

INNOVATION AND INTERNATIONALISATION CATALOGUES

XVIII Investment Forum

PROJECTS CATALOGUE

January 2013

ACCÍÓ
Competitiveness for Catalonia



Generalitat de Catalunya
Government of Catalonia

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Ministry of Enterprise and Labour
Catalan Business Competitiveness Support Agency, ACC10

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An entrepreneurial spirit, openness to the world and a commitment to innovation are the main strengths on which business competitiveness and, as a direct consequence, the competitiveness of Catalonia are built.

In recent years we have seen how access to credit has been squeezed, but these problems have not diminished the potential of Catalonia, its companies and its people. We have numerous business ventures that are determined to open up to the world and consistently innovate and which have the desire and ability to grow quickly. We also have investors who want to support them.

Therefore, as recommended by the Community guidelines coming from the Small Business Act and in line with the Government of Catalonia's Industrial and Business Activities Plan 2012-2014, we need to seek out alternative financing instruments that can cater for the needs of these innovative and entrepreneurial projects.

Through ACC1Ó, the Agency supporting the competitiveness of Catalan businesses, we are working in this direction with initiatives such as the Business Angels Networks programme and the Financial Advisory Service. In addition, we are leveraging our experience to help entrepreneurs make contact with investors and also with other stakeholders (companies, consultants, institutions, etc.) which can help to build up this ecosystem.

The Investment Forum is a good example of this policy, and its significance is growing in a context like the present. Proof of this lies in its results, because since its launch it has helped to close more than 100 investment transactions and commercial agreements, in the process drumming up more than €50 million.

This catalogue has been produced as part of the Forum and is a useful tool for investors searching for projects with high growth potential because it provides them with a first-hand look at their needs and features. Here you will find the fifty best projects out of the hundred which were submitted for this 18th year of the Investment Forum, business proposals that for the most part are in ICT, health and life sciences and engineering.

I am convinced that the public sector should invest in initiatives like this one, in which the coming together and partnership of public and private players is crucial. This commitment to cooperation, to interaction between players, is what will enable us to drive and build effective support tools, not only in finance but also in other areas, which strengthen the competitiveness of our business community and, in particular, the new business ventures which are the main foundation for the progress of Catalonia.

Josep Moragas i Freixa
Managing Director of ACC1Ó

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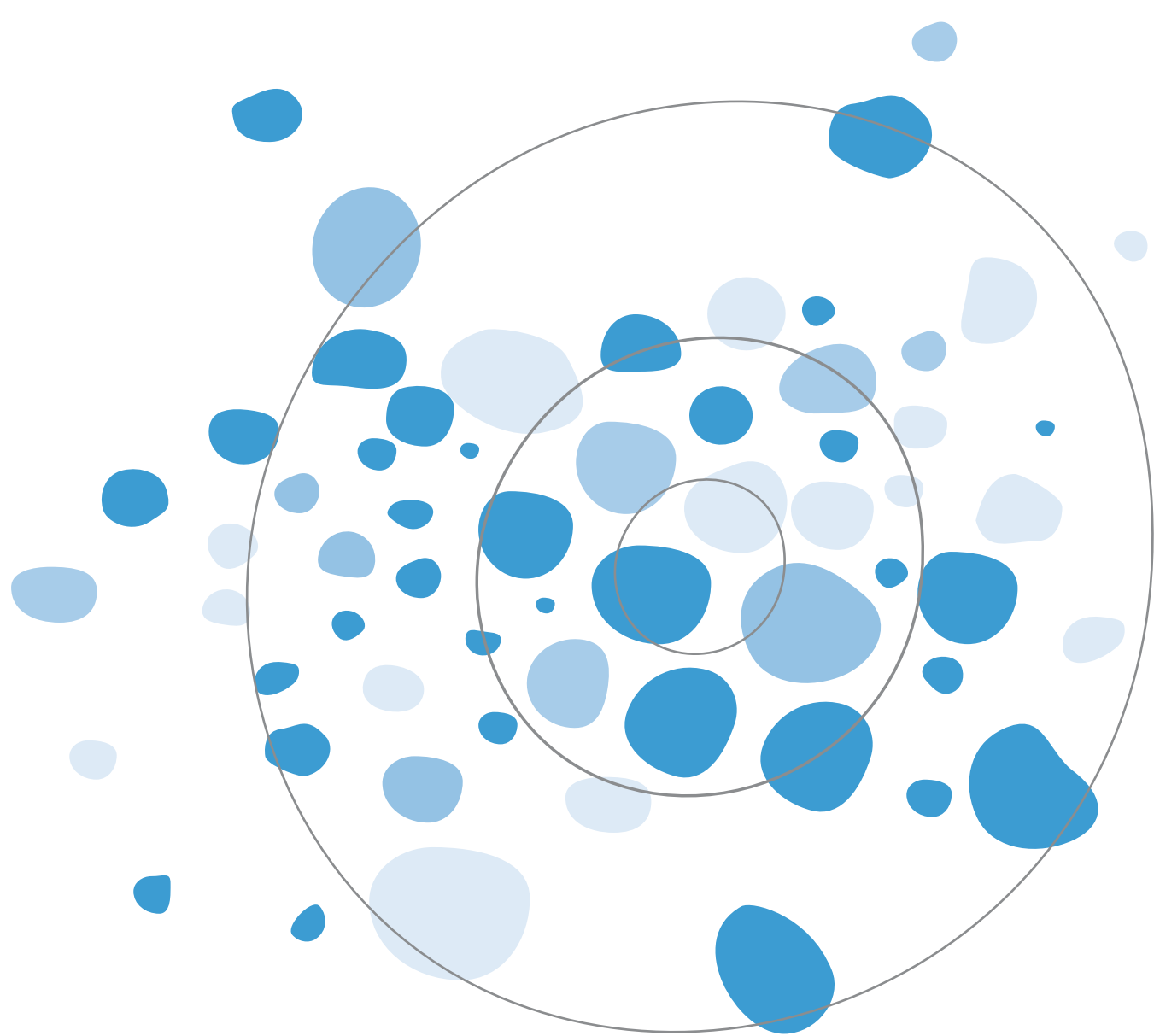
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LIFE AND HEALTHCARE SCIENCES

PROJECTS CATALOGUE
January 2013



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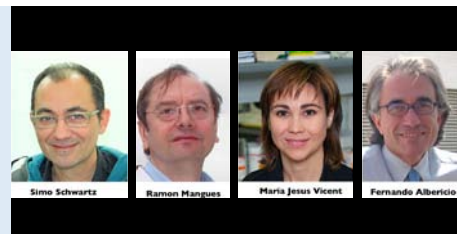
Being a benchmark antitumor pharmaceutical company
www.argonfarma.espaiblanc.com



Bioincubadora
PCB-Santander

SUMMARY

Develop a drug effective against pancreatic cancer administered orally that is not genotoxic and is a candidate to be a broad-spectrum antitumor drug. The initial indication will be for cancers that have unmet needs. Also generate a number of new candidates for other oncology indications with a business opportunity. In lockstep develop therapeutic polymers for drug delivery and diagnosis.



TEAM

Founding team: Simó Schwartz, Ramon Mangues, Maria Jesús Vicent, Fernando Albericio. Staff: 3, Ramon Roca (CEO), Oscar Peña (CSO) and Nuria Bayo (technician). 96% of the company belongs to the entrepreneurs. There is no venture capital. Significant external advisors: the entrepreneurs and Innoqua (some technical topics).

CONTACT

Ramon Roca
Argon_pharma@me.com

PROBLEM/OPPORTUNITY

Customers are major pharmaceuticals that can bring a product to market and are interested in cancer and orphan diseases. All efforts that have been made have yielded disappointing results. It is still an unmet need with a large market share.

COMPETITION

Pancreatic cancer has no cure and treatments are toxic and prolong life a few months. Competitors for the initiative are: Gemzar (Eli Lilly), reference; Erlotinip (Roche) second-line treatment.

OUR SOLUTION

Our drug is oral and does not present significant toxicities, shows efficacy in vivo and is synergic with Gemzar. Gemzar is administered IV in hospital, is very toxic and does not cure cancer. In addition, the drug is broad spectrum and can be used for more than one indication.

BUSINESS MODEL

Licensing agreements with revenue by down payment and milestones. Exploitation agreements are to be negotiated with co-developer companies in specific countries.

MARKETING PLAN

Active contacts are made with sector companies to negotiate co-development. In more advanced stages exploitation licences will be negotiated in various countries.

NEED FOR FINANCING AND USE OF FUNDS

Preclinical regulatory, 250,000 euros; generating new candidates, 150,000 euros; HR, 125,000 euros; management expenses, 25,000 euros; operating cash flow, 50,000 euros. This round is to be financed by investors and entrepreneurs, while we have also got an Innocash loan and a European ETB grant for a project coordinated with other companies.

	2011	2012e	2013e	2014e
Turnover	2	125	150	7,000
EBITDA	-10	-575	-626	1,169
Financial need	0	400	200	0

Amounts in thousands of euros

EXIT STRATEGY

Not envisaged. The intention is to reach licensing agreements with large companies to bring the product to market, charging royalties and allowing capital input so as to grow.

ASK THE ENTREPRENEUR

Simó Schwartz

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

The biggest risk is raising private capital in times of crisis, which we will tackle by networking with sector companies to reach co-development agreements and in contact with private investors and business angels. We have arranged public funding.

How would your friends define you as a person?

Generous, optimistic, enthusiastic and enterprising. Upright, honest and honourable. At the same time empathetic, friendly, intelligent and able to find satisfactory solutions.

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

As Chairman of the Board of Directors and as CEO of the company. The company I see as having a phase III drug and another drug in phase I. With a defined pipeline of antitumor drugs and a first therapeutic polymer at the clinical stage.

Company founded: 04/2008

Monthly burn rate: 34

K previously contributed by the team: 289

External K raised so far: it is the first time we have raised capital

Own K to be contributed by the team in the next round: 100

Amounts in thousands of euros

C/ Baldri Reixac, 10
 08028 Barcelona
 +34 660 59 14 89

2 ASCIDEA COMPUTATIONAL BIOLOGY SOLUTIONS

The future of Science made real

www.ascidea.com



SUMMARY

Ascidea develops multiplatform cloud-computing computational solutions specifically designed for smart and automated processing of genetic and biomedical data. Our solutions can be used across the applied genetics value chain including preventive and personalised medicine, searching for new biomarkers, forensic science, nutrition and cosmetics.



TEAM

Founding team of four partners, three from academic bioinformatics and one with experience in biotech marketing and sales. Currently two employees hired with a background in bioinformatics and ICT. External advisors MBA from Esade, ACC10 and VAE.

CONTACT

Albert Mascarell
amascarell@ascidea.com

PROBLEM/OPPORTUNITY

Customers are research institutes and universities as well as healthcare services and biotech companies. The main problem is the lack of simplified, easy-to-access computational solutions for analysing large-scale genetic studies.

COMPETITION

Currently met by acquiring high cost software and hardware and recruiting highly specialised staff. DNAnexus, BaseSpace, BGI, CLCBio.

OUR SOLUTION

Online platform and social network with artificial intelligence for processing, hosting and sharing genetic data. Diagnosis, prognosis and pharmacogenetics calculated in real time and personalised for each patient.

BUSINESS MODEL

Revenues currently come from the bioinformatics consulting unit (project margins expected 80%). The highest costs are staff (44% at present) and outsourcing specialised services.

MARKETING PLAN

Direct sales via salespeople and marketing at trade fairs and seminars and on the online platform (access to free demo). In the medium term the sales plan will be changed to a combined model by adding the creation of licensable know-how.

NEED FOR FINANCING AND USE OF FUNDS

271,000 euros for three years: staff, 144,000 euros; computer outsourcing, 47,000 euros; software and licences, 35,000 euros; servers and hardware, 15,000 euros; certifications, 30,000 euros. Financed by: 50,000 euros from entrepreneurs; borrowing 179,000 euros (Avanza Plan 129,000 euros, Enisa 50,000 euros) and we expect 100,000 euros from investors.

	2011	2012e	2013e	2014e
Turnover	0	55	125	495
EBITDA	0	-2	42	117
Financial need	0	51	110	110

Amounts in thousands of euros

EXIT STRATEGY

Exit strategy is selling the company from the fourth year on to a company in the genetics or personalised medicine industry.

ASK THE ENTREPRENEUR

Albert Mascarell

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

Unfavourable outlook for the health and research sectors. Proposed solutions: 1) Reduction of overheads; 2) Creation of products focused on end-user plus customer acquisition via online platform; 3) Internationalisation to Latin America countries through already established contacts.

How would your friends define you as a person?

Passionate about work, good communicator and with special interest in interpersonal relationships and quality in daily work. Future vision.

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

Leaders in the field of personalised genetics, with offices in different countries, patenting multiple biomarkers and algorithms, and records of bioinformatics analysis software for intelligent decisions. On a personal level, leading the management team and creating new lines of business.

Company founded: 09/2011

Monthly burn rate: 4.79

K previously contributed by the team: 50

External K raised so far: 129

Own K to be contributed by the team in the next round: 50

Amounts in thousands of euros

C/ Almogàvers, 165

08018 Barcelona

+34 93 551 62 80

3

IMEDIC+

Innovation | Efficiency | Services

www.imedicplus.com



SUMMARY

Imedic+ is an online service platform geared towards private surgeries. It includes an application to manage a surgery (clinical records, calendar, billing, website, blog) and an application to provide valuable services to patients mainly based on doctor-patient communication using the internet and new technologies (website, smartphones, tablets, etc.).



TEAM

The founding team consists of a business consultant with computer engineer training and a paediatrician. There is also a sales director. External advisors are leading doctors in the country.

CONTACT

Isaac Perez
iperezb@imedic.cat

PROBLEM/OPPORTUNITY

Our customers are mainly private medical surgeries and centres in all specialities that need to computerise consulting and want to deliver added value services such as continuous online care securely to their customers.

COMPETITION

Desktop computer applications (not online) for surgery management. Existing online solutions: qoolife, doctopolis, tupediatraonline.com

OUR SOLUTION

Imedic+ is a service platform that allows surgeries to offer more services to patients and get a return on them. It is very intuitive and easy to use.

BUSINESS MODEL

Revenues will come from licensing the use of the platform and the percentage of services patients take out from surgeries via the platform.

MARKETING PLAN

Via sales visits, sales events and attending medical conferences and through direct contracting online.

NEED FOR FINANCING AND USE OF FUNDS

Initially we need 80,000 euros to finance the development costs of the platform, sales costs and payroll of the workforce over the next 12 months. We aim to obtain it through the entry of small investors (doctors) that form part of an Advisory Board, an equity loan and/or the entry of an investor who can meet our future needs.

	2011	2012e	2013e	2014e
Turnover	0	44	174	614
EBITDA	0	-2	-80	380
Financial need	0	0	80	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to a financial partner or listing on the MAB.

ASK THE ENTREPRENEUR

Isaac Perez

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

The emergence of platforms similar to imedic+. To remain leaders we will have to innovate continuously.

How would your friends define you as a person?

Honest, sincere, committed and fun.

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

Leading an innovative, creative and dynamic company that operates in many European and North and South American countries.

Company founded: 01/2012

Monthly burn rate: 5

K previously contributed by the team: 30

External K raised so far: 30

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

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C/ de la Llotja, s/n
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4

ITRAM HIGIENE

Another approach to food hygiene

www.itramhigiene.com**SUMMARY**

Company founded in 2005 that operates in the field of food hygiene and safety for the food and pharmaceutical industries. In order to differentiate itself from its competitors, it specialises in products for the detection and removal of biofilms, a problem in food producing industries.

**TEAM**

Mr Martirià Latorre (project manager and entrepreneur) and Mr Jose Luis Martinez (partner and owner of Detervic, S.A.). Collaboration by Dr José Juan Rodríguez (leading international expert in food hygiene, UAB lecturer); 2 administrative officers, 1 veterinarian, 2 agronomists and a PhD graduate in R&D.

CONTACT

Martirià Latorre

m.latorre@itramhigiene.com**PROBLEM/OPPORTUNITY**

Food hygiene and safety is a basic need for the food and pharmaceutical industries as they have to ensure proper hygiene before, during and after the production process. Our products are designed to deliver this food safety.

COMPETITION

There are many manufacturers that base their business on similar industrial detergents for both national and multinational companies. But there are few specialised in the detection and removal of biofilms.

OUR SOLUTION

Product for the rapid detection of biofilms on surfaces and a range of products for the removal of biofilms both in circuits and on their open surfaces.

BUSINESS MODEL

Based on innovation to achieve differentiating value by delivering direct, uniform, accessible and specialised service. Our international expansion model is intended to create diversified subsidiaries.

MARKETING PLAN

National: through our sales engineers with personal visits to food industries. International: agreements with companies to set up subsidiaries in various countries.

NEED FOR FINANCING AND USE OF FUNDS

We need 550,000 euros to move our biofilms R&D project forward and internationalise the company, seeking out partners worldwide. Use of funds: R&D project, 160,000 euros/2 years (Technology Centre, UAB); international expansion, 175,000 euros/year; hiring a foreign trade professional.

	2011	2012e	2013e	2014e
Turnover	750	885	1,060	1,500
EBITDA	19	30	53	120
Financial need	0	125	200	275

Amounts in thousands of euros

EXIT STRATEGY

Open to various possibilities: selling up to 20% of the company, temporary transfer of shares or other opportunities that the investor may suggest.

ASK THE ENTREPRENEUR**Martirià Latorre**

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

Being able to invest so as to keep operating, ensure innovation and expand abroad.

How would your friends define you as a person?

Dynamic, entrepreneurial, intuitive.

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

A company specialising in providing solutions for the detection and removal of biofilms and with a presence in several countries. I think I will be managing it with a presence in several countries and using a dynamic management style involving direct contact with the market.

