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HERE AND NOW

# 19th Investment Forum

**CATALOGUE OF COMPANIES**

July 2014



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**ACCIÓ**



**Generalitat  
de Catalunya**

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Catalonia is a dynamic, innovative, creative, entrepreneurial land, which is brimming with talent and open to the world. The catalogue you are holding is a fine example thereof, as these characteristics and values are those that define the companies chosen and the people who are the driving force behind them.

On the following pages you will find the 50 best companies in pursuit of financing, chosen from among almost 100 companies that submitted applications for this 19th edition of the ACCIÓ Investment Forum. It comprises a series of business ventures with tremendous potential for growth and internationalisation in leading sectors in which Catalonia holds a solid international position, such as ICT, life and health sciences, and other technologies.

All these companies fulfil the selection criteria, making them proposals of the highest calibre: their differential advantage and innovative value; potential market and social impact; project maturity; partners' financial and time investment; and the complementarity of the entrepreneurial team.

This catalogue seeks to be a useful tool for entrepreneurs and private investors, a means of making scalable and attractive companies known to investors, and of fostering contact and the finalising of agreements between both parties.

Private investors provide intangible added value to the companies in the form of experience, contacts and expertise in the sector. Therefore, we must continue giving impetus to means of alternative financing and make private investment a structural component of business development.

This is the context that provides the framework for the ACCIÓ Investment Forum. Having reached maturity, it has become a fully consolidated and recognised event in the fields of private investment and entrepreneurship in Catalonia. The Government of Catalonia, within the framework of Catalunya Emprèn, wishes to highlight and to make a resolute commitment to initiatives such as this one, in which the collaboration of public and private stakeholders translates into real solutions for companies.

I hope that this catalogue will be conducive to stimulating contact between entrepreneurs and investors, to boosting private investment and to strengthening Catalonia's entrepreneurial initiative.

Joan Tarradellas i Espuny  
CEO

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# Life and Health Sciences



CATALOGUE OF COMPANIES  
July 2014

# 1 BIONURE

Biomedicine heading to future

bionure.com

Health care

# bionure

Biomedicine heading to future

## SUMMARY

Bionure develops neuroprotective drugs for multiple sclerosis (MS) and two rare diseases, i.e. optic neuritis (ON) and neuromyelitis optica (NMO). The BN201 drug candidate was designated an orphan drug by the EMA and BN201's patent was granted to the USA. The strategy and development plan have been validated by the FDA (pre-IND). BN201 has demonstrated efficacy in POC (animal models) and is in regulatory preclinical development.



## TEAM

Albert G. Zamora (CEO) and Pablo Villoslada (CSO). Staff: 8 employees. Investors: Monrás, Uriach, Reig Jofré, Galenicum and Prous families, and two manufacturers: (Reig Jofré and Technomark). Advisory Board with recognised experts, including Joaquim Trias and Larry Steinman.

## CONTACT

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## PROBLEM/OPPORTUNITY

The pharma industry's need to acquire early-stage assets on account of the end of the blockbuster-based model and drop in productivity in R+D. Neurology has no drugs that address neurodegeneration. Big pharma's interest in neuroprotection.

## COMPETITION

Other neuroprotectors: BIIB033 (Biogen) in Phase II (ON) and GSK1223249 (GSK) in Phase II (ALS). The current immunomodulators will be combined with BN201 (no competition).

## OUR SOLUTION

BN201 is a First-in-Class NCE, with a new mechanism of neuroprotective action (SGK/FOXO3) that protects the CNS from damage. Orphan drug designation granted by the EMA, patent awarded to the USA and in regulatory preclinical development.

## BUSINESS MODEL

Orphan drug strategy, optimising costs and development time, to demonstrate neuroprotection in Phase IIa in a niche and acute indication (ON) and licensing/sales agreement with big pharma in 2016.

## MARKETING PLAN

Business development in congresses and fairs. Contact with 1) VC to finance development until Phase IIa and 2) big pharma/biotech through a licensing/sales agreement.

## NEED FOR FINANCING AND USE OF FUNDS

Bridge round: 1.3 million euros to complete the regulatory preclinical development (opportunity for a jump in ratings in a six-month period). Linked to a bridge loan with a 20% discount. On completing Phase IIa, we hope to enter into a licensing agreement in 2016 with a major pharmaceutical company for a global value in excess of 500 million euros.

	2013	2014e	2015e	2016e
Turnover	0	0	0	0
EBITDA	0	0	0	0
Financial need	1,200	2,800	5,100	3,000

Amounts in thousands of euros

## EXIT STRATEGY

Partnership (licensing/acquisition) with big pharma upon completion of Phase IIa (2016) for a global value in excess of 500 million euros.

## ASK THE ENTREPRENEUR

**Pablo Villoslada and Albert G. Zamora**

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

Pablo Villoslada and Albert G. Zamora: Technological risk, mitigated by the orphan drug strategy and acute and intravenous development (cutting costs and time).

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

Albert G. Zamora: With the product on the market and annual sales in the region of 50 million euros, or with licensing agreements with a global headline value of 500 million euros.

**Tell us about the most difficult business or personal challenge you have solved**

Albert G. Zamora: Creating a new innovative business unit in a hospital with no prior culture of innovation.

**How would your friends define you as a person?**

Albert G. Zamora: Entrepreneurial, visionary and committed.

**What is your motto in life?**

Never Give Up!

**Company founded:** 10/2009

**Monthly burn rate:** 60

**K previously contributed by the team:** 70

**External K raised so far:** 4,000

**Own K to be contributed by the team in the next round:** 70

Amounts in thousands of euros

## 2

# ESTETIC BONUS PREMIUM

The no. 1 website in Quality Cosmetic Surgery

estheticbonus.com

Biotech and life sciences

# ESTETICBONUS®

### SUMMARY

EsteticBonus is an e-commerce platform which, through a “couponing” model, offers the best medical, cosmetic surgery, beauty and health treatments in the finest centres and clinics in the country. We believe the future of this business lies in specialisation. In the services we offer, users, beauty salons and physicians find a new concept of where to “purchase quality at the best possible price”.



### TEAM

Full time: [Alex Fossas](#), CEO; Julio Pintado, COO; Laura Mora, Sales Dept. Alex Fossas Barcelona; Paola Rodriguez, Sales Dept. Madrid. External: Dr. [Vicente Paloma](#) (surgery); [Johnny Staib](#) (Interpharma); Jordi Salord, CTO.

### CONTACT

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### PROBLEM/OPPORTUNITY

Renowned physicians cannot advertise on websites of a general nature because they do not deal with cosmetic surgery with the rigor it deserves. Current websites mix offers of all kinds: cosmetic surgery, restaurants, hotels, etc., which undermines doctors' prestige enormously.

### COMPETITION

In order of importance, the “couponing” sector in Spain comprises: Groupon, LetsBonus, Groupalia, Offerum and Medprivé (the latter is closer to our model).

### OUR SOLUTION

EsteticBonus is the first website where physicians and beauty salons can advertise their treatments without their name being undermined. We offer an exclusive space that is shared solely with other quality cosmetic treatments.

### BUSINESS MODEL

We receive payment for 100% of treatments sold by the POS in cash. The user has up to three months to receive the treatment. When they do so, our Intranet system, which links us to the doctor, informs us and we pay monthly in arrears. Our margin is approximately 25%-30%.

### MARKETING PLAN

We post all the information relating to the centre and the treatment on EsteticBonus, and we generate traffic by sending 50,000 mails daily to subscribers, and through thousands of views on social networks.

### NEED FOR FINANCING AND USE OF FUNDS

Our goal is to raise 400,000 euros through business angels, offering the possibility of admission to private investors with 50,000 euros. We need the funds to set up a sales department with seven employees in the target cities, to design SEO and SEM campaigns, to position the app, and to carry out PR events and actions.

	2013	2014e	2015e	2016e
Turnover	79.70	334	915	1,735
EBITDA	-102	-82	60	419
Financial need	0	250	150	0

Amounts in thousands of euros

### EXIT STRATEGY

The four major competitors are already part of the large venture capital funds. Another possible exit is the sale of the company to another “couponing” company, two of which have been in contact with us and with which we have conducted several meetings.

### ASK THE ENTREPRENEUR

Alex Fossas

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

That no “couponing” company gets ahead of us in the specialisation of quality cosmetic surgery. We will tackle the issue through advertising.

