

25th edition

Barcelona  
& Catalonia  
Startup Hub

# INVESTMENT

# FORUM

# 2020

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Catalogue of companies

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**ACCIÓ**



Generalitat de Catalunya  
Government of Catalonia

[accio.gencat.cat](http://accio.gencat.cat)

# ACCIÓ

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Ministry of Business and Knowledge  
ACCIÓ, Agency for Business Competitiveness

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Dear Colleague,

In conjunction with the 25<sup>th</sup> edition of this event which we would like to celebrate in a special way, we are pleased to present this year's Investment Forum catalogue which contains key information about 50 of the start-ups with the most potential in Catalonia. This edition will be the same as in previous years, yet also completely different. In 2020, the Forum is entirely virtual although it does maintain the spirit of being the first large window onto the world of the Catalan start-ups with the greatest reach.

First of all, I would like to mention that the Forum is an event which primarily brings together and connects investors and entrepreneurs, yet one which is increasingly grabbing the attention of small and large companies in Catalonia. They are keen to take part because of the interest they have in the innovation potential of the businesses involved and the opportunities for partnership. Last year's figures, for example, show that this is an event which is gaining ground year after year: almost 650 attendees, 400 networking meetings, etc.

Secondly, I would also underline that it is precisely these emerging companies which are often engaged in carrying out technological projects in sectors which, especially over recent months, have proved to be crucial for our economy such as ICT, health and other technologies. The innovative and competitive post-COVID economy calls for emerging companies – along with investors to invest in them – to help drive the new economy forward. Indeed, the start-ups which have featured in the last ten editions of the Forum have managed to raise almost €283 million.

### **Enhancing the entrepreneurial ecosystem through funding**

We know how important it is for these emerging companies and also for society and the new economy to have the resources and most of all the expertise which private investors bring to them. If they succeed in implementing their projects, they can improve the lives of many people and make production processes more efficient and tailored to consumers. The partnership between people who have the capital and additional resources (time, expertise, experience and contacts) and people who have the talent and ideas is crucial for the growth of these companies and consequently of the Catalan economy.

In the COVID-19 era, public-private partnership to support the entrepreneurial community is also essential. Initiatives such as this Investment Forum along with others which have been resolutely promoted for years by ACCIÓ, including the Private Investors Network, coupled with driving some of the first venture capital funds, for instance the In-vereedy Seed Fund, are indispensable for underpinning this ecosystem.

As a result a pool of private investors has been assembled in Catalonia which features business angels, investment clubs, family offices, large businesses, foundations, private investor networks, crowdfunding platforms, invoice trading, etc.

So we are on the right track, particularly in recent years when private investment has gained in strength and size and the country has become an outstanding hub for start-ups in Europe. Catalonia has been and still is a land of entrepreneurs. We have many assets which help to build an ecosystem that would be hard to reproduce anywhere else: world-class technology and science parks, research and technology centres, business accelerators, etc.

Today there are over 1,500 start-ups (64% of them engaged in industry 4.0 technologies) generating more than 16,900 jobs. Catalonia has the resources needed to fast-track the transformation of its production network (businesses in IoT, 3D printing, blockchain, artificial intelligence, etc.). Plus Barcelona is also the third European city chosen by founders to set up a start-up after London and Berlin.

### **Catalonia, more competitive due to international connections**

As it has done for nearly two decades, the Catalan Government is continuing to invest through the Directorate General for Industry and ACCIÓ in publicising, raising awareness and mentoring Catalan companies in current funding formats and options as a way of making the business community more competitive.

At present, however, the internationalisation of the ecosystem is critical: further efforts are needed to secure connections with other leading ecosystems abroad while driving the attraction of international funding together with access to knowledge, new business models, talent, R&D and international markets.

This year, the Netherlands has been invited to the Investment Forum, a country with a high density of start-ups around Amsterdam and which has earned an enviable position among the best in Europe. Large corporations and new start-ups operate side-by-side in an entrepreneurship- and innovation-friendly environment.

To conclude, I would note that the Forum and this catalogue is now firmly established as a showcase for some of the Catalan projects with the greatest international reach, and this has been made possible by sharing success stories and building Catalonia's entrepreneurial ecosystem together.

Our appreciation goes out to prospective investors for their key role in enhancing the economy and the ecosystem. Thank you for being part of it.

I hope you all have an extremely successful 25<sup>th</sup> Forum.

**Joan Romero i Circuns**  
**ACCIÓ CEO**

# The Netherlands, guest country 2020

## NETHERLANDS MACROECONOMIC TABLE 2019

<b>Economic growth</b>			<b>GDP (PPP)</b>	<b>GDP per capita (PPP)</b>
2019	2020	2021	1,028,581 M\$	59,693.4 \$
1.7%	-5.4% (e)	4.0% (e)		
<b>Inflation</b>	<b>Unemployment</b>	<b>Public debt</b>	<b>Current account balance</b>	
2.7%	3.4%	48.4% of GDP	9.9% of GDP	

Source: WEO (IMF), October 2020.

(e) estimate

## TRADE RELATIONS

### CATALONIA → NETHERLANDS

#### Main exports (2019):

- Vehicles (20.0%)
- Fuel (11.1%)
- Plastics (8.0%)

**Total exporters (2019):** 2,873

**Regular exporters (2019):** 1,821

**Catalan subsidiaries in the Netherlands (2019):** 111 Catalan subsidiaries of 94 parent companies (>10% capital)

### NETHERLANDS → CATALONIA

#### Main imports (2019):

- Machinery (10.8%)
- Plastics (8.1%)
- Electrical appliances and equipment (7.8%)

#### Dutch companies in Catalonia (2019):

622 Dutch subsidiaries of 508 parent companies (>50% capital)

Source: ICEX-ESTACOM, ICEX - Profile of Spanish exporters

## START-UP ECOSYSTEM

-  Over 7,500 start-ups
-  Over 85 accelerators and incubators
-  €1,804 M invested in 2019
-  Over 400 venture capital funds
-  Over 8 innovation hubs

### No. 1 fastest growing start-up ecosystem in Europe

- Amsterdam takes 12th place in Start-up Genome's Global Ecosystem Ranking 2020 (and 3rd in Europe).
- Amsterdam comes in at 4th place globally and 2nd in Europe in the Savills Tech Cities Index 2019, which measures the most successful cities for tech and start-up companies.

Sources: Techleap.nl and lamsterdam.com

## ACCIÓ AMSTERDAM OFFICE SERVICES FOR START-UPS

- Survey and immersion service in Amsterdam's ecosystem
- Search for marketing channels
- Search for provisioning/prototype channels
- Search for partners and investment
- Support for establishing Catalan companies in the Netherlands (soft landing, search for partners, setting up the company, finding a location, etc.)
- Identification of calls, open innovation programmes, public tenders, etc.

## CONTACT INFORMATION

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## KEY



Company founded



Website



Monthly burn rate



Team

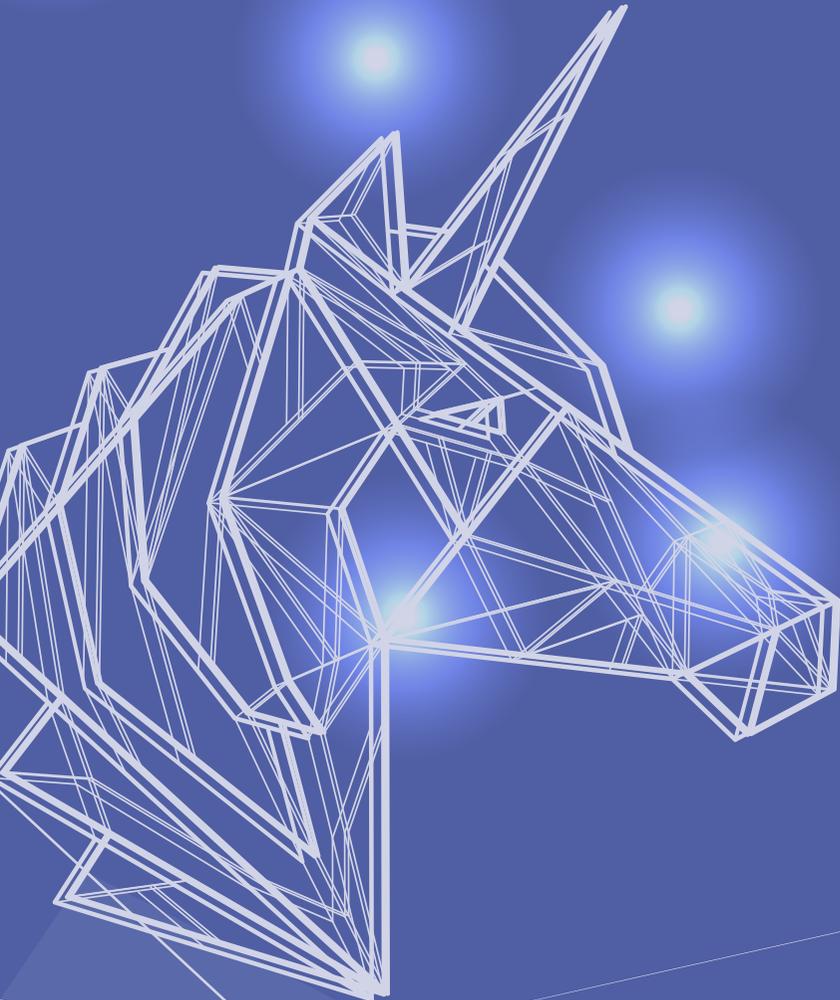


K invested by the team



External K raised

# Life and health sciences



# THE LIFE SCIENCES IN CATALONIA

 **1,205**  
COMPANIES

 **19,767**  
TURNOVER (M€)  
(2018)

 **55,440**  
WORKERS  
(2018)

 **3.5%**  
GDP

 **89** RESEARCH  
ORGANISATIONS

## FOREIGN INVESTMENT

**36.7%**

CAPITAL  
INVESTMENT  
IN SPAIN  
(2015-2019)

**38** PROJECTS  
(2015-2019)

**573** M€ CAPITAL  
INVESTMENT  
(2015-2019)

MAIN TRADING  
PARTNERS

**GERMANY | FRANCE | USA | ITALY**

## EXPORTS

**87%** PHARMACEUTICAL  
SECTOR

**38.1%** IN SPAIN

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

 QONA  
THERAPEUTICS

€30 million (2020)

 ASABYS  
PARTNERS

 Fund+  
Impacting Life Sciences

 bpi france



 ALTA  
LIFE SCIENCES

 YSIOS  
CAPITAL

 accuretherapeutics  
A journey of discovery

€7.6 million

 ALTA  
LIFE SCIENCES

 CDTI

 Qida

€3.6 million

 Creas  
Un mundo  
con  
sentido

 Ship2B  
ADVENTURES FOR A BETTER WORLD

 FONDO  
BOLSA SOCIAL

## Examples of attracting foreign investment in this area



**TOWA**  
PHARMACEUTICAL

Pharmaceutical firm Esteve announced that the Japanese company in the same industry is to acquire 100% of Pensa, the Catalan enterprise's generic drugs division. €320 million invested.

 MERCK

The pharmaceutical firm plans to enlarge its chemical plant. 125 jobs created. €60 million invested.

 zoetis™

The company specialises in producing medicines and vaccines for animals and has expanded its Catalan plant. 100 jobs created. €45 million invested.

## OPPORTUNITIES

 GERMANY | USA | ITALY | SINGAPORE | AUSTRALIA | FRANCE | JAPAN  
SWITZERLAND | CANADA | HUNGARY | NIGERIA | THAILAND | COLOMBIA | INDIA  
LUXEMBOURG | TAIWAN | COSTA RICA | IRELAND | MEXICO | TURKEY | CROATIA  
GHANA | PANAMA | CHILE | DENMARK | ISRAEL | UNITED KINGDOM | CHINA

# 1 AIMENTIA HEALTHTECH

Artificial intelligence for the new era in mental health

Health, wellbeing and life sciences

06/2019

## PROBLEM AND SOLUTION

One in four people worldwide suffers from a mental disorder. Seventy-four per cent receive no care, 50% of diagnoses are wrong and more than 40% of patients drop out of therapy or treatment. This is seven times the social cost of cardiovascular disease. Aimentia Health brings together all the resources of telemedicine and data analytics in a pioneering data-driven model to increase diagnostic accuracy, reduce dropout rates and make objective, personalised decisions for each patient by empowering professionals and fostering therapy adherence by patients.

## MARKET

Aimentia is at the crossroads of the growing markets for digital health (\$509 bn), mHealth software (\$236 bn) and artificial intelligence + big data (\$300 bn). Our customers are healthcare practitioners, hospitals, research institutions, insurers and pharmaceutical firms as well as patients.

## BUSINESS MODEL

Aimentia is divided into two models: software as a service (SaaS) for professionals, hospitals and patients (B2B2C) + (EAP for companies). As it is highly scalable and versatile, it can be tailored to other customers in the ecosystem in a modular way as a second data as a service (DaaS) model for research centres, pharmaceutical firms and insurers (B2B).

## COMPETITION

The competition is in two segments, marketplaces or specific software tools without holistic computerisation or AI. Some competitors: Monsenso, Teladoc, Triduum, 7cups, Talkspace, Betterhelp. Aimentia integrates the two aspects with a distinct competitive advantage.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€17,000 per month

Bridge loan open from November 2020 to February 2021 and with seed round closing in April 2021 for €1.2 M. Private investment is accompanied by non-dilutive funds. Use of the funding: consolidation of the team and advisory board, clinical and product validation for users, regulatory for CE marking, clinical research and testing collaboration, communication and awareness marketing, and business/strategic development. Increase initial marketing traction and rapid scalability.

## MILESTONES

- 12/2019** IP, GDPR and HIPAA regulation.
- 02/2020** MVP in a controlled clinical environment.
- 08/2020** First version on the market.
- 12/2020** Clinical trials and validating anxiety and depression research with early.
- Q1/2021** Wearables and multilingual support.
- Q2/2021** Research strands in pharmacology + organic spectrum + regulatory.



4



€20,000



€0



[www.aimentia.com](http://www.aimentia.com)

## CONTACT

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## TEAM



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Emilio Tomás  
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## ASK THE ENTREPRENEUR | Edgar Jorba

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

Disenchantment with a conventional/outdated system which is complicit in the fact that our specialists do not have the resources they need to address the mental health crisis.

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

In a sector where human interaction and empathy is essential, Aimentia is at the technological and scientific forefront to enhance the clinical process.

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

We want to be the best partner of mental health professionals and research. To be the leader in therapeutic standardisation and innovation cloud services.

# 2 AORTYX

The ultimate solution for aortic diseases

Health, wellbeing and life sciences

 10/2018

### PROBLEM AND SOLUTION

Aortic aneurysms (AA) have an incidence of 2.5-6.5/1000 people/yr. An AA may weaken the aortic wall to the point that it dissects, resulting in an aortic dissection (AD). ADs are often fatal (up to 50% mortality) and have an estimated worldwide incidence of 6/100k people/yr. Aortyx has developed a game-changing patch for the treatment of AD. In contrast to the rigid stents currently used, this patch is made using a fully biodegradable polymer produced by electrospinning in order to achieve the same biomechanical characteristics as the healthy human aorta.

### MARKET

The global addressable market for AA and AD was valued at >2.5 \$Bn in 2019, with a CAGR of 5.1%, driven by the rising prevalence of aortic aneurysms within an aging population. Aortyx will access this market by licensing the technology to one of the three main manufacturers already in it.

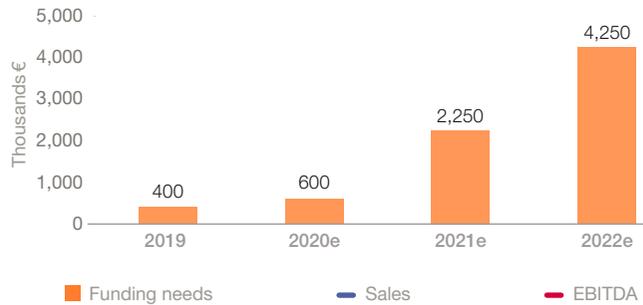
### BUSINESS MODEL

The business model is focused on licensing the technology to a third party or being acquired by one of the largest manufacturers.

### COMPETITION

Aortic stent grafts are our technology's main competitors. Medtronic, Gore and Cook hold a market share of more than 90%. Aortyx improves the scope, service life and simplicity of such devices by changing the current approach, which has not been challenged since the 1990s.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €4,000 per month

Aortyx is looking for a series A round of €8M to pave the road to market, which includes industrialisation of the product, regulatory testing and clinical trials. The main cost drivers will be manufacturing and clinical trials.

### MILESTONES

- 01/2020** ○ First successful animal tests.
- 03/2019** ○ PCT presentation for patch technology.
- 11/2019** ○ Closure of the seed round (€650.000).
- 10/2020** ○ Acute animal testing.
- 06/2021** ○ Design freeze.
- 12/2021** ○ First human trials.



10



€20,000



€650,000



 aortyx.com

### CONTACT

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### TEAM



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CTO  




**Vicenç Riambau**  
CMO



**Salvador Borrós**  
CSO

### ASK THE ENTREPRENEUR | Jordi Martorell

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

Its innovative nature, differences with respect to the competition, life-saving potential.

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

Technical risks. Our team's strong scientific background and collaboration with renowned surgeons should minimise such risks.

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

Licensing their first technological innovation and conducting clinical trials for the second one.

## 3 CREATSENS HEALTH

*A new diagnostic platform for health monitoring*

Health, wellbeing and life sciences

 09/2017

### PROBLEM AND SOLUTION

Impaired kidney function can lead to very serious problems which in some cases can be fatal. Currently, more than 90 million people in the European Union and hundreds of millions worldwide suffer from some degree of chronic kidney disease, a very high prevalence state with serious health effects. Early detection and control of the disease is crucial to lessen future harm. Our solution will provide this detection by determining key markers, providing better quality of life for the patient and cutting healthcare system costs.

### MARKET

The potential market is 735 million people, or 10% of the world's adult population, which is the percentage of the population suffering from some stage of kidney disease. We will reach it through a distribution licence with a large pharmaceutical firm such as Fresenius, Vifor or Diaverum.

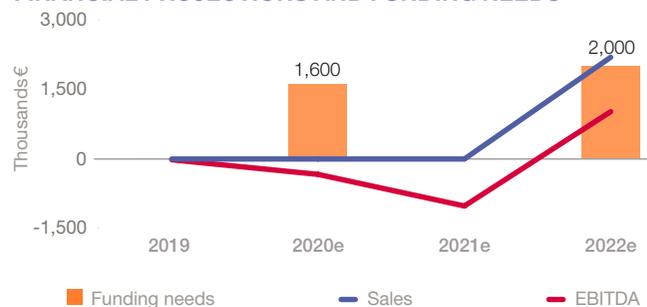
### BUSINESS MODEL

The revenue model will be based on a licence agreement with a 10-15% royalty per device and disposable sale. The distributor will use a per use and subscription revenue model based on payment for each used (disposable) paper sensor or monthly subscription on the range of use.

### COMPETITION

Competitors Abbot and Roche have high-performance devices but need a medical specialist to perform the analysis and feed the information into the medical system. Others, such as Nova Biomedical, have biochemical sensors at a more affordable cost but also require medical staff.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €22,755 per month

The resources required to go to market are €3.6 M, needed to develop the prototypes, for the end product and for the regulatory clinical trials. This money will include outlay on product manufacturing and the clinical and regulatory validation required to earn CE marking. Our intention is to open an investment round towards the middle of this year, 2020.

### MILESTONES

- 09/2014** Development of chemical sensors on paper substrate, thus considerably cutting production costs.
- 05/2018** First prototype: integration of sensor technology, miniaturisation of instrumentation and validation of the chemical sensors with over 700 blood samples.
- 11/2019** Second prototype: single-use cartridges for detecting parameters for screening chronic kidney disease directly in blood and a connected autonomous unit.
- 09/2020** Start of clinical validation of the second prototype.
- 05/2022** Clinical validation and CE regulation achieved.
- 01/2023** Licensing agreement with a major pharmaceutical company.



4



€4,000



€125,000



# renalyse

 renalyse.com

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CMO  


### ASK THE ENTREPRENEUR | Adrià Maceira

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

Improved quality of life for kidney patients since they do not need to go to the hospital so often to have their condition checked.

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

There is a technological risk in the measurement of biomarkers in capillary blood, a financial risk until the start of sales and a regulatory risk.

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

I see it as a leader in telemedicine diagnostic devices and delivering better quality of life in society.

## 4 DROPLITE TECHNOLOGIES

*Smart device for rapid in-vitro medical testing*

Health, wellbeing and life sciences

 12/2018

### PROBLEM AND SOLUTION

The detection and quantification of diseases and other health conditions based on immunoassay testing is an area lacking in innovative solutions, as it is still dominated by the traditional laboratory services. They are slow (next day results), expensive and require specialised technicians to perform tests. DROPLITE offers an automated and miniaturised diagnostics device based on a reader + disposable cartridges concept that performs tests in approximately 10 min from a single sample drop (typically capillary blood) collected directly at the point of need (clinics/hospitals) and at a competitive price.

### MARKET

Our tangible market is the whole immunoassay diagnostics field, which was valued at \$20 Bn in 2018. Our entry markets, which we have validated with our industrial partners, are: (i) human fertility treatments for the quantification of sex hormones, (ii) human allergies and (iii) veterinary medicine.

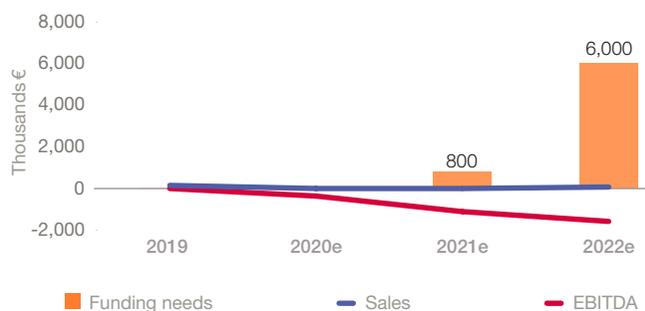
### BUSINESS MODEL

We are a B2B business selling our testing platform, which comprises a reader & individual test cartridge, to partners (pharma companies) that are already established in the target market (hormones, allergies) leading to sales/distribution to end users: hospitals & clinics. Droplite's revenue logic is built on the Nespresso model.