Company founded: 10/2005

Monthly burn rate: 11

K previously contributed by the team: 96

External K raised so far: 0

Own K to be contributed by the team in the next round: 80

Amounts in thousands of euros

C/ Miramarges, 7, 1r 4a

08500 Vic

+34 93 886 97 33

5 MINORYX THERAPEUTICS

Passion for challenges

www.minoryx.com



TecnoCampus
Mataró-Maresme

SUMMARY

Company engaged in the discovery of new treatments for rare or minority diseases. The company's priority is those diseases that particularly affect the paediatric population, are very serious and for which there is no treatment. Its current focus is genetic neurometabolic diseases and its main therapeutic approach is based on pharmacological chaperones.



TEAM

Led by Marc Martinell, Xavier Barril and Joan Aymamí, experts in biotechnology in general and drug discovery in particular. It also has sector specialist workers and collaborators and entities such as Caixa Capital Risc, Enisa and ACCIÓ.

CONTACT

Marc Martinell
info@minoryx.com

PROBLEM/OPPORTUNITY

Minoryx develops new treatments for diseases that are incurable today and considered rare or minority. Although they affect a very small portion of the population, they are currently generating increasing interest both in industry and in society.

COMPETITION

Pharmacological chaperones are a promising new generation of drugs for treating genetic diseases with significant neurological effects.

OUR SOLUTION

Our technology platform (SEE-Tx™) makes it possible to identify a new generation of pharmacological chaperones that overcome the limitations encountered by our competitors.

BUSINESS MODEL

Having reached the early stages of clinical development, it is based on licensing these treatments to companies that can bring them to market.

MARKETING PLAN

Interaction with heads of business development and also attending specialist trade fairs, conferences, journals, etc.

NEED FOR FINANCING AND USE OF FUNDS

Minoryx hopes to attract 250,000 euros in private capital, which supplemented by an ACCIÓ grant of 200,000 euros (already awarded) and Neotec provide a total of 700,000 euros. Minoryx has also asked for additional funding which, if approved, will be an additional 1,500,000 euros. These funds will be used to consolidate Minoryx and increase its intellectual property.

	2011	2012e	2013e	2014e
Turnover	0	0	0	0
EBITDA	-5	-60	-120	-200
Financial need	165	250	800	0

Amounts in thousands of euros

EXIT STRATEGY

From 2015 and especially 2017 onwards, with the entry of international investors, sale or merger of the company or, if the time is right, floating on the MAB.

ASK THE ENTREPRENEUR

Marc Martinell

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

Scientific uncertainty, which we offset with powerful technology and a balanced and experienced team.

How would your friends define you as a person?

Entrepreneurial.

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

Turning the hope for new treatments into a reality.

Company founded: 10/2011

Monthly burn rate: 10

K previously contributed by the team: 65

External K raised so far: 300

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

TCM2

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08302 Mataró

+34 93 702 19 75

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6 PROTOMEX LIFE SCIENCES

Bringing the future closer

www.protomexlifesciences.com



P.D. LABORATORIES

SUMMARY

Protomex Life Sciences is a biotechnology company which is developing a portable medical device that quickly and easily measures cardiac biomarkers. This device will be very similar to a glucometer: a blood sample will be obtained by pricking a finger which will then be processed and in less than five minutes show the level of protein concentration in blood.



TEAM

CEO - Joaquín Durán, MBA Anderson School of Management, Master in Finance Harvard University; CTO - Sang Hang, PhD Chemical Engineering, UCSB; COO - Harry Pappas, PhD Microsciences & Nanosystems Candidate, UNM.

CONTACT

Joaquín Durán
Duran.blasco@gmail.com

PROBLEM/OPPORTUNITY

Our major customers are all hospital emergency departments. Currently there is no device capable of measuring several cardiac biomarkers within less than five minutes and with high sensitivity.

COMPETITION

The solution currently being used is a conventional blood test, which takes an hour on average. Our competitors are i-STAT, Vivacta, Vista Therapeutics and some other platforms at the development stage.

OUR SOLUTION

Competitive advantages: greater sensitivity, ability to measure multiple biomarkers simultaneously, speed, portability and low cost per analysis.

BUSINESS MODEL

From the fourth quarter of the third year we will begin sales in Europe, particularly in the UK, Germany, France and Spain. After having gained FDA approval, we will start selling in the USA.

MARKETING PLAN

It will be done through major distributors with a presence in Europe and the USA.

NEED FOR FINANCING AND USE OF FUNDS

We need a first round of funding of 1,500,000 euros to develop a prototype of the nanotechnology and optical sensor. The main item is earmarked for R&D. We would like to combine a business angel with public funding.

	2011	2012e	2013e	2014e
Turnover	0	0	0	0
EBITDA	0	0	0	0
Financial need	300	1,500	3,000	6,000

Amounts in thousands of euros

EXIT STRATEGY

Our exit strategy is to market in the UK, France, Germany and Spain. Once the technology is in the marketplace, we want to be bought by "one of big firms".

ASK THE ENTREPRENEUR

Joaquín Durán

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

The optical sensor is not accurate enough. The contingency plan is to use nanoparticles and fluorescence.

How would your friends define you as a person?

An honest, hardworking and very strong person.

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

With a finished product and fighting to expand our European markets. I see myself as working in a company with a product leader in the diagnosis sector.

Company founded: 09/2012

Monthly burn rate: 90

K previously contributed by the team: 30

External K raised so far: this is the first financing round since the technology was licensed

Own K to be contributed by the team in the next round: to be decided

Amounts in thousands of euros

Urbanització Punta Gaviota, núm A-2
08871 Sitges
+34 600 03 70 20

7 SMARTNANO

Technology for Skin Sciences

www.smartnanotec.com

SmartNano
Technology for Skin Science

SUMMARY

Smartnano is a spin-off from IQAC-CSIC which develops and markets topical and transdermal pharmaceuticals and cosmetics using a new proprietary nanotechnology platform, Tecnologia Bicosome™.



TEAM

Founders: Dr Lucyanna Barbosa-Barros, Director; Dr Olga Lopez and Dr Alfonso de la Maza, scientific directors; Drs. Mercedes Cócera and Gela Rodríguez, product development. Collaborators: Janus Developments; IQAC-CSIC. In talks with business angels and looking for a sales director.

CONTACT

Lucyanna Barbosa
l.barbosa.barros@smartnanotec.com

PROBLEM/OPPORTUNITY

Products which are applied to the skin either do not penetrate the top layer of the skin or are too aggressive and reach the bloodstream. The main challenge is to develop products that can penetrate the layers of the skin and remain in skin tissue where they should act.

COMPETITION

Our competitors will be drug delivery and biotech firms which develop technology to carry products into the skin. In Spain they include Advancell, Endor Technologies and Sagetis.

OUR SOLUTION

We are developing a new technology, the Bicosome™ system, which can encapsulate and carry active ingredients and deliver them to skin tissue with greater efficiency and long-lasting action.

BUSINESS MODEL

For an R&D company based on using our technology and know-how to develop pharmaceuticals and cosmetics and sell them to large companies. Revenue is generated through co-development and product marketing agreements.

MARKETING PLAN

We will start to operate in the cosmetics market by developing, producing and marketing our own products for large companies, which will include them in their formulations. We will use co-development and out-licensing agreements in the pharmaceutical industry.

NEED FOR FINANCING AND USE OF FUNDS

We need 500,000 euros to meet expenses in the first two years of development, during which the industrialisation process and proof of concept will be fine-tuned. Half the financing will come from the promoter partners and business angels and the other half from public loans.

	2011	2012e	2013e	2014e
Turnover	0	0	390	359
EBITDA	0	-54	255	88
Financial need	0	150	250	100

Amounts in thousands of euros

EXIT STRATEGY

Smartnano's exit strategy is to sell to a sector business or financial partner in five years.

ASK THE ENTREPRENEUR

Lucyanna Barbosa

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

It is in the industrialisation process. We are validating suppliers and production processes.

How would your friends define you as a person?

I think as an active, enterprising person who gets things done.

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

I see myself as the director of a large R&D company that sells innovative technologies to the leading pharmaceutical and cosmetic industries in large markets such as Europe, the USA and Brazil.

Company founded: 02/2012

Monthly burn rate: 14

K previously contributed by the team: 13

External K raised so far: it is the first round so far

Own K to be contributed by the team in the next round: 50

Amounts in thousands of euros

C/ Jordi Girona, 18-26
08034 Barcelona
+34 665 09 33 41

8 VIDAL SUNYER

Soul and values

www.vidalsunyer.net



SUMMARY

We have developed a technical and innovative textile product to combat malaria and other insect-borne diseases. It is a patented process that enables the insecticide to be built into the manufacturing process of synthetic thread (Vidal's-Net®). We seek to exploit this technology in a new style of company in which economic profit and social benefit are equally important. Vidal Sunyer, a company with soul and values.



TEAM

Mariona I. Vidal (entrepreneur), Roger Cumeres (organisation), Miquel Carrillo (sales), Manel Frigola (R&D), Fernando Blanco (finance). The entrepreneurs own 95% of the company's capital.

CONTACT

Mariona Isabel Vidal
info@vidalsnet.com

PROBLEM/OPPORTUNITY

According to WHO, 216 million cases of malaria were detected in 2010. There were 655,000 deaths. Every 30 seconds a child dies due to malaria. Customers are NGOs, government agencies, private foundations, sponsors and individuals.

COMPETITION

Conventional and impregnated mosquito nets: DawaPlus2, Interceptor, Perma-Net, Yorkool LN, Duranet, Life-Net, Netprotect, Olyset Net, MAGNet, etc.

OUR SOLUTION

Our Vidal's-Net® mosquito net is very long-lasting; the best option according to WHO, as can be seen at <http://www.who.int/mediacentre/news/releases/2007/pr43/en/index.html>

BUSINESS MODEL

MBI & I Consult'in is helping us to enter Senegal for the distribution, innovation and promotion of an inclusive economy through starting up UPs in the country.

MARKETING PLAN

We have agreements with various organisations in Senegal, Niger and Burkina Faso. Distribution of 108,000 metres of Vidal's-Net® fabric and taking part in PNLP decisions.

NEED FOR FINANCING AND USE OF FUNDS

300,000 euros for working capital and expanding abroad. We are seeking to finance this round through the entrepreneurial team, an equity loan and capital.

	2011	2012e	2013e	2014e
Turnover	0	19	3,204	6,157
EBITDA	0	8	1,534	2,971
Financial need	0	0	300	500

Amounts in thousands of euros

EXIT STRATEGY

20% of net profits every year. At 3 years, 100% return of capital contributed and leaving the company, or at 5 years, 110% return of capital contributed and leaving the company.

ASK THE ENTREPRENEUR

Mariona Isabel Vidal

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

The difficulty of entering African markets. Companies with experience will help us to do so.

How would your friends define you as a person?

As a lively, committed and loving person.

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

I see myself convincing great sponsors to fight malaria with VS in other continents.

Company founded: 9/2012

Monthly burn rate: 2

K previously contributed by the team: 150

External K raised so far: 10

Own K to be contributed by the team in the next round: 800

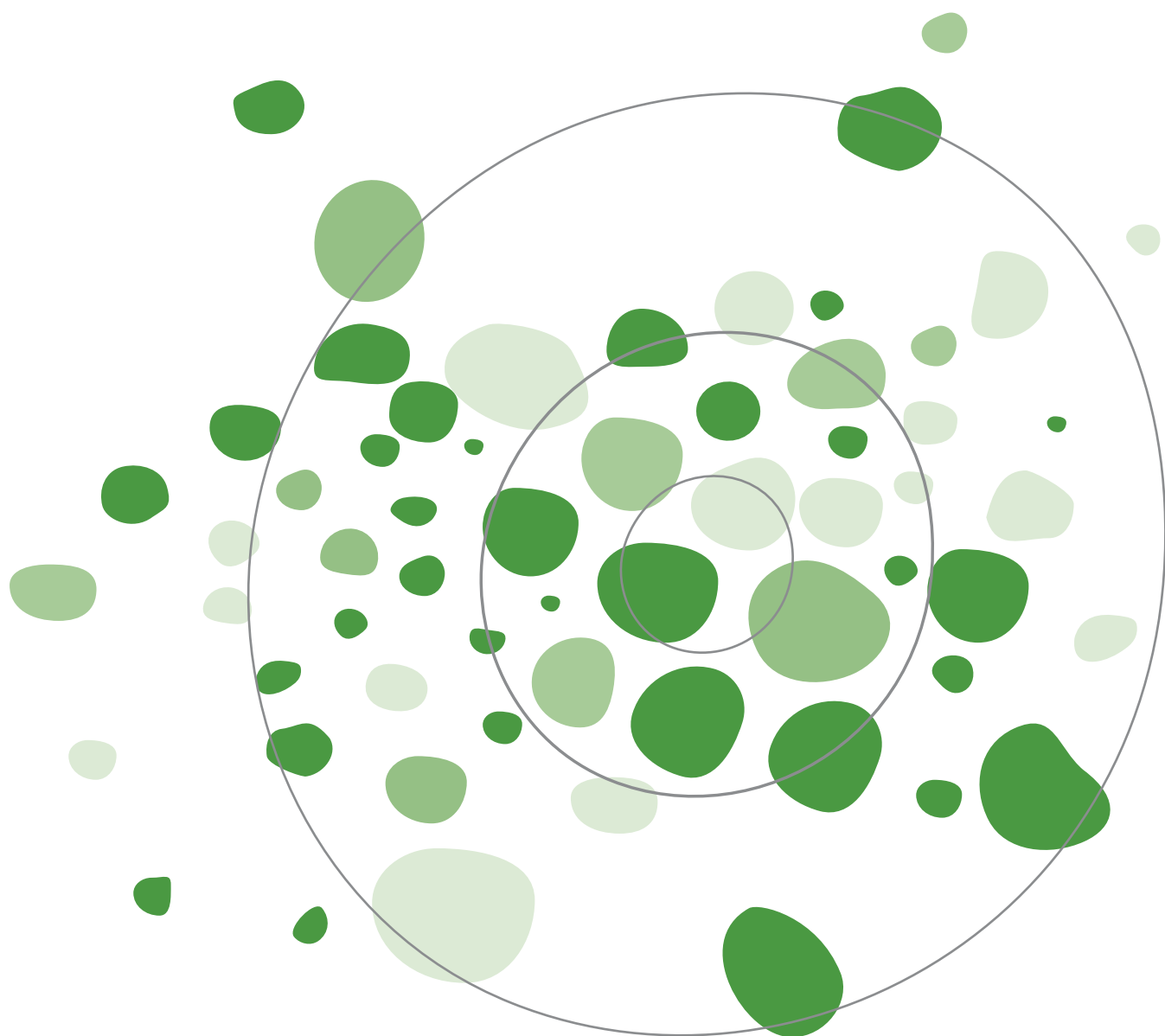
Amounts in thousands of euros

Passatge Sant Lluís, 26, baixos
 09840 Cornellà de Llobregat
 +34 93 377 61 56

OTHER TECHNOLOGIES

PROJECTS CATALOGUE

January 2013



1 BENDITAS MARCAS

Brands at irresistible prices

www.benditasmarcas.com



BENDITAS MARCAS

SUMMARY

We manage brand products in a range of sectors: fashion, home, sport, etc. We relocate them in the market under conditions attractive to consumers through 3 channels: pop-up stores (temporary stores lasting at most 1 month, that become mobile stores), our core business which is online (we do not cold shoulder internet sales) and international markets (where we sell products that brands need to sell abroad).



TEAM

CEO founder, Jaume Avilés; management, Ineva Riera; technologies, Alejandro Díaz; logistics, Christelle Casseur; stores, Raquel Arenas.

CONTACT

Ineva Riera

info@benditasmarcas.com

PROBLEM/OPPORTUNITY

The problem is the lack of purchasing power and a keenness to buy at the best price possible, especially known brands. Our pop-up stores give the opportunity to do so with a local business, which will evolve into a shop on wheels.

COMPETITION

Local outlets: La Roca, Las Rozas, Factory. Online sales: Privalia, Vente Privee.

OUR SOLUTION

Proximity, as we move pop-up stores to where we believe we will find the target customer for each brand, and opportunity, as through temporariness we create the feeling that the chance is getting away.

BUSINESS MODEL

Revenue: Pop-up stores: 4,000 euros/day; online: 5,000 euros/start day. Gross margin: 50%.

MARKETING PLAN

Three channels: pop-up stores, online and international markets. Especially driving the pop-up channel and starting up the store on wheels.

NEED FOR FINANCING AND USE OF FUNDS

We need 500,000 euros: 250,000 euros for product purchase and reserve, 100,000 euros to fit out shops (fixed and mobile), 150,000 euros (operational expenditure). We can make 25,000 euros tickets.

	2011	2012e	2013e	2014e
Turnover	850	1,200	10,765	11,841
EBITDA	-120	45	2,440	2,684
Financial need	150	100	400	440

Amounts in thousands of euros

EXIT STRATEGY

The intention is to position the company centre stage for big groups so it can be sold at a value of between 7 and 10 times its current value.

ASK THE ENTREPRENEUR

Jaume Avilés

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

Not picking up the right speed. We will solve that by bringing in capital.

How would your friends define you as a person?

Honest and committed.

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

With a turnover of between 30 and 50,000,000 euros. On the front line.

Company founded: 04/2011

Monthly burn rate: 10

K previously contributed by the team: 150

External K raised so far: 50 + 50

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Polígon Industrial Les Corts

C/ de les Corts, Nau 8

08349 Cabrera de Mar

+34 93 756 60 78

2 EASYDINNER.ES

Enrich Your Life!

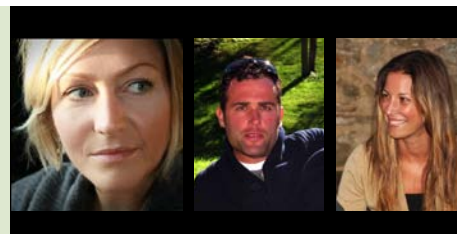
www.easydinner.es



laSalle
Technova Barcelona

SUMMARY

Easydinner delivers high-quality ingredients planned in detail with simple recipes straight to your home so you can easily and quickly make all 5 dinners for the week (Monday-Friday). We create amazing recipes, do the shopping for you and we bring everything to your home.