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

Offering services in Spain's major cities, and with the commencement of activity in at least three countries in South America.

Tell us about the most difficult business or personal challenge you have solved

Being able to redirect, reinvent and sustain a company with 20 employees throughout the crisis.

How would your friends define you as a person?

I have never asked them. I hope they would say a good friend whom you can trust.

What is your motto in life?

To be happy and try to hold the reins of my own life.

Company founded: 06/2012

Monthly burn rate: 6

K previously contributed by the team: 176

External K raised so far: 90

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

Amounts in thousands of euros



### 3

## GONNAFIT®

A new fitness concept, your gym outdoors

gonnafit.com

Customer Products



#### SUMMARY

GONNAFIT®, the fitness revolution, the movement of urban sportspeople, the outdoor gym. A new fitness concept that offers group fitness classes outdoors and led by a trainer in any town or city. The Gonnafit platform is 100% online. The project enjoys the support of the sports business cluster, which granted us an award for the “best sporting business initiative in 2013” with an economic allocation.



#### TEAM

Three young people present GF to the company Llop-gestió de l'esport, the current partners-investors. We are a highly committed six-member team along with two trainers. A team led by the CEO, [Adrià Buzón Lausín](#). Our advisor, Jan Badosa Millet.

#### CONTACT

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#### PROBLEM/OPPORTUNITY

While 11% of people who engage in sport do so at the gym, 64% do so freely. Every day we see cities full of people practising sport on the street. There is a profile of a person that does not like the gym and wishes to engage in activity outdoors and to enjoy the benefits thereof.

#### COMPETITION

Personal trainers and small running groups with no fitness on offer. There are also similar agents to GF, such as [FITMOB](#) (San Francisco) and [OUTDOORGYM](#) (Germany).

#### OUR SOLUTION

We believe that it is more than evident that, generally speaking, the practice of fitness outdoors has become a trend. A large team of sports enthusiasts are committed to GONNAFIT® to meet the demand that has become clearly manifest on the market in recent years.

#### BUSINESS MODEL

Based on very low structural costs, on a large volume of clients in all cities and yielding good profits through their monthly subscriptions. A project with great potential for scalability. The expansion is undertaken through interested trainers, who pay royalties to Gonnafit and customer commission in exchange for enjoying our platform and structure.

#### MARKETING PLAN

GONNAFIT® is an e-commerce platform, as the user is informed, registers and pays through our website. Execution of a good online strategy, social network advertising and SEO/SEM management.

#### NEED FOR FINANCING AND USE OF FUNDS

Raise 78,000 euros for the GF model's Expansion Plan based on technological improvements, communication and HR. We are seeking private investors that complement us, or a technology partner.

	2013	2014e	2015e	2016e
Turnover	12.5	27.6	54	80
EBITDA	-62.5	0	18.9	29
Financial need	0	39	39	0

Amounts in thousands of euros

#### EXIT STRATEGY

Make the business grow and consolidate it at national and international level. Its sale is not ruled out, as a second scenario, to the sector's giants (Adidas, Asics, Nike, Decathlon) that wish to make this service the banner of their brand as reference points in terms of urban sport across all cities.

#### ASK THE ENTREPRENEUR

Adrià Buzón

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

Making this innovate way of engaging in sport known. We will tackle this by applying a good digital marketing strategy.

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

The benchmark outdoor fitness company for urban sport, with a presence in more than 30 cities and with more than 15,000 satisfied customers.

**Tell us about the most difficult business or personal challenge you have solved**

I cannot recall any in particular, though Gonnafit has been a stimulating challenge, complicated at the outset and rewarding thereafter.

**How would your friends define you as a person?**

Hard-working, creative, sociable, motivating, dynamic and enthusiastic.

**What is your motto in life?**

Those people that follow their dream with enthusiasm, realism and perseverance accomplish it in the end.

**Company founded:** 02/2013

**Monthly burn rate:** 2

**K previously contributed by the team:** 70

**External K raised so far:** 19

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

Amounts in thousands of euros



## 4 HEALTHAPP

Supportive link between people

bcnhealthapp.com

Mobile



### SUMMARY

HealthApp is a company that focuses on the development of mobile applications in the health sector. It creates applications for illnesses with a major impact on society with more than 10 million patients per illness in Europe.



### TEAM

Entrepreneurial team: [Sebastian Idelsohn](#), [Jordi Cusidó](#) and [Jordina Arcal](#). The company has an investment partner: CIMNE Tecnologia and the support of the Consorci Hospitalari Althaia, the Fundació Orienta, the Germanes Hospitalàries Benito Menni, the Hospital San Rafael, the Clínica Aliementa and Gedaps.

### CONTACT

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### PROBLEM/OPPORTUNITY

HealthApp's main customers are patients and therapists, health organisations and pharmaceutical companies. They call for effective solutions to deal with treatments and the management of information.

### COMPETITION

The main competition is mobile applications that already exist on the market (especially in the USA) and medical books/guides. Some competitors are Recovery Record and/or Rise Up.

### OUR SOLUTION

HealthApp offers greater interaction with the user and greater acquisition and traceability of data. All this based on scientific rigor and references.

### BUSINESS MODEL

Sale of applications to clinics: between 10,000 and 15,000 euros (plus 100-500 euros/month maintenance). Advertising in applications: between 6,000 and 15,000 euros (0.15 euros per user). Big data: 2,000-3,000 euros.

### MARKETING PLAN

Firstly, attracting users for free, acquiring revenue through charging clinics/therapists. Secondly, the sale of questionnaires through the apps. And thirdly, the processing of big data.

### NEED FOR FINANCING AND USE OF FUNDS

The need for investment for implementing the business is estimated at around 700,000 euros. Of that amount, 500,000 may be provided by public funds aimed at supporting technology start-ups such as ENISA and/or NEOTEC. The remaining 200,000 are planned to come from private investors, business angels and/or venture capital through participation loans.

	2013	2014e	2015e	2016e
Turnover	0	15	27	814
EBITDA	0	-41	-78	63
Financial need	0	500	200	0

Amounts in thousands of euros

### EXIT STRATEGY

Investors' exit may be planned in different ways according to the investor. HealthApp contemplates both the sale of the company to a company in the sector and the total repurchase by the founding partners.

### ASK THE ENTREPRENEUR

Jordina Arcal

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

Fitting into the market of developed technologies. We will tackle this through their development in conjunction with potential clients.

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

Positioned in the market as a benchmark company with a broad portfolio of products and substantial turnover.

**Tell us about the most difficult business or personal challenge you have solved**

The challenge we have met is finding and convincing the first investor.

**How would your friends define you as a person?**

Hardworking, energetic and eager to move projects forward.

**What is your motto in life?**

If you really want something, you have to fight for it with all the means you can.

**Company founded:** 11/2013

**Monthly burn rate:** 2.18

**K previously contributed by the team:** 30

**External K raised so far:** 60

**Own K to be contributed by the team in the next round:** 10

Amounts in thousands of euros

## 5 LULABYTES

Technology & Design

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

Health care



### SUMMARY

Two lines of business: platforms and mobile applications. 1. Design and manufacture of a folding platform, RooDol, for practising cycling, which will be the most lightweight and portable one on the market. 2. Mobile applications to train and compete using RooDol, availing of smartphones that enable the user to acquire information on the activity undertaken and, at the same time, facilitating connection with other users through mobile devices to compete online.



### TEAM

The staff comprises two full-time employees, i.e. [Juan Moya Sáez](#) and [Jordi Moya Sáez](#). Partnership with LibrePhone, cooperative for developing an ICT platform. For having won a Business Project Award at the Forum of Entrepreneurs in Sabadell, monitoring is carried out by SECOT.

### CONTACT

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 630 349 135

### PROBLEM/OPPORTUNITY

We provide athletes with a practical device for warming up before races. [The Champion of Catalonia](#) warms up with RooDol. Our applications operate with smartphones and allow users to compete online.

### COMPETITION

Competitors have rigid and heavy platforms that are not practical. Nor do they have apps for smartphones as they adopt a PC-based strategy.

### OUR SOLUTION

Our patented RooDol is the most lightweight, portable, folding and resistant platform on the market. And our eRooDol enables the user to connect cable-free to their mobile device to obtain information about their sports activity and play online. There are foreign companies interested in the system.