### COMPETITION

Both big pharma companies and start-ups are investing in immunoassay smart diagnostics, and some are even working on similar lab-on-a-chip concepts. In human health: Abionic, DST, ThermoFisher, Biomerieux, Siemens and ALK. In veterinary medicine: Zoetis, IDEXX, IDVet, Virbac and Heska.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €20,000 per month

We are currently raising a seed round of €800,000 (€150,000 already committed) expected to close Q1 2021. This funding will help us set the industrial design and manufacturing development of our first product for the coming 18 months and finalise the final validation of our two key markets: human fertility and veterinary medicine. Series A valued at €6 M planned for 2022.

### MILESTONES

- 01/2019** Signed development contract with pharmaceutical company.
- 01/2020** First investor committed, winning the InsudPharma Best Startup Award.
- 02/2020** Won several grants: Neotec, Acció Startup Capital, EIT Health and Retos.
- 12/2020** Validation study of estradiol hormone on +20 samples, preliminary results of malaria project and industrial design of our MVP.
- 02/2021** Seed round closure.
- 03/2021** MVP ready, estradiol hormone study of +100 samples, veterinary study +100 samples and 3 new patents.



4



€20,000



€0

ICFO<sup>R</sup>

  
Parc Científic de Barcelona  
UNIVERSITAT DE BARCELONA

# DROPLITE

 droplite.com

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Rafael Porcar  
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Romain Quidant  
Advisor  


### ASK THE ENTREPRENEUR | André Guedes

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

The invention of a new medical diagnostic device based on an innovative optical system. I have a science background & experience in biomedical applications.

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

Our device provides a new way to test for diseases and health conditions that is faster, less invasive, easy to use and at a very competitive price.

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

Our goal is to hit the market at the end of 2022. I see Droplite earning significant income while continuing to innovate and explore new markets.

## 5 FLOMICS BIOTECH SL

*Early detection of cancer using liquid biopsy with circulating RNA*

Health, wellbeing and life sciences

 10/2018

### PROBLEM AND SOLUTION

Cancer has a major impact on society, with 18 million new cases and 10 million deaths in 2019 alone. Late diagnosis is associated with low survival rates and high treatment costs. Current detection methods are either inaccurate or invasive. There is currently no test that is so accurate in detecting and identifying multiple types of cancer that it can be implemented in a clinical setting. The Flomics test has been designed specifically with this fact in mind. From a blood sample, we quantify RNA molecules and obtain a diagnosis of the disease.

### MARKET

The oncological diagnostic market currently exceeds \$144 billion and has an annual growth rate of 7%. Our liquid biopsy helps in early diagnosis, thus saving both lives and money for health care systems. To bring it to market, we will have the collaboration of hospitals and clinics.

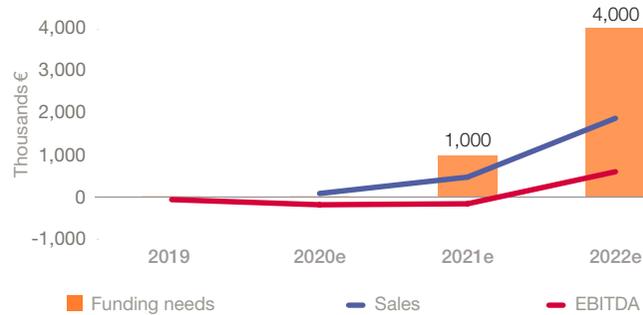
### BUSINESS MODEL

We work with a diagnostic as a service model, charging for each blood sample analysed. The costs of the laboratory method are directly proportional to turnover and data analysis is automatically performed in the cloud, making the service highly scalable.

### COMPETITION

Our main competitors are companies such as Cancerseek, GRAIL and Freenome which offer new-generation liquid biopsy technologies for the detection of multiple illnesses. These companies use DNA molecules, unaware of the potential of RNA as a dynamic and more informative molecule.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €20,000 per month

We need €1M in 2020-2021 to finance R&D expenses and to finish the clinical validation of our first diagnostic biomarker model for colon cancer and its expansion for lung and breast cancer detection. We want these funds to be distributed as follows: €500,000 in public subsidies and €500,000 from a round of crowdfunding and business angel funding.

### MILESTONES

- 11/2018** ○ Proof of concept for colon cancer screening.
- 06/2019** ○ Definition of the business model within the CRAASH Barcelona programme.
- 01/2020** ○ Partnership with multiple hospitals for the validation of our assets.
- 10/2020** ○ Market launch as a research tool.
- 12/2020** ○ Clinical validation of the results.
- 02/2021** ○ €1M funding round closed.



6



€40,000



€253,500



 EIT Health is supported by the EIT, a body of the European Union

# FloMics

 [www.flomics.com](http://www.flomics.com)

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### TEAM



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CSO  




Luis Korrodi  
CBO  




Roderic Guigo  
Advisor  


### ASK THE ENTREPRENEUR | Joao Curado

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

While working on my PhD, I realised I had an opportunity to apply my knowledge to clinical practice, and the desire to have an impact in this field pushed me forward.

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

We use cutting-edge technology which gives us the potential to employ new, never-before-studied molecules that have great potential for diagnosis.

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

A scientific risk is always present, which is why we are collaborating with hospitals to confirm the results in as many patients with varied profiles as possible.

## 6 FOLLOWHEALTH

*Telemedicine platform that delivers chronic patient care remotely*

Health, wellbeing and life sciences

 4/2018

### PROBLEM AND SOLUTION

Traditional methods of patient follow-up, both in terms of care and clinical research, are associated with high costs and lengthy implementation periods. In addition, they collect data that are episodic, subjective and limited in volume, thus preventing patients, doctors and researchers from obtaining the evidence needed to make optimal decisions. The HumanITcare platform provides 24/7 remote monitoring through telemedicine that enables day-to-day patient data to be collected via the different devices that are connected to the platform, thus paving the way to better clinical results.

### MARKET

Our market is focused on two aspects. The first aspect concerns the care regime, where patients' treatment can be better followed up and hence better adhered to; the second concerns clinical research, where participants can be monitored more effectively.

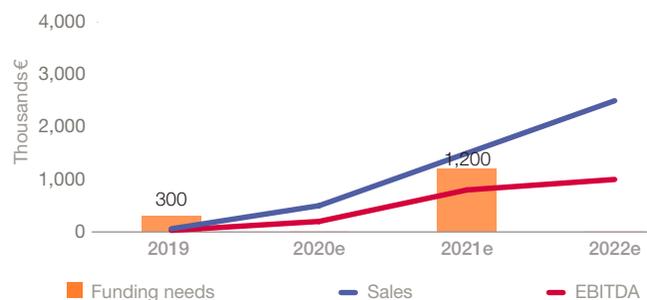
### BUSINESS MODEL

HumanITcare is based on a B2B software as a service (SaaS) model. The service includes the online platform as well as the devices needed for monitoring. We offer competitive prices depending on the number of participants in the study, its time frame and the variables to be analysed.

### COMPETITION

Our main competitors, such as Evidation Health (USA) and Umotif (UK), work with passive data using only one device or data source to obtain patient information. Other traditional alternatives would be ePRO platforms or medical records collection.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €11,000 per month

Thus far we have obtained €300,000 in public funding (EIT Health, H2020, Startup Capital, etc.). We need €1.2 M to position ourselves as a European benchmark. The funds will be used to further improve the product, expand and strengthen the team and expand our market to European countries such as Germany, Belgium, Switzerland and Sweden.

### MILESTONES

- 08/2019** Validation of the platform in a mental health study with 60 participants at the Hospital Clinic in Barcelona.
- 09/2019** Recognition by EIT Health (Bridgehead 2019, Headstart 2018) and the European Union (Phase I SME instrument).
- 01-02/2020** Agreement with Grupo Ribera Salud for the study of patients with chronic diseases & DISCOVERIE (H2020).
- 09/2020** Increased sales and participation in Phase II of the SME instrument.
- 12/2020** CE marking as a medical device and new regulation for medical devices (MDR).
- 01/2021** Expansion into the European market (Germany, Belgium, Switzerland and Sweden).



10



€20,000



€0

 HumanITcare

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

### CONTACT

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### TEAM



**Nuria Pastor Hernández**

CEO



**Unai Sánchez Luque**

CTO



### ASK THE ENTREPRENEUR | Nuria Pastor

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

Three years ago, I was working at Hospital del Mar and noticed a great lack of follow-up of chronic patients' illnesses.

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

Data protection and cyber security. The former has already been addressed and subjected to auditing. We are working on the latter and need resources for the same.

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

As a European leader in clinical monitoring and decision making. Positioned in 40% of the clinical trials market and 20% of the health market.

# 7 KONECTA TRADERON

*Medikines: The smart platform for managing medical services*

Health, wellbeing and life sciences

 05/2019

## PROBLEM AND SOLUTION

Medical scheduling is done largely by hand, not very efficiently and with numerous mistakes. This leads to very high costs estimated at more than €500 M per year, considerable time wasted and very grave dangers for patients. Service managers are currently unable to find tools at an affordable cost which can be used to meet these needs. Medikines tackles this problem at its roots by streamlining time resources by 90% and financial resources by 60% in managing medical services according to our customers' experience.

## MARKET

Demand is primarily made up of the medical services of all kinds of primary care providers. There are more than 40 medical services per care centre and 80 million medical services in Spain, 1.5 billion in Europe and 8 billion in countries with more developed health systems.

## BUSINESS MODEL

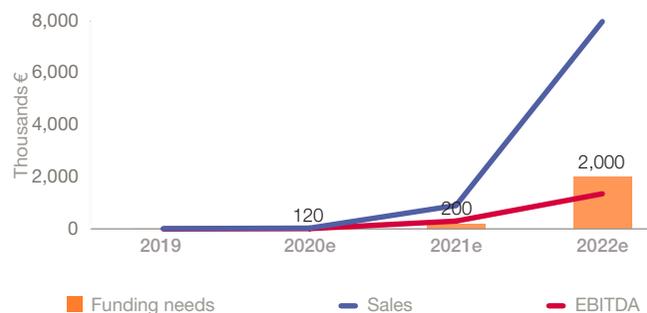
Sale by licence with monthly cost of the platform in SaaS format. There are three income streams:

- Monthly fee: monthly fee by volume of users of the medical service.
- Advertising: advertising spaces as banners on the platform.
- Modules: to add plug-and-play features. Operating margins at 85%.

## COMPETITION

Rational Time, Tamigo, and A Turnos. Unlike the competition, Medikines has a simple control panel that includes powerful AI and big data technology, which provides predictive models in seconds for medical scheduling and operates as a professional 2.0 network with self-scheduling.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €6,000 per month

The current round is €320,000 (€120,000 of which has already been covered by public funding and a contribution from the founder). We already have a version developed and marketed which has been very well received by the market. 70% of the funding will be used for sales and marketing actions to increase the company's turnover and profits.

## MILESTONES

- 03/2020  New features.
- 05/2020  Over 15 customers.
- 09/2020  Over 500 platform users.
- 12/2020  Continue to broaden and expand the customer base
- 12/2020  New strategic sponsorship agreements with clinical laboratories.
- 12/2020  Entry into the Latin American market.



3



€6,000



€75,000

**StartUB!**  
UNIVERSITAT DE BARCELONA

**eit** Health



 [www.medikines.com](http://www.medikines.com)

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## TEAM



**Aleix Bosch**  
CEO



## ASK THE ENTREPRENEUR | Aleix Bosch

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

As the brother, son and grandson of doctors, I have seen the sector's shortcomings at first hand. Plus over 11 years' experience leading and undertaking ICT business ventures.

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

User-friendly, a very attractive price coupled with powerful technology to solve problems in medical workflow management.

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

As a leading AI tool and technology in the sub-sector of workflow management in medical management and with customers worldwide.

# 8 LUCI HEALTH SOLUTIONS

Remember. Prevent

Health, wellbeing and life sciences

08/2019

## PROBLEM AND SOLUTION

Alzheimer's accounts for 70% of all cases of dementia, and although dementias are increasingly prevalent in our society, no way has yet been found to cure them or to treat their symptoms except for palliative treatments. Luci is a software platform which employs voice user interfaces (VUI) for the early detection of dementia symptoms, continuous monitoring and cognitive stimulation. The project has been developed for use with smartphones and/or smart speakers which are already on the market.

## MARKET

We will use partnerships and contracts to reach health organisations and practitioners (health centres, pharmaceutical firms, etc.) looking to increase control and the information gleaned about the evolution of their patients in order to enhance services, cut costs in clinical trials, etc.

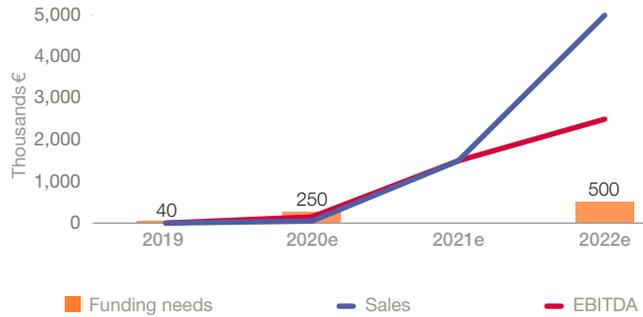
## BUSINESS MODEL

Luci is software as a service (SaaS) which users can contract by access packages plus services agreed with the organisation. The main costs are primarily spread across acquisition, data storage, distribution and R&D. As described above, a margin of over 40% is estimated.

## COMPETITION

Other tools in the cognitive decline market (\$9 bn, 25% CAGR 2019), such as Cambridge Cognition, Cogstate and Signant Health, focus on taking a single measurement to detect cognitive decline over time. By contrast, Luci continuously monitors the patient and is also gamified to encourage its use.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€1,200 per month

€250,000 in November-December 2020: clinical, acquisition and development costs. Market use data will be gathered during the following months, making the Luci app temporarily free of charge, in addition to conducting a small-scale pre-clinical trial. This is all prior to an investment round starting before the end of the year and ending in early 2021 in order to begin more extensive clinical trials.

## MILESTONES

- 07/2019 ○ Winners of the EIT Health AI4H.
- 01/2020 ○ Winners of a CIMTI grant from the Leitat Foundation.
- 08/2020 ○ First market version completed and published.
- 10/2020 ○ Partnership with a health or pharmaceutical organisation.
- 11/2020 ○ Closing the first investment round.
- 12/2020 ○ Clinical pilot.



3



€40,000



€3,000



lucihs.com

## CONTACT

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## TEAM



Enrique Fernández  
CEO  
[in](#)



Cristina P Santini  
CTO  
[in](#)



Adam Skali  
CMO  
[in](#)

## ASK THE ENTREPRENEUR | Enrique Fernández

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

My grandfather has Alzheimer's and I wanted to help in some way so that no one has to live through it as I do.

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

The aspect of continuous monitoring instead of taking single isolated measurements, made easier by a simple and attractive system for the user.

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

Users would not use the service if not recommended by a doctor. So we are seeking partnerships with public and private hospitals.

# 9 ONALABS INNO-HUB

*Gentle biomeasuring for a better life*

Health, wellbeing and life sciences

 12/2016

## PROBLEM AND SOLUTION

The pandemic has accelerated many aspects of digital health and telemedicine. One obvious objective is to reduce the risk of infection for chronic patients. Our intelligent, remote, non-invasive biomedical sensor technology makes it possible to monitor patients remotely, reduce healthcare costs and clearly improve patients' quality of life. We are developing a device for chronic patient monitoring and home hospitalisation, another for glucose monitoring of diabetic patients from sweat and yet another for measuring lactate in sweat while practicing sport.

## MARKET

The main market is the health sector, given that 8.5% of the world's population suffer from diabetes and 5% of people in developed countries are chronic patients who consume approximately 50% of health resources. We will access this market through third-party (pharmaceutical and HealthTech) companies.

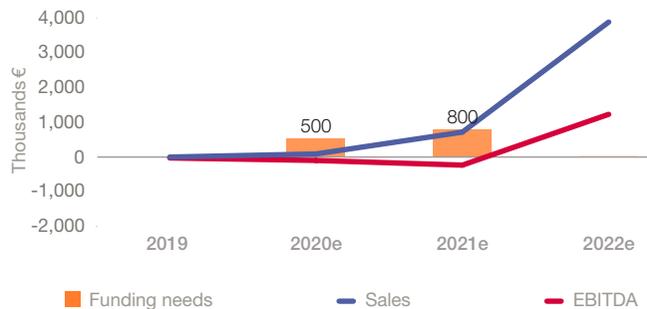
## BUSINESS MODEL

Onalabs is a R&D company. Our revenue model entails entering into third-party licensing and distribution agreements that include up-front payments, milestones and royalties.

## COMPETITION

Our product is the only one capable of continuous, non-invasive monitoring of glucose and lactate levels via sweat signals. Currently, such tests are carried out on blood samples. Glucose testing competitors: Abbott and Medtronic. Lactate testing competitor: Laktate.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €25,000 per month

Due to COVID-19, we have extended the round we have open valued at €500,000, of which 50% have already been committed by Oryon Universal.

We plan to open a new round next year valued at approximately €800,000. Proceeds from both rounds will be spent mainly on R&D and business development.

## MILESTONES

- 04/2018**  EIT Health Headstart (2017) funding of €50,000, SME Phase I (2017) funding of €50,000 and StartUp Equity Capital (2018) funding of €75,000.
- 05/2019**  Neotec (CDTI) funding of €250,000.
- 07/2020**  New CDTI funding of €455,000.
- 12/2020**  Closure of the €500,000 investment round.
- 12/2020**  Successful completion of the clinical validation studies of the home hospitalisation device in ICU patients at the Germans Trias i Pujol.
- 01/2021**  To complete the European projects we have applied for the following funding sources in 2020: EIC Acc, H2020, Eit Health and Eurostars for a total value of €3.6 M.



7



€97,100



€0



 EIT Health is supported by the EIT, a body of the European Union.

# | onalabs )

 [www.onalabs.com](http://www.onalabs.com)

## CONTACT

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## TEAM



**Francesc Xavier Muñoz**  
President



**Elisabet del Valle**  
Director, COO



**Josep Cardona**  
CEO



## ASK THE ENTREPRENEUR | Josep Cardona

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

Having intelligent, continuous, non-invasive and connected control of their health will empower patients and improve the efficiency of the health system.

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

Technology is very disruptive, and to ensure success we will collaborate with other European technology centres, hospitals and experts.

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

Onalabs will be a benchmark in non-invasive remote biomedical sensing that will have agreements with health and sports corporations.

# 10 ROKA FURADADA

*Reducing the incidence of skin cancer and the ecological and toxic impact of sun creams*

Health, wellbeing and life sciences

 03/2019

## PROBLEM AND SOLUTION

One in three cancers diagnosed is skin cancer, and 80% of cases are related to ultraviolet (UV) radiation. The period of time needed to burn is not constant but rather depends on the radiation experienced, yet existing sunscreens do not adapt to the dose of radiation reaching the skin and provide less protection for a fixed exposure time. Current organic screens are also toxic to humans and kill coral. ROKA holds patents on light-sensitive molecules which adapt to the UV radiation to which the skin is exposed (like polarised sunglasses). They are more stable, six times more powerful, less toxic and more environmentally friendly and have a similar cost.

## MARKET

Sunscreens make up 20-30% of sun creams. The estimated volume of sunscreens will be 47,000 tons in 2022 (CAGR 3.1%). It represents sales of €1,815 M. Customers are manufacturers of sun creams and/or distributors of cosmetic ingredients (B2B).

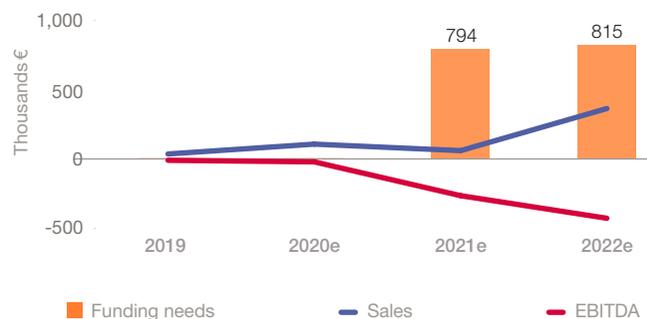
## BUSINESS MODEL

ROKA subcontracts production and sells to customers directly or via dealers (B2B model). Manufacturing costs are €60-€80 a kg and the sale price would be €110-€150 a kg. ROKA has to pay a 10% sales royalty for the IP. The structure is four researchers, a CEO, an export manager, a CFO and a CTO.

## COMPETITION

There are currently 28 sunscreens approved in the EU and 24 in the US, but only 13 are sold in significant quantities. The main products and competitors are Tinosorb® S (BASF), Tinosorb® M (BASF), Uvinul® A Plus Granular (BASF), AAKO Sun BMT (AAKO), AAKO Sun BTZ (AAKO) and PARSOL® Shield (DSM). There are efficacy and toxicity problems for people and the environment.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €32,000 per month

So far, €1 M in external capital has been raised plus the €50 K contribution by the founding partners. The project needs €1.5 M by the end of 2022 to move forward. This funding would be to complete the research and registration process, pay for the patents and run marketing actions. A round would be held for this amount while other resources would also be sought (e.g., EIC, ICOS).

## MILESTONES

- 11/2019** ○ SME Instrument Phase I, ENISA 100 K, capital increase 160 K (+100 K in milestones).
- 01/2020** ○ Transfer of Ferrer's intellectual property to Roka.
- 05/2020** ○ *Start-up capital 75 K; Cervera R&D Projects 450 K.*
- 11/2020** ○ Production of the synthesis of the three products.
- 12/2020** ○ Start of registration of three products, estimated time per product 12-18 months.
- 12/2020** ○ Application for two new patents, testing new applications.



8



€50,000



€935,000



ROKA FURADADA

 [www.rokafuradada.com](http://www.rokafuradada.com)

## CONTACT

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## TEAM



**Judit Camargo Sanromà**  
CEO



## ASK THE ENTREPRENEUR | Judit Camargo

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

I'd been working on this project at Ferrer since 2015 in business development. Keeping it and making it grow outside seemed like a great opportunity.

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

More attractive to customers: with fewer resources, we get a product that is six times more efficient and much less polluting.

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

With twenty employees, exporting the four sunscreens to Europe, Japan, Southeast Asia, the United States and Brazil, and two or three new products in the pipeline.



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**TEAM**



**Hessam Habibian**  
CEO



**Naeimeh Behbood**  
COO



**Farid Valipour**  
CTO



**Siamak Zahedi**  
CMO

**ASK THE ENTREPRENEUR | Naeimeh Behbood**

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

The company's CEO, who has a big data and research background, noticed the increasing need within the health sector for IoT services.