TEAM

Rebecka Wallesten, founder and CEO, nutrition and fitness expert; Rafael Rodríguez, co-founder and managing director, great experience in e-commerce in the US and EU; Elsa Cecilia Nordström, partner, expert in major brand communication in the US and EU.

CONTACT

Rafael Rodríguez
rafael@easyDinner.es

PROBLEM/OPPORTUNITY

Nowadays both men and women work. There is very little time and people need solutions that help them in their daily round. We are increasingly aware of the need to look after ourselves and therefore having a healthy, varied and balanced diet is a challenge. Easydinner is a facilitator. It means saving time, energy and money.

COMPETITION

Direct domestic competitors: yocomobien.com, querico.com. Direct international competitors: hellofresh.co.uk, linasmatkasse.com, middagsfrid.com.

OUR SOLUTION

More international, more flexible and personalised (customisation = celiac, lactose intolerant), 3 and 5 day packages, set meals for 2 or 4 people, weekend packages (party box), cross-selling (fruit, wine, bread, dry goods).

BUSINESS MODEL

B2C model, e-commerce, weekly food and recipes board, planned in detail each week. Advance payment for online transactions: one-off purchase (single order) or monthly/fortnightly subscription. Gross margin: 46%.

MARKETING PLAN

Community manager (social media), SEO, SEM. Groups, clusters of companies, focus groups, draws, blocks, chambers of commerce.

NEED FOR FINANCING AND USE OF FUNDS

150,000 euros. Expansion in Madrid. Items: premises, staff. It is funded through investors (business angels or venture capital).

	2011	2012e	2013e	2014e
Turnover	6	17	700	4,645
EBITDA	-12	-30	-88	236
Financial need	0	150	0	300

Amounts in thousands of euros

EXIT STRATEGY

Grow the company and consolidate it in the domestic market. Sale not ruled out as a second scenario to industry giants (Mercadona, Caprabo-Eroski, Carrefour) or large direct competitors in Europe: Hellofresh (UK), Linnasmatkasse (Sweden).

ASK THE ENTREPRENEUR

Easydinner Team

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

Transport. Outsourcing at a low or competitive price. Possibly leasing isothermal van.

How would your friends define you as a person?

Entrepreneurs, go-getting, with clear ideas, innovative, creative and efficient.

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

Being operational with expansion in Spain (Madrid, January 2013, Palma Mallorca, summer 2013), and possibly also internationally (UK, January 2014, US, 2015). And the entrepreneurs leading this expansion.

Company founded: 09/2010

Monthly burn rate: 5

K previously contributed by the team: 50

External K raised so far: 50 Enisa Young Entrepreneurs

Own K to be contributed by the team in the next round: based on the company's reserves

Amounts in thousands of euros

C/ Ausiàs Marc, 3, pral. 3a
08010 Barcelona
+34 691 26 38 01

3

EFFILOGICS TECHNOLOGIES

Delivering continuous improvement in efficiency and sustainability in service sector operations

www.effilogics.com



SUMMARY

Effilogics is a spin-off from research centre i2CAT. It is using R&D carried out over 5 years to implement a hardware and software platform based on patented wireless sensor network technologies which improves the efficiency of service sector firms by reducing operating expenses (OPEX) in energy and water use, waste generation and staff operations.



TEAM

The founding team consists of an MBA graduate with experience in innovation, a telecommunications lecturer with a track record in R&D and a sales manager with 20 years' experience in the sector. An industrial engineer, two telecoms engineers and a computer engineer have been hired.

CONTACT

Albert Vidal

albert.vidal@effilogics.com

PROBLEM/OPPORTUNITY

A lack of information makes it difficult to manage operating expenses in the ever-growing services sector, among other things due to the increased cost of energy and materials. Effilogics provides a tool for facility managers, operations managers, auditors and consultants.

COMPETITION

Most solutions focus on a specific type of expense and have high implementation costs. Internationally: Control4, EnergyHub, Hara Software, ENXSuite.

OUR SOLUTION

Ease and speed of implementation, enables monitoring and active control of components; the system learns automatically and can be fully integrated into other existing systems.

BUSINESS MODEL

Revenue from implementation and recurring revenue from the sale of services associated with the use of the platform: regular reports, alerts service, automated functionalities and recommendations.

MARKETING PLAN

Set up a partner network that uses the platform to deliver service to their end-customers. Consolidation of the model domestically and internationally in the immediate future.

NEED FOR FINANCING AND USE OF FUNDS

The project requires 700,000 euros in financing to: 1) Accelerate the development of new features of the platform; 2) Consolidate sales and brand awareness at the national level; 3) Branch out abroad in Asia and South America. 400,000 euros in soft loans from Neotec and Innacto and an Enisa equity loan, and 300,000 euros in private financing.

	2011	2012e	2013e	2014e
Turnover	109	263	607	1,176
EBITDA	-28	-87	81	433
Financial need	500	200	0	1,000

Amounts in thousands of euros

EXIT STRATEGY

The most likely exit strategy would be a large company in the industry. The financial projections indicate an IRR for investors of 30% with exit after 5 years.

ASK THE ENTREPRENEUR

Albert Vidal

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

Knowing how to use our technological advantage to swiftly position ourselves in a growing international market.

How would your friends define you as a person?

Methodical, persistent, rational, versatile, fair.

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

Running a leading international company that taps the potential of Catalan research and innovation.

Company founded: 12/2011

Monthly burn rate: 20

K previously contributed by the team: 40

External K raised so far: 150

Own K to be contributed by the team in the next round: 40

Amounts in thousands of euros

@ Sant Cugat Business Park

Via Augusta, 15-25

08174 Sant Cugat del Vallès

+34 93 151 46 52

4 INTERCROS ALIMENTACIÓN

Frozen artisan pastries

www.intercros.com



SUMMARY

Manufacturing high quality frozen artisan pastries, specialising in all products that are labour-intensive: croissants, "Sanitos" healthy pastries, high demand seasonal produce, small buns and other specialities and specific products in international markets.



TEAM

Promoter team: Daniel Puchau, Antoni Puchau, Joan Arús, Francisco J. López, Abdelatif El Ahmadi. CEO: Raúl Castellón (former FRIDA sales director). External advisors: Manubens & Asociados Abogados.

CONTACT

Daniel Puchau
dani@intercros.com

PROBLEM/OPPORTUNITY

The market for frozen pastries is a mature one: price is the main factor in purchases. Manufacturers are also becoming less competitive due to high overheads and labour costs (the latter accounting for 30-60% of unit variable costs).

COMPETITION

Spain: three large groups (Europastry, Panstar, Berly) that account for 75% of the market with the remaining 25% held by small and medium manufacturers.

OUR SOLUTION

Providing high quality frozen pastries priced between 7-20% cheaper than the highest discounts currently offered by the competition.

BUSINESS MODEL

Manufacturing bakery products at a price known to the subsidiary (Morocco) and selling them in Europe through the parent company (Barcelona) with a mark-up.

MARKETING PLAN

We sell our products through our own sales network and freelancers by areas. Sales strategy with centralised delivery point. 2012-2013: Spain. From 2013: expansion to France, Germany, Italy and Portugal.

NEED FOR FINANCING AND USE OF FUNDS

Investment required: 450,000 euros, 225,000 euros from BA's and 225,000 euros from Enisa/Ifema. Use of funds: 174,000 euros on PPE, the rest in working capital sufficient to fund our initial and growth working capital needs.

	2011	2012e	2013e	2014e
Turnover	0	0	601	2,385
EBITDA	0	0	-11	837
Financial need	0	66	450	0

Amounts in thousands of euros

EXIT STRATEGY

Exit in 5-7 years time. Sell the company for €30 million to a company in the sector.

ASK THE ENTREPRENEUR

Daniel Puchau

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

Setting up the company in the producing country. Solved via a pilot scheme in which we produced and imported successfully. This has led to a network of trusted contacts and friends in Morocco that covers all the key components of the production and organisation process.

How would your friends define you as a person?

After asking close friends: honest, persevering, ambitious (in a good way) and maverick.

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

Being the CEO as the company expands abroad, planning new product lines and getting the company ready to be sold.

Company founded: 11/2011

Monthly burn rate: 32

K previously contributed by the team: 66

External K raised so far: 110

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Onofre Arnau, 31, 2n 2a
08301 Mataró
+34 600 62 91 27

5 KEONN TECHNOLOGIES

Sense, know, act
www.keonn.com



SUMMARY

Keonn designs and manufactures products for retail chains based on RFID (radio frequency identification) technology: smart furniture, smart displays, real-time inventory systems, interactive changing rooms, invisible shoplifting systems, till payment systems, carpets with built-in antennas, antennas, multiplexers, readers, etc.



TEAM

Founding team: Rafael Pous and Ramir De Porrata-Doria. Both are PhD engineers with extensive experience in management and start-ups.
Staff: 7. The two owners hold 100% of company capital.

CONTACT

Ramir De Porrata-Doria
ramir@keonn.com

PROBLEM/OPPORTUNITY

Keonn customers are system integrators worldwide who develop RFID projects for retailers. Retailers need to improve their customers' in-store shopping experience to combat growing competition from e-commerce and boost sales.

COMPETITION

Some of our products are for the time being unique. However, other products have competitors, including Checkpoint, Impinj, MTI and Mojix.

OUR SOLUTION

One-stop shopping. Better modularity, interoperability and compatibility with third-party products. We sell systems, while most competitors sell products.

BUSINESS MODEL

The revenue model is selling hardware products. The gross margin of our products is from 40%-50%.

MARKETING PLAN

We sell to systems integrators all over the world. At present, we have 46 customers in 17 countries.

NEED FOR FINANCING AND USE OF FUNDS

We need 1,000,000 euros in two rounds. The items are: R&D and product development, expanding our sales team, expanding and streamlining the operations department, and working capital financing. We hope to fund these two rounds through investors.

	2011	2012e	2013e	2014e
Turnover	85	250	680	1,440
EBITDA	-79	-212	-53	18
Financial need	0	0	500	500

Amounts in thousands of euros

EXIT STRATEGY

Sale to an industry company. In particular, to one of the major companies which are currently Keonn customers and want to have their own technology.

ASK THE ENTREPRENEUR

Ramir De Porrata-Doria

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

The biggest risk is that the rate of take-up of RFID technology and our products by retailers is slow. We will solve it by diversifying into other sectors (as we are already doing): health and logistics.

How would your friends define you as a person?

Very active, enthusiastic, responsible, very focused on the job, good organiser.

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

I see myself as a director of a profitable, successful and technologically pioneering company with customers in more than 50 countries worldwide.

Company founded: 11/2008

Monthly burn rate: 40

K previously contributed by the team: 179

External K raised so far: 0

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Pamplona, 92-94, planta 2, 4A
08018 Barcelona
+34 699 49 73 11

6

MM! FOR THE KIDS

Quality low cost is also possible!

www.estudimm.com

mm!
Disseny gràfic
i comunicació visual

SUMMARY

Setting up a new company or sub-company based on an existing limited liability firm. Fashion industry (T-shirts and accessories) for babies and young children (0 to 6 years). Fashion concept based on personalisation, interactivity and a recreational educational facet. Enormous importance for design, creativity, originality and innovation. Trademark style. Online sales channel.

**TEAM**

Organisational setup: 1. Equity partner(s) and an ideas partner (Mònica Mestanza). 2. Director. 3. Assistant/community manager. 4. External collaborators (production).

CONTACT

Mònica Mestanza
info@estudimm.com

PROBLEM/OPPORTUNITY

Move away from stereotypes/customised fashion. Online shop/open 24/7/365. Lack of trust in payment systems and size problems/PayPal, visible telephone contact, simple and attractive website, importance of pictures of products, size changes. Green line of business.

COMPETITION

Small brands with a quality product, fashionable and creative, with taste and judgment, for the same target but poor visibility on the net (northern Europe businesses).

OUR SOLUTION

Kids' fashion. Online. Personalised and sometimes customisable. Quality. Affordable prices. Design, creativity, innovation. Stimulation and teaching functionality.

BUSINESS MODEL

3 lines of business: quality products at affordable prices; sustainable products; high quality products (perhaps luxury). Launch with 1st line.

MARKETING PLAN

Start 1st line of business with 7 collections (different age groups) (1st year). Launch of the brand and products with online campaign (1st 2 years in Spain). Consolidation in Spain and launch in the rest of Europe, USA, Asia Pacific and Mercosur (following 5 years). Between 5/10 double seasonal collections each year.

NEED FOR FINANCING AND USE OF FUNDS

155,000 euros are needed to begin: 120,000 euros for company overheads during the 1st year (10,000 euros/month), 35,000 euros assets (15,000 euros infrastructure investment and 20,000 euros for purchase of raw materials). Looking for investors, equity partners who provide capital but also their business experience.

	2011	2012e	2013e	2014e
Turnover	0	125	375	825
EBITDA	-80	-76	6	145
Financial need	115	196	195	64

Amounts in thousands of euros

EXIT STRATEGY

1. The investor or investors sell holdings to another shareholder (replacement process). 2. Ideas partner and/or employees buy the holding. 3. The ideas partner sells to another company.

ASK THE ENTREPRENEUR**Mònica Mestanza**

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

Neither the entrepreneur nor the external consultant (current team) has experience in the fashion industry. The two people who are to be hired (manager and assistant/community manager) must have experience in this industry and in online sales.

How would your friends define you as a person?

Enterprising, hardworking, creative, methodical, steady, feisty.

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

Reaping the harvest: making profits, enjoying, designing the collections and working in a team.

Company founded: 06/2009

Monthly burn rate: 10

K previously contributed by the team: 70

External K raised so far: 75

Own K to be contributed by the team in the next round: mm! infrastructure and expertise are provided as the springboard for this new company/project

Amounts in thousands of euros

C/ Folgueroles, 15, baixos 2a

08022 Barcelona

+34 670 01 30 85

7 SOLARDISTECH

Drinking water anywhere in the world

www.solardistech.com



SUMMARY

Design, manufacture and marketing of portable electrochemical devices powered by photovoltaic solar energy which generate a highly effective organic disinfectant capable of disinfecting water (bactericidal, fungicidal, virucidal and sporicidal action), surfaces, medical equipment, food and animals anywhere. Unique in the world. Patent March 2012.



TEAM

Founding team: Antonio Cuevas (inventor), Rafael Morente and José María Cid (investors). Staff: Montse Braut (sales partner) and Dimitri Vinogradov (technology collaborator). External advisors: Quim Díez (Externa Serveis) and Àlex Rovira (marketing, writer and business consultant).

CONTACT

Antonio Cuevas

a_cuevas@solardistech.com

PROBLEM/OPPORTUNITY

Customers include: armies, governments, humanitarian aid organisations, architects, food industry, farms, agriculture and medicine. In drinking water alone: 2 billion people. The problem is current disinfectants: dangerous, expensive, difficult to transport for constant supply to people. Our disinfectant is non-toxic.

COMPETITION

Expensive and heavy equipment (shipping containers) with chemicals and need heavy electrical generators (minimum 250 kg). Name of main competitors: Optima Renovables, World Water.

OUR SOLUTION

Lightweight, efficient and environmentally-friendly equipment; only needs sun and salt. It is independent; single person and universal.

BUSINESS MODEL

Sale of equipment, bespoke equipment engineering for specific solutions for the end customer.

MARKETING PLAN

Worldwide distribution via international customers operating in different countries. NGO humanitarian aid, field logistics companies (armies).

NEED FOR FINANCING AND USE OF FUNDS

Approvals (10,000 euros), defending patents (31,000 euros), marketing and sales (25,000 euros), research and development new patents (15,000 euros). This round will be financed by private investors and an equity loan.

	2011	2012e	2013e	2014e
Turnover	0	30	114	468
EBITDA	0	41	53	183
Financial need	0	150	0	0

Amounts in thousands of euros

EXIT STRATEGY

Through a partner connected with international organisations (UN, FAO, UNHCR, etc.). Agreements with field logistics companies.

ASK THE ENTREPRENEUR

Antoni Cuevas

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

Rate of sales (solution: present equipment with on the spot demonstrations). Flexibility, engineering solutions for end customers.

How would your friends define you as a person?

Creative, intelligent, persevering.

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

Advising and providing solutions to governments and organisations responsible for water treatment, health and agriculture projects.

Company founded: 11/2011

Monthly burn rate: 2,5

K previously contributed by the team: 86

External K raised so far: 21

Own K to be contributed by the team in the next round: 30

Amounts in thousands of euros

C/ Masquefa, 5, 3r 1a

08700 Igualada

+34 93 804 00 70

8

SUTRAN I MAS D

Hassle-free sweating

www.sutran.es



SUMMARY

Sutran products are made with an innovative fabric that can completely remove sweat stains, enabling their users to carry out their activities with complete peace of mind and the confidence of knowing they will never have sweat stains.



TEAM

David Cahisa (businessperson) and Oscar Deumal (textile engineer) plus 2 staff members. We are currently negotiating with a business angel. External advisor: Barcelona Chamber of Commerce.

CONTACT

David Cahisa
dcahisa@sutran.es

PROBLEM/OPPORTUNITY

Our customers are people suffering from hyperhidrosis (3% of the world's population) and people who sweat occasionally (20% of the world's population). We solve aesthetic and psychological problems caused by sweat stains on clothing.

COMPETITION

Today there is no solution to solve the problem completely. Competition: Perspirex, Kleinert's.

OUR SOLUTION

We avoid sweat stains with a textile product that is non-aggressive to health.

BUSINESS MODEL

Direct online sales and own shop with a gross margin between 60% and 70%.

MARKETING PLAN

Products already on sale online and in Sutran retail outlets. We are working on a new stage for introducing our products into traditional textile sales channels.

NEED FOR FINANCING AND USE OF FUNDS

Ideally 1,000,000 euros in investment to publicise the product more, expand distribution worldwide, research, etc. We will obtain the funds by showing investors or existing brands the enormous market capacity of our products.

	2011	2012e	2013e	2014e
Turnover	173	300	1,500	2,800
EBITDA	4	75	372	700
Financial need	0	1,000	0	0

Amounts in thousands of euros

EXIT STRATEGY

Licence technology, direct sales and international distributors.