### BUSINESS MODEL

The business model has different phases: sale of the RooDol platform and sale of apps that complement the sports practice function. Subscriptions to the virtual world to allow online competition with other users.

### MARKETING PLAN

We have speciality stores all over Spain that are interested and we will open our online channel in July 2014. In addition, to achieve visibility, we will sponsor RedHookCrit to open up the international market.

### NEED FOR FINANCING AND USE OF FUNDS

We seek capital investors to help us finance 40,000 to extend patents in the USA, EU, Australia and Japan for the platform system, 40,000 to extend patents in the USA, EU, Australia and Japan for the electronic roller system, 50,000 for the development of electronics for the electronic roller and 50,000 for marketing the platform and electronic roller system.

	2013	2014e	2015e	2016e
Turnover	0	186	232	267
EBITDA	0	1	5	8
Financial need	0	40	140	0

Amounts in thousands of euros

### EXIT STRATEGY

Among the possibilities is the sale to large companies in the sports or videogame sector. Nevertheless, our intention, whatever the option, is for the investor to gain a ROI in the region of 50%.

### ASK THE ENTREPRENEUR

**Juan Moya**

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

The brand image. We will tackle this issue by way of a good branding plan, using the best consultants.

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

Developing new products.

**Tell us about the most difficult business or personal challenge you have solved**

Getting in touch with professionals in order to demonstrate the system and get them to use it.

**How would your friends define you as a person?**

Entrepreneurial.

**What is your motto in life?**

Not to do to others what I would not want done to me.

**Company founded:** 04/2013

**Monthly burn rate:** 25

**K previously contributed by the team:** 60

**External K raised so far:** 0

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

Amounts in thousands of euros

## 6 MC HEALTH TECH

The ultimate solution for chronic muscular disorders

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

*Biotech and life sciences*



# HealthTech

### SUMMARY

Diagnostic system and mechanotherapy device that treats chronic pain with great efficacy and durability (originating in the muscles and joints) and improves the circulatory system (venous and lymphatic). It is a technology that standardises physiotherapeutic treatment, considered the most effective for chronic pain and improving circulation. There is no treatment that has proven efficacy in chronic pain, the leading cause of sick leave.



### TEAM

Team founder: [Francesc Trias](#) (via D'Aleph) and [Joaquim Trias](#), [Jordi Saló](#) and [Toni Godayol](#). 6 employees. The current capital belongs to the founders and private individuals. [Mark Stultz](#), North-American physiotherapist and expert in launching companies in the sector, is advisor to MC HEALTH TECH as regards its launch on the North American market.

### CONTACT

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### PROBLEM/OPPORTUNITY

Clients: physiotherapists, chiropractors, osteopaths, rehabilitation doctors and masseurs. Problem: the treatment of chronic pain calls for a great deal of physical effort on the part of the therapist that ends up wearing them down, is not always effective and is unequal (depending on the individual's skill).

### COMPETITION

The best solution is massage and mobilisation. There are effective devices in acute pain but not in chronic pain. Competitors: INDIBA and LPG.

### OUR SOLUTION

No technology has demonstrated efficacy in chronic pain, the existing ones call for tremendous physical effort on the part of the therapist and are not always effective. We can ensure the quality of treatment, since our solution can be standardised (and that of the competition cannot).

### BUSINESS MODEL

Revenue is generated from the sale of units, the sale of treatment protocols (which includes software with treatment protocols and training to use them) under purchase or subscription, maintenance, accessories and spare parts.

### MARKETING PLAN

The sale is conducted through distributors or specialised sales agents, with the support of demonstration centres (physiotherapy centres that use the technology).

### NEED FOR FINANCING AND USE OF FUNDS

Need for 4.4. million euros for international expansion that is divided into two parts: 1) Commercial development: the execution of clinical studies in chronic neck and back pain (1.2 million euros) and fairs, contact with distributors, development of demonstration centres (1.4 million euros); 2) Structural costs for two years (1.8 million euros). We are in pursuit of a mix of private and venture capital.

	2013	2014e	2015e	2016e
Turnover	150	985	9,791	44,444
EBITDA	-113	-1,604	-85	7,297
Financial need	0.5	1.8	0	2.6

Amounts in thousands of euros

### EXIT STRATEGY

Sale to a company in the sector (General Electric, Enraf-Nonius, DJO). Our solution is an excellent complement to a pre-established catalogue aimed at physiotherapists and rehabilitators, and meets a need (chronic pain) with a huge market potential.

### ASK THE ENTREPRENEUR

#### Francesc Trias

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

Financing test team clients is critical for business success. We can address this by establishing a parallel financial structure (we are already achieving it in Spain).

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

It will be an international and benchmark company in the field of evidence-based physiotherapy.

**Tell us about the most difficult business or personal challenge you have solved**

Initiating the company D'Aleph, which I am currently a partner of.

**How would your friends define you as a person?**

Creative, executive and courageous.

**What is your motto in life?**

One in French that is difficult to translate: "Il vaut mieux avoir des remords que des regrets" [It's better to regret something you have done than something you haven't done].

**Company founded:** 06/2012

**Monthly burn rate:** 10

**K previously contributed by the team:** 300

**External K raised so far:** 500

**Own K to be contributed by the team in the next round:** 1,500

Amounts in thousands of euros

# 7

## MIND THE BYTE

Scientific cloud solutions

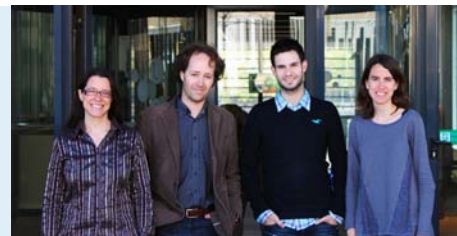
[mindthebyte.com](http://mindthebyte.com)

Biotech and life sciences



### SUMMARY

Mind the Byte is a technology company involved in research, development and marketing of scientific cloud solutions and data analysis in the biomedicine, veterinary and agri-food sectors. Our tools are in line with the SaaS philosophy and are scalable on demand and without the need for major investments. Mind the Byte is a technology partner of Amazon Web Services (AWS).



### TEAM

Staff of four employees, including the founder [Alfons Nonell Canals](#); the shareholders are comprised of the founding partner plus four FFF. The management team is composed of the founder, [Galí Drudis](#) (finance), [Albert Garcia-Pujadas](#) (marketing) and [Jesús Purroy](#) (business development).

### CONTACT

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### PROBLEM/OPPORTUNITY

The main problem is the lack of computational solutions (hardware and software), accessible and scalable without the need for major initial investments.

### COMPETITION

The current solutions include outsourcing consultancy (for instance, Intelligent Pharma) or acquiring specialised software (Schrödinger) with the investment that both imply.

### OUR SOLUTION

Our solution offers a complete calculation service (software and servers), which is scalable, easy-to-use and available on demand that does not require major initial investments or consultancy.

### BUSINESS MODEL

Revenue will be generated with the sale of licenses (use) of the SaaS software. The margin is narrow but is based on economies of scale. Support for software and data analysis services will also be sold.

### MARKETING PLAN

SaaS will be sold internationally with its own businesses, attendance at congresses and local partners when necessary.

### NEED FOR FINANCING AND USE OF FUNDS

Investment from FFF received thus far. Now the raising of 1 million euros to invest in development and marketing is awaited. Two rounds are planned: the first basically comprising business angels/personal investors, and the second, venture capital and/or public funds (ENISA, CDTI, etc.)

	2013	2014e	2015e	2016e
Turnover	78	118	830	3,921
EBITDA	8	-223	-109	1,707
Financial need	25	444	523	0

Amounts in thousands of euros

### EXIT STRATEGY

The exit strategies considered include the sale or merger with another company in the sector or the launch on the MAB (alternative stock market).

### ASK THE ENTREPRENEUR

#### Alfons Nonell

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

Not being sufficiently fast in the development of technology. We will address the issue by incorporating highly qualified staff and guaranteeing financing.

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

With an office in different countries, growing and committed to constant innovation and creating quality employment.

**Tell us about the most difficult business or personal challenge you have solved**

Initiating and sustaining an upcoming company in the field of science.