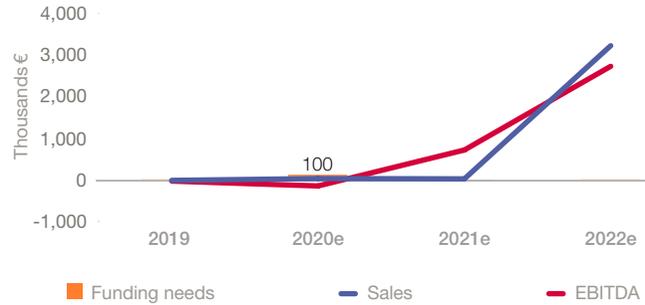
**Which aspect of your product/service do you think attracts your customers most? Why??**

Service is the most attractive part of the product, as it empowers individuals to control their own health status and provides health resources.

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

In five years, we see Sana Meditech integrated into the structures of healthcare providers in both public and private care provision systems.

**FINANCIAL PROJECTIONS AND FUNDING NEEDS**



€15,000 per month

We are raising €100,000 for our seed round. We are in serious negotiation with a couple of potential investors but still cannot say whether any ticket is guaranteed. We have requested €75,000 from ENISA and are waiting for our application to be processed. Funds would be used for sales and marketing, development and customer success as well as management and other expenses.

**MILESTONES**

- 07/2019** ○ App Baby Heart Beat launched.
- 10/2019** ○ E-commerce and webpage activated.
- 02/2020** ○ Medical licence obtained.
- 12/2020** ○ Pregicare app launch.
- 03/2021** ○ GlucoGent launch.
- 06/2021** ○ SaaS service with 600 clinics for foetal monitoring.



5



€50,000



-

**11 SANA MEDITECH**

*Intelligent remote healthcare monitoring*

Health, wellbeing and life sciences

02/2019

**PROBLEM AND SOLUTION**

With the healthcare emergency caused by Covid-19, access to remote healthcare monitoring became a necessity at all levels of society. At Sana Meditech we are leveraging remote medical services via connected medical devices. Our business model is based on service fees charged through hospitals providing remote patient connections. The healthcare sector requires us to provide a more efficient and optimised service and to be connected with patients via medical devices in real time.

**MARKET**

Our market is based on clinical services provided to patients. Our first product was developed for foetal monitoring. The total number of practising gynaecologists in Spain is 6,000, and our objective market is 10% of this TAM and while providing remote monitoring services to pregnant women. The Objective Available Market is €2.4 M in Spain. We are also developing a fully digital product to provide care to expectant parents during the pregnancy period.

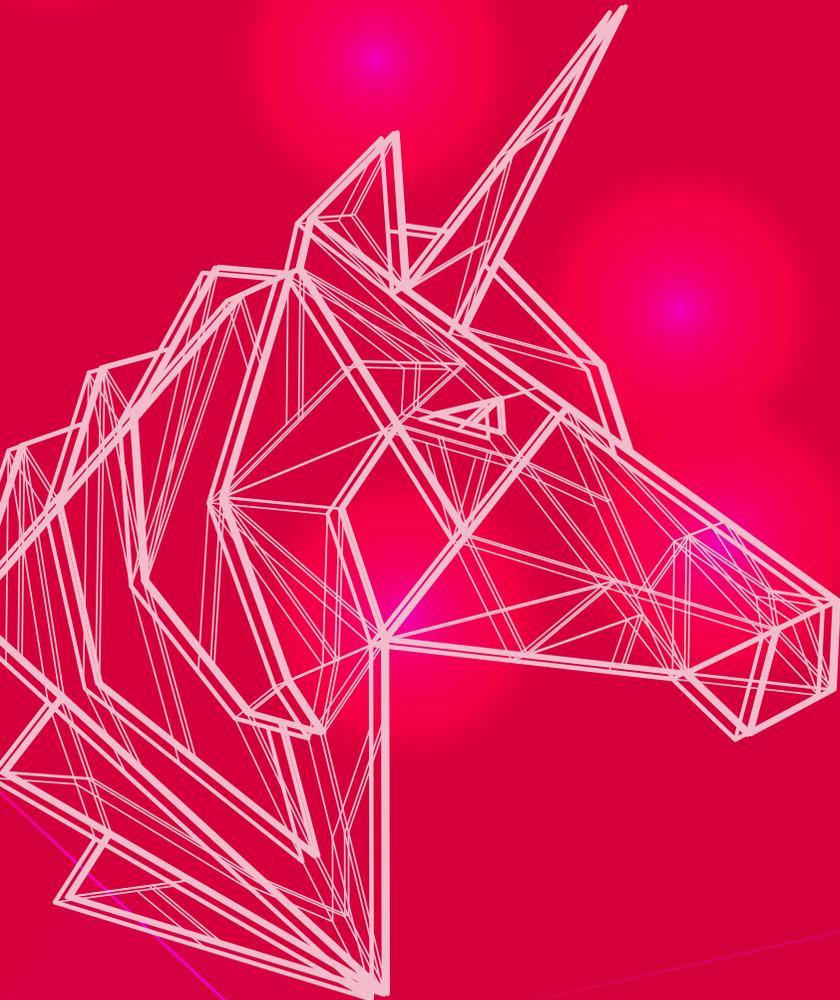
**BUSINESS MODEL**

Our business model is mainly focused on providing service to individuals. Our revenue is generated through online consultation or device lending. The main expenditures include, marketing costs, server and operating system costs, hardware acquisition costs and logistics and maintenance costs. Our margin on the service is 50%.

**COMPETITION**

Our competitors are mainly focused on providing portable devices for individual use at home. They include Angel Sounds, Unbornheart and FetalBeats. One competitor in the USA is developing IoT solutions but has not yet entered the market.

# Information and communication technologies



# THE ICT SECTOR IN CATALONIA

 **16,339**  
COMPANIES  
(2019)

 **18,325**  
TURNOVER (M€)  
(2017)

 **114,300**  
WORKERS  
(2019)

 **BARCELONA**  
**4<sup>TH</sup>** TECHNOLOGY CITY  
IN THE WORLD

**CATALONIA 7<sup>TH</sup> REGION WITH  
MOST INVESTMENT IN EUROPE**

## FOREIGN INVESTMENT

**241**  
PROJECTS  
(2015-2019)

**+69.7%**  
RISE  
2010-2014

**43%** PROJECTS  
IN SPAIN

**2,363.2**  
M€ INVESTED

**13,537**  
WORKERS

## EXPORT OPPORTUNITIES

 USA | SOUTH AFRICA | KENYA  
FINLAND | SWEDEN | ROMANIA  
FRANCE | CHINA | HONG KONG | INDIA  
SINGAPORE | TAIWAN | ISRAEL  
INDONESIA | UNITED KINGDOM

## TECHNOLOGICAL OPPORTUNITIES

- 3D Printing
- 3D printing
- Robotics
- IoT
- Cybersecurity
- Big data
- Simulators
- Artificial intelligence
- Augmented reality
- Systems integration
- Cloud
- Blockchain
- 5G
- Quantum sciences
- New spaces
- Connected vehicle
- Autonomous vehicle
- Drones
- Electric vehicle

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

 €15 million (2020)	     
 €24 million (2020)	        
 €8 million	     

## Examples of attracting foreign investment in this area

	The tech company is to move offices to expand its workforce. €15.7 million capital invested. 150 workers.
	The enterprise software company has announced an investment plan to set up a Digital Sales Centre which will be sited in the 22@ district. €88.7 million. 250 workers.
	The business software developer is to create new jobs at its Catalan headquarters which will turn it into the group's largest international subsidiary. 100 workers.

# 1 BALIO FINTECH

*Achieving life goals with a personalised plan and financial education*

Industrial systems, industry 4.0 and 3D

 05/2019

## PROBLEM AND SOLUTION

The inability of millennials to save large amounts of money over the long term, which is especially critical when borrowing and planning for retirement.

This problem is rooted in widespread poor financial literacy and complex and expensive savings and investment products along with inefficient short-term savings solutions. Balio's value lies in providing the user with an overview of their money, simple planning to achieve their goals and financial education to help them attain these goals sooner.

## MARKET

Millennial with income and savings from €100,000, an audience we reach due to the over 800,000 visits a year to our blogs and which allow a very low CAC. We have taken on an advisory partner from a leading digital sales start-up which has over €20 million in turnover and more than €6 million invested in paid ads.

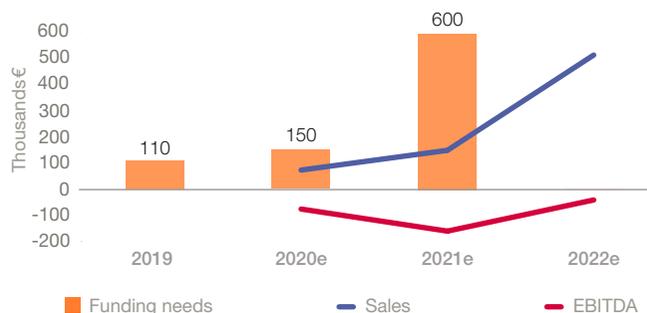
## BUSINESS MODEL

We have an affiliate-based business model featuring the best domestic financial products. This means we get a commission for each customer who takes out one of the services on the platform. We are also paid for the online financial education courses and for the premium users who make recurring payments.

## COMPETITION

Our international benchmarks are: Clarity Money (purchased by Goldman Sachs), Personal Capital and Numbers (based in Switzerland), as well as Wealthfront (the first US robot adviser).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €6,000 per month

We envisage a €600,000 round in 2021, needed to scale up the product by adding to the technical team and investing in more digital marketing. The round will be an expansion of business angels plus a co-investor aligned with the company's strategic vision.

## MILESTONES

- 12/2019** ○ Round with key fintech ecosystem investors.
- 03/2020** ○ Launch of the Balio plan.
- 07/2020** ○ Third winners of SeedRocket, the leading domestic campus.
- 09/2020** ○ Entry to the Business Launcher.
- 10/2020** ○ Scaling up the product with digital marketing.
- 12/2020** ○ Premium version of the product.



6



€36,000



€225,000



## CONTACT

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## TEAM



**Gerard Bernal**  
CEO  




**Guillem Roig**  
COO  




**Alejandro Mancheño**  
CTO  




**Sergi Benet**  
Board  


## ASK THE ENTREPRENEUR | Gerard Bernal

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

Improving people's lives through personal finance. The blogs we have, which make us one of the largest Hispanic financial communities.

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

Clearly understanding the plan needed to achieve financial goals, reducing risk with lower fees, better products and education.

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

"The Google Maps of finance". You say where you want to go and we provide all the resources to make it happen with the most efficient and convenient solution.

## 2 BNC10

Your money, the way you want it

Industrial systems, industry 4.0 and 3D

 07/2018

### PROBLEM AND SOLUTION

The day-to-day management of our money for saving, investing or sharing expenses has not changed much in recent generations. More recently, however, our lifestyle has changed drastically and technology plays an ever more important role in our daily lives. It is thus necessary for the way we manage our money to evolve.

bnc10 is the first digital platform to offer financial services from Barcelona. We offer fast, easy and innovative ways to manage your money via our mobile app or online services.

### MARKET

Main target group: young professionals (aged +35) looking for an alternative to traditional banking to manage their shared expenses or savings. Secondary target groups: expats (aged 25-35) and young students (aged 18-25).

Acquisition strategy: digital campaigns and collaborations.

### BUSINESS MODEL

- Margins established with suppliers and/or collaborators. (Current)
- Freemium: Free basic services with the option of paying a monthly subscription for additional ones such as insurance, savings and investment methods, remittances, shared accounts and additional cards. The expected gross margin is 24%.

### COMPETITION

bnc10's main competitors are:

- Conventional banks: BBVA, CaixaBank, ImaginBank, EVO, ING Direct etc.
- Neobanks: Bnext, Rebellion, N26 and Revolut.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €120,000 per month

Crowdfunding campaign aimed at raising €500,000 by year-end. Series A round valued at €5 M to continue growing our user base and obtain an electronic money license (EML) that will enable us to reduce our dependence on banking infrastructure providers and thus expand our range of services.

### MILESTONES

- 09/2019** Market launch of the MVP just one year after the company's launch.
- 07/2020** 10 months after the launch, 40.000 new users.
- 06/2020** Closing of the €1.3 million bridge financing round.
- 09/2000** Launch of a crowdfunding campaign.
- 10/2000** Launch of payment services via the platform (insurance, investment account, additional card, etc.).
- 12/2000** Closure of series A funding round with 60,000 new users.



15



€250,000



€3

bnc10

 www.bnc10.com

### CONTACT

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### TEAM



Manel Vallet

Founder and Executive Chairman



David Montanyà

Co-Founder and CCO



William McCahey  
Co-Founder and COO



Albert Llorens  
CEO



### ASK THE ENTREPRENEUR | David Montanyà

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

The opportunity to create a Fintech at the right time and in the right place.

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

The user experience and all the new services that differentiate us from the competition.

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

We live and work in a VUCA environment and are overly dependent on external suppliers and factors beyond our control. We try to minimise risks.

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

Global and showing strong growth in Latin American markets.

# 3 COUNTERGROGWISE

*Innovation through experimentation!*

Cultural and experience-based industries

 02/2020

### PROBLEM AND SOLUTION

HeroFinder resolves current matchmaking issues associated with cooperative video games. Our 4 patented algorithms combined with big data and artificial intelligence that analyse users' soft skills to ensure that gamers will only be matched with people with similar mindsets.

The main source of value is all the data that the app gets from users, which can be used for B2B & B2C selling or exported to another sector such as health.

### MARKET

Gaming penetration is impressively high: 2.5 bn users worldwide. The platforms covered by HeroFinder brought in more than 159.3 bn USD in revenues in 2019.

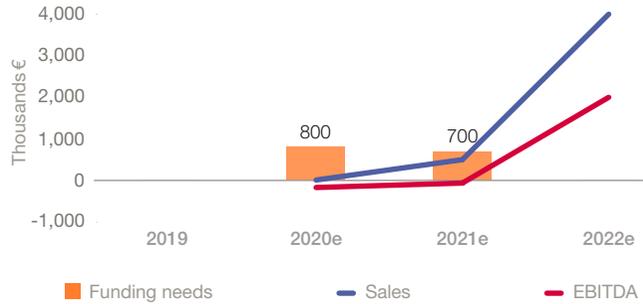
### BUSINESS MODEL

B2C monetisation strategy: video & banner ads, avatar customisation, avatar 3D printing  
 B2B monetisation strategy: data sales to big companies such as telecoms, insurers, banks, etc.

### COMPETITION

GamerLink, GameTree, Rune, Moot.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €28,000 per month

1M to increase developer teams and user acquisition from MK. We have raised 240.000 and 300.000 on tech-4-equity, the last round having been signed in June 2020. We are working with some funds to reach €1M by the close of Q1 2021.

### MILESTONES

- 07/2020 ○ MVP.
- 07/2020 ○ 4,000 testers.
- 09/2020 ○ 10,000 users for our open BETA release.
- 09/2020 ○ Open BETA.
- 10/2020 ○ Launch Version 1.0 in Spain.
- 12/2020 ○ 130,000 downloads / 25,000 active users.



9



€40,000



€240,000



 [www.counterprogrowise.com](http://www.counterprogrowise.com)

### CONTACT

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 08006 Barcelona

### TEAM



**Mercè Delgado**  
CEO &CFO



### ASK THE ENTREPRENEUR | Mercè Delgado

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

The need to solve a real problem in the video game sector: matchmaking in cooperative and online games, which comprise 70% of current video games. I have 5 years of experience in the video game sector and 10 years in the technology sector managing successful companies.

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

The need to solve a real problem in the video game sector: matchmaking for cooperative and online games, which account for 70% of current video games. I have 5 years of experience in the video game sector and 10 years managing successful companies in the technology sector.

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

The biggest risk is data protection. In this regard, I am already working with an expert data company to meet the criteria for ISO 27001, the worldwide data security standard.

# 4 DYNAMO.VIDEO

*The right advertisement for the right person at the right moment, in video*

Industrial systems, industry 4.0 and 3D

 02/2018

## PROBLEM AND SOLUTION

We are exposed to more than 10,000 adverts every day. But how many of them do we actually remember? None. Our solution creates customised ads in the format that actually gets seen and remembered: video. And we are connected to the media platforms that people use: YouTube, Instagram, Facebook, Programàtica. We use big data to create messages that are personalised to each user.

## MARKET

€60 billion investment in video advertising. We are connected to the biggest players in the world (with the exception of China and Russia) with a unique solution. We are already partners with Facebook and Google/YouTube, which makes this expansion dependent on our sales capacity.

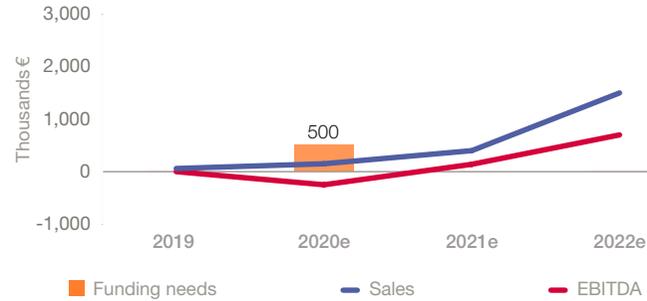
## BUSINESS MODEL

We charge for each video viewing, and nothing else. Costs are divided between structural (technology, central services, etc.) and variable expenses (the cost of advertising spaces). Each campaign has fixed creation costs that we do not pass on. Margins are around 48%.

## COMPETITION

Criteo, Treepodia and to a certain extent Ad Studio from Google.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €30,000 per month

We need €500,000 by 2020-2021 for commercial expansion in the US and Europe.

## MILESTONES

- 08/2020 ○ First campaign valued at more than €15,000.
- 08/2020 ○ Integration with more than 40,000 retargeting references.
- 06/2020 ○ First TikTok campaign.
- 10/2020 ○ Three campaigns launched simultaneously.
- 11/2020 ○ First campaign outside Europe.
- 11/2020 ○ First agency campaign.

  
9

  
€300,000

  
€0



 dynamo.video

## CONTACT

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## TEAM



**Álex Izquierdo**  
CEO  


## ASK THE ENTREPRENEUR | Álex Izquierdo

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

We detected a huge gap during a meeting with a client. I have 18 years of experience in the digital marketing sector.

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

Our proven ability to use big data to customise messages for each person according to their interests.

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

Offices on the USA's east and west coasts, 3 Chinese cities, Singapore. A large media firm, investment fund and consultancy firm as stakeholders.

# 5 EDIT.ORG

One-click designs for businesses

Design industries



## PROBLEM AND SOLUTION

SMEs need communication about their products, services and promotions delivered with good design, but are unable to invest an average price of €400 on designer services, which also take time to come up with designs. We have developed cloud software services similar to Photoshop but easier to use along with thousands of design templates to cover every business need. Simply choose a template and edit text and images with one click, as if you were working in MS Word. In less than ten minutes you can have a perfect design to help you sell more and better.

## MARKET

The digital design market is valued at €30 billion, of which the cloud self-design sector (ours) accounts for €300 M and with a growth potential of €27.7 billion. In addition, the online self-design market is expected to grow by €1.8 billion by 2023.

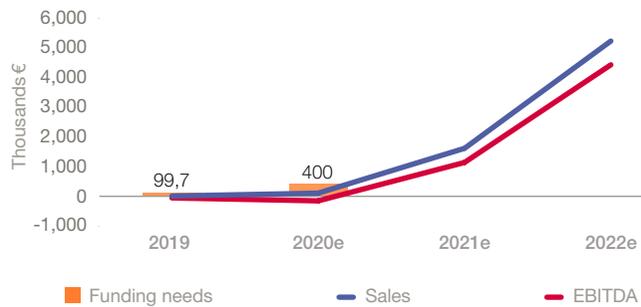
## BUSINESS MODEL

Software as a Service (SaaS), with a monthly subscription model. The service is highly scalable. Our more than 250,000 registered users plus the 1,500 paying customers recorded last month are from more than 70 countries worldwide. Recruitment has been organic, through organic traffic SEO and growth hacking, and €0 invested in advertising.

## COMPETITION

Our main competitors offering cloud design tools and pre-designed templates are Canva (€3,001 billion investment), Piktochart, Postermywall and Crello. Their user base has grown by 500% in the last 3 years. The difference with us is that we focus on business and offer an all-inclusive service.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€7,000 per month

Round of €250,000 (of which €25,000 have already been agreed), which we plan to cover with business angels and subsequently complement with an ENISA of €150,000.

## MILESTONES

- 09/2018 ○ Cloud technology development.
- 07/2020 ○ First 250,000 registered users.
- 07/2020 ○ 1,500 paying users.
- 06/2021 ○ Technology improvement with new functionalities for teams.
- 06/2021 ○ 20 business niches achieved.
- 11/2021 ○ 30,000 paying users per month.



5



€63,000



€33,700



## CONTACT

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## TEAM



Daniel Rodríguez Arias

CEO  
[in](#)



Ernesto Carballido Lobo

CDO  
[in](#)



Albert Argilés Llorens

CMO  
[in](#)

## ASK THE ENTREPRENEUR | Daniel Rodríguez

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

I created an online design company focused on filters, postcards, etc. (90 M users in the last 10 years). EDIT is an evolved SaaS solution for business.

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

EDIT will resolve all your business design needs quickly, easily and inexpensively.

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

In 5 years, we expect to have sold EDIT to a competitor or a major player in the design or printing industry.

# 6 FINTECA TECH SL

*The best mortgage for you is our goal*

Sustainable mobility and smart city

 07/2017

## PROBLEM AND SOLUTION

Getting a mortgage is an opaque, slow and very complex process. We help buyers access a mortgage more quickly, with less money down (15% instead of the traditional 30%) and under better conditions than those offered by banks. We help our real property partners close more deals with more satisfied customers.

## MARKET

400,000 mortgages are signed in Spain in a “normal” year. We have signed agreements with most of the major real estate agencies that use our software to help connect home buyers to the best mortgage.

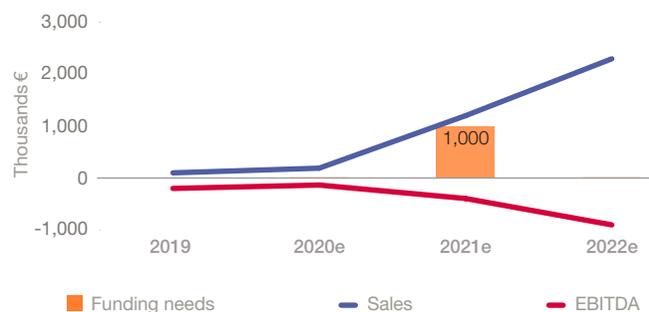
## BUSINESS MODEL

Our income comes from mortgage issuers (banks) who pay a commission between 0.5% and 1% of the total mortgage amount. We have customer acquisition (partner) and operational costs. Ours is a volume-based business where margins are achieved at scale. We estimate a potential EBITDA margin of 20% in the medium term.