ASK THE ENTREPRENEUR

David Cahisa

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

Lack of funding, solved by licensing technology or through investment.

How would your friends define you as a person?

Enterprising, outgoing and decisive.

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

The company, like Goretex or Geox, and me working there.

Company founded: 12/2009

Monthly burn rate: 16

K previously contributed by the team: 500

External K raised so far: 150

Own K to be contributed by the team in the next round: assets

Amounts in thousands of euros

C/ Jansana, 58, baixos

08902 L'Hospitalet de Llobregat

+34 605 88 00 37

9 THERMOFITNESS

Fit & Heat

www.thermofitness.com



SUMMARY

Combination of physical exercise and infrared radiation. Innovative way to burn calories faster and with less effort, lose weight and rehabilitate muscle injuries.



TEAM

Jordi Tomás and Daniel Cruz. There are no business angels or venture capital in the company's capital. Ultrasun (www.ultrasun.com.ar) and VDL Groep (www.vdlgroep.com).

CONTACT

Jordi Tomás
jtomasm2003@yahoo.es

PROBLEM/OPPORTUNITY

Our clients are fitness centres, rehabilitation clinics, 5 star hotels, elite sports clubs (football, swimming, basketball, etc.), luxury condominiums and individuals. They want to optimise space and time to burn calories and rehabilitate muscle injuries.

COMPETITION

Bikram Yoga, Pilates at 40 degrees, thermal capsules, Stimulight mobile infrared panels.

OUR SOLUTION

Optimise time and space, does not require staff supervision.

BUSINESS MODEL

Few units with a large margin, sales well remunerated, low overheads.

MARKETING PLAN

Direct contact with differentiated approach according to market line. Attendance at trade shows. Short hire with option to buy. Loan to key customers.

NEED FOR FINANCING AND USE OF FUNDS

The entrepreneurial team has financed product development, manufacturing prototypes in fibreglass, engineering and plastic injection moulds. It will also finance commissioning. We need funding for stock to accelerate sales through equipment rental with a purchase option.

	2011	2012e	2013e	2014e
Turnover	0	0	1,105	3,623
EBITDA	0	0	295	1,401
Financial need	0	0	500	500

Amounts in thousands of euros

EXIT STRATEGY

Distribution sale while retaining rights to the product and its supply.

ASK THE ENTREPRENEUR

Jordi Tomás

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

A user may get burnt due to misuse of the product. There are automatic temperature shutdown systems and we control the supply of lamps.

How would your friends define you as a person?

Dynamic, motivator, a safe pair of hands when a problem comes up.

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

Established with its concept and product range well placed in the market.

Company founded: 12/2012

Monthly burn rate: 0

K previously contributed by the team: 400

External K raised so far: 0

Own K to be contributed by the team in the next round: 200

Amounts in thousands of euros

C/ Via Gadesa, 26
08320 Alella
+34 93 555 70 85

10 TWINBOARDS

A new age is coming...

www.twinboards.com



SUMMARY

Twinboards is an exciting and fun way to enjoy the snow that is completely new. We have designed a unique product: separate snowboards for each foot that give the user great versatility and freedom of movement. It is suitable for all types of users and levels due to its light weight and easy operation. It is made with materials of the highest quality and in line with the latest in design.



TEAM

The management team is: José Barroso (CEO – entrepreneur), Josep Noguera (financial director), Daniel Leiva (marketing director), Álvaro López (sales director).

CONTACT

José Barroso Giménez
jose.barroso@twinboards.com

PROBLEM/OPPORTUNITY

We saw a lack of innovation in the market for leisure and snow skiing. Currently there are only two alternatives: traditional skiing and snowboarding. Twinboards seeks to offer the user a new and different way to enjoy the snow.

COMPETITION

There is no direct competition for this type of product because it is entirely innovative; however, we see traditional skiing and snowboarding as our nearest competition.

OUR SOLUTION

Twinboards offers a more accessible, easy and fun alternative to skiing and snowboarding. It is suitable for all types of users and levels due to its light weight and easy operation.

BUSINESS MODEL

Design, development, manufacture (outsourced to China), distribution and sale to the end customer through three channels (wholesaler, shops and on the website).

MARKETING PLAN

We have a plan for growth in Europe through gaining distributors in various countries outside Spain, notably France, Italy, Norway, Switzerland and Austria.

NEED FOR FINANCING AND USE OF FUNDS

Total financing requirements are 250,000 euros, which will be used basically to continue with product marketing and sales as well as for working capital needs in the initial stage of business. We are currently applying for a 75,000-euro Enisa loan and in talks with two investors for 50,000 euros.

	2011	2012e	2013e	2014e
Turnover	0	17	231	516
EBITDA	0	-80	-35	56
Financial need	0	0	200	50

Amounts in thousands of euros

EXIT STRATEGY

The entrepreneur wants to continue to lead and manage the project in the future. We have some travelling companions (investor partners) in the initial and most expansive stage of the business.

ASK THE ENTREPRENEUR

José Barroso

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

We need a financial boost to start marketing the product quickly and expansively. It is a very attractive project and we believe we will not have trouble finding it.

How would your friends define you as a person?

Affable, bold, responsible and hardworking.

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

I see myself leading and managing a large company which is what Twinboards will be.

Company founded: 02/2012

Monthly burn rate: 3

K previously contributed by the team: 55

External K raised so far: 0

Own K to be contributed by the team in the next round: 25

Amounts in thousands of euros

C/ Joan Salvat Papasseit, 11
08304 Mataró
+34 661 87 82 28

11

VOLTA MOTOR COMPANY

Always On

www.voltamotorbikes.com



SUMMARY

Company engaged in the development, manufacture and design of electric motorcycles. It has a model under development at present. The key features of the product are sportiness, design and use of proprietary technology to develop the battery pack. It has a range of 75 km and a design that is very different from the usual electric scooters.



TEAM

Company founded by Marc Barcelo (80%) and the rest equally between Joan Sabata and Diego Quiroga (owners of the design firm Ànima, S.L. in Barcelona). Staff consists of a manager, salesperson and two engineers. Currently there are no business angels or venture capital in the company's capital.

CONTACT

Marc Barceló

mbarcelo@volta-motorbikes.com

PROBLEM/OPPORTUNITY

Nowadays big cities are facing a major pollution and mobility problem. The urban electric scooter, addressed to an audience of big city dwellers whose daily commute is less than 75 km, is an ecological and profitable option.

COMPETITION

At present there is only one brand that has a similar product in the European market: Brammo, an American company that has just started marketing in Europe.

OUR SOLUTION

Energy saving and efficiency.

BUSINESS MODEL

Revenues will come from the sale of electric motorcycles. The first product has a retail price of 7,000 euros and gives Volta a 15% margin.

MARKETING PLAN

The motorcycles will be sold through existing distribution channels and represented in each country by an importer. First we will start marketing in Europe and then grow worldwide in a second stage.

NEED FOR FINANCING AND USE OF FUNDS

We are looking for 1,000,000 euros. Our main expense is in moulds and tooling for the manufacture of parts (about 600,000 euros). In addition, buying materials to start production is another major expense (200,000 euros) until we can start billing. We are seeking capital from private investors and to co-finance their investment with an Enisa loan.

	2011	2012e	2013e	2014e
Turnover	0	406	7,860	11,574
EBITDA	-54	-282	973	1,552
Financial need	417	1,300	200	0

Amounts in thousands of euros

EXIT STRATEGY

A decision will be taken when needed, which might be the entry of new investors, selling to a larger company, etc.

ASK THE ENTREPRENEUR

Marc Barceló

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

The product has been well received (press and users) and we currently have sales commitments exceeding initial expectations. The main problem is not getting funding. Seeking out investors in various investment networks and forums.

How would your friends define you as a person?

A creative person with initiative and above all optimistic all the time.

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

100% involved in a strong active company with growth prospects.

Company founded: 06/2011

Monthly burn rate: 12

K previously contributed by the team: 100

External K raised so far: 700 (ACC1Ó loan)

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Torres i Bages, 40, 4A

17600 Figueres

+34 669 25 17 85

INFORMATION AND COMMUNICATION TECHNOLOGY

PROJECTS CATALOGUE

January 2013



1 2GETHER APPLICATIONS

We plant, we grow
www.2getherapp.com



SUMMARY

2gether is an app for mobile phones that aims to make life as a couple happier. 2gether is a way to communicate and organise that is fun and unique to the couple and also makes it possible to organise a calendar, suggest activities and show love for each other in different ways. The 2gether app was the winning project at the SeedRocket Weekend 2012 and 7th Investors Campus.



TEAM

Lucia Layunta, founder and CEO; Nicolas de Kerchove, co-founder and business development director; Aleix Julià, CTO. 2gether is advised by the mentors (some of them business angels) at the SeedRocket accelerator.

CONTACT

Lucia Layunta / Nicolas de Kerchove
Lucia@2getherapp.com
nicolas@2getherapp.com

PROBLEM/OPPORTUNITY

Customers are smartphone user couples aged between 15 and 40. There are 6 million of them in Spain and 150 million worldwide (Facebook stats). The problems to be solved are routine and lack of communication, two factors that have to be combated in most stable relationships.

COMPETITION

There are already some apps, but none of them seeks to care for the couple. Names of our main competitors: Pair, Simplyus, Avocado, The Icebreak.

OUR SOLUTION

The 2gether app offers exclusive new features and solutions to care for your partner.

BUSINESS MODEL

Sale of virtual objects, commissions on activities/gifts, sale of data and statistics concerning couples.

MARKETING PLAN

Viral marketing (social media, competitions), word of mouth, iAd/admob (online push marketing).

NEED FOR FINANCING AND USE OF FUNDS

150,000 euros (30,000 for IT and 120,000 for marketing). Private investors.

	2011	2012e	2013e	2014e
Turnover	0	60	2,028	14,620
EBITDA	0	27	1,733	13,658
Financial need	0	150	0	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to an industry company connected with couples.

ASK THE ENTREPRENEUR

Lucia Layunta

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

The competition. We differ from them through our market research and user tests. This means we can anticipate demand from users, couples.

How would your friends define you as a person?

Enterprising, creative, organised, responsible, disciplined and fun.

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

The benchmark app for couples in the world. And together with my partner and the investors who are accompanying us, enjoying working every day on a project like 2gether.

Company founded: 08/2012

Monthly burn rate: 3

K previously contributed by the team: 10

External K raised so far: 0

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

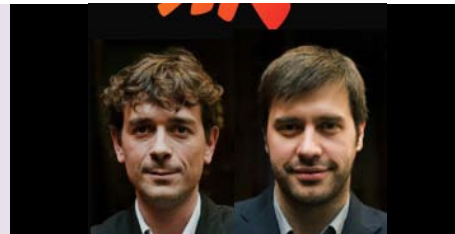
C/ Sardenya, 288, 5è
08013 Barcelona
+34 679 03 15 79

2 BEACLIENT

Hyperlocal Proximity Marketing
www.beaclient.com



SUMMARY
Beaclient is an innovative software solution for proximity marketing for brands, small businesses, large chains or advertising agencies that want to reach consumers and learn detailed statistics for subsequent decision-making. Consumers can get relevant information based on their profile just before the time of purchase by using a free, multi-brand app on their mobile phones.



TEAM
The promoter team consists of an industrial engineer and a computer engineer, both with an MBA and extensive experience in project management in the public and private sectors and who have been involved in other entrepreneurship projects. Advisors are Enric Jové (McCann) and Pedro Nueno.

CONTACT
Gerard Formentí
gerard@beaclient.com

PROBLEM/OPPORTUNITY
Leverage mobile technology so that retailers and brands can effectively reach and get valuable information from visitors to their physical stores. Users improve their purchasing decisions and access personalised information at the key moment just before purchase.

COMPETITION
Solutions on the market (the ways customers have to solve the problem): Foursquare, Tagtile, Shopkick and Proximus Mobility.

OUR SOLUTION
It is a proximity marketing solution based on geolocation. Developed as a tool for brands, small businesses or large chains to deliver customised content to all their visitors at the key moment using a free and multi-brand mobile phone application.

BUSINESS MODEL
Freemium model of monthly fees for using the platform and access to statistical information. Specific marketing activities and premium tools are billed for by campaigns.

MARKETING PLAN
Distribution via our own sales force to large corporations, directly by web for small businesses, as well as agreements with marketing companies.

NEED FOR FINANCING AND USE OF FUNDS
Beaclient is looking for capital to carry out its development plans in two areas worth 200,000 euros, supplementing the private part with a 200,000-euro CDTI Neotec I equity loan: continuation of Phases II and III of the development of functionalities of the solution. (44% R&D), marketing and geographic expansion (22%).

	2011	2012e	2013e	2014e
Turnover	0	12	352	1,247
EBITDA	B/E	-86	174	948
Financial need	0	88	213	99

Amounts in thousands of euros

EXIT STRATEGY
Capital increase in the second round of financing over a period up to 24/36 months. It would be possible to sell to a national or international online marketing company.

ASK THE ENTREPRENEUR
Gerard Formentí
What is the company's most significant risk and how will you tackle it?
Problem of getting brands and retailers to introduce this marketing tool. Getting a BA who is knowledgeable about the industry.
How would your friends define you as a person?
An entrepreneurial, skilled, dynamic and highly commercial person.
How do you see yourself and the company in 5 years' time?
Leading a high growth company, a multinational with a great team of professionals and ready to be floated on the MAB.

Company founded: 08/2011
Monthly burn rate: 12
K previously contributed by the team: 20
External K raised so far: 46
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Llacuna, 162-166
08018 Barcelona
+34 606 06 62 29

3 BIZZONIA

The Professional Discovery App
www.bizzonia.com



SUMMARY

Bizzonia is a mobile application for iPhone and iPad that geolocates people around you with whom you can share your personal or professional profile (via LinkedIn, Facebook or DTP). It is designed for all types of events and/or networking.



TEAM

Raul Ogazón, economist (vision and finance), Remko Dirkmaat, engineer (design and creativity) and Emilio Avilés, IT engineer (tech development).

CONTACT

Raúl Ogazón
raul@bizzonia.com

PROBLEM/OPPORTUNITY

A professional contacts list is very useful. So we have LinkedIn. But isn't there something missing? Of course; location, knowing exactly where these people are in the physical world.

COMPETITION

Social networks based on geolocation, such as Foursquare, Sonar and Highlight.

OUR SOLUTION

Bizzonia provides localisation to professional tools such as LinkedIn to share your professional profile with users around you.

BUSINESS MODEL

Bizzonia Places, where the companies who access the service via a monthly fee will be (economic return).

MARKETING PLAN

Publication of articles in tech blogs and promotion at events.

NEED FOR FINANCING AND USE OF FUNDS

100,000 euros needed to fund marketing, promotion and customer acquisition.

	2011	2012e	2013e	2014e
Turnover	0	100	500	1,000
EBITDA	0	-25	100	300
Financial need	0	100	0	0

Amounts in thousands of euros

EXIT STRATEGY

Exit from the second year of life onwards through the sale of the company.

ASK THE ENTREPRENEUR

Raúl Ogazón

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

Not having user customers. Marketing.

How would your friends define you as a person?

Very active, man of action and very passionate.

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

I see Bizzonia as one of the big players in geolocated social media. In 5 years' time I see myself, as CEO and founder of Bizzonia, as one of the Catalan entrepreneurs to have turned their start-up into one of the most powerful in the US.

Company founded: 04/2012
Monthly burn rate: 3
K previously contributed by the team: 50
External K raised so far: 0
Own K to be contributed by the team in the next round: 10

Amounts in thousands of euros

C/ Clot, 213, 1r 3a
08027 Barcelona
+34 665 58 30 21

4 BOULEVARD VIPS

Shopping in the world's major cities at VIP prices

www.boulevardvips.com



ESADE CREAPOLIS

SUMMARY

New experience in online transactions, social media and communication over the Internet, connecting users (members of groups) with each other and online retailers in a virtual and interactive tour as part of a platform based on real cities around the world where in addition to shopping users can also interact with each other in real-time. The system is also suitable for iPhone applications.



TEAM

The promoter team consists of an economist (entrepreneur), a publicist, an IT engineer, an ESADE MBA graduate specialising in foreign trade and an online marketing specialist. We are partnered by Bassat Ogilvy and Mara Torralba Advocat.

CONTACT

Antoni Cot
 antonicot@boulevardvips.com

PROBLEM/OPPORTUNITY

Groups of people have something in common: work, school, customers, clubs, etc. They are organised markets. To date they have not been differentiated and their commercial advantages have not effectively reached their members.

COMPETITION

VIP and Hat Trick. They propose models to help groups to organise the various brands that target them to sell. They have a cost per group.

OUR SOLUTION

The group: social network in real-time in virtual cities and remuneration per activity. Online trading: better sales ratio through this model based on the dynamics of the game.

BUSINESS MODEL

By percentage of sales, clicks on each online trader, direct mail, positioning in the platform city and facility maintenance.

MARKETING PLAN

As we work with large corporations, they provide us with both groups and online stores. We also acquire customers over the internet and via our sales team.

NEED FOR FINANCING AND USE OF FUNDS

Currently the platform operates with a fictitious city. The goal of the funding of 150,000 euros is to develop real cities such as Barcelona, Berlin, London and Paris with our own system, similar to Google Maps Earth. Thus we can operate abroad and improve the model and the mobile application. So far funding has been through equity.

	2011	2012e	2013e	2014e
Turnover	0	41	7,154	62,324
EBITDA	0	-140	1,829	26,916
Financial need	0	150	0	0

Amounts in thousands of euros

EXIT STRATEGY

We are focusing on creating a business with large margins and profits that addresses a huge market, creating excellent opportunities for acquisition or an IPO.

ASK THE ENTREPRENEUR

Antoni Cot

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

The member of a group does not realise the benefits that being in their group can bring them.

How would your friends define you as a person?

Entrepreneurial, positive and stubborn.

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

I see myself working in the company and the company working with a corporation like Google Maps and expanding around the world with the model.