**How would your friends define you as a person?**

Persistent, enthusiastic, hard-working and with lots of ideas of things to do.

**What is your motto in life?**

Enjoy what you do.

**Company founded:** 02/2011

**Monthly burn rate:** 8

**K previously contributed by the team:** 11

**External K raised so far:** 173

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

Amounts in thousands of euros

## 8 SUBTILIS BIOMATERIALS

Competitive Innovations

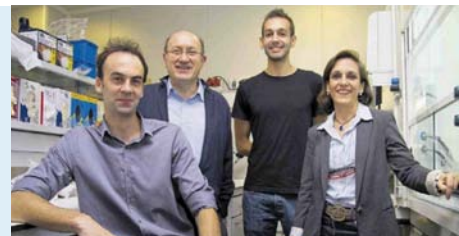
subtilisbiomaterials.com

Biotech and life sciences



### SUMMARY

Company aimed at the development of advanced technologies for the regeneration of bone tissue. It is dedicated to the manufacture of synthetic bone grafts with biomimetic properties and the development of new, more efficient processing techniques. Subtilis Biomaterials affords two solutions for bone generation: biomimetic calcium phosphate granules and injectable foam that replicates bone.



### TEAM

Directors of the UPC biomaterials group: M. P. Ginebra (chair), J. Gil (researcher), Y. Maazouz (technical director and full-time employee), D. Pastorino (CEO and full-time employee). The Polytechnic University of Catalonia (UPC) holds a percentage of the company. Yncia is providing assistance.

### CONTACT

David Pastorino  
david.pastorino@subtilisbiomaterials.com  
C. Lepant, 335  
08025 Barcelona  
681 083 611

### PROBLEM/OPPORTUNITY

Clients: dental and orthopaedic surgeons in direct sales. Specialist distributors. Problems: 1) high cost of bone substitutes in a climate of recession; high market competition; 2) need for high-performance innovative solutions and competitive prices.

### COMPETITION

There are synthetic bone substitutes, mainly in the form of non-injectable granules or injectable materials of very low porosity, which are far from replicating bone structure.

### OUR SOLUTION

Our innovations are: 1) a versatile, economic and fast manufacturing process for the health standard of today; 2) an injectable, macroporous product that replicates cancellous bone and is easy to handle by the surgeon.

### BUSINESS MODEL

Mixed sale: direct in nearby territories and acting as a white label brand for large distributors. Very high margins (91% and 85% for granules and foams, respectively). Permanent feedback from surgeons.

### MARKETING PLAN

Mixed direct/distribution model to: 1) Europe, 2) BRIC, 3) USA, 4) Latin America. Market and clinical acceptance through congresses, publications and opinion leaders.

### NEED FOR FINANCING AND USE OF FUNDS

First round: 50,000, complemented by a 50,000 loan (public) and 50,000 participation loan (BANC) by milestones: production readiness, CE marking, turnover.  
Second round: 220,000 private funds for scale-up, internationalisation and implementation of the commercial structure in BRIC countries.

	2013	2014e	2015e	2016e
Turnover	0	91.7	224.45	1,084.50
EBITDA	0	16.93	-17.12	555.26
Financial need	20	150	220	0

Amounts in thousands of euros

### EXIT STRATEGY

To be negotiated: Preference for an active investor that is part of the project for a minimum of three years.

### ASK THE ENTREPRENEUR

#### David Pastorino

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

The lack of clinical acceptance: tackled by incorporating opinion leaders.

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

Large, established in Europe, BRIC, and establishment underway in the United States. Portfolio of five innovative products.

Tell us about the most difficult business or personal challenge you have solved

Going from an engineer to an entrepreneur.

How would your friends define you as a person?

Very optimistic, daring and with decision-making capacity.

What is your motto in life?

To accomplish great things we must not only act, but also dream; not only plan, but also believe.

**Company founded:** 11/2013

**Monthly burn rate:** 15

**K previously contributed by the team:** 20

**External K raised so far:** 0

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

Amounts in thousands of euros



## 9 TU PEDIATRA ONLINE

We answer paediatric queries in a click

tupediatraonline.com

Biotech and life sciences



### SUMMARY

It is an e-Health platform specialising in paediatric advice for online queries via chat, e-mail or video call and by phone to paediatricians every day from 8 am to midnight. Users can send pictures, videos and/or documents. It makes a medical record that is retrieved for each query while respecting Spain's Data Protection Act.



### TEAM

Founding team: [Eugenia Fdez.-Goula](#) and [Mònica Beltran](#).

Staff: [Eugenia Villavicencio](#) and [Maria Bors](#).

Significant external advisors: [Ricard Bonastre](#) and [Francesc Mateu](#).

### CONTACT

Eugenia Villavicencio

[evilla@tupediatraonline.com](mailto:evilla@tupediatraonline.com)

Pg. Valldoreix, 107

08173 Sant Cugat del Vallès

690 276 871

### PROBLEM/OPPORTUNITY

The shortage of paediatricians means families go to A&E too often for trivial issues (80% of visits). Our service improves access to paediatricians, eases congestion in A&E, streamlines health expenditure and mentors families in the care and upbringing of their children.

### COMPETITION

Telemedicine companies do not have paediatricians (they only provide advice by phone). Individual practitioners offer advice to their patients (via e-mail).

### OUR SOLUTION

Online paediatric advice from experts via chat, email and/or video call with a medical record in the cloud and without borders.

### BUSINESS MODEL

B2B: companies and groups, health insurers, schools, e-commerce, public health. B2C to net users. Variable costs: Professional: payment per medical procedure, overheads and platform costs. Margin of 50%.

### MARKETING PLAN

How will we sell the product/service? B2B: direct sales. B2C: digital marketing. How do we reach our customers? On and offline media campaign.

### NEED FOR FINANCING AND USE OF FUNDS

Development of a multi-device and multi-system application, 70,000 euros. On and offline media campaign, 50,000 euros. Improved working tools for professionals and hiring talent 30,000 euros. We will finance the round with investors.

	2013	2014e	2015e	2016e
Turnover	1	153	449	769
EBITDA	-22	-62	105	262
Financial need	25	150	0	300

Amounts in thousands of euros

### EXIT STRATEGY

Sale to an industry company.

### ASK THE ENTREPRENEUR

**Eugenia Fdez.-Goula**

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

Implementing a new care model using technology. We need good communication.

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

As a medical centre in the cloud with multiple medical specialities. Advising patients from a range of countries.

**Tell us about the most difficult business or personal challenge you have solved**

Fundraising for reconstructing an emergency room at Bonaberi in Cameroon. Fundraising and construction of 500 latrines in Equatorial Guinea. Fundraising for refurbishment and school supplies for a school in Malabo, Equatorial Guinea.

**How would your friends define you as a person?**

Hardworking, innovative, persistent and reliable.

**What is your motto in life?**

Life is a gift, enjoy it!

**Company founded:** 07/2011

**Monthly burn rate:** 3.7

**K previously contributed by the team:** 27

**External K raised so far:** 25

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

Amounts in thousands of euros



# Other technologies



CATALOGUE OF COMPANIES  
July 2014

# 1 APPARENTIA DESIGN

From the idea to the shop window

apparentiads.net

Creative industries



## SUMMARY

APPARENTIA is a sculpture studio. We make mannequin prototypes and invite customers to take part in the entire creative process. Once the product has been specified, we offer customers a high added-value mannequin purchase and distribution service through a network of local and Asian suppliers and a network of logistics operators.



## TEAM

[Francesc Moreu](#), full time, and [Susana Sanchez](#), full time. Staff: 2- 3 workers.

## CONTACT

Francesc Moreu  
francesc@apparentiads.com  
C. Bolivia, 340, local 56  
08019 Barcelona  
609 070 119

## PROBLEM/OPPORTUNITY

The big fashion chains need to constantly renew their collections of mannequins with customised products. Today the Spanish market is dominated by a single supplier and customers want new products and ideas.

## COMPETITION

Manufacturers of mannequins. Companies with costly structures. In Europe there are about 20 manufacturers. In Spain the market is dominated by Atrezzo (practically a monopoly).

## OUR SOLUTION

We deliver services from when the customer needs to change their shop window until the product reaches the store. We work with 100% custom products at very competitive rates because we outsource the entire production process and adapt the structure to the needs of each project.

