations, FMCG (food & beverages, fashion, medicines). Spain-Europe and Latin America (Bolivia/Colombia/Costa Rica). Direct access (education) and for partners (chambers of commerce, etc.).

### BUSINESS MODEL

B2B. SaaS, Fee, between €10 and 6 cents per certificate/seal depending on the product. Margin 97%. Fixed costs, basically sales and administration. We have reached over 100,000 blockchain certificates/seals issued (there is no other European company with these levels of implementation).

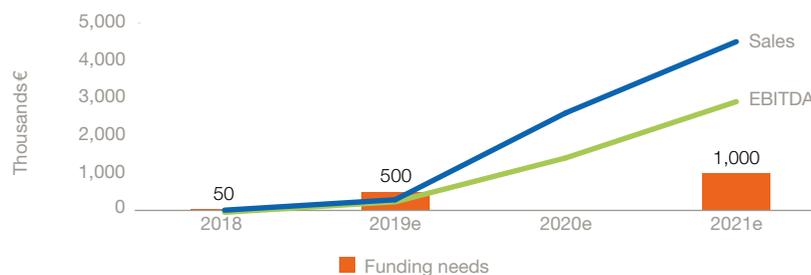
### COMPETITION

Physical measures (labels and seals, etc.). Numerous suppliers but little efficiency. UGG style electronic seal not BLK: high investment. Private blockchain (IBM Hyperledger): expensive, requires infrastructure, not reliable. Blockchain cryptocurrency: non-acceptance, volatile, unreliable.

### MILESTONES

- June 2018** ● First reference client in education (IESE).
- December 2018** ● Agreement closed with Alumni Spain to provide 300,000 blockchain certificates by 2019-2020.
- March 2019** ● First prize in the Cuatrecasas Acelera programme out of more than 100 companies entered.
- April 2019** ● Digital certificates: start of implementation in over 100 universities in Spain and Latin America (under the agreement signed with the main provider of academic software in the regions).
- May 2019** ● Digital seals: launch of the anti-counterfeiting system for the first wineries in La Rioja (with the Government of La Rioja) and the main olive oil exporter in Jaén (supported by an H2020 grant).
- June 2019** ● Start-up of the anti-counterfeiting system for the Bolivian government and AGEMED (Bolivian drug agency).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €7,000 per month

We need €500,000 to expand the sales team, meet marketing costs (travel and trade fairs) and adapt the software to the specifications of some sectors. We have committed and already paid-up €120,000 of the €500,000 with a convertible note. We already have €150,000 of the rest.



### CONTACT

Enrique Lizaso

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08230 Matadepera

### TEAM

 7



Francisco Guillén  
CEO



Enrique Lizaso  
CTO, COO



### ASK THE ENTREPRENEUR

Enrique Lizaso

**What made you set up the company? What previous relationship did you have with your potential market?**

The awareness that counterfeiting and fraud are increasingly important and that well applied blockchain technology can put an end to them and improve our society.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The high efficacy and low cost of the solution. The fact of giving people the chance to put an end to the counterfeits which sponge off their business and efforts.

**How do you see the company in 5 years' time?**

BlockTac = byword for anti-counterfeiting. We already are in education. We have already started in FMCG. And we want to be a company worth more than €20 million.



€36,000



€120,000

[RETURN TO THE INDEX](#)

# 3 EXPONENTIAL RENEWABLES

X1 Wind, scalable, low-cost offshore wind technology

06/2017 [x1wind.com](http://x1wind.com)



*Chemistry, energy, resources and circular economy*

## PROBLEM AND SOLUTION

More than 80% of offshore wind resources are found in deep waters. Hence several floating concepts are being worked on adapted from oil rig designs, but they result in systems that are too heavy (500-2500 t/MW) and costly to compete with traditional wind or solar energy. Against this background, X1 Wind's innovative idea comes from a concept developed at MIT by its founders which significantly cuts current weight and costs through a comprehensive redesign that is lighter (260 t/MW), easy to install and operate and scalable.

## MARKET

The potential market for floating wind power is huge (> 7,000 GW). After the success of the first demos, X1 Wind is positioned as a solution which can significantly cut high costs and has attracted partners such as EDP, WorleyParsons and DNV-GL to build the first demonstrator in the Canary Islands in 2020.

## BUSINESS MODEL

Our strategy is to focus on technological development (our strength) and licence the technologies developed (5 MW, 10 MW, etc.) to industrial companies with the capacity to manufacture and operate offshore wind farms (we have similar success stories in the wind sector).

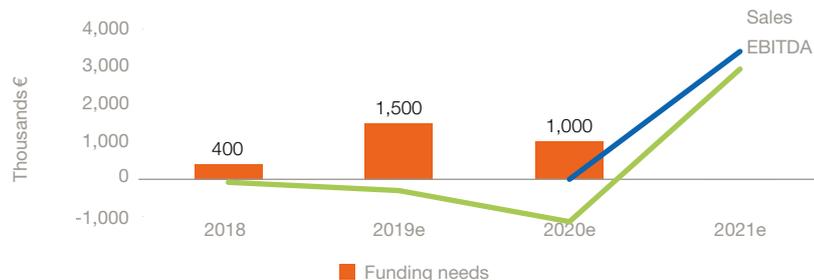
## COMPETITION

The enormous potential has attracted the interest of competitors. Today the leaders are Equinor/Statoil (Hywind technology), Principle Power (with investment from Repsol, EDP, etc.) and Ideol. However, this first generation is too expensive and new disruptive designs are needed to cut costs.