Company founded: 11/2011
Monthly burn rate: 18.5
K previously contributed by the team: 24.5
External K raised so far: 30
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Loreto, 22
 08029 Barcelona
 +34 649 23 05 29

5 CARANDGO!

The best way to predict the future is to invent it
www.carandgo.com



SUMMARY

Carandgo! provides all services during the lifecycle of a vehicle for professionals and individuals, starting with information about buying a vehicle and ending with its sale or destruction. These services include: car and services search, auctions, sales of traffic reports, wheels and tyres, transport, making name changes, appraisals, financing, scrapping, appeals against fines, insurance, warranties, driving licences and a jobs board for people in the industry.



TEAM

Entrepreneurs: manager, Jordi Ollé; sales manager, Jorge Giráldez. Staff: programming, 4; design, 1; social media, 1; department, 1; administration, 1. There is no external financial support. Advised by ESADE marketing and finance lecturers.

CONTACT

Jordi Ollé Ariza
gerencia@carandgo.com

PROBLEM/OPPORTUNITY

Customers are individuals who want to buy a vehicle and professionals who want to sell. The problem they have is that online buying and selling of cars is a mess: mistrust of vendors due to deception, lack of knowledge of procedures, fraud, lack of information, etc.

COMPETITION

Carandgo! does not have a direct competitor in terms of its global offering, but it does with respect to some of its services. We would call attention to its recognition, turnover and steady growth.

OUR SOLUTION

We are the only ones to offer all services for both professionals and individuals with the same tool, improving processes in time and price.

BUSINESS MODEL

We have a range of revenue sources: monthly and annual charges, commissions, direct billing and advertising. Cost structure: software development, sales team, marketing and advertising.

MARKETING PLAN

Physically visit every dealer with our sales team, with the support of online and offline advertising, working on SEO-SEM and social media presence, guerrilla marketing with specific actions.

NEED FOR FINANCING AND USE OF FUNDS

The need is estimated at 600,000 euros for the sale of the product nationally: 70,048 euros to further develop the software, 266,163 euros to physically market it, 263,789 euros for specific online and offline advertising. The goal is to fund it through private or pool investors in exchange for a 30% stake.

	2011	2012e	2013e	2014e
Turnover	27	15	783	2,186
EBITDA	-142	-171	-385	86
Financial need	0	0	600	0

Amounts in thousands of euros

EXIT STRATEGY

Our intention is to be partial or total owners throughout the company's lifetime. Future investors can be there for a limited or indefinite time, be exclusively equity partners or even work there.

ASK THE ENTREPRENEUR

Jordi Ollé

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

The biggest risk is publicising the product with individual customers, which we will meet through mass advertising with SEO-SEM positioning.

How would your friends define you as a person?

They think I am responsible, I have initiative and I am fair.

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

With the product established in the domestic market; I see myself replicating the business in other countries.

Company founded: 12/2009
Monthly burn rate: 37
K previously contributed by the team: 350
External K raised so far: 0
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Prat de la Riba, 88 B
 08225 Terrassa
 +34 634 44 78 29

6 CITYBLINK

let's video

www.cityblink.com



SUMMARY

Cityblink is an online video marketing company which offers tourism and leisure businesses the chance to make a one-minute video of their location and distribute it through a network of partners. Customers receive a high-quality video and better exposure to a targeted audience of tourists across established platforms. Cityblink's goal is to become the tourism and leisure video industry standard worldwide.



TEAM

Simon and Seb are co-founders of Cityblink. Simon is a photographer and has developed the video format. Seb has a background in tourism and marketing. His experience sells the video product. Santi Descarrega has advised the team during the search for investors.

CONTACT

Simon De Man
info@cityblink.com

PROBLEM/OPPORTUNITY

Tourist locations and leisure venues (hotels and restaurants) require high quality videos to present their products and services. These videos can be expensive, go out of fashion and are difficult to distribute. Websites such as Booking.com require standardised video content.

COMPETITION

Traditional video production companies: no solution offering standardised high quality videos. The closest competitor we have found is www.tvtrip.com.

OUR SOLUTION

We offer affordable, high quality video production and a distribution solution for tourist and leisure venues. We also offer booking web pages with free video.

BUSINESS MODEL

Customers pay 100 euros per month for a video and to have it distributed. Production of the video costs 350 euros. All operations are centralised.

MARKETING PLAN

When there is enough content, the distribution network can be set up. The sales team uses the advantages and video distribution to achieve sales (new subscribers signing up).

NEED FOR FINANCING AND USE OF FUNDS

First year: creating content for 6 cities, to establish the brand and form partnerships that are essential. Team, B2B marketing and human resources and training, start-up sales team. Forecasts for 2012 (July onwards) are 226,671 euros. We are looking for business angels and/or venture capital funding. We want to work with individuals who can provide essential contacts and experience.

	2011	2012e	2013e	2014e
Turnover	5	82	942	2,726
EBITDA	-55	-158	34	1,477
Financial need	50	226	0	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to Lonely Planet, Condé Nast or even Google. It might also be of interest to a large website such as resale to booking.com with exclusive rights to the video content.

ASK THE ENTREPRENEUR

Seb Hammond

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

Not forging the necessary partnerships to make the distribution network sufficiently interesting for customers. This can be overcome by the speed with which we cover various cities with great content, ideal for use on partner websites.

How would your friends define you as a person?

Energetic, fun and full of enthusiasm. Sometimes stubborn, but I can learn from my mistakes and move on quickly.

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

I see Cityblink as the tourism and leisure video industry standard worldwide. As for me, I would like to get involved in other major projects as an entrepreneur.

Company founded: 06/2010
Monthly burn rate: 0
K previously contributed by the team: 50
External K raised so far: 0
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Escullera del Poble Nou, 15
08005 Barcelona
+34 678 33 48 55

7 CL3VER

Democratise 3D in HTML5

www.cl3ver.com

CL3VER



SUMMARY

Cl3ver is an application for professionals to create immersive 3D content in HTML5 without programming. Cl3ver is a solution to the difficulties created by the high fragmentation of the 3D industry and opens the door to 26 million professionals to create ads, banners, applications, virtual tours and 3D games in a way that is ten times faster, cheaper, interactive and integrated for the first time with social media.



TEAM

The team consists of Daniel Iborra (CTO) and Viktor Nordström (CEO). Between us we have spent more than 20 years developing and selling technology to companies including Warner Bros., Universal Studios, Disney, Pixar, IBM, Red Hat, etc.

CONTACT

Viktor Nordström
viktor@cl3ver.com

PROBLEM/OPPORTUNITY

HTML5 promises to revolutionise the 3D and CAD industry, but requires programming skills. Cl3ver is the first solution for the entire professional community accessible on all devices and at zero cost.

COMPETITION

Three Dee Media BV, Cloudmach & Playcanvas, and potentially FOSS projects such as three.js and The Kuda Project.

OUR SOLUTION

Cl3ver revolutionises the market thanks to an SaaS platform for editing and publishing 3D content directly in a browser.

BUSINESS MODEL

Freemium by subscription.

MARKETING PLAN

Viral marketing based on firstly attracting users with free versions and then using their advocacy to generate a community, making use of social media.

NEED FOR FINANCING AND USE OF FUNDS

Complete the first round of 400,000 euros with 150,000 private euros to finance business expansion in the U.S., leveraged with public programmes.

	2011	2012e	2013e	2014e
Turnover	0	0	217	6,400
EBITDA	0	-101	-164	1,127
Financial need	0	150	250	0

Amounts in thousands of euros

EXIT STRATEGY

Asset sale or selling equity. It is a very aggressive sector. Companies like Adobe, Autodesk and Dassault Systemes have purchased more than one company a month in the last year.

ASK THE ENTREPRENEUR

Viktor Nordström

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

The non-adoption of WebGL by the hardware industry.

How would your friends define you as a person?

A networker who knows how to open doors everywhere.

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

I see the company forming an important part of the 3D transition to cloud-computing and I see myself leading Cl3ver or another start-up with my partner Daniel Iborra.

Company founded: 10/2012

Monthly burn rate: 5

K previously contributed by the team: 5

External K raised so far: 0

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Passeig Vilafranca, 54, 1r 4a
08870 Sitges
+34 699 98 00 87

8 COUPIES

Mobile coupons and discounts

www.coupies.es



SUMMARY

Coupies is a mobile coupons and discounts (digital, not printed) company. We have a mobile application (smartphone) for the publication and distribution of promotional campaigns for various types of businesses, from small traders to large corporations. In short, Coupies is a mobile application which brings consumers to sales outlets depending on their geographical location (geolocation).



TEAM

Founders: Daniel Mensing and Gerard Peiró. Staff: Carl Schall, Carles Gili and founders. Digital Seed is a business angel that provides us with advice, customers, services and facilities. Our main mentor is Urs Rothmayr.

CONTACT

Daniel Mensing
Daniel.mensing@coupies.es

PROBLEM/OPPORTUNITY

Our customers are traders, manufacturers, brands, chains and large retailers. We offer an innovative marketing tool/service (mobile channel and geolocation) that enables them to run coupon campaigns that are faster and more measurable, effective and economic.

COMPETITION

(i) Traditional paper coupon and discount companies and (ii) other mobile coupon startups such as Smadex, Oportunista and Zeerca (Spain).

OUR SOLUTION

The coupon validation system is secure. We have patented our anti-fraud technology. Extensive network of partners to consolidate the market.

BUSINESS MODEL

Companies (and not users) pay based on two items: (i) per coupon redeemed (CPO) or by volume of clicks (CPC) and (ii) for our management service.

MARKETING PLAN

Direct and indirect sales. Our team is focused on direct sales to medium and large brands/chains such as Zara, Mango, Dia, Condis, etc.

NEED FOR FINANCING AND USE OF FUNDS

We are asking for a total of 400,000 euros to develop this emerging market. The investment will be allocated to the three cornerstones of our growth strategy: (i) retention, development and expansion of our talented team, (ii) intensification of commercial tactics to achieve the no. 1 position in the market and (iii) acceleration of our marketing strategy.

	2011	2012e	2013e	2014e
Turnover	0	150	1,350	3,000
EBITDA	-100	-150	-300	850
Financial need	100	400	1,000	0

Amounts in thousands of euros

EXIT STRATEGY

We plan to have an exit in the next 2-3 years. We will look for a large buyer in the industry and/or associated sectors.

ASK THE ENTREPRENEUR

Daniel Mensing

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

Acceptance of the service in the Spanish market by companies. We constantly adapt to the needs of each market.

How would your friends define you as a person?

Innovative, responsible, hardworking, analytical, strategic, with a very clear vision and intercultural skills.

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

Successful worldwide, with a lot of users and a large commercial distribution network.

Company founded: 08/2011

Monthly burn rate: 14

K previously contributed by the team: 40

External K raised so far: 0

Own K to be contributed by the team in

the next round: 20

Amounts in thousands of euros

C/ Pujades, 77, 3r

08005 Bcelona

+34 616 20 85 86

9 CREACTIVITAT 2001

Zinktop – augmented reality browsing
www.zinktop.com



SUMMARY

Zinktop is an augmented reality (AR) browser for interacting with any object and image in our physical environment through a smartphone or tablet camera. Zinktop adds digital information in real-time that complements the object or image focused by the mobile device, such as video, geolocation, network access and 3D models. Zinktop is a new mobile communication model.



TEAM

Founders: Eduard Vandellòs, Enric Ramírez, Marcos García and Jordi García. Current team: founder partners and Javier González. At present there are no investors and the project has been carried out with the support of PIMEC.

CONTACT

Eduard Vandellòs
eduard@zinktop.com

PROBLEM/OPPORTUNITY

Target audience: media agencies, advertising agencies and communication agencies as top-level distributors for major brands. Opportunity: the limitations of conventional marketing with respect to mobile technologies.

COMPETITION

Currently the market is untouched and there is no domestic competition. Our international competitors are Aurasma (USA), Layar (The Netherlands) and Blippar (UK).

OUR SOLUTION

Zinktop is an original and proprietary development at an unbeatable price.

BUSINESS MODEL

The revenue model is sales by unit implementation with an annual licence, plus a variable payment for downloads on mobile devices. The average net margin is 48%.

MARKETING PLAN

A combined strategy to achieve half a million Zinktop users in three months through viral campaigns and direct sales to marketing agencies for distribution to the end customer.

NEED FOR FINANCING AND USE OF FUNDS

Gross amount: 250,000 euros to carry out the new Zinktop marketing plan. Objective 1: press, viral, prominent events, PR, UPC campus scholarships and network competitions. Objective 2: hiring marketing staff. Information sessions for advertising copywriters. Funding: 20% entrepreneurial team, 80% investors.

	2011	2012e	2013e	2014e
Turnover	0	499	623	811
EBITDA	-72	124	119	437
Financial need	72	75	175	0

Amounts in thousands of euros

EXIT STRATEGY

Cash sale of part of the know-how, after ESOP, to Zinktop distributors. Media agencies will be dependent on AR software to continue selling.

ASK THE ENTREPRENEUR

Eduard Vandellòs

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

Hiring AR professionals, of which there are none at the moment, to be solved by a training agreement with the UPC.

How would your friends define you as a person?

A man of his time, sensitive to his environment, responsible and creative, with a great capacity for listening and dialogue, generous and, above all, a born communicator.

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

As an entrepreneur my priority is always the team, so I see myself with a larger and better team that is integrated, professional and ambitious, to better serve our customers and increase turnover.

Company founded: 09/2001

Monthly burn rate: 18

K previously contributed by the team: 32

External K raised so far: 40

Own K to be contributed by the team in the next round: 50

Amounts in thousands of euros

C/ Riera Sant Miquel, 55, baixos
08006 Barcelona
+34 670 98 52 85

10 DILUNCH

Where shall we have lunch?

www.dilunch.com



SUMMARY

Website that connects employees and businesses with restaurants in their area which serve daily set meals. It enables users to know in advance the dishes on the menu and discover new places, provides exclusive promotions to companies and means restaurants can increase their number of potential customers. It will soon make it possible to include all traditional loyalty cards in a single app.



TEAM

The 3 founders are a foil for each other with more than 15 years' training and experience in finance and management and 5 years in internet. The sales and marketing departments are to be expanded in the coming months.

CONTACT

Alejandra Sopranis
alejandra.sopranis@dilunch.com

PROBLEM/OPPORTUNITY

Workers do not always know about the many restaurants in the vicinity of their company where they can have lunch and restaurants find it hard to communicate with their biggest group of potential customers, who are the employees of companies in their neighbourhood.

COMPETITION

Regarding information and promotion, in Spain: El Tenedor and Restalo (more focused on dinners); in terms of loyalty via the app: Perx and PunchD (USA), Fidme (France).

OUR SOLUTION

By delivering a neighbourhood service that attracts users through companies, our service provides a large number of regular and recurrent users for restaurants.

BUSINESS MODEL

Restaurants pay a fixed quarterly, half-yearly or annual fee for the advertising and loyalty service.

MARKETING PLAN

Combines offline (sales visits, marketing materials in restaurants, communication in companies, local media, fairs, etc.) and online (social media, SEO, etc.).

NEED FOR FINANCING AND USE OF FUNDS

To put in place the marketing plan, include new services on the website and reinforce the team who will implement forecast growth. Dilunch must cover basic needs of 285,000 euros (possible Enisa joint investment), in addition to 40,500 euros from the founding team and 75,000 euros from an Enisa Young Entrepreneurs grant we hope to receive in October 2012.

	2011	2012e	2013e	2014e
Turnover	37	573	2,537	4,148
EBITDA	-16	41	890	2,200
Financial need	115	285	0	0

Amounts in thousands of euros

EXIT STRATEGY

Possible sale to an industry company such as Edenred (Ticket Restaurant) as we work with the same target. Google has just bought PunchD and might be interested in an equivalent in Europe. It will also be possible to sell in a further consolidation round.

ASK THE ENTREPRENEUR

Alejandra Sopranis

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

The critical mass of local users does not grow at the expected rate. Tackled by putting more effort into sales and marketing.

How would your friends define you as a person?

Optimistic, persistent, curious, energetic, motivational, empathetic, responsible, organised.

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

As part of an international company, a yardstick for restaurants and businesses.

Company founded: 02/2012
Monthly burn rate: 3.5
K previously contributed by the team: 40.5
External K raised so far: 0
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Llacuna, 162-164 (mòd. 203)
08018 Barcelona
+34 678 49 01 75

11 DRESSAPP

Your pocket wardrobe

www.dressapp.es



SUMMARY

Dressapp is a marketing channel for companies in the fashion and accessories industry that uses mobile applications as a communication platform. It enables companies to create better marketing strategies by stepping up their online presence, establishing a direct relationship with their prospects and increasing their offline and online sales. We compile key data concerning user behaviour which tells us about consumer shopping habits.



TEAM

Dressapp is made up of a multidisciplinary team of 6 people who are a foil for each other and have enormous experience in the apps market. Emilio Avilés (CEO), founder of SlashMobility & TeCHmi. Javi Sierra (CTO) has been a lecturer at the University of Stanford (Silicon Valley) and founder of Xulpture & Raylight-iLoowi.

CONTACT

Emilio Avilés
emilio@slashmobility.com

PROBLEM/OPPORTUNITY

Companies (B2B) require consumers (B2C) to sell their products and create loyalty. For their part, consumers need to buy clothes at a good price and in the easiest way possible.

COMPETITION

Dressapp has two competitors that operate in the US (StyleBook) and Japanese (Handy Closet) markets, where they have achieved \$10 million Series A rounds.

OUR SOLUTION

Our competitive advantages: we have in-house technology that gives us better time to market and experience in the promotion of apps for major brands, which means we know how to reach app consumers.

BUSINESS MODEL

We charge brands (B2B) for advertising and transactions managed (CPC & CPT) and users (B2C) per In-App Purchase. Estimated profit per user/year is 10 euros and their acquisition and retention cost is 4 euros, which gives a margin of 60%.

MARKETING PLAN

The product is currently available in apps stores (iPhone and Android). In 4 months we have got Dressapp into the top 15 with a minimum promotional budget.