## BUSINESS MODEL

Sculpture (prototype billing): 10% of business. Importing mannequins (handling mannequin purchase): 80% of business. Distribution of APPARENTIA collection in Asia (marketing rights): 10% of business.

## MARKETING PLAN

We have to reach big fashion chain shop window managers by networking and enhancing the APPARENTIA brand. We then become proactive and present propositions to attract their interest.

## NEED FOR FINANCING AND USE OF FUNDS

The needs are 100,000 euros: 60,000 in 2014 and 40,000 in 2015 with a 60% investor and 40% borrowing mix. We sell projects. The sales cycle is very long. The money will be allocated to meet overheads during the first business cycle.

	2013	2014e	2015e	2016e
Turnover	61	65	435	1,070
EBITDA	-10	-67	3	270
Financial need	0	60	40	0

Amounts in thousands of euros

## EXIT STRATEGY

Sale to a new investment partner. We realise that the company will be in the growth stage and will need two or three more rounds to reach a turnover of 20 million euros.

## ASK THE ENTREPRENEUR

### Francesc Moreu

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

Our customers being supplied directly from Asia with our prototypes. To avoid this, we need to offer a service with great added value.

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

With a significant share of the Spanish market and a workshop in France for the northern European market.

Tell us about the most difficult business or personal challenge you have solved

Restructuring the Marcelo Vila supply chain.

How would your friends define you as a person?

Good friend, says little, thinks and acts very rationally.

What is your motto in life?

Be a good and hardworking person; the rest will follow.

Company founded: 05/2013

Monthly burn rate: 10

K previously contributed by the team: 30

External K raised so far: 20

Own K to be contributed by the team in the next round: 10

Amounts in thousands of euros

## 2 ARTINPOCKET

Buying and selling art in a single click

artinpocket.cat

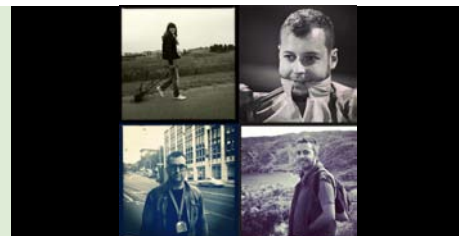
*Creative industries*



ARTINPOCKET

### SUMMARY

We provide a community where galleries and artists can create their profiles and exhibit their work online. Using a promotion system based on new exhibition formats, gamification and engagement, they can interact and take part in promotions to advertise and sell their work to end users.



### TEAM

Pep Marés, Ramon Gil and Mavi Carberol (Pep Marés, fulltime and the others part-time). Equity-financed company. Advisors: David Blasco, e-commerce; Jordi Mitjà, contents; Pep Lluís de la Rosa, community building, and Mateu Sbert, creating a proprietary computational aesthetic algorithm.

### CONTACT

Pep Marés  
pepmares@artinpocket.cat  
C. Plaça, 3  
17489 El Port de la Selva  
677 720 522

### PROBLEM/OPPORTUNITY

We target artists, institutions and galleries that have great difficulty in finding places to advertise and sell that are an alternative to traditional options. We offer them a specialised art community that brings together the promotion of artists and organisations with a direct channel for buying and selling works driven by rewards and bonuses.

### COMPETITION

Traditionally they promote themselves by taking part in the art marketplace, e.g. Artelista, Mecenus, Arttop, bygart or by creating blogs and personal pages.

### OUR SOLUTION

We are the first online art company to introduce new online display, desktop publishing and product sales with a proprietary computational aesthetic algorithm.

### BUSINESS MODEL

Revenue comes from three main areas: 20% commission per sale made, premium user fees and advertising.

### MARKETING PLAN

We reach our customers in two ways: SEO/SEM campaigns and marketing campaigns for our target. Sales will be by e-commerce.

### NEED FOR FINANCING AND USE OF FUNDS

We need 190,000 euros which we will allocate to two things: marketing and advertising (120,000) and the development of the proprietary gallery display and creation algorithm (70,000). We will add an ENISA equity loan for 40,000 euros to this. The company has no loans or debts.

	2013	2014e	2015e	2016e
Turnover	0	157	512	1,269
EBITDA	0	-140	-44	116
Financial need	0	85	75	70

Amounts in thousands of euros

### EXIT STRATEGY

Exit with an investment partner. In our case we give priority to total repurchase by the founders, although we would not rule out sale to an industry company.

### ASK THE ENTREPRENEUR

#### Pep Marés

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

Reaching the end consumer. We tackle this by online sector marketing campaigns and stimulating the community through bonuses to encourage participation and buying art.

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

As the leader in Europe for the online sale of licences and artworks.

**Tell us about the most difficult business or personal challenge you have solved**

When I was 16 I had to run my family business (a greengrocer's) following the death of my father and my mother's hospitalisation for depression.

**How would your friends define you as a person?**

Entrepreneurial, positive and responsible, stubborn, energetic and very fond of his friends. Able to move heaven and earth to get what I want. All ideas are welcome and never rejected straightaway. Dynamic, unable to get bogged down in anything, not to change but rather to evolve.

**What is your motto in life?**

A combination of two: "Let's leave pessimism for better times: If we fight, we might lose. If we do not fight, we are lost".

**Company founded:** 08/2013

**Monthly burn rate:** 15

**K previously contributed by the team:** 13

**External K raised so far:** 0

**Own K to be contributed by the team in the next round:** 3

Amounts in thousands of euros

### 3 EXCELERA

Simplify, go faster

excelera.io

ICT



#### SUMMARY

Excelera is an R&D company that integrates sensor systems in all types of devices and markets (Internet of Things, automotive, mobiles, etc.), offering a new generation of smart technologies with best-in-class features. At present we have six products on the market that incorporate our firmware.



#### TEAM

Fulltime staff: [Javier Cañete](#) (cofounder and CEO), [Dr. Sergey Yurish](#) (cofounder and CTO), [María Camino Bello](#) (project manager). Mentors: [Luis Boada](#), [Ramon Borràs](#), [Àngel García](#) (Fractus), [David Esteban](#) (TechForce) and [Xavier Capellades](#) (Telefónica).

#### CONTACT

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javier.canete@excelera.io  
C. Esteve Terradas, 1 - K2M-RDIT Desp. 115  
08860 Castelldefels  
634 520 551

#### PROBLEM/OPPORTUNITY

Existing sensor systems are very complex because they use too many hardware components. This hinders miniaturising systems, lengthens time to market, increases energy use and leads to loss of signal quality.

#### COMPETITION

Acam Messelectronic GmbH and Analog Devices. Excelera differs from them by offering enormous capacity for miniaturisation and cost reduction.

#### OUR SOLUTION

We simplify the hardware complexity of existing sensor systems with firmware to reduce costs, energy use and development time, improve accuracy and speed and enable system miniaturisation at the nanoelectronic scale.

#### BUSINESS MODEL

Excelera designs our customers' sensor systems, incorporating our technology. We receive a fee per project for these technological solutions plus a recurring commission for units sold.

#### MARKETING PLAN

We access key accounts with COWIN (European Union organisation) and Telefónica (Wayra). We are also members of three European project consortia (FP7).

#### NEED FOR FINANCING AND USE OF FUNDS

We have a seed round of 150,000 euros and are seeking a first round of 600,000 euros to scale sales. Our second objective is to create an ASIC for which we need an initial investment of 2 million euros (50% development and patent, 24% marketing and sales, 16% general and administrative aspects, and 10% legal and intellectual property issues).

	2013	2014e	2015e	2016e
Turnover	10	200	1,300	4,000
EBITDA	-250	-104	500	2,000
Financial need	150	200	400	0

Amounts in thousands of euros

#### EXIT STRATEGY

Sale to a large industry company.

#### ASK THE ENTREPRENEUR

##### Javier Cañete

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

Running out of cash due the long time required for customer acquisition. To address this we need investors.

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

Co-owner of ASIC patents along with a large partner.

Tell us about the most difficult business or personal challenge you have solved

TAB-MOB product development, application of the Internet of Things and Mobility.

How would your friends define you as a person?

Reliable and gives a sense of security.

What is your motto in life?

Do not do unto others what you would not want them to do unto you.