## MILESTONES

- January 2018** ● Proof of concept (TRL3) at 1:64 scale in the CIEMLAB wave channel at the UPC (wave simulation only, no wind).
- July 2018** ● First investment round successfully completed (> €400,000) with investment from Innoenergy (leading European energy fund) and other private investors.
- February 2019** ● Validation (TRL4) at 1:50 scale in the ECN Hydrodynamica and Ocean Engineering Tank in France (simulation of real wave and wind conditions).
- May 2019** ● Kick-off of the PivotBuoy project (€4 million H2020 project coordinated by X1 Wind with partners including EDP and DNV-GL to demonstrate the technology in the Canary Islands).
- November 2020** ● Installation of the first 1:3 scale prototype in the sea off Gran Canaria.
- November 2021** ● Technology validated after 1 year of sea trials and commercial agreements with end customers (utilities) and OEMs for full scale projects.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€25,000 per month

Despite having obtained €4 million in European funding covering 100% of the Pivot-Buoy project budget (demonstration at 1:3 scale off the Canary Islands), we are looking to do a new round that allows us to grow the team and accelerate. We are looking for investment coming to about €1 million to move forward in system design to 1:1 scale and to increase sales activity (markets such as Japan, the USA and Europe).

## CONTACT

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 08034 Barcelona

## TEAM

6



Alex Raventós  
CEO



Carlos Casanovas  
CTO



## ASK THE ENTREPRENEUR

Alex Raventós

**What made you set up the company? What previous relationship did you have with your potential market?**

Meeting my partner Carlos Casanovas, who developed the technology at MIT. Both of us have many years of experience in the wind and offshore sector.

**Which aspect of your product/service do you think attracts your customers most? Why?**

We have completely redesigned floating wind technology to reduce weight and cost as much as possible. This has attracted the interest of leading companies such as EDP, GE, etc.

**What is the company's most significant risk and how will you tackle it?**

The greatest risk is persuading large, traditionally conservative companies such as EDP, Iberdrola and GE to accept a disruptive solution. To resolve it we are running a test and validation plan for the technology involving the players who have already given us letters of interest.

€100,000

€400,000

# 4 INTEGRAPdM

The evolution in predictive

11/2016 [integrapdm.com](http://integrapdm.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

Maintenance and reliability departments need to have maximum information on the condition of assets in order to successfully implement predictive strategy. At present, vibration, ultrasound, lubrication, electrical analysis and thermography data are obtained from different sources and in different formats, which makes it difficult to detect signs of failure and reduces the reliability of failure prediction. airPdM is a scalable solution that integrates and manages multiple techniques and predictive technologies to monitor and diagnose the health of your assets on a single platform.

### MARKET

Companies in any industrial sector (energy, gas, oil, chemical, processing, automotive, food, transport, etc.) and maintenance services. Direct sales and through a domestic and international network of distributors specialised in predictive maintenance.

### BUSINESS MODEL

Development of the airPdM platform and adapters for the integration of data from any other brand of predictive systems and maintenance management. Licensing sales model, Software as a Service and recurrent consultancy, implementation and maintenance services.

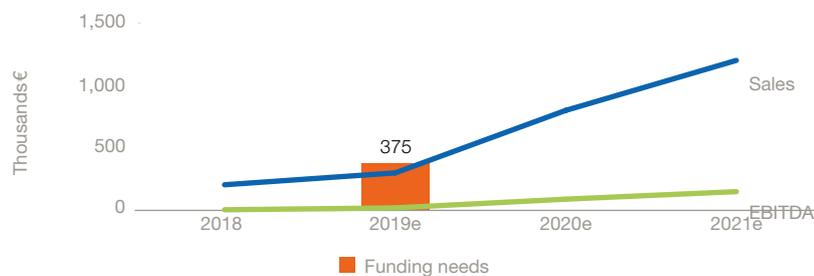
### COMPETITION

SmartCBM, DMSIA, Tango Condition Monitoring, Plantweb Optics, AWM. Our solution is 100% open with the ability to integrate and migrate the data history of any other brand of predictive systems and export them to AI, ML and maintenance management platforms.

### MILESTONES

- March 2017 ● Contract with SDT, a world leader in ultrasound solutions, for the development of its predictive maintenance cloud platform.
- September 2018 ● World launch of the UAS4.0 ultrasound platform at the Euromaintenance fair in Belgium.
- November 2018 ● Agreement to launch the first airPdM platform pilot projects.
- April 2019 ● National launch of the airPdM platform.
- June 2019 ● Completion of the first data adapters for connection to other predictive systems.
- October 2020 ● Development of a domestic and international sales network.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€16,000 per month

We need €375,000. The capital will be invested in consolidating the development team to accelerate airPdM's evolution and boost the marketing and sales field to increase visibility and sales income.



### CONTACT

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 671 669 277  
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 08213 Polinyà

### TEAM

2



David Faro  
CEO



David Bea  
CTO

### ASK THE ENTREPRENEUR

David Faro

What made you set up the company? What previous relationship did you have with your potential market?

My passion for predictive maintenance has prompted me to develop my own platform to which I can transfer all the experience I have built up since 1990.

Which aspect of your product/service do you think attracts your customers most? Why?

Reliably monitoring and diagnosing the health of assets from a single platform which integrates all predictive techniques.

How do you see the company in 5 years' time?

Fully internationalised with a partner who has chosen us and the airPdM platform as the leader worldwide.

€3,000

€0

# 5 KIBUS PETCARE

The appliance that cooks for your pet

 09/2016  [kibuspetcare.com](http://kibuspetcare.com)

Food industries

## PROBLEM AND SOLUTION

Conventional pet food is highly processed and pet parents are choosing new alternatives such as frozen or dehydrated food, but they are very inconvenient. Kibus makes it possible to feed dogs and cats with a natural solution which is completely healthy, suitable for human consumption, minimally processed and with an excellent taste (freshly cooked) in an entirely convenient way for the consumer. It is a small appliance that automatically cooks dehydrated food (it takes care of measuring out the food and water, heating the water, mixing, rehydration and removing the bowl when it is ready).