NEED FOR FINANCING AND USE OF FUNDS

We need 200,000 euros, of which we already have 55,000 euros in private investment and 45,000 euros from Enisa which we are arranging. The promoter team contributed 50,000 euros to start the project and develop the app. The new investment is to conduct our customer acquisition strategy, enhance the current product and hire sales staff.

	2011	2012e	2013e	2014e
Turnover	0	2	400	5,000
EBITDA	0	-48	35	400
Financial need	0	50	100	0

Amounts in thousands of euros

EXIT STRATEGY

American and Japanese competitors who receive financing and decide to start operating in Spain, the EU5 and LATAM. Major players (Brands, Facebook and Google) who use Dressapp to create new communication channels and/or enhance the services they provide.

ASK THE ENTREPRENEUR

Emilio Aviles

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

The main risk is current competition in the apps market and marketing the product to brands. The first risk is mitigated by the team's experience in the apps industry. The second risk will be met by hiring sales staff with contacts in the fashion industry.

How would your friends define you as a person?

A restless person who has project creation and execution in his DNA, an entrepreneur.

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

As the mobile app which people use to dress and buy clothes from leading brands. With a global presence and our initial investors having left.

Company founded: 02/2012

Monthly burn rate: 8

K previously contributed by the team: 50

External K raised so far: 100

Own K to be contributed by the team in the next round: 18

Amounts in thousands of euros

C/ Llacuna, 162-164
08018 Barcelona
+34 616 10 19 23

12 ENHANCING EBOOKS

A new reading & media & social app experience
www.enhancebooks.com



SUMMARY

Digital publisher/producer of enriched multimedia books in the form of apps for tablet devices (enhanced appbooks). Enhancing ebooks develops, publishes and sells media content by key nonfiction authors (business, self-help, cooking, popularisation, tourism, art, etc.) to offer a new information consumption experience (infotainment) that combines reading, audiovisual media and social networks.



TEAM

The promoter team is lead by an engineer and ESADE MBA graduate with more than 12 years' experience in innovation and experience in Silicon Valley, and a co-founder acting as an advisor with more than 15 years' experience as director of a tech centre. The operating team consists of 6 people who are staff or collaborators.

CONTACT

Pau Vidal
pau@enhancebooks.com

PROBLEM/OPPORTUNITY

In all nonfiction areas (non-literary books) e-books do not meet multimedia and social media demand from users. Enhanced appbooks provide an opportunity to boost content and authors who are communicators as well as writers.

COMPETITION

Traditional publishers base their business on distribution and in digital terms only 'distribute' e-books, leaving new forms of multimedia content untapped.

OUR SOLUTION

We offer a new experience of content consumption on tablet devices based on the integration of reading, audiovisual media and social networks.

BUSINESS MODEL

Selling appbooks through online platforms for tablets, giving a percentage to the author/publisher owning the content.

MARKETING PLAN

Each appbook has a digital marketing plan appropriate for the target of each content/author for sale in the Apple Store, Android Market, etc.

NEED FOR FINANCING AND USE OF FUNDS

After a first round (2011) and publishing and marketing various appbooks (2012), the project requires a second round of 450,000 euros to create different 'publishing' lines of enhanced appbooks aimed at domestic and international markets. The investment will be used primarily in human resources and marketing.

	2011	2012e	2013e	2014e
Turnover	0	40	252	1,638
EBITDA	0	-56	-198	844
Financial need	0	0	450	0

Amounts in thousands of euros

EXIT STRATEGY

The synergies clearly suggest the exit strategy is to sell to a large Hispanic American or international publishing or media group.

ASK THE ENTREPRENEUR

Pau Vidal

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

Consumer price sensitivity in digital content. We will need a good selection of appbooks and to break into less 'sensitive' international markets.

How would your friends define you as a person?

Active, curious, innovative, trustworthy, honest and adventurous.

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

Leading a large international digital publisher/producer in a large media group.

Company founded: 07/2011

Monthly burn rate: 7

K previously contributed by the team: 35

External K raised so far: 60

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Av/ Ernest Lluch, 32, TCM2 1-4
08302 Mataró
+34 649 40 91 28

13 HALL STREET BARCELONA

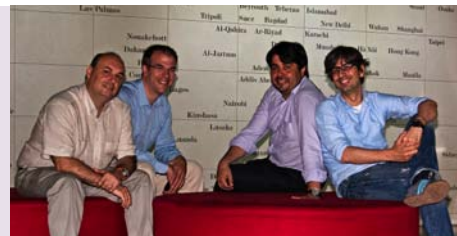
Join the hotel users' r-evolution!

www.hallst.com



SUMMARY

Hall St. is the first free community where anyone can buy, sell, share or give away a hotel room. Hall St. is not a follower project but rather a groundbreaking proposal that seeks to challenge the status quo in the huge global market for hotel distribution by creating a new category: the free market. With Hall St. and from now on, the user also counts.



TEAM

The Hall St. team consists of engineers and business experts with an extensive background in tourism, technology and marketing. The three top executives are partners in the company. The company also has several private investors.

CONTACT

Alfredo Ouro
Alfredo.ouro@hallst.com

PROBLEM/OPPORTUNITY

For hotels, instant liquidity, reduced risk, low cost distribution and being able to use the customer as a sales agent. For users, customised prices, repurchase of bookings, option to share rooms and excellent rates with resale flexibility.

COMPETITION

New international competitors set up since we started out including Cancelon, Roomerit and Travelsurf.com.

OUR SOLUTION

Marketplace with a bargaining tool and direct access to over 5,000 hotels in 65 countries.

BUSINESS MODEL

Hall St.'s business model is based on a service fee charged to the purchaser of the room and a very competitive commission received by the seller.

MARKETING PLAN

Using eMarketing tools with an emphasis on social media, supplemented by specific offline actions to generate awareness and expand the concept via the user.

NEED FOR FINANCING AND USE OF FUNDS

The financial need to meet the current phase is 750,000 euros. 60% will be spent on publicising Hall St. to generate website traffic and get traction, and the remainder on maintaining the structure, attracting more hotels and evolutionary maintenance of the platform. This need will be funded primarily with private investors and partly through borrowing.

	2011	2012e	2013e	2014e
Turnover	0	70	713	6,788
EBITDA	-197	-135	-1,349	835
Financial need	0	750	0	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to a sector company or financial partner once the model's traction has been established.

ASK THE ENTREPRENEUR

Alfredo Ouro

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

Communication. We will work with the best specialists in positioning new products in the digital marketplace.

How would your friends define you as a person?

They say I'm a good person, tenacious, feisty, pragmatic, consistent, positive and optimistic.

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

It will be leading a new category for staying in hotels: the social market.

Company founded: 01/2011
 Monthly burn rate: 25
 K previously contributed by the team: 64
 External K raised so far: 627
 Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Barcelona Activa, Mòd. 115
 C/ Llacuna, 162-164
 08018 Barcelona
 +34 679 95 94 59

14 1D3A ANALÓGICO Y DIGITAL

Development of technology applied to sports

www.1d3a.com

1d3a

laSalle
Technova Barcelona

CATALAN SPORTS CLUSTER
INDESCAT

SUMMARY

Focused on the sports market and mainly on high performance and competition. Developers of Er1c, the flagship product in tactical and strategic analysis encompassing multiple sports. Product at the marketing stage and already used by world-famous clubs (for example, FC Barcelona) and teams. We are looking for a partner/investor to consolidate our internationalisation (Europe, the USA and Asia) and set up a distributor channel.



TEAM

The entrepreneurial team consists of 2 senior partners (aged 40-50): Jesús has extensive international business experience in the media and sports industry while Jordi has in-depth knowledge of the technology used and the systems required to handle it professionally.

CONTACT

Jesús de Pablos
jesus@1d3a.com

PROBLEM/OPPORTUNITY

Given the overload of numerical data and the enormous difficulty in analysing them and drawing useful conclusions, we identified the opportunity to create Er1c as a tool that adds value to the knowledge of the trainer/coach: study of opponents, planning the game, monitoring training, etc.

COMPETITION

We have are two types of competitors; the first analyses large data volumes (Amisco, Prozone, etc.) while the second uses a basic video editor (Sportstec, Dartfish, etc.).

OUR SOLUTION

Er1c is a tool that enables the expert (trainer, coach, etc.) to analyse tactical, physical and strategic performance through generating clear and practical video reports.

BUSINESS MODEL

It is sold with annual renewable licences with versions tailored to markets.

MARKETING PLAN

The marketing strategy is based on 3 main factors: creating key figures in each country we enter, setting up agents close to the sector in each country, and distributors in the USA and Asia.

NEED FOR FINANCING AND USE OF FUNDS

We need 250,000 euros to set up our international marketing network. According to forecasts, we would achieve breakeven in 16 months and cumulative EBITDA = x 4 in 42 months. Our licensing model means income from renewals would account for 50% of revenue in 30 months.

	2011	2012e	2013e	2014e
Turnover	160	216	332	660
EBITDA	3	-94	-149	81
Financial need	0	100	150	0

Amounts in thousands of euros

EXIT STRATEGY

1d3a provides an exit in 3 years at 2x or in 4 years at 4x. Based on the model of excellence and recurring sales, the founder partners wish to undertake preferential repurchase.

ASK THE ENTREPRENEUR

Jesús de Pablos

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

Not having the resources needed for rapid internationalisation of the product and the seasonality of sales in Europe. We tackle this by setting up an agents and sales network and attending international fairs.

How would your friends define you as a person?

Tenacious, responsible, creative, a team leader with the personal touch.

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

International leader in the market for high performance sports video analysis systems, with internationally recognised customers and agents generating income and jobs.

Company founded: 06/2007

Monthly burn rate: 15

K previously contributed by the team: 60

External K raised so far: 0 (sales > expenses)

Own K to be contributed by the team in the next round: negotiable

Amounts in thousands of euros

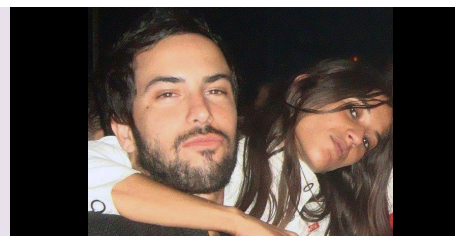
C/ San Juan de la Salle, 42, m. 415
08022 Barcelona
+34 675 61 20 69

15
INFANTIUM
 Developing Minds
 www.infantium.com



SUMMARY

Infantium is a cognitive development platform which uses tactile device applications for children aged 0-6 to optimise cognitive skills in logic, mathematics and language. Adaptive learning technology individualises learning through smart data use.



TEAM

Daniel González (Computer Science UPC and MBA ESADE-Babson), Karen Márquez (Journalism, Executive Master ESADE-Bocconi), Joaquín Grech (Computer Science NYU, MBA IE). Investors: Carlos Blanco, Jesús Monleón, David Tomàs.

CONTACT

Karen Márquez
 Karen.marquez@infantium.com

PROBLEM/OPPORTUNITY

Extremely varied range of educational applications (numerous developers) that do not keep to guidelines or methods or take into account research by educators and psychologists. They do not stick to standards for a videogame that stimulates learning through the challenge of the game.

COMPETITION

Airy Labs (apps), DreamBox (\$9.5 million investment, PC software). Other independent developers such as Montessori, EduGame, etc. (with few applications available).

OUR SOLUTION

Set of games that tailor challenges and levels according to the child's responses through smart data use in the cloud. Supervision by teams of psychologists.

BUSINESS MODEL

Freemium model: free download plus buy premium games. Games divided into three learning areas, with all games in each area together costing 30 euros.

MARKETING PLAN

In all stores for extensions supported by Windows 8, Android and iOS technologies. Specifically Windows Store, App Store, Android Market.

NEED FOR FINANCING AND USE OF FUNDS

The ideal amount to finance growth would be 150,000 euros for the various items: doubling the game development/illustration team, paying for adaptation and translation to 8 countries/languages and online positioning and reputation campaigns for each country with a view to converting traffic into game downloads. We hope to fund it with private investment.

	2011	2012e	2013e	2014e
Turnover	0	19	386	1,030
EBITDA	0	-57	-82	11
Financial need	0	35	150	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to an education (publisher such as Pearson, e-learning), entertainment or mobile industry company.

ASK THE ENTREPRENEUR

Karen Márquez and Daniel González

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

Making ourselves known. Solution: partnership with Microsoft for exclusive launch with Windows 8.

How would your friends define you as a person?

Karen: Extroverted. Dani: Introverted.

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

Not just as one of the leading companies in Europe for adaptive learning applications for tablets, but rather as the leader.

Company founded: 06/2012
Monthly burn rate: 6
K previously contributed by the team: 3
External K raised so far: 108
Own K to be contributed by the team in the next round: 6

Amounts in thousands of euros

Gran Via Hospitalet, 16-20, ofícines ITnet
 08901 L'Hospitalet
 +34 616 68 96 61

16 INNOROCKET

Crowdsourcing platform for industry
www.innorocket.com



SUMMARY

Crowdsourcing portal in industry. The platform is designed to help companies to pool resources in R&D, innovation and manufacturing projects. That means exact technology, manufacturing, R&D, etc. needs can be published on the portal and specific solutions given in response to these precise requirements. Moreover, it also facilitates contact between registered users in the sector.



TEAM

Xavier Sol Torres: industrial engineer and Master's in project management (PMI) (UPC); 9 year's experience in R&D. Helena Martínez López-Amor: biologist (UB) and postgraduate digital publishing course (UOC); 7 years working in communication and publishing (pharmaceutical, health and technical industry).

CONTACT

Xavier Sol Torres
xavier@innorocket.com

PROBLEM/OPPORTUNITY

Manufacturers of metal, plastics, electronics and related products need new innovative solutions based on new vendors. They need to reduce costs and time and to improve quality. They also need more access to customers.

COMPETITION

There are knowledge transfer platforms for technology projects (such as Innocentive and Innoget) and manufacturing marketplaces (such as MFG and Techpilot).

OUR SOLUTION

We provide a tool to find partners for technology and manufacturing projects.

BUSINESS MODEL

Freemium model. Free with various means of payment (fixed fee according to use). Fixed cost is 11.50 euros/unit, resulting in a margin of 8.50 euros/unit.

MARKETING PLAN

Through agreements with sector business associations, clusters, chambers of commerce and employers' associations. Through sales visits to individual companies. With online marketing campaigns.

NEED FOR FINANCING AND USE OF FUNDS

Need in the first phase is 135,000 euros. The first phase includes the launch and planning of the evolution of the platform. This money will be used for: staff (39%), marketing (28%) (SEM, SEO, offline campaigns, fairs, etc.), R&D (12%) (programmers, consultants), overheads (12%), miscellaneous (9%).

	2011	2012e	2013e	2014e
Turnover	0	6	644	1,437
EBITDA	0	-85	28	153
Financial need	0	135	120	80

Amounts in thousands of euros

EXIT STRATEGY

Recoup the investment, plus a percentage to be negotiated in 2015, through share buy-backs by the company.

ASK THE ENTREPRENEUR

Xavier Sol

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

Lack of users. Solution: campaigns to attract users.

How would your friends define you as a person?

Imaginative, entrepreneurial, friend of friends, honest, consistent.

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

At the head of the leading portal in product innovation and manufacturing: the benchmark meeting point for stakeholders in manufacturing industry.

Company founded: 03/2012
Monthly burn rate: 7.3
K previously contributed by the team: 45
External K raised so far: 0
Own K to be contributed by the team in the next round: to be negotiated

Amounts in thousands of euros

C/ Cami Fondo, 25, 1r 1a
 08221 Terrassa
 +34 677 94 99 99

17

IWANNA.TRAVEL

Where you decide the price

www.iwana.travel



SUMMARY

Iwana.travel is a web platform that enables the traveller to suggest the price they are willing to pay to spend a night in a hotel, allowing the hotel to accept or reject it. Investment of 500,000 euros is sought to accelerate consolidation in Spain, add 5 people to the team and carry out promotional activities as specified in the marketing plan.



TEAM

At present with two full-time staff (business development and programmer), we have self-financed the initial stage, working with external professionals.

CONTACT

Marc Mayneris
mayneris@iwanna.travel

PROBLEM/OPPORTUNITY

Since price is the main factor in the purchase decision and a room not sold is income lost forever, we have developed a new distribution channel that helps hotels to sell more, and travellers to save money and time.

COMPETITION

There are quite a few players who want to sell hotel rooms which goes to show the great opportunity there. We are the first to bring this innovative twist to the sales cycle.

OUR SOLUTION

We have prepared the web technology (SaaS) that directly connects supply and demand, in which we already have over 55,000 hotels, 3,000 experiences and more than 1,000 travellers.

BUSINESS MODEL

We charge a cash fee per sale, which is standard practice in the industry. We are working on including other revenue generation processes.

MARKETING PLAN

Through our web platform, focusing on: phase 1, most European national capitals (6 months); phase 2, hotel chains (6 months); phase 3, internationalisation (round B).

NEED FOR FINANCING AND USE OF FUNDS

We have just signed with Enisa and we are now working on the A round of investment of 500,000 euros, mainly earmarked to acquire users in order to validate the model in Spain during this first year. Round B for internationalisation planned in 1.5 years.

	2011	2012e	2013e	2014e
Turnover	0	20	400	983
EBITDA	0	-114	-153	11
Financial need	0	500	0	0

Amounts in thousands of euros

EXIT STRATEGY

There are several exit alternatives linked to the investment strategy chosen. Exit in the next round (1.5 years) or carrying on until the possible sale of the company.

ASK THE ENTREPRENEUR

Marc Mayneris

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

Now we have to be quick! We are working on getting the investment that will enable us to accelerate.

How would your friends define you as a person?

Approachable.

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

Learning from each step taken, going from being a one-man band to orchestra conductor. We will have set a new standard in the way people sell.