Company founded: 09/2010

Monthly burn rate: 10

K previously contributed by the team: 30

External K raised so far: 150

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

Amounts in thousands of euros

## 4 GPA INNOVA

The wonder of making headway

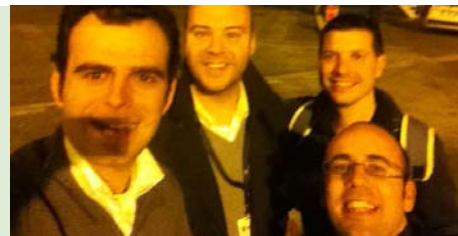
[murugold.com](http://murugold.com)

Manufacturing



### SUMMARY

Company engaged in the design, manufacture and sale of machinery for the jewellery industry. Murua Gold ([www.murugold.com](http://www.murugold.com)) is the company's product for meeting the needs of today's jeweller or goldsmith to polish gold jewellery using technology that innovates on the current system used in the jewellery industry. We provide the jewellery industry with electropolishing technology.



### TEAM

The founding team consists of 4 partners with technical qualifications from the field of engineering and construction: Pau Sarsanedas (project R&D), Arnau Garrell (development, applied engineering), [Gerard Tordera](#) (administration and logistics). In a mentoring programme since June.

### CONTACT

Gerard Tordera  
[g.tordera@gpainnova.com](mailto:g.tordera@gpainnova.com)  
 C. Príncep Jordi, 21, esc A, entl.  
 08014 Barcelona  
 931 256 536

### PROBLEM/OPPORTUNITY

Current polishing is very manual and time-consuming and requires skilled labour. In addition you cannot polish a jewel encrusted with precious stones which might damage the geometry of the item. Many jewellers currently outsource the service.

### COMPETITION

There is no competition as it involves replacing lengthy manual procedures by tools through automation and high functionality at low cost.

### OUR SOLUTION

Murua Gold provides reduced times, simplified use, saving on specialised labour, on the spot polishing, recovery of material extracted, cost reductions, preventing separation of components, low cost, etc.

### BUSINESS MODEL

Business designed for the sale of machinery plus accessories and consumables. Subsequently the technology will be developed for other areas or materials.

### MARKETING PLAN

Sales through commercial agents and direct sales online. Contact the customer by agent, associations, publications, Internet, etc.

### NEED FOR FINANCING AND USE OF FUNDS

Needed for manufacturing the first batches, setting up a commercial agent network and advertising. Minimum capital of 40,000 euros in contributions and/or loans. Current investments have been made using equity and external contributions, aimed at development, R&D, patents and prototypes.

	2013	2014e	2015e	2016e
Turnover	18	276	360	500
EBITDA	-2	-29.6	-23.4	50
Financial need	15	40	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Search for external financing (investors to obtain returns) and/or entry of an equity partner in the company.

### ASK THE ENTREPRENEUR

#### Gerard Tordera

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

Weathering the early years of the business.

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

A company on a sound footing with a leading jewellery industry brand delivering the added value of trust and loyalty, and also taking the Barcelona brand worldwide.

Tell us about the most difficult business or personal challenge you have solved

I think the most difficult one is to accept the risk of creating a company, a product and releasing it on the market, and the fear of failure. Today the financial issue is crucial.

How would your friends define you as a person?

Positive, passionate, professionally restless, eager to learn and grow constantly. Organised and responsible.

What is your motto in life?

Remember yesterday, live today and be excited about tomorrow.

Company founded: 05/2013

Monthly burn rate: 2.5

K previously contributed by the team: 15

External K raised so far: 15

Own K to be contributed by the team in the next round: 15

Amounts in thousands of euros



## 5 HABITAT4ALL DEVELOPMENT

Innovative solutions in urban planning and housing  
[habitat4all.com](http://habitat4all.com)  
*Creative industries*



### SUMMARY

Habitat4all is a technology and services company for urban development and infrastructure, hotels and housing. The company has developed innovative technology solutions for sustainable construction. These solutions combined with a specific logistics management method (H4A Method ®) stand out in the market.



### TEAM

Jaime Ferrer, CEO (full time), Javier García Nieto, Vice-President, architect (fulltime), 5 more people in the management team (3 fulltime, 2 part-time) and 15 staff members. Advisor: [Compas Private Equity](#).

### CONTACT

Javier Amézola  
[j.amezola@habitat4all.com](mailto:j.amezola@habitat4all.com)  
 Av. Diagonal, 421, 6è  
 08008 Barcelona  
 932 508 052

### PROBLEM/OPPORTUNITY

Customers: town councils, developers, builders, hotels, hospitals, schools, etc. Problem: lack of housing and social infrastructure that is competitive in terms of value for money and completion times. Environmental impact of traditional systems.

### COMPETITION

Traditional construction and traditional prefabricated products.

### OUR SOLUTION

Industrialised construction with open design that enables minimum completion times at lower prices and with less environmental impact. We work with allied builders.

### BUSINESS MODEL

Income: billing for building design services and use of proprietary solutions. Cost structure: technical staff, R&D, sales force. Margin: 25%-35% for services in building designs (in conjunction with others).

### MARKETING PLAN

Directly with our own sales structure in conjunction with developers and builders.

### NEED FOR FINANCING AND USE OF FUNDS

Financing round of around 700,000 euros, 300,000 from the business team and 400,000 from the investor. Allocated to expansion into new countries and scaling the business.

	2013	2014e	2015e	2016e
Turnover	0	685	2,175	2,950
EBITDA	0	-700	480	600
Financial need	0	700	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Repurchase by current shareholders and/or sale to a third party.

### ASK THE ENTREPRENEUR

#### Javier Amézola

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

Delay in getting paid for designs. Solution: short-term financing.

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

I see it operating in other countries with success stories to allow significant growth.

Tell us about the most difficult business or personal challenge you have solved.

The international expansion of a communications company.

How would your friends define you as a person?

Rigorous, thorough, professional, sociable.

What is your motto in life?

Create better life opportunities for me and for everyone else.

Company founded: 05/13

Monthly burn rate: 60

K previously contributed by the team: 375

External K raised so far: 200

Own K to be contributed by the team in the next round: 300

Amounts in thousands of euros



## 6 HEMAV

A new way to get far

hemav.com

Environment and cleantech



### SUMMARY

HEMAV sells self-operable drone (UAV) systems for agriculture and environmental analysis. Post-processing consumables from their use are multispectral or thermal maps to detect crops anomalies (HEMAV consumable). These maps allow the farmer to increase productivity and the quality of their products and reduce operating costs.



### TEAM

20 associates. The founding team consists of 7 partners working fulltime. [Alex Gomar Manresa](#), CBDO; [Antoni Mas Rico](#), UAV Researcher; [Carlos Ferraz Pueyo](#), R&D Coordinator; [David Riera Mallol](#), CTO; [Gil Sala Capdevila](#), UAV Operations Manager; [Pau Mateo Morros](#), UAV Pilot; [Xavi Silva Garcia](#), General Project Manager.

### CONTACT

Alex Gomar  
agomar@hemav.com  
Pg. Can Capellans, 1 L2  
08750 Molins de Rei  
657 367 150

### PROBLEM/OPPORTUNITY

Precision agriculture has to treat each piece of a plot specifically. Aerial spectral remote sensing improves the efficiency and productivity of each crop. Our customers are extensive crops > 1,500 ha and highly profitable crops ~ 150 ha.

### COMPETITION

The product replaced is light aircraft or satellite photography with higher prices. Competition: satellite (INTA, ICC, EOSAT) light aircraft (Specterra, IRTA).

### OUR SOLUTION

Provides high operational flexibility and produces results quickly. Use of this economic system guarantees an increase of 5% -10% in productivity and savings of 10%-20% due to reduction in inputs (water, fertilizer, pesticides, plant health products, etc.).

### BUSINESS MODEL

1) Sale and leasing drone systems + training course. 50% margin; 2) Consumables. Processing multispectral/thermal maps. 200% margin; 3) Maintaining UAV vehicles. 100% margin.

### MARKETING PLAN

Carry out high technology services, contracts and demonstrations, position the brand nationally and internationally as a UAV technology leader, and begin a franchising system for marketing and technical support.

### NEED FOR FINANCING AND USE OF FUNDS

We need 500,000 euros for marketing UAV vehicles at the product stage, improving UAV versions already designed and at the operational prototype stage, developing cloud technology for post-processing and beginning international corporate development. We have borrowed 100,000 from the ICF and 50,000 from the European Space Agency.