## MARKET

Pet food purchases amount to €64 billion (30% in Europe where there are 185 million cats and dogs). New food solutions already exceed €100 million in the US and are the fastest growing category. The target are pet parents who we will reach through ecommerce and specialised channels.

## BUSINESS MODEL

Our model consists in marketing Kibus machines along with the capsules of dehydrated food which work with the machine. Marketing both components is protected by a utility model awarded in Spain and convertible into a worldwide patent.

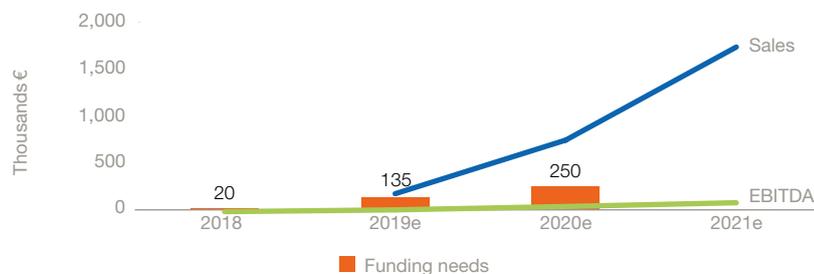
## COMPETITION

The solution is absolutely innovative (intellectual property protected) and competes with conventional solutions (such as feed and cans from companies such as Mars and Nestlé), with new solutions (frozen and dehydrated food such as The Honest Kitchen and Natures Menu) and with homemade food.

## MILESTONES

- September 2018 ● Award of the utility model and start of product development.
- November 2018 ● Getting investment coming to €80,000.
- January 2019 ● Awards and grants: Netmentora, IQS, 4YFN, Startup Capital.
- March 2019 ● First working prototype.
- September 2019 ● Crowdfunding campaign.
- December 2019 ● First production and marketing through the conventional channel, start of internationalisation.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,500 per month

The private investment raised in 2018 and the grant received (Startup Capital) ensures funding until the end of 2019 in order to complete the engineering, get the working prototype and carry out a crowdfunding campaign. Funding needs are forecast for late 2019 to cover the first production of machines and marketing expenses with a round coming to €250,000.

# kibus

## CONTACT

Albert Icart Martori

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08700 Igualada

## TEAM

 3



Albert Icart Martori  
CEO



Albert Homs Basas  
CFO



Marta Arisa Muns  
COO





  
PERSONA CIÈNCIA EMPRESA  
TECH FACTORY

  
Netmentora  
by Réseau Entrepreneurs  
CATALUNYA

## ASK THE ENTREPRENEUR

Albert Icart Martori

**What made you set up the company? What previous relationship did you have with your potential market?**

After years of experience in the industry I saw that there is an unmet need for healthy, convenient and natural food for pets.

**What is the company's most significant risk and how will you tackle it?**

The difficulty of the hardware. We will raise funding for the first production through crowdfunding campaigns which will be supplemented by investors.

**How do you see the company in 5 years' time?**

Leading the natural pet food market in the main world markets and competing one on one with feed and cans.



€43,000



€80,000

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## 6 LEANFACTORY

Fitness for interactive and gamified punching-bag workouts

 07/2018

 [punchlab.net](http://punchlab.net)

*Health, wellbeing and life sciences*

### PROBLEM AND SOLUTION

The punching-bag is the primary training tool for millions of fitness athletes and the centre of a multi-billion-dollar market. Yet bags are still stuck in the past: athletes don't get any feedback on their performance or reward for their efforts. People get bored or confused very quickly, cancelling their gym subscriptions and abandoning their fitness goals. PunchLab is an app that turns any phone into a punching-bag computer. When the phone is mounted on the bag, PunchLab can detect, measure and react to any strike. It connects punching bags remotely, creates online classes, group workouts and exciting 1vs.1 challenges.

### MARKET

We tackle the €10 billion home fitness market and fitness franchises. Despite its size, it is a well-defined consumer market, both online and offline, where influencers play a big role. Targeted marketing campaigns are highly cost-effective, and quickly reach millions of athletes.

### BUSINESS MODEL

We charge a monthly fee to use our technology to both end-users and fitness centres. We estimate a B2C customer lifetime value of €50, with a €10 acquisition cost per paying user. For B2B, we license our patented software to fitness centres for a yearly per-customer-fee.

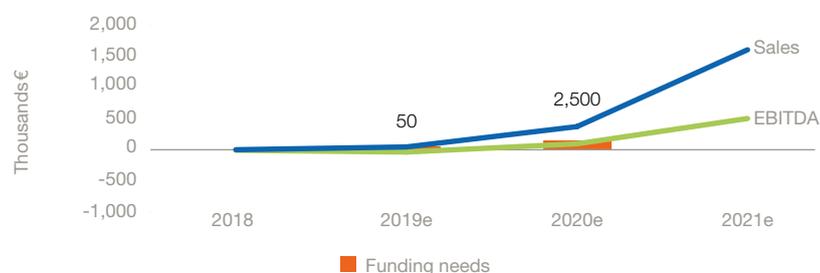
### COMPETITION

Our solution doesn't require additional hardware. Therefore the competition has outdated technologies. Some of our competitors are: Hykso/fight camp, PIQ (Everlast), Xforce (UFC), TheCornerapp, Striketec.