Company founded: 02/2012

Monthly burn rate: 58

K previously contributed by the team: 40

External K raised so far: 75

Own K to be contributed by the team in the next round: 500

Amounts in thousands of euros

C/ Almogàvers, 165
08018 Barcelona
+34 655 40 84 40

18 LOGIM

Your mobile password manager. Secure, simple

<http://logim.upf.edu>



SUMMARY

Logim is a solution based on a mobile application that not only stores internet identity (username + password) on your phone, but also allows you to automate its use on any computer you use. Logim turns your smartphone into a “remote control” for passwords, sending them directly to the website where you are browsing wherever you may be.



TEAM

Logim is led by a multidisciplinary team from the ICT and academic sectors which combines young talent and expertise with experience. The project is advised by Johan Zuidweg (NGN Consulting) and Zhuoxian Lin (Berkeley University, USA).

CONTACT

Miquel Oliver
logim.dtic@upf.edu

PROBLEM/OPPORTUNITY

Who doesn't always use the same password on the internet? Who has never noted down a password on paper or a computer? Logim brings the ultimate solution to these problems by managing your passwords with a single click from your mobile.

COMPETITION

Similar services in the mobile ecosystem but with no direct connection to the computer (1Pass-word). There are also cloud-based approaches (LastPass).

OUR SOLUTION

Provide personal information stored only on your smartphone, making it securely accessible on any computer you use.

BUSINESS MODEL

Freemium: combining a limited free version with advertising revenue and a paid-for one with extended and unrestricted functionalities.

MARKETING PLAN

Application and browser extension markets. Released simultaneously in the European and US markets. We will go viral through loyalty mechanisms.

NEED FOR FINANCING AND USE OF FUNDS

From a previous investment of 85,000 euros for system development, we envision two capitalisation rounds of 130,000 euros in total before reaching 1,200,000 euros in turnover (2016). A good portion of these funds (50%) will be allocated to marketing plan measures, while a significant part of the rest will go on staff costs (25%).

	2011	2012e	2013e	2014e
Turnover	0	1	45	335
EBITDA	0	-37	-93	75
Financial need	0	70	60	0

Amounts in thousands of euros

EXIT STRATEGY

After achieving a turnover of around one million euros in the third year, find a buyer/investor to accelerate growth in new markets (Asia).

ASK THE ENTREPRENEUR

Miquel Oliver

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

The main risk lies in failure to grow at the same rate as demand in an international market.

How would your friends define you as a person?

Positive, proactive, curious, talented, self-taught.

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

Achieving goals with a good percentage of the market; personally, undertaking another business.

Company founded: 11/2012
 Monthly burn rate: 13
 K previously contributed by the team: 85
 External K raised so far: 0
 Own K to be contributed by the team in the next round: 30

Amounts in thousands of euros

C/ Almogàvers, 165, mòdul 207
 08018 Barcelona
 +34 93 542 13 70

19 LONA SYSTEMS

We drive the movement of information rather than the movement of people

www.lonasystems.com



SUMMARY

Lona provides mass communication solutions for companies using mobile technologies to reach any terminal, whether basic or latest generation smartphone, to get the most out of two-way communication. This is achieved through mobile solutions that intelligently use options ranging from the most powerful apps to traditional SMS.



TEAM

Promoter team: Ricard Cuerba, Jordi Villacampa, Alexandre Blasi, Pau Blasi. Current staff: 5 employees (2 partners). Capital is held by 8 partners; 4 are business angels. Advice from Caudex Projectes Empresarials and law firm Perulles & Moya.

CONTACT

Pau Blasi Ribera
Pau.blasi@lonasystems.com

PROBLEM/OPPORTUNITY

Service geared towards companies with large internal and external customer bases with whom they need regular, accurate, efficient, prompt and reliable communication. Traditional media (phone, email, letter, one-way SMS, etc.) have high costs and/or poor efficacy.

COMPETITION

Solutions available: phone calls, letters, promotional leaflets, one-way SMS. Competitors: for example, Sit Mobile, Tempos 21, Lleida.net, Mensatek, Sybase 365, Mobiweb.

OUR SOLUTION

What makes Lona different is two-way mass text mobile communication. There are very few companies in the world that currently offer this.

BUSINESS MODEL

Revenue mainly from SMS traffic. Gross margin varies from 30% (one-way SMS) to over 70% (multi-response two-way SMS). Costs are not proportional to volume.

MARKETING PLAN

Directly with sales force and through commercial agreements with leading companies such as Indra, Iddonia, Ideas3, Caudex, Zemsania and IECISA.

NEED FOR FINANCING AND USE OF FUNDS

Investment of 400,000 euros: business development (65%, national consolidation and start of operations abroad), R&D (20%), equipment investment (5%), paying off debt (10%). Structured investment preferably involving venture capital (40-60%), public funds (40-60%) and private investors (0-20%).

	2011	2012e	2013e	2014e
Turnover	57	252	908	1,841
EBITDA	-77	-12	157	869
Financial need	80	150	150	150

Amounts in thousands of euros

EXIT STRATEGY

Sale to an industry company (telecom operator or SMS specialist), an IT services consulting company or a financial partner or admission to trading on the MAB.

ASK THE ENTREPRENEUR

Pau Blasi

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

Replacement technology. Keeping ahead of the market, in lockstep developing new models based on apps.

How would your friends define you as a person?

Ambitious, persistent, methodical, well-connected and results-oriented.

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

Partner and executive at the leading company in mass mobile communications for businesses.

Company founded: 05/2010
Monthly burn rate: 25
K previously contributed by the team: 328
External K raised so far: 127
Own K to be contributed by the team in the next round: not specified

Amounts in thousands of euros

C/ Balmes, 262, 5
 08006 Barcelona
 +34 630 23 46 55

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LUDIUM

Play everywhere

www.ludiumlab.es



SUMMARY

A B2B2C company which has developed a technology platform that lets smartphone and tablet users play PC video games. The platform is supported by the use of three proprietary technologies developed by the entrepreneurial team in virtualisation, resource optimisation as hardware and bandwidth, and new features suitable for playing on mobile devices.



TEAM

Ignacio Arroyo, engineer and IESE MBA, with a long track record as a manager in a number of firms. Àlex Pajuelo and Javier Verdú, UPC lecturers, PhD engineers from the UPC in computer architecture.

CONTACT

Ignacio Arroyo
ignacio.arroyo@ludiumlab.com

PROBLEM/OPPORTUNITY

The customer is a publisher of videogames or a telecommunications company. The end customer is a smartphone or tablet user who plays PC videogames. Ludium Lab lets them play these exclusively PC games on their smartphone handset by connecting to a 3G or Wi-Fi data network.

COMPETITION

There are several foreign companies that offer services similar to ours (Gaikai, CiiNow, Ubitus, Playcast) but none with the ability to scale the service like Ludium Lab.

OUR SOLUTION

Play videogames developed for PC or console, the most sophisticated and complete in the videogame market, using a smartphone handset by connecting to a 3G or Wi-Fi data network.

BUSINESS MODEL

For a monthly subscription users can play a catalogue of PC videogames with no limits using a smartphone handset and by connecting to a 3G or Wi-Fi data network.

MARKETING PLAN

By setting up a partnership with a mobile operator or videogames publisher, the plan is to market a cloud-gaming service through managing a technological platform.

NEED FOR FINANCING AND USE OF FUNDS

We will require funding of approximately 1,300,000 euros (2013) to be allocated to the acquisition of the hardware needed to create the cloud and launching the commercial beta of the platform, in addition to meeting project development financial needs (R&D, equipment, business development). The funding will come from revenue generated by the company, capital contributed by the current partners and institutional investors and loans from public agencies.

	2011	2012e	2013e	2014e
Turnover	0	0	31,396	70,521
EBITDA	0	0	3,358	3,358
Financial need	0	180	1,300	1,000

Amounts in thousands of euros

EXIT STRATEGY

Sale to an industry company, to a financial partner, etc.

ASK THE ENTREPRENEUR

Ignacio Arroyo

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

The greatest risk is not closing the first agreement with a large company. We will do it by relying on Wayra (Telefónica), patenting the technology and establishing the platform so we can show that gamers want it and it is scalable.

How would your friends define you as a person?

Hard-working, tenacious and restless. Loyal person with a good sense of humour. Enjoys his family a lot in his free time. Passionate about the possibilities brought by disruptive technology to business.

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

Serving cloud-gaming platforms with at least 4 major customers in Europe and America. The staff will be more than 50 people from various countries.

Company founded: 04/2012

Monthly burn rate: 5

K previously contributed by the team: 3

External K raised so far: 265

Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Torre Telefónica Diagonal, 00, planta 11,
Wayra

08019 Barcelona

+34 619 05 42 20

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LUXE A PORTER

Sell clothing and accessories you have at the back of your wardrobe

<http://luxeaporter.com>



SUMMARY

We are a portal for buying and selling second-hand clothing and accessories from leading brands. Many people have things at the back of their wardrobes that they do not use and which they can sell via luxeaporter.com to earn some money which they can then spend on other products. We have created a portal that gives users the confidence to buy second-hand items.



TEAM

Oriol Vinzia (partner/business), Sergi Ferrando (partner/design/operations), Patricia Pongiluppi (marketing), Gregoire Scherer (equity partner).

CONTACT

Sergi Ferrando Lopez
Sferrando@luxeaporter.com

PROBLEM/OPPORTUNITY

Who are your customers? Mainly women aged 20 to 45 with medium to high incomes. What problem do they have? They have clothes and accessories they do not use and do not know what to do with.

COMPETITION

Solutions on the market: for the moment users who have this problem can create showrooms or sell products to their friends. Name of main competitors: Spain; Look and stop, Closet-emotion. France: Vestiaire Collective, Videdressing.

OUR SOLUTION

We are brokers in the transaction, providing confidence and security as we check all products sold.

BUSINESS MODEL

We will have an average price of 120 euros per product, with a margin of 22%; we will have to sell 10,000 products in 2013, with 100,000 euros in staff expenses and 130,000 euros on marketing.

MARKETING PLAN

We will sell the products on our website and will invest heavily in attracting premium quality customers.

NEED FOR FINANCING AND USE OF FUNDS

We need 150,000 euros, which will mainly be used to pay staff and marketing costs which in 2013 will come to 250,000 euros. In this round we want to finance this through a 50,000-euro Enisa loan, 50,000 euros invested by the founders and more than 50,000 euros from business angels.

	2011	2012e	2013e	2014e
Turnover	0	6	1,200	2,900
EBITDA	0	-20	21	358
Financial need	0	150	300	0

Amounts in thousands of euros

EXIT STRATEGY

The main exit strategy is to sell the company to an international competitor such as Vestiaire Collective or Videdressing.

ASK THE ENTREPRENEUR

Oriol Vinzia

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

Users find it hard to upload products. We will solve that by working with professionals and improving usability in the selling process.

How would your friends define you as a person?

Someone who is open, very hardworking and reliable.

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

With a business model that we have internationalised and has enabled many people to renew their wardrobes.

Company founded: 04/2012

Monthly burn rate: 2

K previously contributed by the team: 25

External K raised so far: 50 from Enisa

Own K to be contributed by the team in the next round: 50

Amounts in thousands of euros

C/ Mallorca 315, 4t 1a B
08037 Barcelona
+34 606 80 15 02

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MAYORISTA ONLINE

Innovative Technology Solutions

www.go-cielo.com / www.mayoristaonline.com



SUMMARY

Mayorista Online has created a cloud application that drives www.go-cielo.com. Cielo consists of a hotel metasearch engine and an offers module that enables it to sell any type of tourism product and/or package tour. Cielo also has a unique loyalty module that turns members into online travel agencies. The company has offices in Spain and India.



TEAM

J. Ganesh (CEO), P. Oliver (MD), R. Debata (CTO), P. Chahar (CMO) and a development centre in India. Partner of a local online marketing company with a database of over 2 million email addresses of potential customers. No financial partners.

CONTACT

Jimmy Ganesh
jg@mayorista-online.com

PROBLEM/OPPORTUNITY

Anyone who wants to travel. Uniformity of the competition. We have created the concept of virtual money, cash back on making your reservation, a percentage for purchases made by your social circle and getting redeemable credits for recommending us.

COMPETITION

The customer can book with the competition but does not benefit from buying or recommending or interacting. Companies that have a completely different model: makemytrip.com, yatra.com.

OUR SOLUTION

We transform the business model by going from an “affiliation” to a pure “loyalty” model. We turn a member of a social network into a travel agent, etc.

BUSINESS MODEL

Hotel: gets net price, higher profit margin, obtaining the retail price. Payment before arrival. Points in the prepayment offers module.

MARKETING PLAN

Through social media. SEO and SEM techniques. Draws with low cost products, where the money that you deposit becomes a credit for future purchases.

NEED FOR FINANCING AND USE OF FUNDS

Financing with outside investors. Phase 1: 500,000 euros. Launch platform in India to capture a large market share in the immediate future. Phase 2: 250,000 euros. Creating applications for mobiles and tablets. Inclusion of new products.

	2011	2012e	2013e	2014e
Turnover	13	25	7,300	15,900
EBITDA	-25	-25	-390	395
Financial need	0	500	250	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to an industry company that wants to buy market share in India or to an investment fund.

ASK THE ENTREPRENEUR

Jimmy Ganesh

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

Not being able to leverage the enormous potential developed due to lack of funding. Getting a partner.

How would your friends define you as a person?

Analytical, hardworking, visionary, innovative, able to find opportunities which others do not see.

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

The yardstick in the online travel industry. Vehicle for other e-commerce projects seeking to enter India.

Company founded: 04/2005
Monthly burn rate: 5
K previously contributed by the team: 500
External K raised so far: 0
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Pau Casals, 113
43481 La Pineda
+34 650 92 45 50

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NOSOTRAS MEDIA

The first online leisure club for women

www.nosotras.com



NOSOTRAS.COM

SUMMARY

Nosotras.com is the first online leisure club for women. It is based on an e-commerce model designed to cater for women's shopping needs on a single site with the added value of advice and the club concept. We have 1.8 million unique users per month and 5 million page views, generating 240,000 euros in annual turnover.



TEAM

The team consists of 7 people dedicated full time to the project. CEO Sara Werner has worked at companies such as Royal Caribbean and Alqvimia. Nosotras Media is a spin-off from Grupo ITnet and Carlos Blanco is one of its shareholders.

CONTACT

Sara Werner
sara.werner@nosotras.com

PROBLEM/OPPORTUNITY

Online shopping clubs do not give added value to their product but instead it is price and offers that are most important. This means that users are members of many different clubs and their repeat usage rate is lower.

COMPETITION

Our competition would be shopping clubs (Offerum, Letsbonus, Privalia, etc.) and women's communities (Living the city, Lolasola, sibarit.us, etc.).

OUR SOLUTION

We create value with quality content and benefits for loyalty. In e-commerce we have offers such as full price with exclusive discounts for members.

BUSINESS MODEL

This is a model combining advertising, e-commerce and subscription in which e-commerce will account for 60% by 2013.

MARKETING PLAN

We attract traffic through SEO positioning (for content), affiliation programmes with other women's websites and buying SEM traffic (female focus).

NEED FOR FINANCING AND USE OF FUNDS

We are looking for a round of 300,000 euros to create the right team for the new strategy (marketing and sales team) and to invest in online and offline marketing. The idea is to raise 200,000 euros from private investors and get 100,000 euros from public funds.

	2011	2012e	2013e	2014e
Turnover	225	305	1,600	2,980
EBITDA	40	-60	-30	450
Financial need	0	140	200	0

Amounts in thousands of euros

EXIT STRATEGY

Sell the company to a group purchasing organisation or a women's community (international) seeking to enter the Spanish and Latam markets.

ASK THE ENTREPRENEUR

Sara Werner

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

Switching from the contents portal to e-commerce. Solution: a phased process in which the change perceived by consumers is 'natural'.

How would your friends define you as a person?

Optimistic, passionate, sure of myself, business vision, a leader and able to overcome any obstacle.

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

I see myself as having started nosotras.com and once it has become international, handing over to a new CEO to move on to new business projects. In 5 years' time I see myself as a serial entrepreneur.

Company founded: 07/2012
Monthly burn rate: 8
K previously contributed by the team: 200
External K raised so far: 125
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Gran Via, 16-20
08902 L'Hospitalet de Llobregat
+34 902 99 93 43

24 ONTOMOBILE TECHNOLOGIES

Sustainable mobile technology

www.ontomobile.com



SUMMARY

Ontomobile is developing a proprietary platform called Ambassador, a mobile enterprise application platform (MEAP) which enables companies to develop fully native multiplatform mobile applications and optimised mobile Web applications in HTML5 with a single development project.



TEAM

The current team consists of entrepreneurs Lee Robinson and Alastair Fife. We have a group of business angels from EIX Technova which have undertaken to invest 99,000 euros. Advisors: Ignacio de Benito (former CEO at Telefónica Internacional), Allen Gay (he has worked at Microsoft and Openwave).

CONTACT

Lee Robinson
l.robinson@ontomobile.com

PROBLEM/OPPORTUNITY

Who are your customers? Mobile application developers, IT consultants and companies developing applications for mobile devices. The fragmentation of the mobile ecosystem entails complicated and slow development cycles with high costs.

COMPETITION

Solutions on the market (ways in which customers can solve the problem): hybrid solutions (non-native) + native solutions from other companies. Competitors: Kony, Sybase, Antenna.

OUR SOLUTION

Advantage of our solution over other existing ones: quality control and automated testing delivering more predictable developments.

BUSINESS MODEL

Our Pay Per Output (PPO) model enables a company to pay for only the code generated for the desired platforms. Estimated revenue: 5,000 euros per code generated by a platform.

MARKETING PLAN

1. Direct sales to large strategic customers in specific vertical markets.
2. Sales channel (consultants, agencies, etc.).

NEED FOR FINANCING AND USE OF FUNDS

502,000 euros for product development. Company founders + EIX Technova investors: 130,000 euros. Other private investors: 179,000 euros. Borrowing: 295,000 euros (public loans including Young Entrepreneurs, ICF Co-Investment).

	2011	2012e	2013e	2014e
Turnover	0	0	794	2,211
EBITDA	0	-92	-172	717
Financial need	0	331	272	0

Amounts in thousands of euros

EXIT STRATEGY

There will be many opportunities for the acquisition of the company or its merger with a larger organisation over the next 3 to 5 years.