	2013	2014e	2015e	2016e
Turnover	15	111	1,767	3,640
EBITDA	0	39	608	1,676
Financial need	30	250	250	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to a technological-industrial company looking to acquire this knowhow or sale to a financial partner in new investment rounds, or total/partial repurchase by the founders.

### ASK THE ENTREPRENEUR

**Xavi Silva**

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

Legislative. To address it we are part of the advisory group of AESA, the regulatory body.

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

A leading international holding company in drones for civil uses.

Tell us about the most difficult business or personal challenge you have solved

Undoubtedly getting a partners' agreement involving 7 members and concluding a 3-year contract.

How would your friends define you as a person?

Peacemaker.

What is your motto in life?

Create something big enough so everyone has heard of it.

Company founded: 11/2012

Monthly burn rate: 15

K previously contributed by the team: 56

External K raised so far: 150

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

Amounts in thousands of euros

## 7 ONFAN

Do you know where and what to eat today?

onfan.com

Creative industries



TAKE A BITE!

### SUMMARY

Onfan is a meeting point for food lovers, professionals, and restaurants and gastronomic brands built around a "gastroweb" and an app focused on specialties to be progressively developed based on an algorithm which, by means of your interaction history (likes, uploads of specialties, etc.), will learn as it goes and eventually give you the best results for every occasion.



### TEAM

Staff of 8. Founders, full time: [Ismael Vallvé](#), [Ignacio Calvís](#), [Patricia Martinena](#), [Joan Teixidó](#), [Andoni L. Aduriz](#) and [Ismael Barros](#). Mentors: [Juan Manuel Barrionuevo](#) and [Gerard Olivé](#).

### CONTACT

Ismael Vallvé  
ismael@onfan.es  
Rda. Guinardó, 29, 3r 1a  
08024 Barcelona  
629 339 011

### PROBLEM/OPPORTUNITY

Foodies: Find the best cuisine suited to your tastes. Chefs and communities (share their culinary creations and opinions). Restaurants: find the right marketing channel to promote their cuisine.

### COMPETITION

Consult static guides in search of restaurants that are valued for reasons that often have nothing to do with food and that sometimes publish fake profiles. Main competitors: El Tenedor, Foodspotting.

### OUR SOLUTION

Ensure that opinions you receive have value in accordance with the user's history (number of followers and specialties) and through an app that adapts to your tastes and changes. Discover the value of a location's cuisine based on its dishes and being able to see them beforehand.

### BUSINESS MODEL

Revenue Phase 1: advertising and marketing services for restaurants, food establishments, brands, distributors. Phase 2: Gastronomic content for hotels. E-shopping.

### MARKETING PLAN

Sales team (currently in pilot phase in Barcelona) + commercial landing page & email marketing. Marketing strategies through online gamification implemented through our app and Web environment.

### NEED FOR FINANCING AND USE OF FUNDS

We need €450,000 for marketing, user acquisition and improvements to applications, product brand presentation, hotels, etc. €100,000 to come from founders and private investors. We are seeking €100,000 from private investors and €250,000 from public grants (ENISA, Plan Avanza, ICF, etc.).

	2013	2014e	2015e	2016e
Turnover	20	670	2,603	3,943
EBITDA	-0.31	282	1,892	2,933
Financial need	40	450	400	800

Amounts in thousands of euros

### EXIT STRATEGY

To strengthen our algorithm for TripAdvisor, hotels.com, or even elTenedor or Restalo, where interest in us has already been expressed. Our competitor in the USA was acquired by OpenTable, the world's largest booking platform.

### ASK THE ENTREPRENEUR

#### Ismael Vallvé

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

Attracting users. The solution is a SEO long tail dish strategy in a city with no competition and turning restaurants into hotspots.

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

Opening an office in Osaka (Japan), the mecca of gastronomy. All indications are that we will be multinational, as our dishes been viewed there.

Tell us about the most difficult business or personal challenge you have solved

Getting a very backward-looking business to launch e-commerce sales. And having 6,000 queue up to do so.

How would your friends define you as a person?

Tireless, with drive, possibly a decisive leader but above all resolute. I've got two recommendations on LinkedIn that say that.

What is your motto in life?

You only live once. In the here and now.

Company founded: 10/2012

Monthly burn rate: 13

K previously contributed by the team: 224

External K raised so far: 40

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

Amounts in thousands of euros

## 8 REMSOL EUROPE

Your remote solutions company

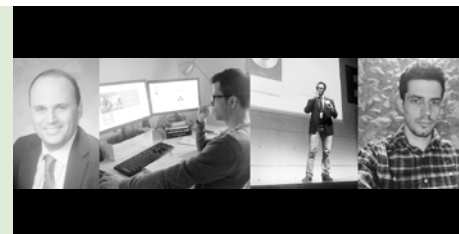
[gogogate.com](http://gogogate.com)

ICT



### SUMMARY

REMSOL Europe designs, develops and markets hardware, software and mobile applications for the access industry. We have sold more than 2,000 GoGogate units in less than 6 months. We've started signing distribution agreements in Europe and enjoy a great online position in the US. In June we will be the first and only company to have video included in our system, thanks to our hardware.



### TEAM

Juan Llopart (full time); Juan Roca (full time); Jordi Llopart (part time); Antonio C. Cintra (full time and business angel). Total staff: 6 workers (5 full time, 1 part time).

### CONTACT

Juan Roca  
[jroca@gogogate.com](mailto:jroca@gogogate.com)  
 C. Ponent, 8  
 08739 Sant Pau d'Ordal  
 938 994 162

### PROBLEM/OPPORTUNITY

With smartphones and the internet we're no longer dependent on remote control to open gates, garage doors and industrial doors. We can know the status of the door, who has entered at what time, and grant access (home, car, hotel) while recording all events.

### COMPETITION

MyQ Garage: Operates doors remotely but cannot process video and depends on the cloud. Garageio: Same functionality as MyQ garage but not easy to install.

### OUR SOLUTION

GoGogate is a device and app that integrates your remote devices, operates the door locally and remotely, shows video, sends notifications, records all activity when it is operating and manages an infinite number of users. Everyone can install it, and it doesn't depend on the cloud.

### BUSINESS MODEL

The business model is based on (1) the sale of our device and its accessories (e.g. sensors and cameras) and (2) selling subscriptions and applications to residential, commercial and industrial customers (e.g. video recording and access management.)

### MARKETING PLAN

Hardware sales: through distribution in Europe and USA. Online to the USA and Pacific region. Software sales: Online and with commission for industrial and commercial customers.

### NEED FOR FINANCING AND USE OF FUNDS

We need €300,000 for R&D projects (software improvements and redesign of hardware), working capital and intellectual property. The aim is to encourage a group of two/three private investors to provide between €100,000 and €150,000. We have already obtained €60,000 in financing from ENISA

	2013	2014e	2015e	2016e
Turnover	83	1,318	4,628	6,038
EBITDA	-130	142	1,275	1,891
Financial need	120	300	0	0

Amounts in thousands of euros

### EXIT STRATEGY

There are 3 possible exits: acquisition by a company in the sector, equity purchase by a mutual fund or buyback (10% initial annual investment and 100% repurchase at 5 years).

### ASK THE ENTREPRENEUR

#### Juan Roca

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

Not being able to offer distinctive applications that our customers want. The only solution is to be competitive.

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

As an international, innovative and attractive business with a strong Software component built on a foundation of technology that we develop and patent ourselves.

Tell us about the most difficult business or personal challenge you have solved

Starting a project from scratch and making it a reality with lots of research, hard work and good advice.

How would your friends define you as a person?

Humble, unaffected and committed. Someone who never tires of working and always has clear goals.

What is your motto in life?

Don't fill your life with years, fill your years with life.

Company founded: 08/2013

Monthly burn rate: 75

K previously contributed by the team: 70

External K raised so far: 125

Own K to be contributed by the team in the next round: 15

Amounts in thousands of euros

## 9 SENSING TEX

Life made easier through smart skin

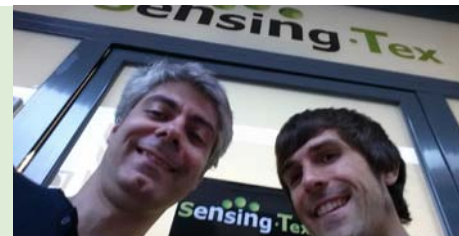
sensingtex.com

*Creative industries*



### SUMMARY

Development and marketing of smart or electronic fabrics. Sensing Tex is a technology-based company with its own IP address. Our technologies enable our customers to have technologically advanced products. We adapt our technologies to the needs of the client's product and license their use. Projected turnover may reach US \$1 billion in 8 years.