### MILESTONES

- February 2018 ● Beta testing with 2,000 users.
- October 2018 ● Launching the app in stores.
- January 2019 ● 200 Paying users - B2B prototype ready.
- March 2019 ● First B2B contract.
- August 2019 ● €4,000 MRR.
- December 2019 ● New product line.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €3,000 per month

We hope to raise €50,000 in the 2019 round and €150,000 in 2020 to be spent on app development, marketing and sales. With these funds we will reach breakeven in 2020.

# PUNCHLAB

### CONTACT

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### TEAM

 5



Valerio Raco  
Founder



Nicolo Paternoster  
CEO



Simone Carcone  
CTO



### ASK THE ENTREPRENEUR

Nicolo Paternoster

**What made you set up the company? What previous relationship did you have with your potential market?**

It's a huge market with a little competition featuring outdated technologies. We train ourselves and we have a in-depth knowledge of the community.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Our patented solution is the only one among our competitors that DOES NOT require additional hardware.

**How do you see the company in 5 years' time?**

A fitness-agnostic platform that provides interactive gamified workouts supporting millions of users in reaching their true athletic potential.



€50,000



€0

# 7 LEAN LEMON

Helping companies measure customer satisfaction in real time

 05/2014

 [ratenow.es](http://ratenow.es)

*Cultural and experience-based industries*

## PROBLEM AND SOLUTION

B2C companies and organisations open to the public have problems in capturing feedback from the public in real time, just at the time when they have been served or had the experience and when it is most valuable. This is the case of hospitals and medical centres, user service offices, tourist facilities and stores of all kinds which still operate with paper or telephone questionnaires. At RateNow we help these organisations to listen to their customers with feedback terminals in the establishment which allow them to identify points for improvement in real time.

## MARKET

B2C companies with a brick-and-mortar establishment and minimum footfall coming to 50 customers a day. Main sectors: hospitals and medical centres, customer or public service offices, cultural and leisure facilities, shops and FMCG. Direct sales for large accounts (> 15 terminals); inbound (online for small accounts).

## BUSINESS MODEL

Monthly subscription to the service (personalised survey, terminals and display of results in real time): between €50 and €150 a month, contracts lasting 1 or 2 years depending on the number of units. Entry fee based on the number of terminals (one-time payment).

## COMPETITION

Physical pushbuttons (do not allow personalisation with multiple-choice questions): Happy or Not, Ombea, Celpax. Only software (they do not supply the physical terminal): Emtrics, Tab-Survey. Integrated solution (equivalent to RateNow): Happy-Click, Likeik, Honestly.

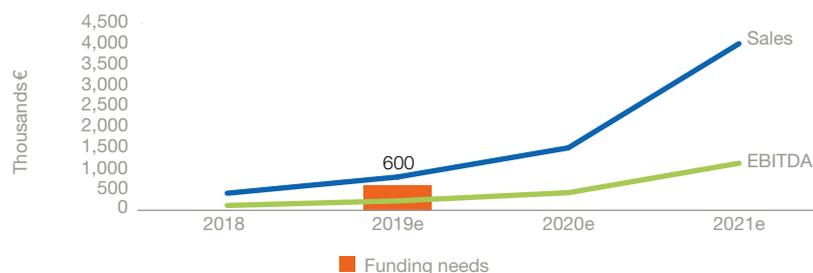
## MILESTONES

- February 2018 ● New online marketing strategy to boost inbound sales channel.
- January 2019 ● Retail penetration (28 Miró stores).
- February 2019 ● CTO joins fulltime.

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- June 2019 ● New mini line of terminals and surveys self-editable by the customer.
- September 2019 ● Close investment round.
- December 2019 ● International market penetration (3-5 countries).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €600 per month

€600,000 investment in 2019 for IT development (self-editing, close the loop, multi-channel, business intelligence) and international expansion (entry to 3-4 new countries per year), hiring of equipment to support growth, advertising campaigns and digital marketing, attending fairs and administration.

**RATENOW**  
rate here, right now

## CONTACT

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08018 Barcelona

## TEAM

 13



Albert Esplugas  
CEO



Guillermo Sánchez  
Operations



Riccardo Begelle  
Marketing



Valentino Costabile  
Finances



## ASK THE ENTREPRENEUR

Albert Esplugas Boter

**What made you set up the company? What previous relationship did you have with your potential market?**

The founders come from marketing and business administration. We believe that the future lies in the customer experience and real-time feedback.

**Which aspect of your product/service do you think attracts your customers most? Why?**

We make it quick and easy to give feedback to the brick-and-mortar establishment which traditionally found it hard to measure satisfaction in real time.

**How do you see the company in 5 years' time?**

Leading international company with thousands of terminals installed all over the world. Pioneer in developing solutions that give feedback to companies.



€44,180



€40,000

## 8 MUSICAL INSTRUMENTS INNOVATION LAB

We blend tradition and innovation to create revolutionary instruments

07/2017

[miil.es](http://miil.es)

*Cultural and experience-based industries*

### PROBLEM AND SOLUTION

Lack of physical and acoustic stability of instruments made of wood, a material that is a limiting factor when it comes to achieving improvements in sound quality and ease of use. Wood construction leads to constant mismatches, breakages that are hard to repair and injuries to hands and arms. Radar interferometry measurement technology and the development of new composite materials using acoustic engineering enables us to get stable instruments with an exceptional acoustic improvement and excellent ease of use.

### MARKET

We target the high-end segment of musical instruments at the European and global level. Annual turnover is €648 million and 216,000 units sold. Sales will be made through specialised shops in this segment in European cities by penetration through the target audience.

### BUSINESS MODEL

Manufacture and sale of high-end musical instruments. At first acoustic and classical guitars with extension of the percussion catalogue and other instruments in a second phase. The costs are broken down as follows: 20% R&D, 36% staff, 18% production and 26% marketing. Mark-up: 76%. IRR: 40%. Payback: 4 years.