## COMPETITION

Habito in the UK, ProHyp in Germany, Pretto in France. In Spain: Hipoo, Helloteca, RN Solución Hipotecaria and Trioteca.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €27,000 per month

We are seeking €1,000,000 by year-end 2020 /early 2021 in order to scale quickly. We have demonstrated the potential to scale our product in the real property market through agents. The investment will go towards upgrading our technology, expanding our team (CMO focused on B2B, customer success and operations) and marketing campaigns to enhance our visibility. We have €150,000 pledged.

## MILESTONES

- 09/2019**  Operating with 15 banks.
- 07/2020**  Processing at a rate of >1,500 mortgages per year (x10 in 9 months).
- 07/2020**  More than 800 activated real property partners.
- 09/2020**  Bank of Spain license.
- 12/2020**  1,500 real estate partners.
- 12/2020**  2021 bank fees revised.



9



€800,000



 [www.finteca.es](http://www.finteca.es)

## CONTACT

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## TEAM



**Jordi Domínguez**  
CEO  




**Marc Torres**  
CPO  




**Silvia Escámez**  
CCO  


## ASK THE ENTREPRENEUR | Jordi Domínguez

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

Support and free advice for the biggest purchase in a person's life.

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

Getting clients to entrust such critical transactions to a virtual service.

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

In several European countries and considering expansion to Latin America.

# 7 GROWLIA

*The first flat rate offer of leadership development plans with unlimited coaching*

Industrial systems, industry 4.0 and 3D

 07/2019

## PROBLEM AND SOLUTION

The vast majority of HR departments are unable to measure the real impact of their initiatives aimed at developing soft skills. Many of them experience frustration at not seeing sustained improvements in employee performance.

Growlia solves these two problems by offering a platform that integrates an evaluation of the soft skills that the organisation considers as important and automatically generates an action plan that connects employees with the best coaches and mentors for each competency.

## MARKET

The market for soft skills development is approximately €80 billion. Of this annual investment amount, it is estimated that only 10% is truly effective due to a lack of customisation. We focus on the remaining 90% through a product that goes viral on its own, and we complement it with marketing and outbound sales actions.

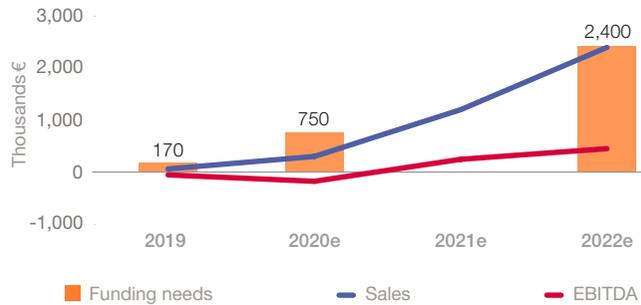
## BUSINESS MODEL

Growlia has a series of development plans managed by top-calibre coaches that we make available to our clients. We invoice clients directly, apply a commission and pay the coaches' hourly fees at the previously agreed price.

## COMPETITION

Betterup and Torch are benchmark providers in the USA, while Coachub is our main competitor in the European market. They all focus on meeting the needs of multinational companies. Our differential value is based on meeting the needs of mid-market companies.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €4,560 per month

We are in the process of launching a €1m funding round through which we would like the focus to be getting customers to use the platform on a recurring basis. This means investing in product development, strengthening our network of coaches and structuring all content so that users see a tangible improvement in their skills.

## MILESTONES

- 08/2019  MVP launch.
- 09/2019  First client closed.
- 12/2019  Pre-seed investment round closed (€170,000).
- 10/2020  Full version launch.
- 06/2021  Seed investment round (€1 million).
- 12/2021  Expansion to the first foreign country.



5



€48,000



€170,000



 growlia.com

## CONTACT

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## TEAM



Aniol Quer  
CEO



Alexis Roqué  
Advisory CPO / CTO



Pau Maspoch  
COO



## ASK THE ENTREPRENEUR | Aniol Quer

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

The experience of managing a team of 10 people without previous experience in team management made me realise how little companies offer in the way of soft-skills training.

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

Having a product gives managers access to the best professionals, hence ensuring the development of genuine leadership skills.

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

Doubts about whether we can offer an experience that is immersive and makes users choose Growlia as the best option to develop their soft skills.

# 8 INVIERTIS PROPERTIES SL

Your next investment, just one click away

Sustainable mobility and smart city

01/2019

## PROBLEM AND SOLUTION

It comes up when the owner has a financial need and has to sell their flat. There is a also core of investors willing to invest in this type of asset for a return. Inviertis connects both sides, generating a quick sale for the properties and turning them into a high value asset.

Beneficiaries of the process:

Sellers: they manage to quickly meet their needs.

Tenants: the whole process is carried out with minimum fuss, so the tenant does not experience any change and is not inconvenienced.

Investors: they have a new asset that yields returns from day one.

## MARKET

The seller is an individual, estate agent and mortgage servicer. The buyer is the individual investor with a specific need (generates little recurrence to Inviertis), the professional with a portfolio in which property is not the main part, and the investment or asset management firm.

## BUSINESS MODEL

Income: 3% fee on the active sale price (minimum €3,500).

Insurance: 20% of policy, partnership with ARAG in payment protection policy.

Rental management: 15-25% of partner's fees.

Atypical operations: 35% of operations such as lease back, swaps or retail.

## COMPETITION

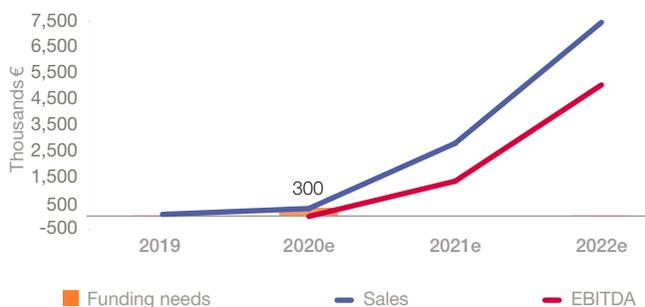
Investikal, as a direct competitor in the sale of profitable properties to a single new owner.

Invermax, as an offline model.

Housers, as a real estate crowdfunding model (the investor does not buy the whole asset).

Housfy, as a substitute model (it does not focus on the investor).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€6,000 per month

Inviertis needs €300,000 by the fourth quarter of 2020. The investment round will be used for technological development (30%), growth and consolidation of the team (40%), marketing and PA (30%).

## MILESTONES

- 01/2019** Market launch and first sales
- 12/2019** €66,000 turnover achieved with transactions closed worth €2.3 M and 5.3% average return
- 06/2020** New market feature: access to insurance and asset management
- Q4/2020** Agreement with Sareb and servicers for the sale of assets
- 11/2020** Launch of beta platform with extended features
- 12/2020** Development of the investor area (monitoring the entire portfolio)



6



€30,000



€20,000



www.inviertis.es

## CONTACT

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## TEAM



Rebeca Pérez Bermejo  
CEO & Founder



Sònia Vilanova Cuadrado  
CTO



Mohamed El Madani  
Business Developer



Xavier Serna  
CFO



## ASK THE ENTREPRENEUR | Rebeca Pérez

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

For the seller, it personalises the relationship with the tenant. For the investor, the quantity and quality of information available to them.

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

Understanding the investor's needs to develop value-added technology. This will allow the scalability of the company.

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

Inviertis will be the leading investment platform in Europe integrating large-scale property players.

# 9 IONIC AI

*We bring the future of mobile computing to everyone.*

Industrial systems, industry 4.0 and 3D

 06/2016

## PROBLEM AND SOLUTION

The end users of mobile devices are frustrated by the tech friction between battery life and fluidity. Mobile companies are always fighting for penetration (differentiation) and the cost of performance gains by chip manufacturers is rising rapidly (death of Moore's law). Active AI is self-learning software that needs no training. It is self-optimized for extreme fluidity, battery life and delivers a uniquely tailored best-in-its-class user experience.

## MARKET

A market of 1.5 billion devices/year totalling \$480 billion and annual growth of 4.3%. Key is to establish licensing agreements with top device manufacturers for our technology.

## BUSINESS MODEL

We will use the "FRAND" licensing model to license our IP and help manufacturers integrate our technology into their devices. Our conservative estimates project an initial first year licensing income of around \$3,000,000 (30M devices \* \$0.10).

## COMPETITION

Chip designers: ARM. INTEL Chip manufacturers: Qualcomm, Mediateck, Samsung, Huawei, etc. Current solutions: New hardware (smaller lithography = expensive) and DSP (special chips = specific case).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €4,000 per month

€2 million by June 2021 to grow the company, hire engineers to improve the current version and code the already designed next iteration, define and implement an IP strategy + patents, do on-site demos + participate in global events to push for technology + brand awareness, etc.

## MILESTONES

- 10/2017** ○ Pre-acceleration: Barcelona Activa, MVP software (fluidity ≈ 100% +55% battery).
- 09/2018** ○ Offer from a top 3 smartphone manufacturer to acquire the technology.
- 11/2020** ○ Signed a paid proof of concept contract with a TOP #3 smartphone manufacturer.
- 06/2021** ○ Secured funding from VC.
- 12/2021** ○ Created a patent portfolio.
- 09/2022** ○ First commercial agreement with TOP #3 smartphone manufacturer.



2



€40,000



€0



IONIC AI

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

## CONTACT

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## TEAM



**Carlos Kik Lloret**  
CEO  




**Unai Ruiz-Capillas**  
COO  


## ASK THE ENTREPRENEUR | Carlos Kik Lloret

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

After 20+ years in the software + hardware industry, I grew frustrated by the ever-increasing complexity of software development & technology friction

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

Having an intelligent self-aware technology that takes care of itself, adapts to user's needs in an effortless way and delivers top performance.

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

Time to market sufficient to raise funds to bring onboard passionate people that will help us improve, protect and license this amazing technology.



every day is day 1



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**TEAM**



**Carlos P. Hornstein**  
 CEO



**Bernat López**  
 CTO & CPO

**ASK THE ENTREPRENEUR | Carlos P. Hornstein**

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

In my career as a manager, I have seen how important communication and the use of new tools are to improving team commitment.

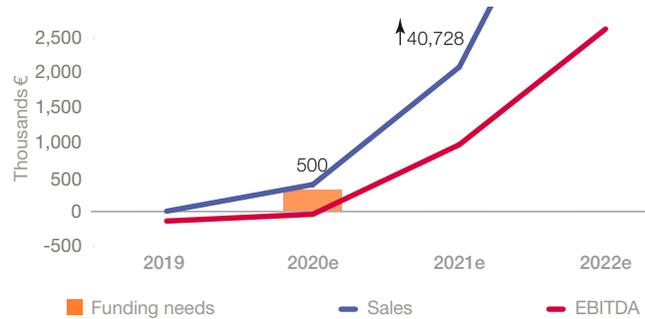
**Which aspect of your product/service do you think attracts your customers most? Why?**

The possibility of automating the processes of support plans with a tool that is simple, fast and available via mobile phone.

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

As a benchmark in the global market that has created a new channel for holistic communication between employees and companies (future of work).

**FINANCIAL PROJECTIONS AND FUNDING NEEDS**



⚙️ €18,000 per month

The aim of the €500,000 round is to achieve product market fit, strengthen NiiKiis' position in the European market and solidify our team's structure: 38% in product development, 44% in business development, 8% in customer monitoring and 10% in general administration. Current shareholders have committed to a follow-on of €200,000, and €195,000 in ENISA financing have been obtained.

**MILESTONES**

- 06/2019 ○ Launch of MVP 1, first customer and complete team.
- 11/2019 ○ Launch of MVP 2.
- 12/2019 ○ HRTech Top10 Award.
- 02/2020 ○ Desktop version launch.
- 06/2020 ○ Second investment round closure.
- 11/2020 ○ Achieve a MRR of €10,000.



5



€3,000



€200,000

**10 NIIKIIS KNOWTION**

Every day is day 1

Industrial systems, industry 4.0 and 3D



**PROBLEM AND SOLUTION**

According to the Gallup consulting firm, the average number of workers committed to their organisations worldwide is 13% (in Spain it is 6%), which has a negative impact on their productivity. The differential value of NiiKiis is having created a new HRIS platform based on existing e-learning solutions, communication tools and social and HR platforms that is focused on continuous learning, constant feedback and collaboration; the back-office allows for usage analysis, process automation as well as the sending of surveys and notifications via chatbots, among other uses.

**MARKET**

The target market is corporate training (ATD estimates \$55 Bn/year) and internal communication tools for organisations (approx. \$12 Bn/year).

**BUSINESS MODEL**

It is a B2B SaaS model that is monetised via licenses per number of users/employees per month. Of total expenditures, 63% is for staff. The expected margin is 65% and the customer acquisition cost is approximately €9,000.

**COMPETITION**

The market for human capital management systems is highly segmented: it includes numerous local players covering certain parts of the employee journey (training, recruiting, etc.) such as EdApp and Talmundo, and other global players such as SAP and BambooHR who cover the entire spectrum of this journey.

# 11 PLAYVISIT SL

Software to create virtual tours gamified with augmented reality

Cultural and experience-based industries

 03/2019

### PROBLEM AND SOLUTION

Tourism and educational organisations need new digital tools to attract and engage 21st century audiences. Around 70% of companies in the sector in Spain have not yet gone digital. Moreover, most of them are SMEs and do not have the resources to invest in developing their own technology. We provide a platform for creating and monetising memorable mobile virtual tours, including gamification and augmented reality based on standard web technologies. It does not require downloading any apps or programming skills.

### MARKET

PlayVisit is a scalable business for any sector, not just tourism, because of the versatility of the platform. We are currently targeting three market segments (in order of priority):  
 Segment 1: Tourism.  
 Segment 2: Culture and heritage.  
 Segment 3: Education and training.

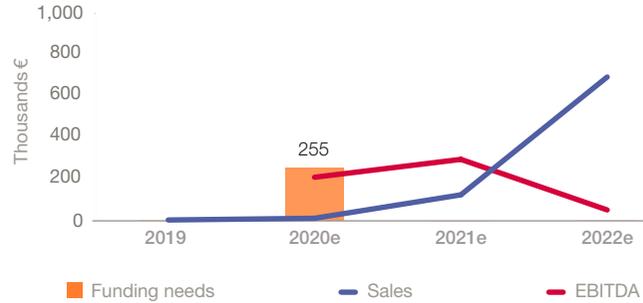
### BUSINESS MODEL

Using a B2B2C “SaaS – pay as you go” business model we provide the opportunity to design and monetise as many tours as you like with PlayVisit Studio free of charge. We only charge by the number of monthly visitors (MAU – monthly active users) who take it.

### COMPETITION

AdventuriQ, Rewans, Seppo, Ojoo.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €1,000 per month

We need €255,000 to carry out the operations required and achieve the revenue targets. We have €20,000 committed (contribution from the promoter team and private investors). We will add to that with Neotec and ENISA applications.

### MILESTONES

- 01/2019** ○ Winners of the Futurism Award as the Best Tourism Technology app.
- 12/2019** ○ Users: 600 businesses. Customers (paying users): 50. Tours created: 5,000. MRR : €2,250. CAC: €40.
- 06/2019** ○ Success story: Rambling.
- 10/2020** ○ B2B strategy: creating a public profile for each customer account to show/sell tours. B2C strategy: creating a virtual tour marketplace.
- 11/2020** ○ Automation of new augmented reality features. Implementing new mini-games and more interactive challenges. Implementing new tour templates.
- 12/2020** ○ Penetrating the entire Spanish market and growing: customers (paying users): 100.



3



€40,000



€20,000



 [www.playvisit.com](http://www.playvisit.com)

### CONTACT

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### TEAM



**Pau Yáñez Vilanova**  
CEO



**Marc Duch**  
CTO



### ASK THE ENTREPRENEUR | Pau Yáñez

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

After many years in digital consultancy, we realised that developing PlayVisit would allow us to build a steady business.

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

- User-friendly and customisable.
- Integration of cutting-edge technologies: gamification, geolocation and web-based augmented reality.

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

The customer churn rate. We will invest in setting up a customer success department that reduces it and delivers loyalty and repeat customers.



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

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**TEAM**



**Zeynep Demirbilek**  
CEO



**Andreas Spechtler**  
Co-founder

**ASK THE ENTREPRENEUR | Zeynep Demirbilek**

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

I previously developed & grown another training and recruitment platform in the UK, which managed to generate £8.7m in per annum revenue. The delivery sector is in dire need of this.

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

Using Service Club will help delivery companies cut the cost of recruiting trained and filtered couriers while also fostering their retention.

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

Couriers are extremely frustrated with the delivery industry and voice complaints on a daily basis. We need an effective engagement method to get them on our side.

# 12 SERVICE CLUB

*The third-party training, filtering & recruitment solution every delivery app needs*

Industrial systems, industry 4.0 and 3D

01/2018

**PROBLEM AND SOLUTION**

While the demand for delivery couriers is on the rise, the cost of “filtered” lead generation is as high as €145 per lead! The onboarding process for unskilled workers is long, and the onboarding rate of unfiltered leads is low: only 10%-12% of all generated unfiltered leads will eventually onboard. Delivery app staff rotation rates are extremely high, with 80% of all couriers quitting within one year. Insufficient income and support are the main reasons.

Service Club helps delivery companies anywhere in the world quickly and find trained and filtered couriers who are ready to onboard, and at a much lower cost.

**MARKET**

By 2025, the food delivery industry will be worth \$200 billion and the parcel delivery industry \$1 trillion. We are targeting global delivery companies such as Glovo, Uber Eats, and Amazon. We attract couriers to our platform by offering them a free skills academy as well as access to jobs, guidance & support.

**BUSINESS MODEL**

We offer delivery companies a SaaS model with subscription packages depending on the number of couriers they need monthly as well as the needed “filtering” level. Filtering levels include: light filter (work permit check), smart filter (self-employment papers) and full filter (fully-trained couriers).

**COMPETITION**

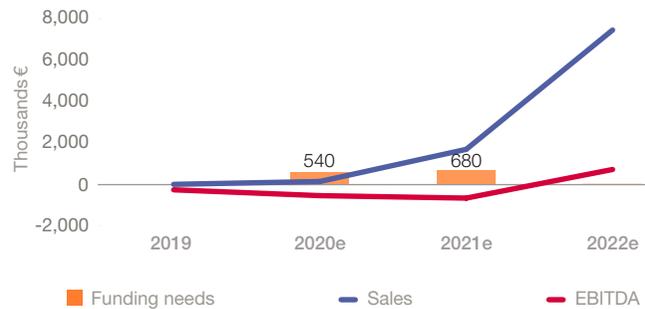
Hosco – Niche high-end hospitality jobs matched with talent from leading hospitality schools.

Busco Extra – Provides extra staff to Spain’s hospitality sector. Both provide unfiltered and unvetted & a high volume of applicants.

None specialise exclusively in the delivery industry.

Value prop for clients: reducing the cost of quality lead generation and solutions for upskilling, filtering, onboarding & low-skilled worker retention.

**FINANCIAL PROJECTIONS AND FUNDING NEEDS**



€23,000 per month

Amount sought: €300.000 (seed capital).  
 Pre-money valuation: €2m.  
 Use of funds: Sales & marketing (52%), IP creation & product development (30%), overheads (18%).

**MILESTONES**

- 08/2019** ○ Proof of Concept Award; Start-Up Salzburg winner; The Most Investment Ready Start-up Award.
- 03/2020** ○ Pivot towards training and recruitment of delivery people. Results to date: 17,500+ jobseekers registered; 6500+ microlearning modules completed.
- 07/2019** ○ Winner of Santander X Tomorrow Challenge; Top Business Solution in the New COVID World (from a field of 2,252 start-ups and a €20,000 prize).
- 10/2020** ○ Closing Uber Eats and Glovo deals.
- 01/2021** ○ First patent filing.
- 01/2021** ○ London launch.

8

€30,000

€210,000

# 13 STOCKCROWD TECHNOLOGIES

CrowdFANding for Corporate Challenges

Industrial systems, industry 4.0 and 3D

 11/2015

## PROBLEM AND SOLUTION

StockCrowd started when we raised the question of “Why do companies with a well-known brand, an aesthetic website, a solid financial record and a strong community need to go to a third-party platform to fund a project?”. By doing so, the company gives away control regarding the use of the brand, ownership of data, on-line traffic and even the funding flow. In StockCrowd we develop and sell a fundraising cloud-based software (SaaS) allows organisations to create beautiful campaigns in few minutes and execute these campaigns in their own digital channels while they keep the whole process under control which means the money goes directly to their bank, doesn't stop anywhere, and data is own by the organisation in charge of the campaign.

## MARKET

StockCrowd is a SaaS B2B business operates based on the donations market size:

- Europe has 40 Billion euros in donations every year
- LATAM has 12 Billion euros in donations every year
- USA has 373 Billion USD in donations every year

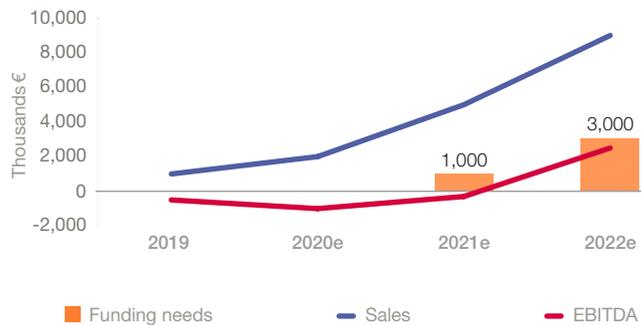
Total market size (donations worldwide) is +400 Billion USD every year.

## COMPETITION

- Standard crowdfunding platforms like GoFundMe
- Donation fundraising SaaS (Classy, Benevity).