ASK THE ENTREPRENEUR

Lee Robinson

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

Coming to market late due to a lack of financing. We believe that a funding strategy that combines public and private capital will enable us to achieve the organic growth essential to mitigate this risk.

How would your friends define you as a person?

Direct, honest and very energetic.

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

The company will have been bought by a tech firm looking to grow in mobile applications, and I intend to remain at this company to lead product innovation.

Company founded: 09/2012
Monthly burn rate: 50
K previously contributed by the team: 15
External K raised so far: 99
Own K to be contributed by the team in the next round: n/a

Amounts in thousands of euros

Passeig Mare de Déu del Coll, 39
 08023 Barcelona
 +34 661 54 74 71

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PICKBE

Smart Mobile Commerce

www.pickbe.com



SUMMARY

Pickbe is an application for smartphones with which you can buy any product or service simply by taking a photo of it or scanning a QR code or barcode.



TEAM

The founding team consists of Sys&App providing the technology along with Carles Farrerons and Julio García as project leaders. At present there are 9 people working in various areas. We are negotiating with a number of business angels. We come under Inspirit Labs as a business incubator where the start-up is being managed.

CONTACT

Julio García
julio@pickbe.com

PROBLEM/OPPORTUNITY

For the end user, delocalised purchase, impulse buying, Pickbe is at the crucial moment in the buying process. You can buy products or services in places where you had not previously imagined you would.

COMPETITION

There are many proprietary applications selling through mobile commerce such as Scan-Buy and Scanlife, but none of them includes so many products.

OUR SOLUTION

Our app solves the problem of having to go to a shop. When you discover the product, you can buy it right there and then. You have a shopping centre in your hand.

BUSINESS MODEL

CPA, per product. Monthly fees for screen branding and SaaS for using the platform.

MARKETING PLAN

Product and service brands, to which we offer a transmedia environment plus an additional source of income.

NEED FOR FINANCING AND USE OF FUNDS

In this first round we need capital for promotion, support and cash flow to reach the second round. We hope to finance it with Inspirit, team, Caixa Capital Risc and business angels.

	2011	2012	2013e	2014e
Turnover	0	31	847	3,698
EBITDA	0	-175	-661	-343
Financial need	0	200	1,300	0

Amounts in thousands of euros

EXIT STRATEGY

Exits in the rounds, or purchase by industry companies such as Google, Facebook, PayPal or Telefónica, as all of them are investing in mobile projects.

ASK THE ENTREPRENEUR

Julio García

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

The first few months, until the company is independent. We tackle that by means of external financing through business angels.

How would your friends define you as a person?

Empathic and restless.

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

Enjoying working in a company that is ours and has been built by us.

Company founded: 06/2012
 Monthly burn rate: 30
 K previously contributed by the team: 100
 External K raised so far: 50
 Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

C/ Santa Teresa, 6
 08012 Barcelona
 +34 600 55 50 07

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ROOMTAB®

Guest, hotel & city, all-in-one

www.roomtab.com



SUMMARY

Roomtab Systems develops high quality innovative technology solutions for companies that deliver a positive return reflected in their income statement. At present, the main focus is on marketing roomtab®, an innovative services and content management system for the international hotel industry.



TEAM

Management team and cofounders: Guillem Moreo (economist and foreign trade), Rubens Rayo (multimedia designer), Ignacio Paso (telecommunications engineer), Albert Moreo (telecommunications engineer). Advisors: Joaquim Betato, Javier Fabregat, Susana Domingo and Joan Carles Piñol, among others.

CONTACT

Albert Moreo
Albert.moreo@roomtab.com

PROBLEM/OPPORTUNITY

Roomtab® customers are all 4 and 5 star hotels around the world and their guests. At present competition in the industry is fierce and hotels need to stand out and retain customers to be more competitive and also to find new revenue sources.

COMPETITION

Our current competitors are digital signage solutions and Intelity, an American company which has begun to market a similar solution in New York.

OUR SOLUTION

Roomtab® differs from all its competitors in the total integration of the services offered by the hotel and the city in a single device.

BUSINESS MODEL

Two revenue sources: a monthly fee paid by the hotel and commissions for the use of Roomtab® by the guest. Contracts are for 3 years with both the hotel and the financial institution that leases the devices to us.

MARKETING PLAN

Marketing campaigns in major print and online hotel publications, attendance at fairs, internet positioning and sales force.

NEED FOR FINANCING AND USE OF FUNDS

Need for 250,000 euros to cover organic growth in Barcelona, Madrid, Berlin and London in 2013. The main items are: financing facilities, staff costs and marketing. We are seeking an investment partner to provide between 100,000-150,000 euros and leverage with public funds.

	2011	2012	2013e	2014e
Turnover	0	20	547	2,559
EBITDA	0	-40	-21	1,029
Financial need	0	250	0	1,000

Amounts in thousands of euros

EXIT STRATEGY

Sale to international services and content companies looking to increase their markets, an ICT company seeking to enter the hotel and tourism industry, or an MBO by the founder partners.

ASK THE ENTREPRENEUR

Albert Moreo

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

The biggest risk is the emergence of new competitors in the first year. To remedy this we will put up strong barriers to market entry.

How would your friends define you as a person?

They would say I have a lot of initiative and am a hardworking person.

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

I see myself as working and leading Roomtab Systems, an IT solutions company established in the international arena.

Company founded: 03/2012
Monthly burn rate: 5
K previously contributed by the team: 15
External private K raised to date: 30
External public K raised to date: 50
Own K to be contributed by the team in the next round: 20

Amounts in thousands of euros

C/ Almogàvers, 165
 08025 Barcelona
 +34 93 551 61 49

27 SECURE SOLUTIONS

Security Fixes for small business

www.zeedprotection.com



Barcelon**a**ctiva

SUMMARY

Web vulnerability scanner service that generates an audit report of its results. Through a community of security professionals, customers can separate vulnerabilities without having to reveal keys or carry out a major intervention by means of a gateway where real data never appear.



TEAM

Joel Espunya, security expert recognised by the Google Summer of Code. Frederic Montes, 15 years' experience in the ICT sector.

CONTACT

Joel Espunya
Joel.espanya@appstylus.com

PROBLEM/OPPORTUNITY

90% of websites have problems with security vulnerabilities, and in many cases the number of vulnerabilities is greater than 7. Nobody reports this to the owner and outsourcing repair is complicated for small businesses.

COMPETITION

Scanner: Qualys, Sucuri, Ivizsecurity, Tinfoilsecurity, Kyplex, Sitelock.
Communities: Hatforce, Utest.

OUR SOLUTION

Freemium service, under which repairs are billed for but not the scanning. Scalable solution using a crowdsourcing community. Private key management.

BUSINESS MODEL

Freemium model, with a charge for repair but not for scanning.

MARKETING PLAN

By telemarketers to ask for permission to do a free scan for businesses. Another channel is through distributors such as domain sellers.

NEED FOR FINANCING AND USE OF FUNDS

We have completed development and are starting to test with real websites so we need 100,000 euros to reach breakeven, validate the business model and learn the acquisition cost per country, most promising markets, product improvements, most effective marketing strategies. Funding: 50,000 euros investors + 50,000 euros public leverage.

	2011	2012e	2013e	2014e
Turnover	0	11	163	607
EBITDA	0	-43	-99	-159
Financial need	0	100	0	400

Amounts in thousands of euros

EXIT STRATEGY

Be bought by similar companies in the social media industry.

ASK THE ENTREPRENEUR

Joel Espunya

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

Competition and technology. The business model is very innovative, but the technology is risky. Resolved with the proposed crowdsourcing community.

How would your friends define you as a person?

Bright, efficient and highly committed to society.

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

Expanding abroad and constantly innovating in products and technology.

Company founded: 03/2011

Monthly burn rate: 6.7

K previously contributed by the team: 0 euros in monetary contributions but we all accept wages far below market rates.

External K raised so far: 7.5

Own K to be contributed by the team in the next round: 100

Amounts in thousands of euros

C/ Almogàvers, 165, mòdul 303
08018 Barcelona
+34 93 553 23 73

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SMOOTH BYTES

Service Innovation

www.smoothbytes.com



SUMMARY

Social&Loyal is a loyalty platform integrated in brand Facebook pages which rewards the consumption and behaviour of their customers. It is also a tool for retention and attraction generated by the actions available on the platform. For brands it means more information about their consumers, more fans, more sales and a lot more exposure for their social media channel.



TEAM

Team: Liher Del Río, Nicolás Pérez, Rosa Martínez. Investors: Françoise Derbaix, Marta Esteve (Top Rural/Rentalia), David Tomás (Cyberclick), Yago Arbeloa (Sync), Juan José Valgañón, Caixa Capital Risc. Advisor: Gabriel Bestard-Rivas (ex-Global Brand Manager Danone, gananones.es).

CONTACT

Liher Del Río
ldelrio@smoothbytes.com

PROBLEM/OPPORTUNITY

Currently companies are experiencing great difficulties in monetising their presence on social networks and creating a real link between their business and social media.

COMPETITION

The initiatives most similar to ours are in the United States. They are Plink, PunchTab and 500friends.

OUR SOLUTION

Turnkey solution combining a loyalty platform with social networks. Delivers fan databases, visibility, more sales and really binds the business and social media.

BUSINESS MODEL

We have a platform set-up fee and a monthly fee depending on the number of codes activated or actions taken on the platform.

MARKETING PLAN

Own sales team and supporting advertising agencies. We have begun in the domestic market and will start operating abroad later on.

NEED FOR FINANCING AND USE OF FUNDS

Over forthcoming years we will need 400,000 euros, which will be used primarily to enhance the platform and set up the sales structure necessary to carry out the project successfully.

	2011	2012e	2013e	2014e
Turnover	0	8	248	1,405
EBITDA	-22	-96	-156	489
Financial need	80	400	0	0

Amounts in thousands of euros

EXIT STRATEGY

Exit with the entry of venture capital in the internationalisation process or by sale to a social media company or to Facebook.

ASK THE ENTREPRENEUR

Nicolás Pérez and Liher Del Río

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

Get a second round of funding in order to achieve a balance between the maturity time of current projects and the growth of the project.

How would your friends define you as a person?

Dynamic, positive, determined, energetic.

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

We see the company as one of the leaders in the market, and us growing the project with our other partners.

Company founded: 04/2010
Monthly burn rate: 10
K previously contributed by the team: 50
External K raised so far: 80
Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Parc Mediterrani de la Tecnologia
 Av/ Carl Friedrich Gauss, 11, Edifici B6
 08860 Castelldefels
 +34 693 21 22 11

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STAYSATFRIENDS

Travel with confidence

www.staysatfriends.com



SUMMARY

Private community to share accommodation. Staysatfriends.com is a network that connects you with your friends and their friends and shows you who has accommodation available and where and when. We provide a cheap and sustainable system for people to take advantage of unused accommodation with confidence by means of exchange, loans and rental in a private network.



TEAM

Complete, competent, committed and multicultural team: Arnaud, CEO, experience in multinationals; Matthieu, CFO, serial entrepreneur; Francesc, community manager and track record as an entrepreneur and blogger; and David and Pere, marketing advisors.

CONTACT

Arnaud Marze
amarze@staysatfriends.com

PROBLEM/OPPORTUNITY

High cost of accommodation when we travel (for study, work or leisure). In most cases, we do not make the most of the value of our homes when they are not being used. Existing solutions are limited by issues of trust and security.

COMPETITION

There are platforms for exchanges, renting between individuals and even loaning rooms/houses such as Home Exchange, Airbnb, Windu, Couchsurfing.

OUR SOLUTION

There are 3 options (exchange, rental or loan) at Stays@Friends in a known community which provides trust, security, closeness and flexibility.

BUSINESS MODEL

1. Freemium: payment of an annual fee for additional services; 2. Partnership: services related to the trip (transport, insurance, local offers); 3. Corporate subscription.

MARKETING PLAN

Word of mouth: viral aspect of social networks, attracting users via social tools (blogs, SEO, corporate experience) and online campaigns (Facebook, YouTube, etc.).

NEED FOR FINANCING AND USE OF FUNDS

200,000 euros for advertising campaigns and attracting new users (70%) and operating expenses (30%) for the first 9 months.

	2011	2012e	2013e	2014e
Turnover	0	131	652	1,700
EBITDA	0	-108	70	400
Financial need	0	200	0	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to one of the leaders in the private rental sector.

ASK THE ENTREPRENEUR

Arnaud Marze

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

Reaching the critical mass to be perceived as mainstream. Hence we have planned on several ambitious financing rounds.

How would your friends define you as a person?

Empathy, energy and curiosity.

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

With a large user base (more than 1 million) to make buying it sufficiently attractive.

Company founded: : 02/2011
 Monthly burn rate: 1
 K previously contributed by the team: 110
 External K raised so far: 0
 Own K to be contributed by the team in the next round: 0

Amounts in thousands of euros

Passeig Pintor Romero, 59
 08917 Sant Cugat del Vallès
 +34 615 03 79 39

30 TIENDEO

Catalogues, offers and shops in your city
www.tiendeo.com



Barcelon**a**ctiva

SUMMARY

Tiendeo is a website and application for mobiles and tablets that brings together and geolocates all the special offer catalogues and leaflets produced by large retailers. At Tiendeo users can search for products and stores and save on their shopping by perusing catalogues for special offers in their local area in a way that is both green and fun. Companies get to reach a wider audience with their offers.



TEAM

Founders: Maria, Jonathan and Eva, 3 industrial engineers with international experience in multinationals in widely different areas. We now have a team of 11 people. Our main investor at present is Cabiedes&Partners.

CONTACT

Eva Martín
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PROBLEM/OPPORTUNITY

Our clients are large retail companies that put printed copies of their special offer catalogues and leaflets in consumers' letter boxes. We offer a new online distribution channel for these catalogues and leaflets that is cheaper, more efficient and environmentally-friendly.

COMPETITION

New websites that also bring together catalogues and leaflets: Milyuncatalogos, Ofertia, Geniale.

OUR SOLUTION

We are the pioneers and easily the leaders in Spain in terms of visits and SEO. Tiendeo is the only website that offers consumers the chance to shop from catalogues.

BUSINESS MODEL

Cost per catalogue reading. CPA, in the event of it being a catalogue with a sale.

MARKETING PLAN

Our customers already include leading retail chains such as Eroski, Millar, Miró, Caprabo, Cadena88, Ferrcash, LaBalear, Schlecker, etc.

NEED FOR FINANCING AND USE OF FUNDS

We need 420,000 euros to strengthen our position as leaders in Spain and begin our international expansion at the end of 2012. We hope to finance it through investors.

	2011	2012e	2013e	2014e
Turnover	0	135	1,477	7,407
EBITDA	-58	-393	-72	4,750
Financial need	230	450	120	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to a publisher, a company distributing hardcopy catalogues or a media and communications company.

ASK THE ENTREPRENEUR

Eva Martín

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

Maintaining our position as leader among digital catalogue distribution companies. Being stronger than our rivals in terms of SEO and creating barriers to entry, setting up a network of affiliate websites.

How would your friends define you as a person?

A good person, fun and feisty.

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

I see Tiendeo as the most important multinational in the online catalogues industry, not only in Spain but also internationally.

Company founded: 01/2011
Monthly burn rate: 30
K previously contributed by the team: 30
External K raised so far: 350
Own K to be contributed by the team in the next round: 420

Amounts in thousands of euros

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TRIPOBOX

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SUMMARY

Tripobox.com is a community marketplace for tourism and leisure services that simplifies planning and booking group travel. The application offers hotels, restaurants and leisure activities to help with drawing up travel programmes, social interaction among the people on the trip and with suppliers, booking services for the entire group with no limits on numbers and dividing payment between everyone.



TEAM

Marco Toscano (CEO and co-founder), Fabiola Jaquero (COO and co-founder), Aditi Dixit (CTO), Rainer Schwarz (CFO), Juan Álvarez and Antoni Perpiñan (both directors); capital stock: 43,000 euros provided by the founders, as yet there is no BA or venture capital.

CONTACT

Fabiola Jaquero
fabiola.jaquero@tripobox.com

PROBLEM/OPPORTUNITY

At present people travelling in groups (from 5 people upwards) do not have a single interface where they can plan and book hotel and restaurant services and other activities online and have to resort to offline agencies.

COMPETITION

Other applications (travelstormer.com, tripbirds.com, gidsy.com, etc.) have planning and social interaction tools, but they do not have their own booking service.

OUR SOLUTION

A social platform for planning and booking hotels, restaurants and activities that connects people travelling in a group with suppliers to interact and pay separately.

BUSINESS MODEL

Commission on group bookings (between 10% and 20%). Advertising campaigns to increase the suppliers' visibility in the marketplace.

MARKETING PLAN

Delivered through telesales and partnerships with tour operators; customers through online marketing, partnerships and affiliates, white label and free smartphone app.

NEED FOR FINANCING AND USE OF FUNDS

Increase offer portfolio to scale sales while the launch of the second version of the application requires a funding package of 200,000 euros (100,000 euros have already been approved for a bank loan and an equity loan and we need to complete the remaining 100,000 euros – minimum 25,000 euro ticket – and leverage with Enisa).

	2011	2012e	2013e	2014e
Turnover	163	214	418	1,215
EBITDA	16	-60	-128	7
Financial need	0	60	140	0

Amounts in thousands of euros

EXIT STRATEGY

Sale to large OTA (Online Travel Agencies) such as Expedia, Lastminute, eDreams, etc., Google.

ASK THE ENTREPRENEUR

Fabiola Jaquero

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

Big travel platforms may bring in social tools, but Tripobox specialises in groups.

How would your friends define you as a person?

Creative and happy.

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

We will have tourist offers in 80 international destinations and a gross turnover of 20 million euros.

Company founded: 04/2009
 Monthly burn rate: 6
 K previously contributed by the team: 43
 External K raised so far: 35
 Own K to be contributed by the team in the next round: 10

Amounts in thousands of euros

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