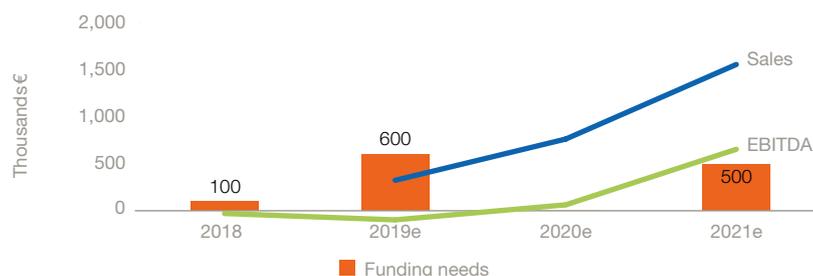
### COMPETITION

Small handcrafted luthier workshops with limited production in wood. Wood "luthier's guitar" sections from US brands with medium acoustic quality. Few carbon fibre manufacturers of mid-range guitars which exploit stability rather than acoustics properties.

### MILESTONES

- September 2017 ● Selection for the European Space Agency incubator.
- July 2018 ● Closing a €160,000 round.
- October 2018 ● Opening the 650 m<sup>2</sup> R&D and production centre in Vilassar de Dalt.
- April 2019 ● Completion of the prototypes for production of the first instrument models.
- May 2019 ● Start in the company of an industrial PhD programme in composite materials specifically for acoustics, co-directed by the research group AMADE (Analysis and Advanced Materials for Structural Design) from the University of Girona and the company.
- June 2019 ● Product pre-sale: launch of the marketing campaign and start of production and marketing.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€23,000 per month

We need €600,000 to drive the marketing stage in 2019 and scale up production and sales in 2020 with investment in a new production and marketing line.



### CONTACT

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08339 Vilassar de Dalt

### TEAM

7



David Vidal González  
CEO & CTO



Albert Martínez Jove  
Business Manager



Jorge Fuentes Gallego  
CSO



### ASK THE ENTREPRENEUR

David Vidal González

**What made you set up the company? What previous relationship did you have with your potential market?**

My passion for research and meeting customers' demands for acoustic and usability improvement that I had as a luthier.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Substantial improvement in acoustics and superior usability/convenience compared to the current market offer.

**What is the company's most significant risk and how will you tackle it?**

Dispel the mysticism associated with wood construction by supplying hybrid instruments made of stabilised wood and carbon fibre.



€66,600



€160,310

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# 9 PROPCROWD

PropCrowd helps you get the most out of your savings

06/2018 [propcrowd.com](http://propcrowd.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

The savings options we have are banks (low or no return), stock exchange (high volatility and risk) or property investment. In the latter case there are barriers: 1. Market knowledge. Our partner, the property group Forcadell which has over 60 years of experience in the market, means we have the finest experts in the industry to offer the best opportunities. 2. Search time and bureaucratic procedures. PropCrowd's technology allows you to invest quickly and efficiently: the whole process is 100% online. 3. High capital. With PropCrowd you can be a co-owner from as little as €100.

### MARKET

1) Investors: medium-high income, market savvy who want to make the most of their capital. 2) Savers: low-middle income, unfamiliar with the market, looking for secure investments. 3) Young people: millennials who are well-informed and open to innovation.

### BUSINESS MODEL

Income: 1) Initial rate of 3% of crowdfunded capital. 2) Success rate of 10% of profit. 3) Annual rate of 10% of the rent if we let the property after buying it.

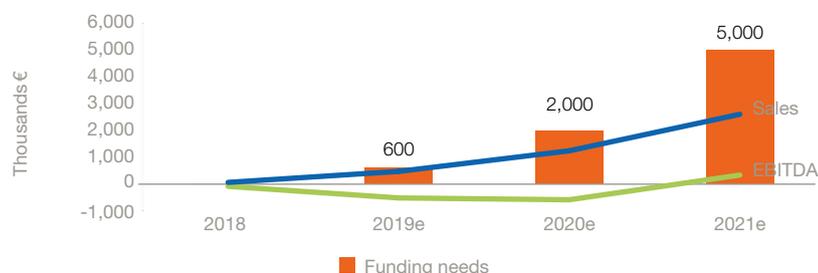
### COMPETITION

There are other crowdfunding platforms in the Spanish market. The main competitor is Housers, with 100,000 users, followed by Inveslar, with 3,000, Civislend, Privalore, Ethic, Urbanitae and Brickbro.

### MILESTONES

- October 2018 ● Platform created.
- January 2019 ● 3rd funded.
- March 2019 ● 4th funded project and 5th project in funding.
- April 2019 ● Close €600,000 funding round.
- Start of projects in Dubai; objective, 3 opportunities in 2019.
- January 2020 ● Multiply 2019 metrics by four.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€16,000 per month

We are looking for €600,000 during the first half of 2019 which we will allocate as follows: 28% Dubai team, 26% Barcelona team, 21% technology, 15% marketing, 8% administration, 2% contingencies. We have €150,000 committed.



### CONTACT

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 08003 Barcelona

### TEAM

5



Miquel Manzanas López  
Co-Founder & CEO



Oriol Plana Masiques  
Co-Founder & COO



### ASK THE ENTREPRENEUR

Miquel Manzanas López

What made you set up the company? What previous relationship did you have with your potential market?

We have another start-up (HiGuests). Our customer is the property investor. They get very high returns but need a lot of capital.

Which aspect of your product/service do you think attracts your customers most? Why?

The democratisation of property investment.

What is the company's most significant risk and how will you tackle it?

Searching for good opportunities abroad. We are working with spider software which tracks opportunities across various platforms.