There are no fundraising SaaS in the Spanish speaking markets.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €60,000 per month

Funding needs: 1.5M€

- AI algorithm to predict the performance of a funding campaign
- Sales Force native integration
- Operate in in new countries
- Develop impact rating connected to UN SDGs
- Move from 150 customers to 300
- Upgrade 60.000€ MRR to 100.000 €

## MILESTONES

- 02/2017 ○ First customer.
- 12/2018 ○ 50th customer.
- 12/2019 ○ 1.000.000 € in turnover.
- 2020 ○ Starts operations in Mexico and UK
- 2021 ○ Agreement with Santander Universidades to provide our SaaS to 30 Mexican Universities
- 2021 ○ Partnership with the UK leader in Alumni management software to develop together fundraising in education

  
€1,000,000

  
€1,500,000

 **StockCrowd**  
Technologies

 [www.stockcrowd.com](http://www.stockcrowd.com)

## CONTACT

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## TEAM



Sergi Pallarès Nadal  
CEO  




Javier Villacampa Ecequie  
General Manager  




22

Office in Barcelona, London and Mexico DF

**ASK THE ENTREPRENEUR** | Sergi Pallarès Nadal and Javier Villacampa

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

Crowdfunding is a very powerful mechanism and it does not make any sense to do it only on platforms. Brands can do it on their websites.

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

First, the vision, then we help them in two real problems they have: connecting with the new generations and afterwards generating positive impact.

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

As an internationalised company with fixed recurring income each month and having managed to shift companies towards a real positive impact.

# 14 TALENTFY

Find the best IT talent

Industrial systems, industry 4.0 and 3D

 07/2020

## PROBLEM AND SOLUTION

Recruiting IT professionals is a monumental task because the demand for IT candidates is three times greater than the supply, candidates are often passive and little is generally known about the IT sector.

TalentFY wants to revolutionise the recruiting sector by investing in technology. Making use of artificial intelligence, we choose the 2-3 recruiters who are most capable of filling the position the client wants to cover.

Our solution offers candidates previously validated by recruiters in less than 10 days, amongst whom you will find your ideal candidate.

## MARKET

The national market for IT recruiting is valued at €40 million. Our target clients are growing technology companies who need to cover many IT positions. The customer acquisition strategy is mainly outbound for the present and inbound for the long term.

## BUSINESS MODEL

The business model is based on invoicing the employing company for each hire and providing 65%-70% remuneration to participating recruiters.

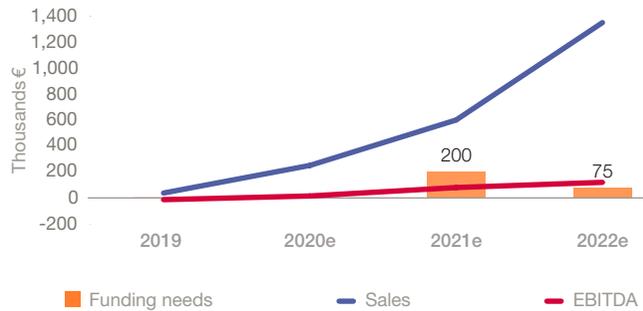
The main expense below the gross margin line is salary structure, and we only need 4 hires to have positive EBITDA (as was the case in Q419, our first quarter).

## COMPETITION

Existing solutions grouped according to:

- Type of solution: traditional (LinkedIn, Infojobs, Hays, Joband-talent, etc.) or innovative (Viterbo, Joppy, Talentoo, etc.).
- Source of candidate recruitment: direct (LinkedIn, Joppy, Jobandtalent, Infojobs, etc.) or headhunting (Viterbo, Hays, etc.).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

We want to open a new round at the beginning of the year for around €300,000 to continue investing in technological and growing products at the current rate (x3). This entails having a larger client acquisition team and positioning ourselves as national TOP5 company in 2022.

## MILESTONES

- 10/2019** ○ Closure of 1st round of 120 k.
- 09/2019** ○ MVP of the platform in 2 months.
- 01/2020** ○ End-of-the-month turnover of €27,000, and growing!
- 12/2020** ○ End of the year with positive EBITDA and turnover exceeding 250 k.
- 09/2020** ○ Resolution from StartUp Capital and ENISA.
- 12/2020** ○ Strengthen the new customer acquisition team and the new strategy.



7



€29,000



€140,000



 [www.ytalentfy.com](http://www.ytalentfy.com)

## CONTACT

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## TEAM



**Santiago Molins Mateu**  
CEO  




**Pere Rosell Soler**  
CTO  




**Alejandro Navarro**  
Advisor  


## ASK THE ENTREPRENEUR | Santi Molins

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

I know the start-up market where I used to work, and both Alex and I think that the business model is highly valid.

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

The quality of the candidates offered. We get a lot of repeat business repeat and referrals, which validates our product fit and helps us grow.

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

We have managed to penetrate the national market as a top player and to internationalise while developing a more powerful AI algorithm.



**CONTACT**

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**TEAM**



**Cristian Gómez**  
CEO  
[in](#)



**Rebeca Hernández**  
CMO  
[in](#)



**Josep Maria Fortuny**  
CTO  
[in](#)

**ASK THE ENTREPRENEUR | Cristian Gómez**

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

Financial markets are my passion, and IT is my background. I will test business opportunities with satisfactory results.

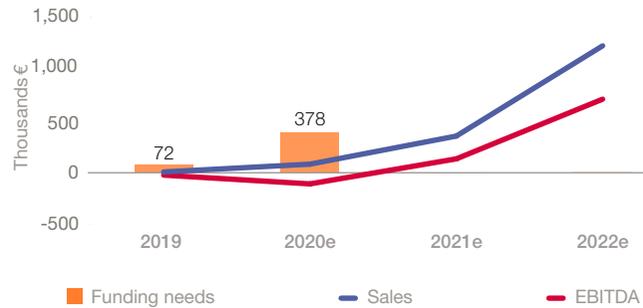
**Which aspect of your product/service do you think attracts your customers most? Why?**

Time saved through the automation of operations. The ability to simulate a strategy with years of historical data in <5 minutes.

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

On the Barcelona Stock Exchange, with 30 people on staff, as a top 1 trading platform in the sector that helps retailers invest better.

**FINANCIAL PROJECTIONS AND FUNDING NEEDS**



⚙️ €5,000 per month

We have just received €278,000 from CDTI for R&D investment. We need €100,000 more by the 4Q20 to work on product-market fit. We want to improve our MVP based on user's feedback and also optimise our target with the marketing campaigns.

**MILESTONES**

- 09/2018 ○ Telefónica's Open Future accelerator.
- 01/2020 ○ Google for start-ups selected.
- 09/2020 ○ Selected by Lanzadera.
- 12/2020 ○ +100 premium users.
- 03/2021 ○ 1st tradEAsy private label sale to a broker/bank.
- 04/2021 ○ Point of balance.



9



€22,000



€15,000



**15 TRADEASY**

*Simulate investment strategies and automate. We simplify your trading*

Sustainable mobility and smart city

📅 04/2019

**PROBLEM AND SOLUTION**

80% of retail investors fail. They do not know how to validate their investment strategies, and when it comes to buying and selling emotional factors get the better of them. With TRADEASY, retailers have a quick and easy tool that can validate strategies before savings are invested. Once validation has taken place, they start the process of investing automatically without emotional interference, which makes for more efficient and systematic operation.

**MARKET**

Millennial generation retail investors. We are beginning to form partnerships with retail brokers.

**BUSINESS MODEL**

Premium subscriptions for €30/month or gold for €60/month. Fixed costs for staff and maintenance of the platform's servers. Variable costs are the payment gateway (approx. 2%) and 10% of sales in the affiliate programme.

**COMPETITION**

QBTIA, Alphadivisor, Strategyquant, etc. These tools offer many benefits and complex features with professionals in mind. We apply the same concept, making that which is difficult for retailers easy.

# 16 TYPs GLOBAL SL

The employee benefit that brings financial wellbeing to workers

Industrial systems, industry 4.0 and 3D

 01/2019

## PROBLEM AND SOLUTION

Some 48% of workers have unforeseen financial problems they cannot cope with due to lack of liquidity and savings. This generates stress and affects their personal and professional wellbeing.

We provide companies with an innovative employee benefit which helps them to enhance their work environment and bring financial health to their teams effortlessly and without affecting their cash flow.

Our app delivers solutions for liquidity (real time access to the salary generated), gamified savings, financial education and personal management features.

## MARKET

In Spain alone...  
 Over 15 k companies.  
 14 million employees.  
 Over 3 million employees earning <€1,000 a month.

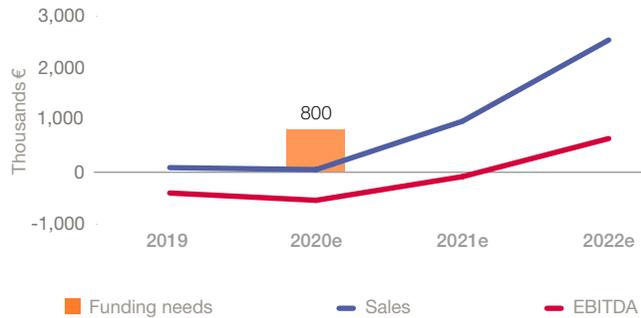
## BUSINESS MODEL

Firstly, we charge the company a monthly fee (SaaS) since in addition to the improvement in productivity, retention and acquisition of workers provided by Typs, they save on costs of managing advances, absenteeism and turnover. Secondly, we charge a small fee for each of the advances made in the app.

## COMPETITION

Direct competitors: Devengo.com, Payflow and Loonfy.com  
 Some large cap international competitors are beginning to consider expanding into Europe (e.g. Wagestream).

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €50,000 per month

Currently closing a convertible bond, preparing pre-series A for Q2-Q3 2021.

## MILESTONES

- 05/2019** ○ Launch of the product MVP with 1st customer.
- 07/2019** ○ Entry of investors (BStartup/Encomenda/Catalan Institute of Finance).
- 09/2019** ○ First customer company with more than 1,000 employees.
- 10/2020** ○ First customers of Typs II product (access to salary, company expenses, gamified savings, bank aggregation).
- 11/2020** ○ Launch of Typs card (debit card with access to daily salary).
- 01/2021** ○ Customers operating in five markets: Spain, Italy, Portugal, Mexico and Colombia.



13



€105,000



€585,000



## CONTACT

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## TEAM



**Jaime Jiménez**  
 CTO  




**Ernesto Bernado**  
 CMO/CFO  




**Gabriel Rosiñol**  
 COO  




**Marc Rubiñol**  
 CCO  


## ASK THE ENTREPRENEUR | Jaime Jiménez

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

It was a successful model in the USA and essential in the Spanish market since the financial situation of nearly half of all workers is extremely insecure.

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

The fact that it saves hidden costs and improves worker productivity (as well as acquisition and retention).

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

The financing and the long sales cycle of the type of customers we are targeting.

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

Universal solution as a "workers' bank" that will improve their financial wellbeing and leading this vertical in Europe and Latin America.

# 17 VOTTUN

*Blockchain data traceability and certification platform*

Industrial systems, industry 4.0 and 3D

 11/2018

## PROBLEM AND SOLUTION

We have set up a platform for data traceability in public and private blockchains (BC) to prevent fraud and optimise data processes. Programmers with basic knowledge of REST APIs can create BC solutions for their processes. We make it easier for BC technology to be adopted and fast-tracked. Our platform is already operational and used by companies of all sizes in seven countries. We have two BC patents on interoperability and scalability. Our product works! No one in BC has our drive and so many customers who endorse it!

## MARKET

We specialise in business management software, mainly in Supply Chain Management, Learning Management and Business Intelligence. The combined market is more than \$150 B and growing at over 8% per year (Gartner data). Blockchain solutions are expected to top \$5 B in 5 years.

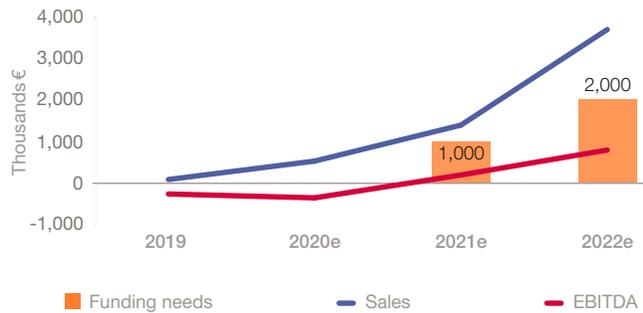
## BUSINESS MODEL

We are SaaS. We generate money with the initial setup and generate recurring income from cost per use plus the annual use and support licences. Our main cost is staff (mainly software programmers). Our gross margin is 75% (in line with conventional SaaS companies).

## COMPETITION

IBM – Blockchain for supply chain but does not only use a type of private blockchain.  
 Polkadot – Blockchain interoperability – has not yet been tested and the business model is not obvious.  
 T-food – In the food supply chain sector but only uses one type of blockchain.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €60,000 per month

We are looking for an A-round between €2-3 M. We have VCs (Bbooster, Lanzame, others) who entered the seed round and will continue in round A. In addition, we want to bring in an American fund as the USA is a market we know very well and will grow this year (Rohan Hall, co-founder, is American and heads the Los Angeles office).

## MILESTONES

- 10/2018** ○ First big customers: Barcelona City Council, Naturgy and Banc Sabadell.
- 06/2019** ○ €500 k seed round closed on demand.
- 01/2020** ○ Exponential customer growth. We gained Mercadona and there are now companies in seven countries using us. Major agreements with partners such as Oracle, DELL, PWC, Atos and Deloitte.
- 06/2020** ○ Open an office in Los Angeles (USA) and start getting customers in the American market.
- 12/2020** ○ Get to close a Series A round.
- 12/2021** ○ Scale up teams and customers in Europe and the USA.



10



€200,000



€500,000



certify • trace • trust • verify

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

## CONTACT

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## TEAM



**Luis Carbajo**  
CEO  




**Marta Vallés**  
Business Development  




**Rohan Hall**  
CTO  


## ASK THE ENTREPRENEUR | Luis Carbajo

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

I have worked on the internet for 15 years and I can see the impact blockchain will have on the digital environment. I want to be part of this revolution.

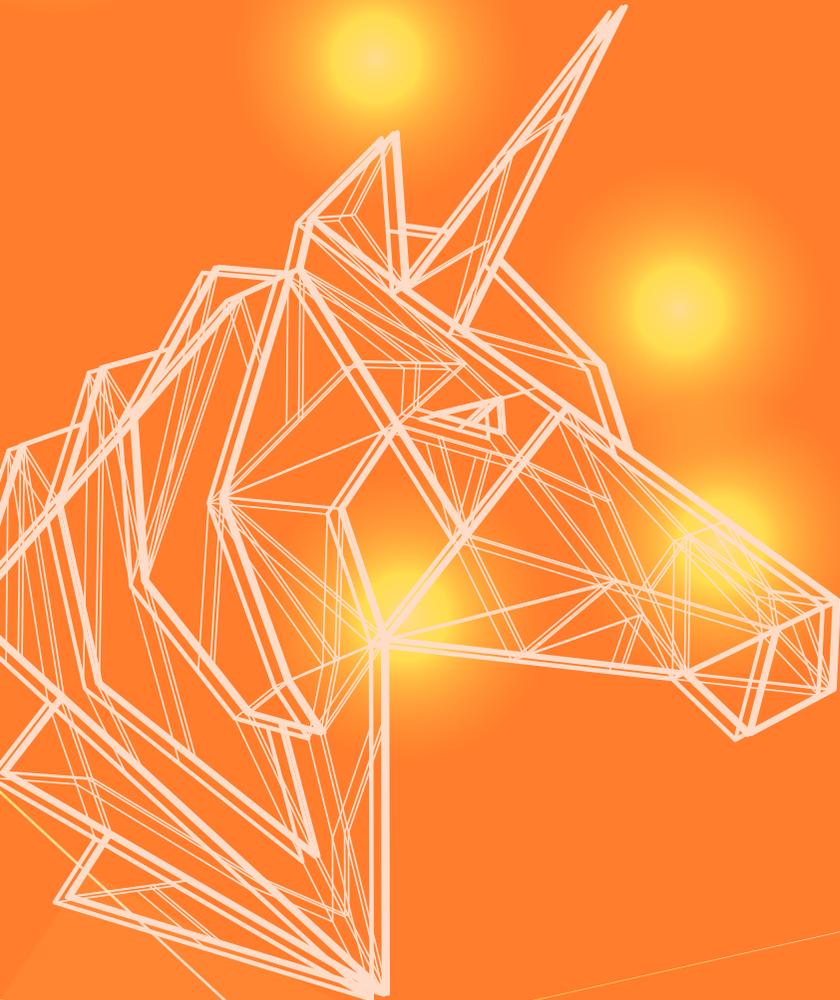
**Which aspect of your product/service do you think attracts your customers most? Why?**

The advantages of blockchain in data processes are obvious. Our solution makes it possible to implement them today without waiting for a standard which will come along who knows when.

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

As a robust leader (top 3 worldwide) in blockchain data traceability solutions for large companies.

# Other technologies



# ROBOTICS IN CATALONIA

 **147**  
COMPANIES  
(2018)

 **460**  
TURNOVER (M€)  
(2018)

 **1,910**  
WORKERS  
(2018)

## WHAT ARE THE COMPANIES LIKE?

 **90%**  
SMES

 **18%**  
START-UPS

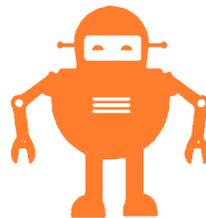
## WHAT ARE THE COMPANIES LIKE?

 **36%**  
ARE EXPORTERS

 **10%**  
HAVE SUBSIDIARIES ABROAD

**BARCELONA, 2<sup>ND</sup> CITY  
IN ATTRACTING PROJECTS  
IN WESTERN EUROPE**

## COMPANIES BY SEGMENT



- Ancillary industries
- Manufacturers
- Integrators
- Educational robotics

## MAIN APPLICATIONS

- INDUSTRY
- AUTOMOTIVE
- HEALTH
- AEROSPACE
- AGRICULTURE
- SERVICES
- EDUCATION
- LOGISTICS
- INSPECTION AND MAINTENANCE



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

 €2.8 million (2020)	     
 €23 million (2020)	  
 €7.5 million (2020)	 

## Examples of attracting foreign investment in this area

	The Danish company develops adhesion and detection technologies for robotic arms and has chosen Catalonia as its base for operations in Southern Europe, the Middle East and Africa.
	The start-up, which specialises in building digitalisation involving designing and constructing robots, has opened its first office in the 22@ district with seven workers.
 	Universal Robots and Mobile Industrial Robots have set up a 1,500 m <sup>2</sup> collaborative robotics hub in Barcelona to promote innovation and create synergies between stakeholders.

# 1 ACQUSTIC PLATFORM

All the tools you need to galvanise your music career

Cultural and experience-based industries

 01/2017

## PROBLEM AND SOLUTION

Most artists have not signed with any label and do not have a management or recording team. This means they do not have access to many services available from within the music industry such as concert management, digital distribution, etc. Acqustic offers all the services of a major label to up-and-coming artists: opportunities, distribution, management and radio promotions, networks and playlists.

## MARKET

12 million people in Spain know how to play a musical instrument, and 243,000 have songs or profiles created on Spotify+ Soundcloud. Acqustic starts by addressing the needs of these 243,000 by offering them a solution to their main problem: how to galvanise their musical career.

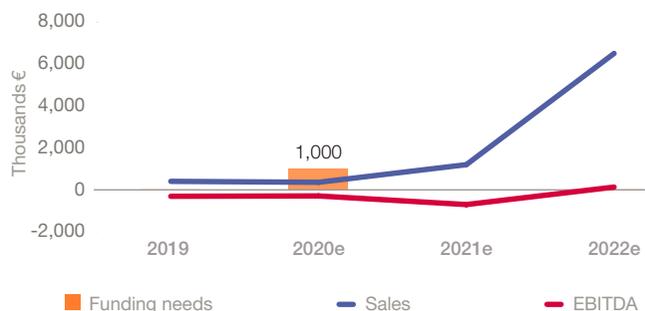
## BUSINESS MODEL

SAAS: The artist pays €99/year for the most professional opportunities + 30% of the publishing rights to songs according to their position on playlists.  
Marketplace: 30% commission from what is paid for each opportunity.

## COMPETITION

Acqustic is the first 360° platform that allows up-and-coming artists to have a digital record label in their pocket. The most significant of them is United Master, financed in the amount of €70 M by Google, which aims to help independent artists with their digital shop strategy.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €35,000 per month

We are seeking a round of between €500,000 and €1,000,000 with a pre-money valuation of €3 M. 20% to 40% of the round will be covered by current partners such as Draper B1, Lanai or Successful Ventures. The round will be used to expand digital services for artists, a sector that has grown since March, with the aim of closing in December of this year with a x5.

## MILESTONES

- 07/2017** ○ First major client: Concert Cycle in Les Glòries, €13,000.
- 10/2018** ○ Integration for distribution to more than 100 online shops (Spotify, Apple Music, Amazon Music, etc.).
- 06/2019** ○ After implementing the positioning strategy, GuitarricadelaFuente goes from 0 to 1 million Spotify listeners per month.
- 12/2020** ○ €30,000 in MRR.
- 03/2021** ○ USA and Latin America markets opened.
- 12/2021** ○ More than 5,000 active musicians.



26



€100,000



€700,000

# ac~qustic

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

## CONTACT

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## TEAM



**Esteve Lombarte**

CEO



## ASK THE ENTREPRENEUR | Esteve Lombarte

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

I have always been passionate about music. I was working in B2B event sales and decided to get going.

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

The 360° for the artists, with everything they need, and also for the partners. They tell us what their budget is and we take care of everything from artist selection to licensing.

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

A global company that could compete with Sony, Universal and Warner with a large portfolio of up-and-coming artists.

## 2 ADVANCED AIR MOBILITY

*Go flying to work. A new era of personal urban air mobility*

Sustainable mobility and smart city

 04/2019

### PROBLEM AND SOLUTION

More than 4 billion people live today in crowded, polluted cities under an untenable growth scheme. We urgently need new urban development and mobility models!

At AAM we are committed to an advanced, sustainable, on-demand, personal mobility solution (MaaS): our STOL air taxi e2PAC will offer you opportunities to live in Mallorca or the Pyrenees and do your daily work in Barcelona emissions-free (electric) in a way that is affordable (similar to car costs) and without traffic jams (up to 25% less travel time) while contributing to a more balanced model of social and territorial development.

### MARKET

Urban Air Mobility can be forecast at 300,000 aircraft/year, 3% of the current global automotive market, never-before-seen figures in aircraft manufacturing that will universalise mobility access.

In the meantime, we have a next-gen electric airplane for the current light aviation market.

### BUSINESS MODEL

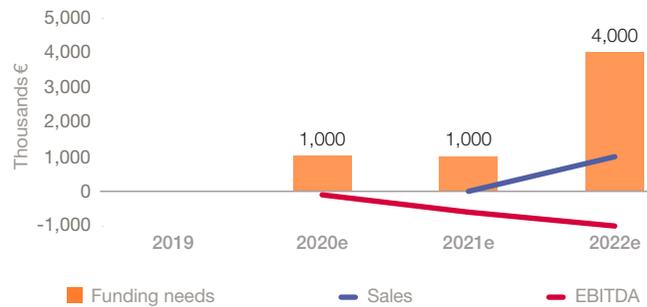
In the short term, we will position ourselves in the ultralight high-end aviation segment (€160-€200 k), but far from the competition and helicopters (€300-€500 k).