€30,000



€200,000

# 10 SEC2SKY

We prevent drones from invading our customers' privacy

02/2019

[sec2sky.com](http://sec2sky.com)

*Industrial systems, industry 4.0 and 3D*

## PROBLEM AND SOLUTION

There are more and more conflicts related to drones. Detecting them, identifying them and mitigating them is an increasingly widespread need. At present there are no truly practical and effective solutions. SEC2SKY has developed drone detectors which are interconnected in the cloud to enable our customers to protect their privacy from anywhere, farm out monitoring to a security service and be part of a network of sensors with the potential to cover the whole of Spain.

## MARKET

This is a market with enormous growth potential. Starting with law enforcement agencies, public bodies and critical infrastructures, once the domestic business is established it will expand across Europe and the rest of the world.

## BUSINESS MODEL

The business model is selling the sensors, their recurring maintenance and annual user licences to access our cloud control platform.

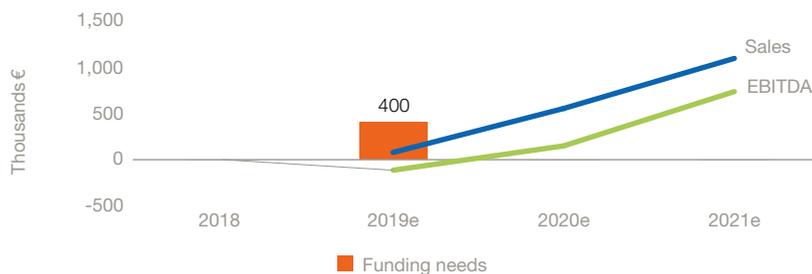
## COMPETITION

Our competition is DEDRONE, although their product approach is aimed at protecting just one building and does not have our modularity and scalability approach as a sensor network. We have no competitors in value for money.

## MILESTONES

- November 2018 ● Creation of the MVP.
- December 2018 ● Validation of the MVP with law enforcement agencies.
- February 2019 ● First real field tests.
- July 2019 ● Law enforcement agencies test the final product for three months.
- October 2019 ● First products on the market.
- November 2019 ● First product sales.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€30,000 per month

We need €400,000 in funding to create the final product and establish the structure needed to be able to go to market.



## CONTACT

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## TEAM

4



Emili Eced Vilaró  
CEO

## ASK THE ENTREPRENEUR

Emili Eced Vilaró

What made you set up the company? What previous relationship did you have with your potential market?

The doctors decided not to let me fly drones, so I decided to use my knowledge to bring them down.

Which aspect of your product/service do you think attracts your customers most? Why?

The fact that it is a product which makes it possible to control multiple locations from a central console and take action straight away.

How do you see the company in 5 years' time?

I see SEC2SKY as a leading company in Europe, viewed as professional, reliable and innovative.



€95,000



€0

# 11 SENSING SOLUTIONS

You have a problem, we have the solution



01/2016



sens.solutions

*Health, wellbeing and life sciences*

## PROBLEM AND SOLUTION

The amount of bacteria and the quality parameters in cooling towers and in the air are not known in real time and this hinders action. We offer a fully autonomous water monitoring and treatment system with latest generation electrochemical sensor technology to monitor facilities in real time. It does not generate toxic products. In addition we use Big Data technology and machine learning for preventive treatment thanks to its predictive system. Our solution includes a system of alarms and sending data to various devices in real time when the parameters go out of their ranges. The device is maintained online so it requires minimum in-person control.

## MARKET

At the moment we have a pilot scheme at Hospital del Mar with air quality monitoring systems and bacteria control in real time for the operating theatres and in the oncology and A&E rooms. We have direct access to our customers in the case of 5-star hotel chains and through influencers in the rest of cooling tower and hospital control situations.

## BUSINESS MODEL

The business model consists of selling the monitoring and processing system and a data maintenance, management and interpretation service. We have a 30% margin on the products and 35% on maintenance, which is our main source of income.

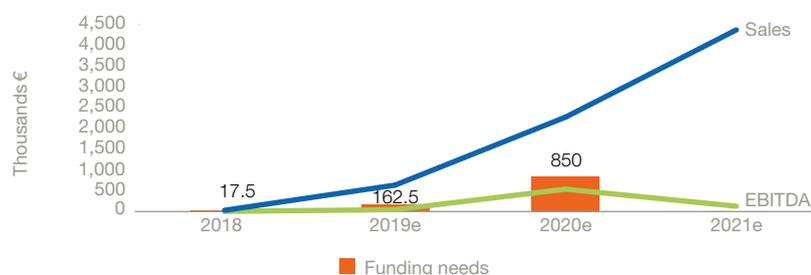
## COMPETITION

There are various control systems but in no case are they fully automated and most of them require highly qualified personnel. In general treatment and control systems are tasked with maintaining a constant concentration of biocide regardless of whether or not the system needs it.

## MILESTONES

- October 2015 ● Winners of the EcoEntrepreneur XXI award.
- June 2018 ● Getting SME Phase I - H2020.
- February 2019 ● Getting Startup Capital.
- April 2019 ● SME Phase II.
- September 2019 ● Installation of the first smart legionella monitoring pilot.
- October 2019 ● Certification of the commercial air quality monitoring device.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€950 per month

Currently our funding needs are largely for implementing the smart system for monitoring and treating legionella in cooling towers. The round would also cover protecting intellectual property, patents, trade secrets and utility models which will efficiently safeguard all the technology, commercial and marketing areas. We need €300,000 by the end of 2019 to cover all costs and validate and certify the product.

# Sens Solutions

## CONTACT

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## TEAM

6



Silvia Gómez Montes  
CEO  
[in](#)



Marck Collado Sebastia  
CTO  
[in](#)

FOMENT UP

InnoRocket  
Acceleration Lab del Vallès

MedTe  
Accelerator Tecnologies i Innovació  
PCB-IB

Netmentora  
by Réseau Entrepreneurs  
CATALUNYA

Youth Business  
Spain  
la referencia global en emprendimiento joven

## ASK THE ENTREPRENEUR

Silvia Gómez Montes

**What made you set up the company? What previous relationship did you have with your potential market?**

I had been developing sensors for many years and saw how potential sensors were kept in research centre drawers because no one was looking for a way to use them. I submitted a swimming pool water monitoring system to an idea generation programme at the UAB. After winning the EcoEntrepreneur XX, I set up the company.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Process automation. Right from the outset we have been very close to the customer to explore their needs and how to meet them; this has meant that the customer has informed the design of the product.

**What is the company's most significant risk and how will you tackle it?**

Retaining highly qualified personnel. We will tackle it with equity interests and allowing them to work part-time at the company. We work on a project basis, not by time, and also with teleworking and continuous connection to the team to resolve issues. A very diverse and flexible team is our great advantage.



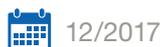
€60,000



€40,000

# 12 SOUNDS MARKET

Marketplace which meets musicians' needs



12/2017



soundsmarket.com

*Industrial systems, industry 4.0 and 3D*

## PROBLEM AND SOLUTION

We musicians go to many different platforms to cater for some of our main needs: buying and selling second-hand instruments, renting sound equipment, rehearsal rooms, recording studios, classes and instrument repairs, etc. After extensive research we identified the main needs to be met, and 95% of more than 500 musicians surveyed told us that they would use a specialised marketplace like the one we were proposing. The app is now available in Spain, has been downloaded by more than 15,000 musicians and is proving extremely successful.

## MARKET

Potentially there are 2 million people in Spain interested in our app. An achievable milestone is to end the year with 100,000 users, and later we will internationalise to grow more. We have significantly optimised our user acquisition campaigns on social media to achieve this target.

## BUSINESS MODEL

Commission for each transaction (the average receipt for published ads is more than €500). Subscription model for professional users (music shops, etc.) in exchange for unlimited ads and more visibility. Pay to highlight ads.

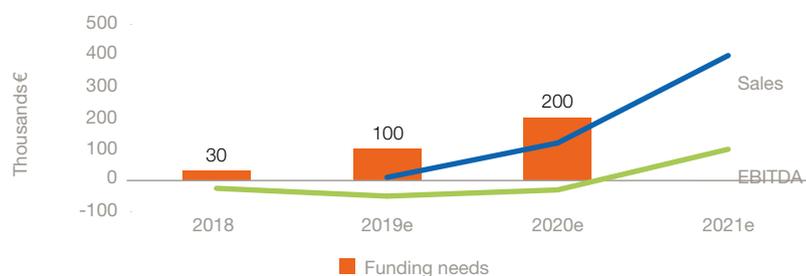
## COMPETITION

Horizontal marketplaces with no specialisation in music: Wallapop, Milanuncios, Vibber, Facebook Marketplace, etc. Instrument-specific marketplace with no other categories for the musicians' community: Reverb.com.

## MILESTONES

- June 2018 ● 2nd Creamedia Prize from Barcelona Activa.
- January 2019 ● Finalists in the "Lánzate 2018" programme from over 130 start-ups.
- February 2019 ● More than 15,000 downloads of the app in Spain.
- May 2019 ● Publication of the marketplace website.
- December 2019 ● 1,000 products transacted through the platform.
- 70,000 downloads of the app in Spain, 100,000 registered users (including website).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€2,500 per month

We want to do a €200,000 round in early 2020 (having already invested €100,000 from the entrepreneur partners and FFF in 2018 and 2019 and having had DayOne or ENISA financing) to increase investment in marketing and sales conversion, grow the team and start scaling Sounds Market internationally across Europe.



## Sounds Market

### CONTACT

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### TEAM

3



Pau Agustí  
CEO



Jordi Agustí  
Co-Founder



Guillem Batalla  
Co-Founder



### ASK THE ENTREPRENEUR

Pau Agustí Esmerats

**What made you set up the company? What previous relationship did you have with your potential market?**

As musicians we saw the need to create a specialised marketplace platform in our community.

**Which aspect of your product/service do you think attracts your customers most? Why?**

The specialisation and added value provided by features which include more than just buying and selling instruments.

**What is the company's most significant risk and how will you tackle it?**

Logistics, shipping instruments. We are looking for a strategic partner to improve the solution we have at present.



€40,000



€60,000

# 13 THE KIWI HOMES

We sell and build houses in the same way that cars are sold and manufactured

09/2017 [thekiwihomes.com](http://thekiwihomes.com)

*Industrial systems, industry 4.0 and 3D*

### PROBLEM AND SOLUTION

In the traditional construction process the methodology does not control onsite production processes. This leads to delayed handover times and increased costs for the end customer. We have devised our proprietary modular system which enables us to control the manufacturing process of properties (houses and buildings) in a factory which means we can guarantee handover time and the cost of the property without overruns (off-site construction). Kiwi guarantees a fixed price and exact handover.

### MARKET

The construction market is the second biggest in Spain; mobile construction is growing by 40% per year. We have five distribution channels for our products/services (crowdfunding, website, real estate agencies, developers and our own sales team). We reach the end customer (B2C) and property developers (B2B).

### BUSINESS MODEL

B2C and B2B model with direct sales to end customers (with or without a mortgage) and partnerships with architects. Construction for property development. Own property development (internal project management). Approximate 25% margin per project (houses or blocks up to six storeys). Operating costs: management and design team; rest, subcontracting (factory labour).