In the long term, the market explosion towards on-demand air mobility will boost scalability and lower prices (€40 k, mid-high range autonomous car cost).

### COMPETITION

The simplicity of our advanced aerodynamic fixed-wing solution is our competitive advantage over more complex and expensive projects under development, such as Volocopter, Ehang, Lilium, Joby, etc. Airbus and Boeing are also in the mix with out-of-market solutions (€+1 M).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

We are preparing the first financing round for the development and manufacture of the 3:4 scale prototype with capacity to transport one person. For this MVP that will open doors to commercialisation in the USA and Germany, we need €1 M (€100 k already committed). We will then need €5 M to design, build and certify the 1:1 real-scale model for commercialisation.

### MILESTONES

- 06/2019**  Engineering design completed (proof-of-concept) together with the eProject team of UPC-ESEIAAT.
- 07/2019**  Design and assembly of the aerodynamic test centre (FlyingBox).
- 10/2019**  Manufacture of the first prototype at 1:3 scale and successful test flights confirming STOL performance.
- 10/2020**  Start manufacturing the scale 3:4 model (manned MVP) and experimental flights.
- 12/2020**  Closing of public and private finance round (€1 M crowdfunding).
- 10/2021**  Start manufacturing the real scale model for certification and commercialisation.



10



€65,000



€75,000



 [www.aamobility.eu](http://www.aamobility.eu)

### CONTACT

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### TEAM



**Aitor Martín**  
CEO  




**Carles Martí**  
President  




**Adrià Pi**  
Head of engineering  


### ASK THE ENTREPRENEUR | Carles Martí and Aitor Martín

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

CM – Innovate in the stagnant sector of general aviation after 35 years as a pilot and 20 as president of Europe's largest private aviation operator.

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

AM – The sustainability and agility of a new era of mobility that will change the concept of development in tomorrow's major metropolitan areas.

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

CM – The time our company needs to assimilate and adapt to regulatory realities. In the meantime, we will enter the existing light aviation market.

## 3 BITMETRICS - PIPLUS SERVICIOS PROFESIONALES SL

*Pushing the limits of machine vision*

Industrial systems, industry 4.0 and 3D

 06/2017

### PROBLEM AND SOLUTION

**Problem:** About 40% of the tasks performed in a factory consist of picking and moving items to start or continue a process. Manufacturing workers perform vision-based picking and a real-time classification of items. These tasks require: 1) accuracy in the way items are captured, visually checked and placed; and 2) speed and safety during execution.

**Solution:** Pick[+] is our real plug & play, affordable 3D and AI-enabled robot-wrist-camera system that enables SMEs to easily automate pick & place + pick & sort processes (including random bin picking).

### MARKET

TAM: 126,000 new industrial robots with vision technology sold worldwide.

SAM: 22,700 industrial robots with vision technology sold in Europe.

SOM: 14,200 new industrial robots with vision technology sold in GE, IT, FR, SP. Goal: 10% market share by 2025.

We will follow a direct + indirect sales strategy.

### BUSINESS MODEL

Direct sales + distribution agreements with robot distributors and machine vision specialists in Europe.

End-client price: €5,000.

Distribution commissions: 30%.

Sales -> Direct: 10% | Indirect: 90%.

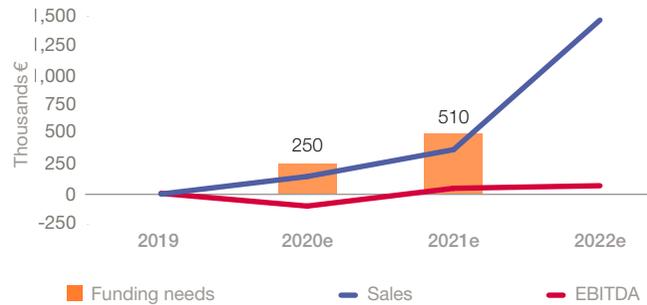
Margin -> Indirect sales: 57% | Direct sales: 233%.

### COMPETITION

Main competitors: Photoneo, PickIt 3D, Robotiq, OnRobot, Solomon.

What make us unique: Pick[+] recognises more than one object at the same time. It builds knowledge from context and can react to changes. Its cost is 1/3 of today's most advanced solutions, which it outperforms.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €13,000 per month

We need €250,000 by December 2020 for: a) an increased number of robot brands supported by Pick[+]; b) improved functionalities and algorithms based on feedback obtained from users, thus ensuring robustness; c) quality assurance; d) safety and protection testing; e) interface improvement; f) finalised hardware design and certification; g) marketing; and h) minimum stock levels.

### MILESTONES

- 06/2020** Seal of Excellence EIC Pilot (former SME Phase 2) score: 13.45/15.
- 07/2020** European Commission grant IP4SME for the protection of intellectual property (€15K).
- 07/2020** AWS loan (€20K).
- 08/2020** MVP of Pick[+] ready.
- 09/2020** Presentation of the MVP to distributors and integrators to obtain feedback for improvement.
- 11/2020** 1st documented use case at DOGA ([www.doga.es/](http://www.doga.es/)).



4



€65,000



€255,000



 [www.bitmetrics.es](http://www.bitmetrics.es)

### CONTACT

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### TEAM



**David Picado**  
CTO  




**Mar Masulli**  
CEO  


### ASK THE ENTREPRENEUR | Mar Masulli

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

Machine vision and robot programming are made simple and affordable for end-clients and integrators. Our solution goes beyond competing with AI.

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

Competition accessing funds. We have the talent to continue innovating and differentiating from others with a clear IP strategy.

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

We see ourselves operating and strengthening our business in Europe while expanding to other markets.

## 4 BUSINESS RHAPSODY

*The Nespresso® of drinks  
(No machine!)*

Food industries

 01/2016

### PROBLEM AND SOLUTION

Alcoholic beverages have positive (socialisation) and negative aspects (over-consumption), and it is not easy for consumers and hoteliers to find the right balance. Consumers want less alcohol, more health and new flavours. The sector's businesses must innovate.

The ISSIMO Fruit Family transforms drinks into outstanding fruity cocktails with less alcohol. These unique drink formulas pack natural fruits and spices into single-dose containers.

They are the Nespresso of drinks (No machines!). Easy and fast, they are the best choice for consumers and the hospitality/food and beverage industry.

### MARKET

More than 10 billion drinks consumed in Western Europe every year.

We have reached agreements with beverage brands (joint promotions, innovative consumption, etc.), food chains, distributors in the hotel industry and online outlets (and marketplaces) that sell directly to consumers.

### BUSINESS MODEL

We generate unanticipated added value to the consumption of fruit juices (PVP of €25/litre).

Our 60% gross margin enables us to invest in communication and promotion and to reward shareholders.

We foster additional consumption without harming anyone's market share, bringing additional value to the value chain.

### COMPETITION

OPN (Pernod Ricard's digital bookstore and winery), Bartsian (from Suntory-Beam), mixes made by hospitality outlets. We are healthier, easier, more practical, faster and less expensive for the consumer.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €7,000 per month

€275,000 to implement the business plan:

- Agreements with brands of the multinationals Pernod Ricard, Diageo, Bacardi, Codorniu.
- Key accounts to sell to food chains and distributors and to export. Channel and consumer events.
- Generation of news, advertising (via media for equity) and participation in competitions (product and taste) to generate notoriety and confidence amongst customers.

### MILESTONES

- 02/2017** ○ Production of Vermutissimo to test interest in the concept.
- 01/2019** ○ Obtaining a participative ENISA loan to expand the concept to beverages other than vermouth.
- 11/2019** ○ Presentation of the ISSIMO Fruit Family at the Barcelona Gastronomic Forum.
- 10/2020** ○ Agreements with alcoholic beverage brands.
- 01/2021** ○ Expansion to food chains and hospitality distributors.
- 01/2021** ○ Implementation of this new category's development plan with the aim of always giving consumers and the channel innovative products.



2



€105,000



€85,000

**Up!** Catalonia  
Return On Involvement



 [www.issimofamily.com](http://www.issimofamily.com)

### CONTACT

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### TEAM



**Enric Martori**  
Co-founder



**Oriol Martori**  
Co-founder



### ASK THE ENTREPRENEUR | Enric Martori

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

Innovating after 25 years serving multinationals in several countries. We have created the only disruptive innovation initiative in a stable sector.

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

Establishing a new category with a commercial plan that generates business for beverage brands and their customers. Based on consumer needs.

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

With our current and future products in every home and hospitality business. Generating employment and added value. Bringing value to shareholders.

## 5 COPERNIC

*B2B SaaS for managing business communities and virtual events*

Industrial systems, industry 4.0 and 3D

 09/2017

### PROBLEM AND SOLUTION

Companies use numerous software tools and this results in widespread and costly inefficiency. Businesses pay 100% of the price of enterprise platforms to use only 20% of their features. Even if a company has the most sophisticated ERP, they still have to talk to suppliers and customers in lengthy and detailed emails. In addition, managers and C-Levels do not have sufficient insight into their business. Finally, clusters, business associations and industrial parks have no easy way of encouraging the generation of ideas and challenges.

### MARKET

To date, the platform has only been delivered to Catalan SMEs because of the issue of resources and sales cycle time. Copernic has been designed from the outset to be used by any company of any sector, type or size.

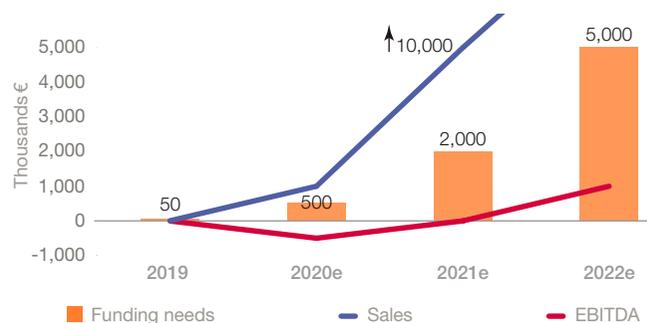
### BUSINESS MODEL

Copernic is based on a low-cost modular web platform marketed in Freemium B2B SaaS mode with monthly or annual payments. The integrated marketplace allows users and companies to choose from a range of project management modules, from project management to CRM.

### COMPETITION

Copernic has competitors for each of the modules making up the platform. Companies that provide software solutions such as ERPs, CRMs, PLMs, etc. are Copernic's competitors. The best known are SAP, Asana, Monday, Salesforce, Navision, Atlassian, etc.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

A €500,000 seed round is currently being completed. The funding will be divided into 50% for engineering and product development, 25% for sales, 20% for marketing and 5% for other. There is currently €300 k committed. We welcome co-investment.

### MILESTONES

- 09/2020** 5,000 companies registered.
- 09/2020** Best Community SaaS B2B Barcelona.
- 10/2020** 45 business clusters and 50 industrial parks on the platform.
- 04/2021** Reaching 100,000 registered companies and 50,000 users.
- 05/2021** Presence in Latin America and Asia.
- 12/2021** €5 M ARR.



12



€100,000



€0



 [www.copernic.tech](http://www.copernic.tech)

### CONTACT

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### TEAM



**Xavier Creus**  
CEO



**Sergio Pulido**  
CTO



### ASK THE ENTREPRENEUR | Xavier Creus

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

The dissatisfaction of knowing that things are not being done the best they can with current technology. Seven years working in my potential market.

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

The platform's simplicity and usability.

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

A unicorn with millions of users all over the world and based in a building in Barcelona.

## 6 EBREDRONE SL

*Dream Today, Fly Tomorrow*

Industrial systems, industry 4.0 and 3D



2019

### PROBLEM AND SOLUTION

Today, there are more than 4,000 Spanish companies working in the drone sector, 95% of which are in the audiovisual sector, 4.99% in industry and only two in agriculture. This is because both industry and agriculture have entry barriers including endemic knowledge, experience and the high cost of equipment along with other factors. As the leading Spanish company in drone fumigation and agricultural services as well as in industrial inspections, we provide the option of franchising our company to cover the entire country.

### MARKET

There is currently high demand for our services, both agricultural and industrial, throughout Spain as we are one of the few companies engaged in this kind of work. Our potential market is drone sector companies, entrepreneurs and/or businesspeople.

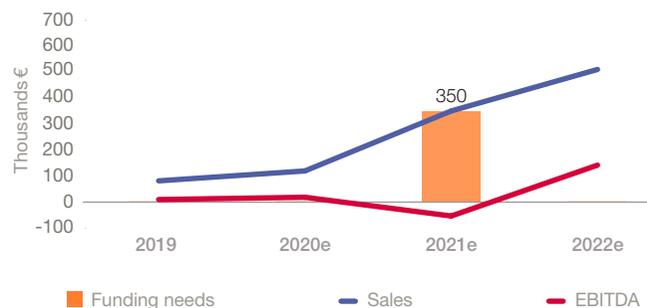
### BUSINESS MODEL

Our business model is based on franchises or similar and will allow us to expand our current services at home and abroad in both agriculture and industry. Our costs will depend on the demand from franchisees and software development. The margin is 50%.

### COMPETITION

There is no national company that provides the option of franchising to acquire the knowledge and equipment needed to deliver drone services in these two strategic sectors.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€6,000 per month

We need at least €350,000:

- To hire the staff and/or outsourced services needed to consolidate the franchise business model.
- To hire at least two software programmers to develop the Drone Data Hub Platform (KUB).
- To buy the drones and supplies needed to meet the high demand from our customers.

### MILESTONES

- 04/2020** Doubling the previous year's turnover.
- 08/2020** First drone-based fumigation season anywhere in Spain.
- 09/2020** Rollout of the Drone Boat USV project.
- 01/2021** Re-branding and development of the Drone Data Hub Platform.
- 03/2021** Opening the first franchises.
- 09/2021** Presentation of Drone Data Hub Platform software.



6



€60,000



€0



**EBRE DRONE**



[www.ebredrone.com](http://www.ebredrone.com)

### CONTACT

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### TEAM



**Eric Esteban Sancho**  
CEO



**Pau Jornet Meix**  
CTO



### ASK THE ENTREPRENEUR | Eric Esteban

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

Our franchisees can deliver comprehensive services to industry and agriculture drawing on our experience and knowhow.

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

Time. The sector is expanding swiftly and we may soon have competition. We aim to respond quickly and this calls for funding.

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

EBITDA at €948,780.45 with 10 franchises open, with a fleet of 36 drones and 18 employees working on domestic and international projects.

# 7 ETHICAL TIME

The alternative to today's fashion industry

Design industries

 06/ 2018

## PROBLEM AND SOLUTION

Sustainable clothing brands have difficulty in raising their profile and reaching their target audience, have few resources and are finding it increasingly hard to gain consumer confidence. We help them earn Real Sustainable Fashion certification which means the consumer is assured of the brand's social and environmental responsibility; we give them access to a range of services with discounts to make their job easier; and we provide them with a platform on which they can sell and reach out to potential customers. Consumers face problems in finding ethical and sustainable clothing which is affordable and appealing, and it is also difficult to know whether an item is truly sustainable or whether it is just greenwashing. We offer consumers a marketplace where they can conveniently shop for really sustainable clothes as all our brands will have earned Real Sustainable Fashion certification. Our solution means a change in the industry by driving brands and products with a constructive impact.

## MARKET

We have a market size of 600 brands and 964,000 potential consumers in Spain, and 9,000 brands and 38.2 million consumers in Europe, who we will reach through digital marketing campaigns (Google Ads, Facebook, retargeting) and with earned media.

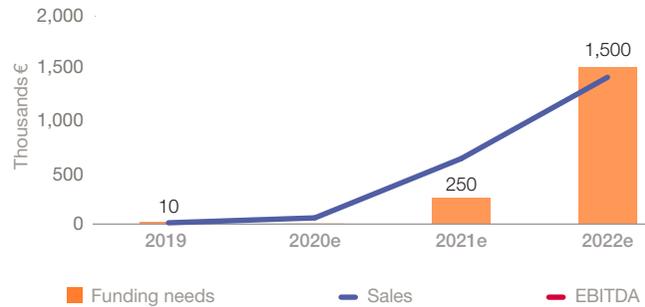
## BUSINESS MODEL

Our revenue comes mainly from two sources: a 17.2% commission on the final sale price of each item through our marketplace, and a fixed fee for the Real Sustainable Fashion certification (B2B) which varies according to the size of the brand we certify, starting at €460 (VAT included). Our costs are mainly in staff, digital marketing and software.

## COMPETITION

Our direct competitors are sustainable fashion brands (Ecoalf, Thinking Mu, Organic Basics, etc.) and other marketplaces; there are currently 15 sustainable fashion marketplaces in Europe (Avocado Store in Germany is the largest). Also second-hand clothing shops and platforms, local shops and fashion sharing platforms (Ecodita, Tulerie, etc.). We offer Real Sustainable Fashion certification.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €---- per month

We will be holding the first investment round in late January through investment crowdfunding. We are looking for €250,000 to expand in Europe (France and Germany). The main budget items will be digital marketing, software and staff.

## MILESTONES

- 2018** ○ Idea + business plan + crowdfunding.
- 07/2019** ○ Launch of the first version of ethicaltime.com.
- 06/2020** ○ Product-market fit.
- 02/2021** ○ €250 k investment round.
- 07/2021** ○ Validate the model in Germany and France with +€50 k in sales per country.
- 09/2021** ○ Be the leading sustainable fashion marketplace in Germany and France.



6



€30,000



€0

**SeedRocket**

# ETHICAL TIME

 ethicaltime.com

## CONTACT

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08028 Barcelona

## TEAM



**Ignasi Eiriz**  
CEO  


## ASK THE ENTREPRENEUR | Ignasi Eiriz

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

Ethical Time comes out of the frustration with the violation of human rights in clothing production chains and the high quantity of pollution they generate. I have been in the industry for five years and give talks on sustainable fashion as a specialist.

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

The end consumer appreciates easy shopping for sustainable clothes in the knowledge that they are generating a constructive impact at a good price and with the security and guarantee of the certification and service. Brands get Real Sustainable Fashion recognition and are part of a community.

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

Benchmark marketplace and leader in sustainable fashion sales in Europe. Real Sustainable Fashion certification recognised and extended to other countries outside Europe.

## 8 FREEVERSE

*Technology to introduce a new radical business model to the videogame industry*

Cultural and experience-based industries

 2/2019

### PROBLEM AND SOLUTION

The dominant mobile business model is free-to-play, which allows users to download a video game and start playing for free. This model pushes users to spend more and more money to enhance their experience. In this model the industry monetises users' game time.

Freeverse's aim is to introduce a new way of playing games. We produce games and technology that enable players to truly own their in-game assets, whose value is determined by their usefulness as well as their scarcity. Our tech allows game players to evolve their digital assets and trade them on a global market for real money.

### MARKET

Global game industry: TAM=\$255bn; SAM=\$4.5bn; SOM=\$1bn. B2C model based on a marketing campaign: Facebook + Instagram ads, Apple & Google Ads, Influencers, PR, etc.

B2B outreach strategy for game studios & publishers, showcasing our tech at world fairs and creating partnerships with existing players.

### BUSINESS MODEL

sB2C revenue: through app purchases and P2P % fee; B2B revenue: fixed fee licensing and revenue sharing.

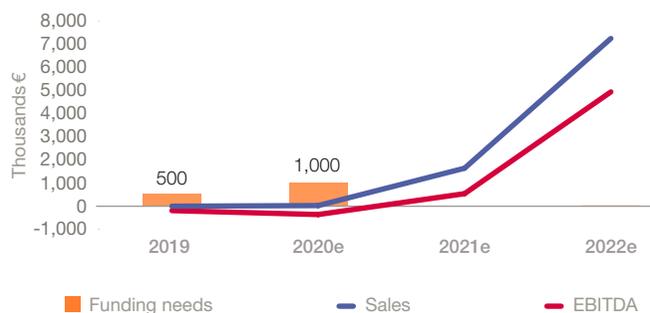
Costs: advertising, platform, commercial, sales and marketing. General and admin expenses.

Margin: 2020(-); 2021(33%); 2022(68%); 2023(61%).

### COMPETITION

Competitors offering similar products: Mythical Games, Xaya.io, Immutable, Loom Network, Axiom Zen. Unlike Freeverse, no potential competitors are capable of offering a serious competitive solution to the scalability problem that must be overcome to make use of the play-to-earn model.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €30,000 per month

We are seeking €1M to:

- Ensure the success of Goal Revolution and future B2C games. Actively develop the game along with new business models within the game, marketing initiatives. Reach an agreement with publishers for the global launch.
- Accelerate integration with B2B clients. Finish integration with La Liga Top Cards, sign new integration agreements, expand the platform's capacity.

### MILESTONES

- 07/2019** ○ 1st Funding Round (€500.000).
- 07/2020** ○ First product MVP launch: Goal Revolution our 1st party video game.
- 08/2020** ○ Integration Platform 1st client contract signed, LaLiga TopCards.
- 10/2020** ○ Soft launch Goal Revolution.
- 12/2020** ○ Global launch Goal Revolution.
- 02/2021** ○ Plug & Play license platform adaptation.



10



€10,000



€506,000

# FREEVERSE

 [www.freeverse.io](http://www.freeverse.io)

### CONTACT

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### TEAM



**Toni Mateos**  
CTO  




**Alun Evans**  
CEO  




**Fernando Estalella**  
COO  




**Athina Sismanidou**  
CFO  


### ASK THE ENTREPRENEUR | Toni Mateos

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

We aim to disrupt the video game industry's current business mode by developing tech that empowers gamers and to drive mass adoption of blockchain.

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

Be the real owner of the virtual assets and trade them for real money in digital markets worldwide.

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

As having launched several games worldwide using our tech and licensed our technology to many other clients in the video game and other industries.

## 9 GLOBAL CANDACE

Control of your business in one place and at your fingertips

Industrial systems, industry 4.0 and 3D

 07/2017

### PROBLEM AND SOLUTION

The customer looks for containers one by one on the sites of shipping companies one by one (about 20 shipping companies per month for costs and with 2 or 3 freight forwarders at a time), looks on various platforms for additional information on tracking, cannot learn about delays in time, pays fines for late delivery, and cannot get going depending on suppliers on time. Containers are left behind in the port (high cost delays), slow dispatch, etc. Our product is software connected to the customer's ERP that delivers automatic tracking in real time with all the information, robotises platforms, and features alarms, modules and a mobile app.