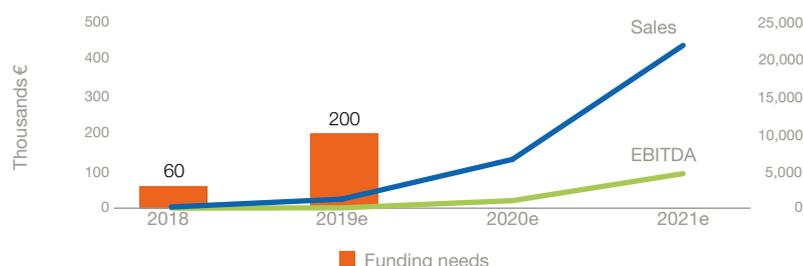
### COMPETITION

InHaus, Donacasa and Prêt-à-Porter are other modular construction companies. We differentiate ourselves by our more competitive prices and with a higher percentage of the production process in the factory (85%). Compared to conventional construction we build faster with greater quality and with fixed prices and term.

### MILESTONES

- December 2018 ● MVP validated (property sold by crowdfunding platform).
- July 2019 ● Entry of private investors (Business Angels Girona) with €60,000.
- February 2019 ● Third property sold.
- February 2019 ● €5 million pipeline (includes housing and buildings).
- May 2019 ● Closing €200,000 funding round.
- September 2019 ● Kiwi Homes own property development.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€9,500 per month

We are looking for €200,000 to capitalise our pipeline. We will invest the money in our marketing actions to continue getting leads (3 per week) and expand our pipeline as well as in our team in terms of both sales and also architects and designers.



### CONTACT

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### TEAM

6



Andrés Navarra  
CEO



Patricio Hunt  
Partner & engineer



Carles Serradell  
Partner & sales



Alan Lapid  
COO

### ASK THE ENTREPRENEUR

Andrés Navarra

**What made you set up the company? What previous relationship did you have with your potential market?**

The impossibility of getting decent housing without paying extra costs due to mismanagement. To innovate in an industry which has innovated less than the hunting and fishing sector over recent years.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Our designs, the quality of the end product and our customer orientation. This is shown by getting three leads per week asking us about our models.

**How do you see the company in 5 years' time?**

Market leaders in modular construction housing and working on both B2B and B2C projects.



€40,000



€60,000

# 14 VENVIROTECH BIOTECHNOLOGY

From waste ... to value

04/2018 [venvirotech.com](http://venvirotech.com)

*Chemistry, energy, resources and circular economy*

## PROBLEM AND SOLUTION

8 million tons of plastic go into the sea each year and it is expected that by 2050 there will be more plastic than fish. VEnvirotech seeks to end the global plastic pollution problem by giving the market a biodegradable bioplastic from a very common renewable source: organic waste. The technology to achieve this is a proprietary and portable biotechnology process which uses bacteria that feed on organic waste and produce the bioplastic with direct applications in packaging, biomedicine and 3D printing.

## MARKET

The waste market is worth €95 billion a year in Europe and the plastics market €340 billion. We will reach the market by setting up a network of bioplastics producers and sell bioplastics at a competitive price.

## BUSINESS MODEL

We have two B2B business models: one model offers our customers a portable waste management service which is installed in their home and the other is manufacturing and selling biodegradable bioplastics. In the management plant services model we have a 20% margin and in the bioplastics sales model a 70% margin.

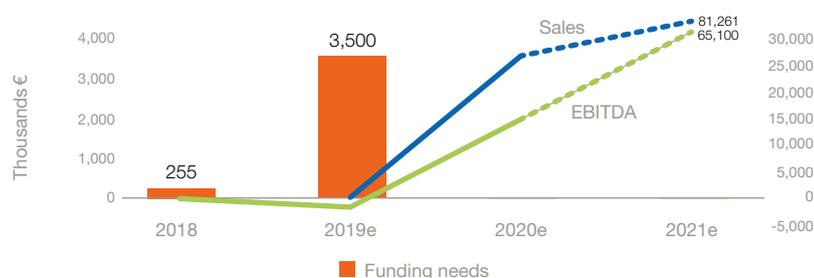
## COMPETITION

There are two types of solutions for the markets we target: firstly, conventional waste managers which recover waste for biogas or composite (Valoriza, Urbaser, etc.) and secondly, biodegradable bioplastics producers (Novamont, BASF, Bio-On, etc.).

## MILESTONES

- August 2018 ● Entering the Repsol "Entrepreneurship Fund" start-up accelerator.
- October 2018 ● First investment round for €255,000.
- January 2019 ● Installation of a pilot plant in a real environment at bonÀrea Agrupa SA.
- September 2019 ● Market launch of waste management plants as a service.
- January 2020 ● Second investment round for €4 million.
- April 2020 ● Second investment round for €4 million.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€8,500 per month

We need €4 million by January 2020. The round has two phases. First phase: validation of the waste management plant business model to build the business structure to produce portable technology as a service (€2 million). Second phase: when we extract bioplastic on an industrial scale to build the commercial structure (€2 million). Money committed: €2.8 million.



## CONTACT

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## TEAM

7



Patricia Aymà  
CTO



Noelia Márquez  
COO



## ASK THE ENTREPRENEUR

Noelia Márquez

**What made you set up the company? What previous relationship did you have with your potential market?**

VEnvirotech came out of the studies of the cofounder, Patricia Aymà, who created a method for producing bioplastics on an industrial scale.

**Which aspect of your product/service do you think attracts your customers most? Why?**

Bioplastic's swift biodegradability and the financial savings achieved by the organic waste generator.

**What is the company's most significant risk and how will you tackle it?**

High bioplastic demand means we need large quantities. We make automated and autonomous plants which enable the scalability of the process.



€15,000



€255,000