### MARKET

Customers who import/export by sea (+50 containers a month) in any sector (chemical, industrial, automotive, etc.), both end customers (Estrella Damm, for example) and freight forwarders (cargo management companies). We will reach our customers through fairs/events, press, sponsorships and partnerships with consultants.

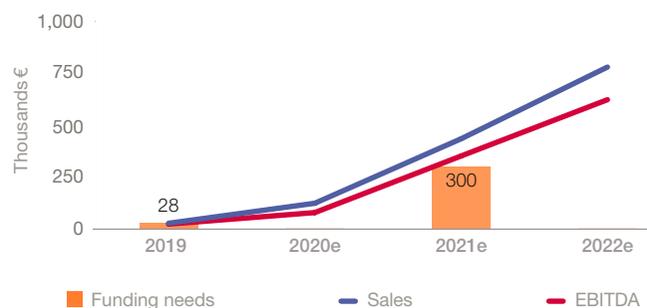
### BUSINESS MODEL

Annual licences (licence = user) plus five forms of extra monetisation: pioneer modules, alarms, mobile app, annual maintenance and installation fee. Each component is paid for separately and the price varies according to the users. 88% margin (product created and at the customer).

### COMPETITION

Companies currently performing 30% similar operations to ours are web trackers (not connected to the ERP), they only track ships (no alarms, no modules providing information on inspections, no mobile app, or other features), VesselFinder, Vessel-tracker, MarineTraffic and SeaRates.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €1,500 per month

€300,000 by November 2020. To expand the staff needed, product enhancement, financial cushion to support service to the major customers we have, marketing and events/fairs and to devise a product launch event.

### MILESTONES

- 03/2018** ○ UB 1st Prize for the best tech company of 2017 and signing up 1st customer.
- 05/2019** ○ Signing up first customers, with ALACAT (Latin America) interested in exporting the product.
- 03/2020** ○ Signing up both Estrella Damm group companies and two product distributors.
- 11/2020** ○ Complete the upgrades to the 2.0 version of the product.
- 03/2021** ○ Funding round to solidify the domestic market with the customers we have on hold.
- 05/2021** ○ International expansion with the customers we have on hold.



11



€90,000



€28,000

# Global Candace

 globalcandace.com

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### TEAM



**Alejandra M. Freites**  
CEO



**Óscar Valente**  
CTO



### ASK THE ENTREPRENEUR | Alejandra M. Freites

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

The lack of a solution to this pressing and proven market need along with manifest management inflexibility in the midst of the 4.0 revolution.

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

Pioneering added values not available on the market (mentioned by customers themselves): modules, alarms, mobile app and vibrant and pleasant design.

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

Expanded in the EU, Latin America and the USA with distribution partners worldwide and a wide range of pioneering, absolutely competitive and powerful solutions.

# 10 ITARES INTERNATIONAL TARES

*Developing and creating products which bring together design, technology and functionality*

Industrial systems, industry 4.0 and 3D

 06/2018

## PROBLEM AND SOLUTION

To cover the largely unmet needs of the growing demand for decorative technical lighting solutions.

Our proposal is based on lifestyle concepts aimed at equipping and decorating venues for all types of social, marketing, corporate, institutional and professional events.

A modular format which innovates in comparison with the mechanical technical structures on the market in a complete solution combining the structures' mechanical properties with a decorative design backlit with colours and light. All this comes as plug and play.

## MARKET

The professional lighting, sound and video solutions and services industry had a turnover of \$192 billion in 2019 and forecasts sales coming to \$230 billion by 2023 with estimated growth at 4.3% per year.

We are targeting the fastest growing market niches: corporate, retail, events and entertainment and media.

Our sales force is geared towards the distribution channels of other manufacturers of add-on products related to our solution; for example, Madrix's distribution channel.

## BUSINESS MODEL

The business model is anchored in selling products through the international professional lighting and sound equipment distribution channel. The intention is to enter into business agreements in the coming months featuring minimum annual sales commitments with each distributor. A sales price is calculated with a 40% margin for the distribution channel, which will mean a 37% margin in our sales and EBITDA/sales standing at 28%.

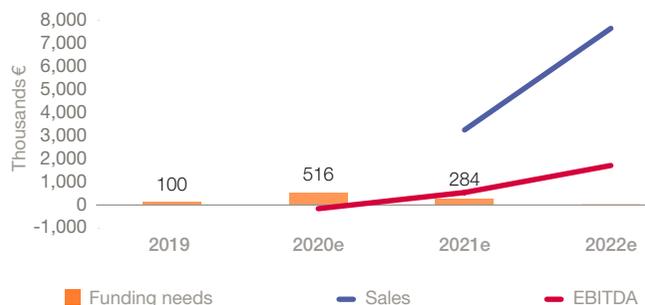
## COMPETITION

There are no direct competitors as our solution is a value-added alternative to the current solution on the market. The main barrier to entry for competitors is that our solution integrates

technologies which they do not fully master and they have to externally integrate unattractive solutions with conventional products. Furthermore, their product range is very poorly differentiated and could be treated as a commodity.

We have types of competitors: aluminium truss structures, lighting products and connection and wiring systems.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €130,000 per month

The total funding requirement is €800,000. We will arrange this with €600,000 from the entry of new partners where we already have €250,000 committed plus €200,000 from long-term credit institutions such as the ICF.

This funding will be used for manufacturing the product, moulds and components, for sales, certifications and marketing and for equipment and staff.

## MILESTONES

- 02/2019** ○ Presentation of the company and the prototype at SE Amsterdam-Netherlands.
- 09/2019** ○ Pre-series completion and commercial action.
- 06/2020** ○ Production agreement with an industrial partner.
- 09/2020** ○ Distribution agreement for Spain and Portugal.
- 06/2021** ○ Presentation of the company at SE Barcelona and at the Mobile World Congress.
- 09/2021** ○ TSales closure with 12 international distributors.



5



€170,000



€0

**ITARES**  
INTERNATIONAL  
Modular Structure & Technological System

 internationaltares.com

## CONTACT

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## TEAM



**Carmelo Nieto Tares**  
Owner Founding



**Salvador Cusi Ramis**  
Member Partner



**Óscar Vilumara Pérez**  
CFO



**Roberto Peris**  
Member Partner



## ASK THE ENTREPRENEUR | Carmelo Nieto Tares

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

The lighting, sound and image equipment industry's need for technical decorative structures. I have been in this business for over 30 years.

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

The design, ease of assembly and use, and the versatility and scale of innovation which sets our product apart from current market solutions.

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

A robust company with a strong position in the international market and developing and bringing new products to market.

# 11 KIPLOC EUROPE

Your easy Smart Lock

Sustainable mobility and smart city

 12/2019

## PROBLEM AND SOLUTION

Kiploc is an access control technology platform designed to resolve and/or ease the task of managing keys in a range of professional sectors. Our customers manage a large volume of (physical) keys to lock and unlock the doors of various types of properties (tourist apartments, homes, premises, industrial warehouses) with different features but the same problems: managing keys and security control. Our platform resolves this problem while delivering a greater degree of security than any existing solution and is also entirely plug & play.

## MARKET

We address various sectors including tourist apartments, large property owners or any company which needs to control and streamline access to its offices or premises. Always aimed at the professional sector, we have a market of more than 30 million units in Europe.

## BUSINESS MODEL

We are a SaaS + hardware product, that is to say our model is SaaS although at the moment customers have to acquire our hardware as well.

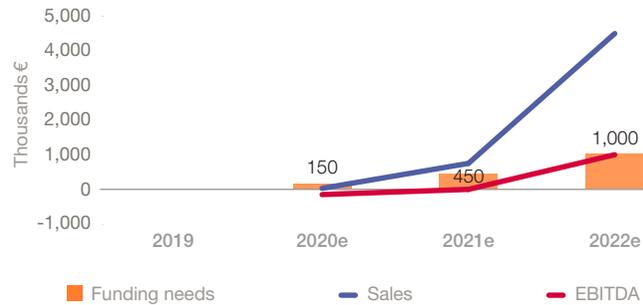
Everything comes at a cost of €10 a month and a 60% margin for the SaaS and €150 per hardware sale unit price with a 40% margin.

## COMPETITION

Most of our current competition is based on B2C-oriented solutions which have been adapted to B2B without actually resolving a different problem.

Nuki, DANALOCK and SALTO would be our main competitors.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

We have closed a €150,000 round and are planning a following round for €300,000 to €450,000 by the end of the year or the first quarter in 2021.

## MILESTONES

- 08/2019** ○ First device prototype.
- 06/2020** ○ Completion of pre-production device.
- 08/2020** ○ Completion of first production.
- 10/2020** ○ Delivery of the first units to customers who have already ordered the product.
- 11/2020** ○ Completion of second pre-production device.
- 12/2020** ○ Sale, installation and activation of the first 175 units of the 800 ordered from us.



3



€180,000



€150,000

# kiploc

 kiploc.com

## CONTACT

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## TEAM



**Daniel Planas Fernández**

CEO



**Jordi Mercader**

CFO



**Josep Maria Garcia**

COO



## ASK THE ENTREPRENEUR | Daniel Planas

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

The team saw there was a mature market calling for a B2B-oriented solution. This market, namely managing tourist apartments or property assets, was adapting solutions available in the B2C market which unfortunately did not work properly. The whole team has experience in online business management and entrepreneurship and we come from working in tourism and IoT-related sectors.

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

With our service they get hardware and a platform which means they can monitor and add security to the door while controlling access and intrusion attempts as well as managing keys efficiently.

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

Market leader in the B2B sector. There is no other company with a product as innovative and as focused on B2B. This leads us to believe that it is possible to lead the digital transformation of key and property asset management in B2B.

# 12 LABESPORT EUROPE SL

*PlusO2 Unlimited by Labesport;  
PlusO2 Urban improve your breathing*

Health, wellbeing and life sciences

 02/2015

## PROBLEM AND SOLUTION

Athletes are looking for solutions to enhance their performance and physical endurance. Labesport has designed a mask, PlusO2, with a patented design which generates a pressure differential emulating oxygen conditions in the mountains, but at sea level. Leveraging the same platform, we have also developed PlusO2 Urban Sport, fitted with 30 filters which protect athletes from pollution in large cities. Finally, we have also developed PlusO2 Urban Hygienic, a sanitary mask delivering 98% bacteria filtering, EC approved and six filters with 30 uses each.

## MARKET

Hundreds of thousands of users; amateur and professional athletes in any sport, runners, cyclists, etc; clubs, chains, fitness centres, groups, military, individuals seeking to protect themselves from pollutants or diseases.

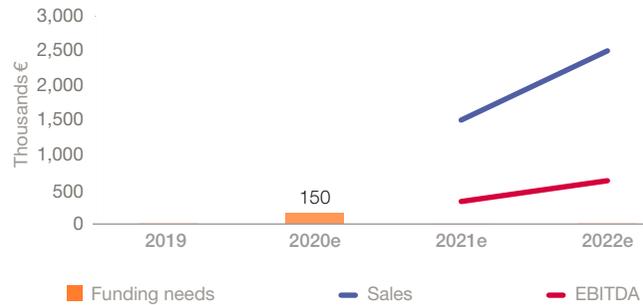
## BUSINESS MODEL

Ecommerce sales and direct sale to groups, and later on in a physical store. Ecommerce unit sale price €59 (PlusO2), €29 (Urban Hygienic) and €24 (Urban Sport).

## COMPETITION

There are three companies in the world with a similar product and with their own patent: us, the American Elevation Training mask and the Austrian Phantom Mask.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €0 per month

€150,000 to be used for:

- Fine-tuning PlusO2 moulds and completing Plus Urban moulds.
- Advertising campaign and capturing athlete images.
- Meeting USA patent expenses (in progress).

## MILESTONES

- 10/2015** ○ First experimental shape and materials prototypes.
- 10/2016** ○ Commercial model prototype design, patent and athlete testing.
- 06/2018** ○ Commercial model manufacture with moulds.
- 11/2020** ○ Final website construction featuring all contents.
- 11/2020** ○ Final fine-tuning of production moulds.
- 01/2021** ○ Start of sales.



4



€140,000



€0



 [www.pluso2.es](http://www.pluso2.es)

## CONTACT

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## TEAM



**Oriol Carrasco**  
Graphic and web design



**Zarah Knebel**  
Marketing



**Alberto Pla**  
Manager



**Antonio Martinez**  
Sales



## ASK THE ENTREPRENEUR | Antonio Martínez

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

When I met the three founding partners I joined the project. I come from Nike Spain, run marathons and am a national athletics coach.

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

It delivers training solutions which make height or hypoxic systems accessible for all athletes (improved fitness and performance).

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

As a European leader in fitness training, creating a new profession (intermittent hypoxia coach) at present reserved for elite athletes.

# 13 MAICHINERY DATA DRIVEN ENGINEERING SL

Welcome to the era of autonomous buildings

Sustainable mobility and smart city

 04/2018

## PROBLEM AND SOLUTION

In environmental terms, buildings account for 40% of energy consumption and yet in Spain 3 out of 4 buildings are not equipped with anything that promotes energy efficiency. In addition, the nZEB law must be complied with from 2020 onwards. In everyday life, we all know that tertiary buildings are big energy wasters that make poor use of HVAC and lighting systems. Orpheus helps make buildings self-managing by delegating the on and off switching of these systems with the aim of reducing their ecological footprint and enhancing user comfort.

## MARKET

Our potential market is the owners and managers of buildings in the tertiary sector, and our market penetration is achieved via the owners themselves as well as through the facility management companies that manage their clients' properties.

## BUSINESS MODEL

Our product is based on a SaaS model, with a monthly fee of around €150 for the use of the intelligent platform (90% margin). The cost structure is as follows: 21% material, 1% cloud services, 58% HR and 20% overheads.

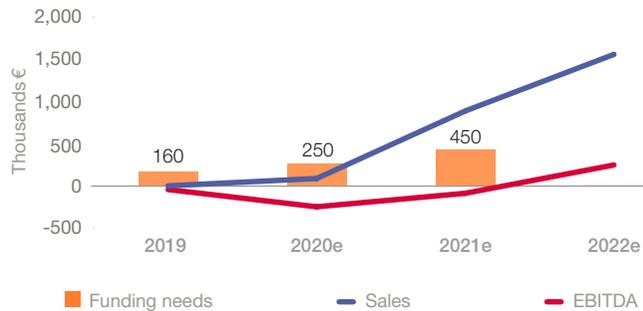
## COMPETITION

Schneider: Remote building control system (including a platform for management, but not for automation).

DEXMA: Company that generates energy efficiency reports (only measurement without control).

Dabbel: German start-up (early stage) focused on the automated management of large buildings.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

We propose a 100-k bridge round with the aim of:

- Expanding the sales team and scaling up sales in a bid to have 30 controlled buildings by year-end 2020.
- Developing and launching the “lighting” functionality.
- Complementing this functionality with the support of NEOTEC (December 2020) and accelerating product and market development with a view to raising a seed round in May 2020.

## MILESTONES

- 06/2019** ○ FFF capital increase round (80 k, pre-money valuation 450 k).
- 09/2019** ○ Completion of the MVP for HVAC and landing the first client (MNACTEC).
- 06/2020** ○ 10 active clients.
- 09/2020** ○ Lighting functionality pilot in operation in two buildings.
- 10/2020** ○ Bridge expansion round (100 k).
- 12/2020** ○ Client has a 100% remote and online installation capacity.



5



€40,000



€160,000

# MAICHINERY

 maichinery.com

## CONTACT

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## TEAM



**Carles Morales**  
Co-CEO - CSO



**Massimo Angelini**  
Co-CEO - CTO



## ASK THE ENTREPRENEUR | Carles Morales

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

The need to do something with a clear purpose: to curb our environmental footprint. My family is related to the air-conditioned sector.

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

Bringing transparency to the use of buildings. The data are objective, and being able to gauge a building's consumption in a friendly way is key.

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

I see Orpheus being a widely-used tool in public and private buildings, especially medium-sized ones, by both owners and users.

# 14 MARTEEN SPORTS WORLD

*Be in harmony with nature*

Chemistry, energy, resources and circular economy

 04/2015

## PROBLEM AND SOLUTION

Thousands of skiers and cyclists use lubricants and waxes to achieve better performance and thus better enjoy their sport, but these products may contain fluorides, paraffins or other oil derivatives that are harmful to the environment (4,000 tonnes of wax are left in the mountains every year) and highly toxic to people who handle them. NZero is the only 100% organic and biodegradable wax (made exclusively with vegetable and natural additives) which, while guaranteeing maximum sports performance, is in line with the trend towards greater environmental awareness among consumers.

## MARKET

We are targeting a potential market of €904 M that only includes our two current target markets: skiing and cycling. We are already present in the ski market, and will enter the cycling market in the first quarter of 2021, in both cases using a mixed B2C and B2B business model and investing heavily in marketing.

## BUSINESS MODEL

NZero generates revenue from the B2C and B2B online sale of products through our website and marketplaces and offline via our distribution channels. It has a current product margin of 70% (68% in 2023) and fixed structural costs of 105% (42% in 2023).

## COMPETITION

Swix (NOR), Holmenkol (GER), Toko (CH) and Vola (FR) dominate the market. All of them offer non-fluorinated waxes, in compliance with new US regulations, and include the ECO marking to take advantage of the consumer trend towards sustainable products. However, these waxes contain paraffins and are not biodegradable.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €6,500 per month

Seed round to raise €350,000 through a discounted convertible note against a round of €800,000 Q4 2021. The funds will be used for marketing and commercialisation initiatives to strengthen the ski and bicycle segments, as well as to support the design of lubricant applicator for bicycle chains and to promote brand and patent protection. We plan to use the crowd equity platform. No commitments have been secured thus far.

## MILESTONES

- 01/2017** ○ ISPO Eco Achievement Award, given by the most important sports fair in Europe.
- 05/2019** ○ DSV Eco Award, given by the German Ski Federation.
- 07/2019** ○ Phase 1 H2020 SME Instrument.
- 09/2020** ○ Participation with our own stand at Sea Otter Europe, the continent's premiere cycling event, where we will present the new NZero Bike product.
- 01/2021** ○ Seed round closure.
- 03/2021** ○ Release of NZero Bike, a 100% organic and 100% biodegradable bicycle chain lubricant.



5



€34,000



€0



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

## CONTACT

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## TEAM



**Guillem Capellades Puig**  
CEO



**Richard Lancaster Croyle**  
CIO



**Armand Ribas Avalo**  
CFO



## ASK THE ENTREPRENEUR | Guillem Capellades Puig

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

The need to wax and maintain my own skis and the lack of real solutions to the growing social demand for sustainability.

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

The same level of performance available through today's toxic solutions but using 100% vegetable waxes and additives that are more sustainable and healthier for users.

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

Leading the market with sustainable solutions for outdoor activities in a way that prioritises environmental protection and the health of users.

# 15 MEETOPTICS LABS SL

*Meetoptics, the online platform setting the standard for everything in photonics. Based on a meta-search engine with artificial intelligence*

Industrial systems, industry 4.0 and 3D

 04/ 2019

## PROBLEM AND SOLUTION

Photonics is growing so quickly that researchers and engineers are taking weeks to find the components they need to develop their technology.

Plus photonics component suppliers do not have the tools to easily reach the engineers and researchers who need them. Meetoptics connects researchers and engineers with photonics component suppliers using a meta-search engine which delivers professional and personalised guidance with product recommendations and is also highly specialised.

## MARKET

Photonics is a growing \$686 billion market that supplies a \$10 trillion market. We have access to some of the suppliers of photonics components, \$227 billion. In the first three years we will have accessed \$49 billion of the market which allocates \$4.9 billion to marketing per year. Starting with the United States and Europe (59% of the market) and in 2022 we will expand in Asia, mainly in China, Japan and Korea.

## BUSINESS MODEL

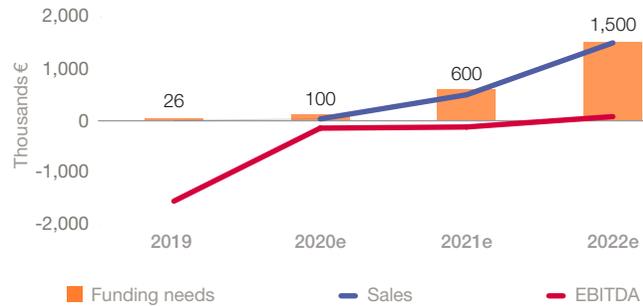
Meetoptics is free for users who are photonics professionals. Our customers are photonics component suppliers who pay to be listed on our website (PPC or transaction fee) and industry companies which can offer services or technology to our users, where we charge 10% of the projects generated.

## COMPETITION

Photonic components cannot be compared on Google or purchased on Amazon. Other specialist platforms, such as Go Photonics, Find Light and Laser Lab Source, list equipment which can potentially be manufactured by different suppliers, but still fall short of the purchasing process.

As Meetoptics already has a meta-search engine, it has a much higher number of real products on the market from various suppliers on the same platform.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

The €600,000 investment will be used to grow the development of the meta-search engine with artificial intelligence algorithms, integrating more companies and increasing the visibility of Meetoptics online through SEM and SEO positioning and online and offline marketing.

10% will be allocated to advertising to attract users, always matching organic growth; 30% on implementing business operations, contracting with companies; 60% for support and development of software to automate the processes offered to users and thus scale-up the business.

## MILESTONES

- 06/2019** ○ MVP, online lens search engine, over 16,000 products.
- 09/2019** ○ Registration of the European trademark.
- 07/2020** ○ Over 30,000 products, over 7,400 users, 5 contracts with suppliers, 8 with photonics engineering consultants and 3 completed projects.
- 02/2021** ○ 50,000 products, 5 integrated companies with contracts, 45,000 visits.
- 02/2022** ○ 100,000 products, 50 integrated companies with contracts, 200,000 visits.
- 02/2023** ○ 150,000 products, 110 integrated companies with contracts, 1,300,000 visits.



4



€23,000



€87,000



 [www.meetoptics.com](http://www.meetoptics.com)

## CONTACT

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08034 Barcelona

## TEAM



**Bárbara Buades**  
CEO  




**Bárbara Douglas**  
CTO  


## ASK THE ENTREPRENEUR | Bárbara Buades

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

Frustration on the PhD programme because the process of searching for what you needed was not automated and had to be done manually.

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

The search engine has real products, users can easily see what's on the market, and it brings a lot of visibility to small companies that are highly specialised and compares them to the industry "giants" which have more standard solutions.

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

Once the search engine has been built, it can be copied by taking the ideas and products directly from our website. To prevent this, we are setting up a user registration system so that users can evaluate and recommend products. This means users generate updated and exclusive content which is difficult to copy and also become loyal to the platform. Plus we are building a community on the ground by asking our users to give us feedback and help us with development so that they feel more ownership.

# 16 MUN FERMENTS SL

Experts in the production of fermented products, particularly kombucha

Food industries

 01/2017

## PROBLEM AND SOLUTION

Kombutxa is the first artisanal kombucha that is stable at room temperature. At Mun Ferments we wanted to go beyond kombucha's detoxifying and probiotic properties to make an even healthier product by reducing sugar content to a minimum. Kombutxa contains less than 2 g of sugar per 100 ml, making it a product that does not need refrigeration.

## MARKET

Our product targets people who want to maintain a healthy lifestyle based on a balanced diet and the practice of sport.

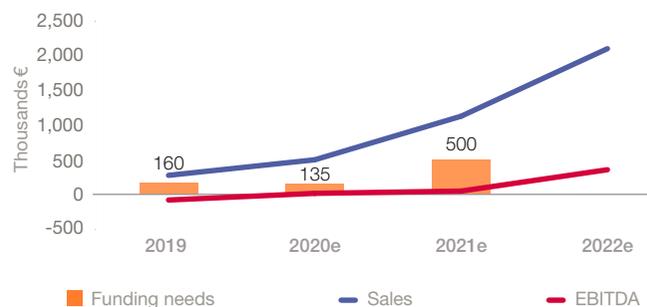
## BUSINESS MODEL

Mun Ferments' business model is B2B. Currently, Kombutxa is available at more than 1,000 points of sale in Spain and Andorra. The product's average margin is 65% when sold via the specialised hospitality channel and through mass distribution. We are also manufacturing private labels for certain companies.

## COMPETITION

Several companies have entered the world of kombucha in view of the growing demand for this product. However, the majority are not prepared to make the leap into large-scale distribution for reasons relating to production capacity and health certification.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €3,000 per month

We need €500,000 to open up the mass distribution channel and expand the Horeca channel. We currently have no funds committed.

## MILESTONES

- 06/2019** Private label established for the Veritas supermarket chain.
- 04/2019** Kombutxa available at more than 1,000 points of sale.
- 02/2020** Production capacity increase to 2 million bottles per year.
- 01/2021** Growth of exports to Europe.
- 03/2021** Growth of the Horeca channel.
- 2021** Turnover of €1 M.



7



€3,000



€200,000

**Accel&GROW**  
Boosting Entrepreneurs  
GRUP LA MUTUA DELS ENGINYERS

# KOMBUTXA

 [www.kombutxa.com](http://www.kombutxa.com)

## CONTACT

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## TEAM



**Jordi Dalmau Silla**  
CEO



**Jorge Blasco**  
CMO



## ASK THE ENTREPRENEUR | Jordi Dalmau Silla

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

I learnt about kombucha on the recommendation of a professional while battling Gilbert's syndrome, a disease I suffer from.

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

Kombucha's many health benefits. It is a probiotic and detoxifying drink that has a soothing effect on the entire digestive system.

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

Completely integrated into the mass consumption and Horeca channels and beginning to show growth in exports to other continents.

# 17 RE-CIRCULA SOLUTIONS

*New generation of deposit refund system to push recycling rates up to 85%*

Chemistry, energy, resources and circular economy

 03/2017

## PROBLEM AND SOLUTION

While the EU recycles 41% of plastic packaging waste its own waste directive demands the figure of 90%. Best practices include a deposit-refund systems (DRS) in which citizens are paid back for returning their waste using reverse-vending machines (RVM). The system is limited to indoor locations and some beverage bottles. Therefore, local authorities are demanding scalable and affordable solutions to comply with legislation.

RecySmart is the new public DRS capable of characterising all packaging waste using acoustic edge AI algorithms which convert a single waste container into a cost-effective RVM and can help increase recycling rates up to 85%.

## MARKET

The IoT market for waste management will reach €25B in 2030. Our total addressable market is €3.7B based on 200 people per waste container and 15 waste managers controlling the 70% of the sector. Our sales process is through the waste managers who have a presence at national and European levels.

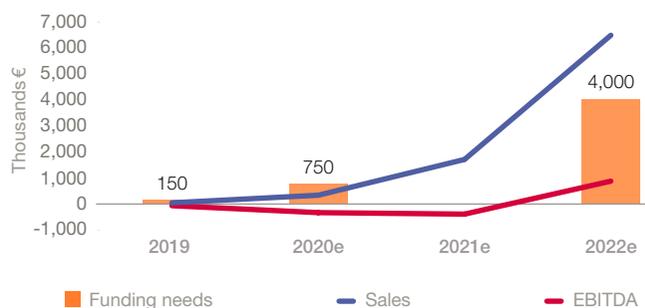
## BUSINESS MODEL

Our business model is based on charging a fee for our RecySmart device, priced at €450 and assembled by a third party. Our second line of revenue is our SaaS, comprising an annual subscription fee of €65 per RecySmart device. The service includes access to the collected data.

## COMPETITION

RecySmart is the only solution able to correctly identify all types of packaging (glass, plastic, metal and carton) waste. This is achievable using a single device that features acoustic techniques based on edge AI algorithms and which include fill-level sensors for route optimisation.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €26,000 per month

We need 750 K Euros in 4Q 2020 to finalise the marketing and sales team and hence expand RecySmart across Spain and strengthen our position in the European market. The target countries are Portugal, France, Italy, Scandinavian countries, Slovenia and Austria. Innoenergy, our current investor, has already invested €150 K.

## MILESTONES

- 04/2019** ○ Contract with Sant Cugat Town Council: Commercial pilot trial implemented using 10 devices and invoiced in the amount of €27,500 in July 2019.
- 09/2019** ○ A commercial agreement with a sales potential of €4M signed with Sacyr.
- 09/2020** ○ First implementation of the contract with Sacyr invoiced at €34,700.
- 12/2020** ○ Introduction of 2 commercial pilot trials for the French and Portuguese markets.
- 12/2020** ○ Commercial agreements closed to sell the solution in neighbouring countries: Portugal, France, Italy and Scandinavian countries.
- 12/2020** ○ Implementation of RecySmart technology in all of Sant Cugat Town Council.



9



€35,000



€75,000



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

## CONTACT

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## TEAM



**Jordi Berguinzo Martinez**  
CEO



**Sergi Goday Barillas**  
CTO



## ASK THE ENTREPRENEUR | Jordi Berguinzo Martinez

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

My last position as the Iberian region business manager for a big multinational packaging company opened my eyes to the low recycling rates.

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

RecySmart is the only solution able to identify multiple packaging waste (glass, plastic, metal and carton) using edge AI acoustic algorithms.

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

Introduce the technology in a municipality of 100 K inhabitants, which we will achieve using existing commercial contracts.

# 18 RED HELMET EXPERIENCE

*Interactive experiences to have fun in groups*

Cultural and experience-based industries

 01/2017

## PROBLEM AND SOLUTION

Interactive virtual reality videogames for home use have limited mobility and immersion capabilities. Playing in a team is also too much of an investment as it calls for powerful headsets and computers. Red Helmet Experience designs and offers interactive gaming entertainment with utmost immersion and fun by playing in a group in an adapted physical space. Because playing with others is much more fun than doing it alone! Plus companies get an innovative team building activity in which they can analyse their employees' behaviour.

## MARKET

Aside from the big figures skewing the picture, initially our audience is in European capitals. We will then roll out game venues and rooms in smaller cities. Our main clients: walk-in customers, company team building activities and a more gamer and competitive audience.

## BUSINESS MODEL

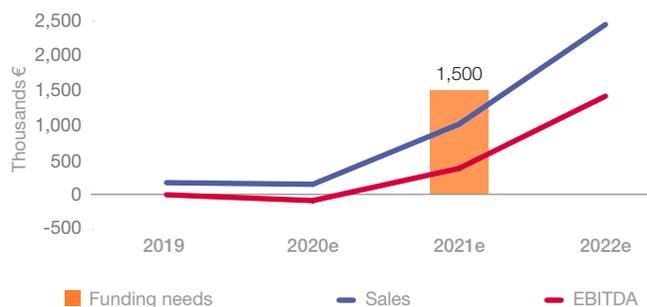
B2C: Interactive, multiplayer videogame activity in an adapted, urban and city centre physical venue. From 2 to 12 players per hour. Price €32/player.

B2B: Business in the city centre with very attractive technology and expertise to ensure utmost immersion and fun. Co-investment model between €150,000 and €250,000.

## COMPETITION

The market is very young. There are about 30 similar studios worldwide. Only 10 operate in Europe with just over 60 rooms. Main competitors: The Void, Sandbox and Zero Latency. Barriers to entry: technical knowhow, room operation knowhow, and financial resources to maintain the team and the rooms.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €30,000 per month

The company needs €1.5 million in funding by February 2021 to hire the expansion team, enhance the development team and open three of its own centres and three co-investment centres in 2021. This round could be divided into two €750,000 stages and new hires and new rooms scaled in two parts.

## MILESTONES

- 12/2019** ○ €151,748 in cumulative sales and operating income > operating costs.
- 08/2020** ○ Room 3 opened in Madrid.
- 09/2020** ○ Game 2 on the market.
- 11/2020** ○ 1st eSport tournament broadcast by Twitch.
- 12/2020** ○ Game 3 on the market.
- 02/2021** ○ Sale of first Red Helmet franchise.



12



€3,000



€250,000



[www.redhelmetvr.com](http://www.redhelmetvr.com)

## CONTACT

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## TEAM



**Alvaro Gámiz Sanfeliu**  
CEO



**Ruben Bernal Andreo**  
CTO



## ASK THE ENTREPRENEUR | Alvaro Gámiz Sanfeliu

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

My passion for bringing original entertainment to the public. Previously I created Familiando and Super Family Games, games for the family to enjoy.

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

The ability to immerse yourself with the other players. Sharing fun always makes it even more fun and makes us happier.

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

As the benchmark for the most entertaining experiences in the industry and delivering customised experiences with all main character licences.

# 19 SMARTMONKEY.IO

*We optimise routes in a more humane way*

Sustainable mobility and smart city

 07/2015

## PROBLEM AND SOLUTION

Route planning is a process that is currently done manually. It requires a great deal of experience and has a very significant impact on the services and costs of logistics companies. SmartMonkey is able to capture end customer behaviour in a fully automatic way and generate routes that are 30% more efficient and better suited to customer needs.

## MARKET

The European market is valued at €8.5 Bn. We will break into it using our own sales force and a network of software integrators who will be able to offer their clients a new tool that will significantly impact their profit and loss statement.

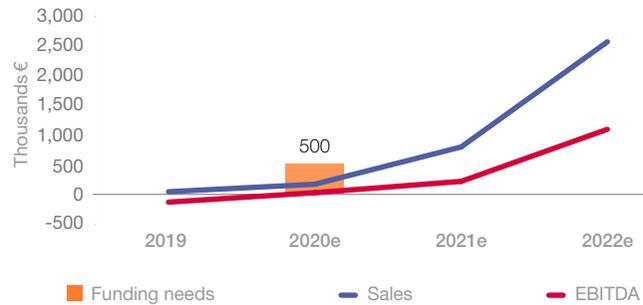
## BUSINESS MODEL

The business model focuses on the sale of learning system licenses that are priced according to the number of clients to profile and route planning system licenses. Structural costs mainly comprise the salaries of the product and sales teams. The margin is 65%.

## COMPETITION

Competitors operate in the field of route optimisers, but only one company has the same approach as ours to the problem on an international scale (Wise Systems). The others are optimisers whose clients are responsible for maintaining data quality.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €16,000 per month

We seek €500,000: €300,000 in private funding and €200,000 in soft loans. Of the €300,000, we already have €125,000 from small investors. The objective is to expand mainly the sales team and strengthen the technical team.

## MILESTONES

- 12/2018** ○ Demonstration of the potential of AI + optimisation with a pilot at Heineken.
- 09/2019** ○ Launch of the Highway product.
- 02/2020** ○ First utility customer in production (Aigües de Barcelona).
- 12/2020** ○ Closure of the seed round.
- 10/2020** ○ MRR of €10,000.
- 01/2021** ○ Breakeven.



7



€17,500



€495,000



 [www.smartmonkey.io](http://www.smartmonkey.io)

## CONTACT

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## TEAM



**Xavier Ruiz**  
CEO



**Pablo Martinez**  
CTO



## ASK THE ENTREPRENEUR | Xavier Ruiz

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

We saw the opportunity to apply innovative technology based on studies. We had no experience with the market.

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

The machine learning aspect is totally disruptive to the solutions currently on the market.

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

Currently the biggest risk is financing.

# 20 THE PREDICTIVE COMPANY

*A SaaS for energy efficiency and AI-based predictive maintenance*

Chemistry, energy, resources and circular economy

 06/2019

## PROBLEM AND SOLUTION

We offer a predictive energy management system supported by AI which learns the energy profiles of a building in order to forecast its demand and achieve autonomous and optimal use of energy systems (HVAC) in terms of energy, costs and emissions. As our technology is based on self-learning algorithms, it is able to detect small defects before they become a bigger problem. This type of solution is called predictive maintenance. In this regard, we offer 2 solutions in 1 (energy efficiency and predictive maintenance).

## MARKET

The EU market for energy management systems was valued at \$12 billion in 2019, with a CAGR of 16% during 2019-2027. Clients: Energy Service Companies, building management companies, manufacturers of building energy management systems (BEMS) and IoT platforms.

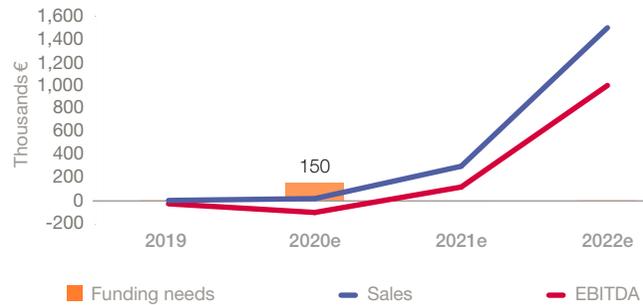
## BUSINESS MODEL

The price consists of a fixed sum to access the service that must be paid in advance and a variable sum, which will depend on access points that must be analysed and paid monthly. As it is a SaaS, implementation and maintenance costs are low. Our margin is close to 50% of income.

## COMPETITION

BuildingIQ and Recognizer Dabble seek end users. The technology is available to intermediaries, ensuring that it is available to a greater number of users with a lower initial investment. The algorithms focus on machine optimisation and not just on demand.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

€150,000 financing round.

50% Sales department: Hire a profile to expand sales by gaining new customers and strengthening the pipeline.

45% Technology department: Hire a technical profile to manage the growing number of projects.

5% Legal/Marketing: Creation of opportunities, important events, networking.

## MILESTONES

- 06/2019** ○ Selected by the Climate-KIC accelerator, Phases 1 and 2 (€20,000).
- 10/2019** ○ Winners of the Caixa d'Enginyers innovation competition (€10,000).
- 12/2019** ○ First invoice (€4,000).
- 09/2020** ○ Expand the team with a technical person.
- 11/2020** ○ Investment round (€150,000).
- 12/2020** ○ 10 contracts signed.



4



€3,000



€85,000



AI SOLUTIONS FOR ENERGY MANAGEMENT

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

## CONTACT

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## TEAM



**Alonzo Romero Lauro**  
CEO



**Natalia Skwarek**  
COO



**Luis Romeral**  
CSO



**Miguel Delgado**  
CTO



## ASK THE ENTREPRENEUR | Alonzo Romero Lauro

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

The opportunity, made possible by The Collider from MWC, to help companies generate savings with a view to making the world more sustainable seemed unique.

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

This solution focuses on how much customers save; they only stand to gain. It also helps them stay abreast of ecological trends.

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

We adapt the connectivity to the BEMS of each client, which once done can be replicated with others using the same system.

# 21 VERONE - KALI JEWELS SL

Your dream jewellery box to dazzle on any occasion. Unlimited jewels

Design industries

 07/2018

## PROBLEM AND SOLUTION

Customers would like to have a bottomless jewellery box but cannot afford it. Unlimited jewellery on a limited budget. The world of fashion and accessories is always changing, which is why people resort to costume jewellery. The platform offers the first monthly jewellery rental plan providing access to a wide variety of brands and models with personalised recommendations. Verone's sustainability is suitable for all budgets, and our good taste will make it possible to renew one's personal style without excessive effort.

## MARKET

We will achieve our target through a 360° strategy, marketing online using Facebook ads as well as traditional marketing and PR. Agreements with influencers, ambassadors and strategic partners such as TOUS and Aristocrazy TAM: €1.7 Bn.

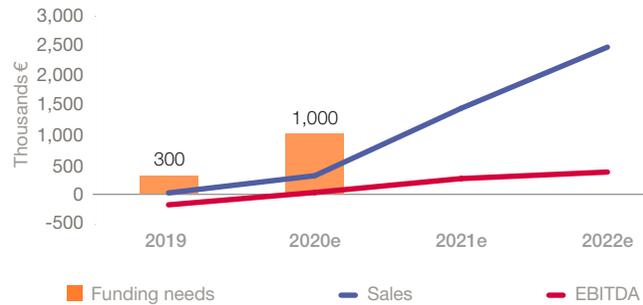
## BUSINESS MODEL

Income is generated from monthly fees paid by users and from their jewellery purchases. All jewellery is offered via agreements with brands, which get 20% of the subscription price, while 80% is kept by the platform.

## COMPETITION

Pioneers in Europe; in the USA, Rent the Runway, Join Switch, Rocksbox.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €40,000 per month

€1 M for strengthening and international expansion, development of a machine learning application. 50% new investors, 25% current investors and 25% ENISA/ICF.

## MILESTONES

- 01/2019**  Brand acquisition, including Tous SA.
- 06/2019**  Launch of MVP and first users.
- 10/2019**  Business validation.
- 12/2020**  Achieve 500 users.
- 10/2021**  Launch the platform in France.
- 11/2021**  Become stronger in the Spanish market and begin internationalisation process.



5



€70,000



€550,000



 [www.verone.com](http://www.verone.com)

## CONTACT

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## TEAM



Luis Feliu de la Peña  
CEO  




Enric Alicarte  
CMO  




Carlos Blanco  
Chairman  


## ASK THE ENTREPRENEUR | Luis Feliu de la Peña

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

The new paradigm shift. Users want experiences and pay-per-use options. More than 20 years of experience in the sector and 15 as a manager.

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

To be able to have a bottomless jewellery box in constant evolution for the price of dinner. Promoting a sustainable circular economy.

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

Non-payment and theft, which is resolved by means of a credit risk funnel and theft insurance.

## 22 WE YADO SL

App for finding accessible work and meeting spaces and connecting with other professionals

Sustainable mobility and smart city

 06/2019

### PROBLEM AND SOLUTION

- Coworking spaces not within everyone's reach and the alternatives turn out to be expensive.
- Pressing need for an easy, practical, accessible, fast and flexible tool that shows spaces in the city that are available for working or meeting.
- Some spaces are vacant, empty for hours at a time or very difficult to advertise.
- Lack of well-established and interconnected communities at all levels.

Yado offers an intuitive and attractive tool where you will be able to affordably explore and reserve working and meeting spaces in various cities to facilitate meeting people, networking and promoting new projects.

### MARKET

Global coworking market: €23,500 M with 35,000 spaces. +200% over the last 5 years. Spain's coworking market: €150 M + €19,500 M in the case of business tourism. +25% annually. Target: self-employed, entrepreneurs, digital nomads, remote workers. Agreements with aggregators, social network ambassadors, IG/FB ads, promotions and partnerships.

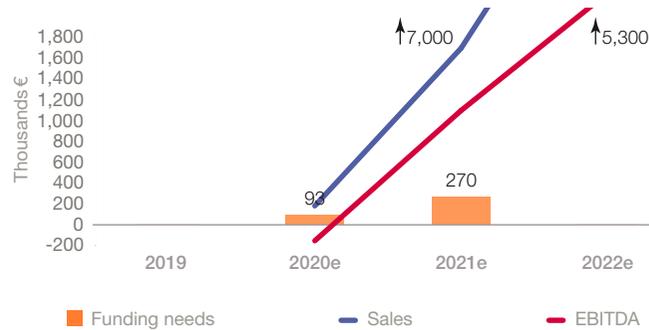
### BUSINESS MODEL

- Sale of packs of hours and subscriptions with a 39% margin. Per booking costs vary according to the type of space, but the average is €4.3.
- Rental of meeting rooms/spaces: Yado gets a 20% commission on each transaction. No associated costs.

### COMPETITION

Croissant: app to reserve working spaces. Neglects the community. Satellites: website for booking hotels at which to work. Limited supply and no community. Workfrom: app for exploring working spaces. Predominantly in the USA. Sheltair: website for booking flats equipped for meetings. Focused on companies.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,500 per month

We need €200,000 to invest in marketing, human resources, app improvements and national and international scaling. We are in the process of applying for ENISA funding. We plan to close the round in May and structure it with convertible loans.

### MILESTONES

- 09/2019 ○ Launch in Barcelona with 7 spaces.
- 12/2019 ○ 600 downloads.
- 07/2020 ○ 35 spaces. +1000 downloads and +170 reservations.
- 09/2020 ○ Expansion in the cities of Madrid and Valencia.
- 12/2020 ○ Having 300 spaces and meeting rooms available. 2,500 downloads.
- 02/2021 ○ More than 10,000 downloads.



2



€50,000



€0

CORNELLÀ  
OPEN FUTURE

POWERED BY 



 [www.weyado.com](http://www.weyado.com)

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### TEAM



**Anna Albareda**  
Co-founder



**Cristina Santa**  
Co-founder



### ASK THE ENTREPRENEUR | Cristina Santa

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

The motivation to create a project with the potential to have a positive and beneficial impact on a target with which both co-founders identify. Previously we had worked as freelancers and experienced the need for a workspace that we could not afford.

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

The option of working in different spaces and in multiple locations at an affordable price due to the flexibility not available at coworking facilities and without having to purchase drinks at cafés. It is also advantageous to have a tool that makes it easy to find meeting rooms or easily organise corporate events (trainings, workshops, etc.).

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

That competitors will come along offering similar apps, but we differentiate ourselves by creating a very complete tool that offers very useful, and for the moment unique resources to users. The app also helps us maintain a interconnected community and facilitate communication: users can easily view a range of professional profiles, find out whether they are looking for new projects or collaborations and organise events. We thus encourage the development of new projects and the distribution of talent around the city.

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