### TEAM

Founding team: [Miquel Ridao](#); [Lluís Gómez](#). Current staff: 7 (1 in USA). Company capital: 5 FFF investors. Noteworthy external advisors: Jose Miguel Blasco (Castejón-Blasco), Jose Maria Pina (Start-up Catalonia), Pablo Garriga (capitalvalue).

### CONTACT

Miquel Ridao  
miquel.ridao@sensingtex.com  
Pg. Fabra i Puig, 474, local 2  
08042 Barcelona  
934 281 856

### PROBLEM/OPPORTUNITY

We sell electronic technology embedded in fabrics: electronics with greater flexibility. In terms of the product and manufacturing: robustness (greater durability), low energy consumption and environmental friendliness (consumption of needed material).

### COMPETITION

Similar solutions based on different technologies are available – plastic, wires, etc. – but lack the features our products deliver. Tekscan, X-Sensor, VistaMedical.

### OUR SOLUTION

Advantage: We have an example of the final application. Textile pressure sensors that allow absolutely unobtrusive monitoring of patients in various areas. This market could represent more than €50 million/year in the short term.

### BUSINESS MODEL

Licensing of technology and a range of scenarios: initial fee and percentage of sales; sale of components (application licensing); variable fee depending on sales. Gross profit margin of 50% - 100% (depending on model). Variable cost structure depending on model.

### MARKETING PLAN

Sale of product/service: licensed technology. Communication: taking part technology events related to the business (Smart Fabrics Conference, Wearable Technologies, etc.).

### NEED FOR FINANCING AND USE OF FUNDS

We have obtained €300,000 in equity and €750,000 in non-repayable funding from R&D programmes in Europe. We are seeking €1,500,000 for Sensing Tex Europa and are about to secure €3 billion resulting from Joint Venture conversations about Sensing Tex North America (final negotiation stage). Financing round: investors and participatory loans.

	2013	2014e	2015e	2016e
Turnover	510	1,200	2,200	8,300
EBITDA	185	325	774	1,900
Financial need	60	500	800	1,300

Amounts in thousands of euros

### EXIT STRATEGY

We envisage divestment through sale to a business in the sector. We will generate licenses and/or spin-offs that can be sold to different companies, delivering profitability to investor-partners.

### ASK THE ENTREPRENEUR

#### Miquel Ridao

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

The lack of financing to meet production needs. We resolve this situation with bank loans backed by customer contracts.

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

We should have sold 20 licenses, created 2-3 companies and have sold a license and/or company, including the parent entity.

Tell us about the most difficult business or personal challenge you have solved

My previous experience as an entrepreneur led to the bankruptcy of two companies in the same group and to irreconcilable differences with partners which I eventually overcame.

How would your friends define you as a person?

Entrepreneurial, dynamic, energetic and enthusiastic.

What is your motto in life?

At this time, that the journey should be as enjoyable and exciting as the thing you're trying to achieve.

Company founded: 01/2010

Monthly burn rate: 50

K previously contributed by the team: 109

External K raised so far: 300

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

Amounts in thousands of euros

# 10

## SMART SHOPPING SOLUTIONS

An opportunity for the commercial sector

smartshoppingsolutions.com

Retail and distribution



### SUMMARY

Development of technological furniture (bookcases, islands, corners, etc.) for the commercial sector, aimed at growing sales and optimising internal logistics procedures. The items include touch screens and LED lighting used to enhance the shopping experience, as well as RFID technology for real-time stock control.



### TEAM

Founding team: 3 Entrepreneurs Xavier Passaret, Joan Maria Planas de Farnés and Francesc Massó (76% stake) and the company SANAL 2001, SL Current team: 3 entrepreneurs. ENISA loan of €50,000 euros, granted.

### CONTACT

Xavier Passaret  
xpassaret@mail3s.com  
C. Sant Gervasi de Cassoles, 96-98, entl. 2a  
08022 Barcelona

### PROBLEM/OPPORTUNITY

Traditional commerce is losing customers to e-commerce, and traditional merchants do not know how to promote their products in a way that makes them attractive to buyers or allow cross-selling. Technological furniture can enhance consumers' shopping experience.

### COMPETITION

Companies are already operating in this market, but they do not do so in an integrated way. Our solution is comprehensive because it integrates furniture with technology.

### OUR SOLUTION

Furniture that incorporates technological elements that enhance consumers' shopping experience (boosting sales). Designing all types of modular furniture from the most basic to the complex and in a modular way (fits anywhere).

### BUSINESS MODEL

Two sources of income: 1) Sale of furniture; 2) Maintenance services (new applications, software updates, etc.) and content management.

### MARKETING PLAN

Three channels will be emphasised: vendors (or franchises), retailers and commercial interior designers. They are currently in the process of implementing a beta test to analyse the product's benefits.

### NEED FOR FINANCING AND USE OF FUNDS

We need financing to finalise the commercial product after the 2 prototypes become available (shelf and island) (€40,000) and to launch a substantial marketing campaign (€60,000). We are looking for private investors who, in addition to providing capital, can also offer retail expertise that will afford us quick access.

	2013	2014e	2015e	2016e
Turnover	9	257	468	840
EBITDA	3	-50	21	155
Financial need	50	100	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Investors with retail experience, whose investment we will reward with an IRR of 22% at 5 years.

### ASK THE ENTREPRENEUR

#### Xavier Passaret

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

The retail sector has been too slow in adopting these solutions. This is why we are initially targeting sectors where the economic crisis has not hit particularly hard.

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

As an established company with a very attractive offer and open to internationalisation.

Tell us about the most difficult business or personal challenge you have solved

"There's no such thing as technical problems, just human ones." The hardest thing has been the reorganisation of the company and the downsizing that's come with it.

How would your friends define you as a person?

Hard-working, serious and committed to the company and to people.

What is your motto in life?

Do good, sow and you shall reap.

Company founded: 11/2012

Monthly burn rate: 18

K previously contributed by the team: 20

External K raised so far: 50

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

Amounts in thousands of euros



# 11

## THE SOUND VISION FURNITURE

Nothing gets created without first being imagined!

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

*Creative industries*



**TSVF**  
The Sound Vision Furniture

### SUMMARY

We want to fill the world with light and sound by creating atmospheres in an innovative way. We design, manufacture and apply technical solutions for sound, lighting and images that are integrated into Solid Surface structures. We base our product on design, form, functional use, technology, flexibility and mobility to fulfil unmet market needs. Design has no limit!



### TEAM

Project team: [Carmelo Nieto Tarés](#), [Salvador Cusí Ramis](#) and [Román Fabra Rivièrè](#).

Staff: Alicia González Torner and Victoria Valentínova.

Collaborators: Fernando Campa, Jose Jimeno, Xavier Vilardell and Iban Valen.

### CONTACT

Carmelo Nieto

[carmelo@thesoundvisionfurniture.com](mailto:carmelo@thesoundvisionfurniture.com)

Av. Diagonal, 413, 3r 1a

08022 Barcelona

+34 636 508 955

### PROBLEM/OPPORTUNITY

Common areas in hotels, beach clubs etc., will be livened up with the resurgence of the DJ figure to boost consumption and make full use of these areas. Our product range covers unmet needs. It's not a question of taking away from the competition but of reaching everyone.

### COMPETITION

They offer replacement products that add no value to satisfy market needs. They offer local solutions that do not deliver design, technology, standardisation, flexibility or mobility: MODEK, DJ FURNITURE.

### OUR SOLUTION

Implementation of integrated technology solutions using Solid Surface design (with innovative, new forms and materials), flexibility (plug and play), Technology (lighting, sound manufacturing processes) and mobility.

### BUSINESS MODEL

Internationalisation and sales growth to reach corporate, professionals and private clients. Containing fixed costs and making them highly variable. Agreements with strategic partners. High profitability with a contribution margin of over 60% on RRP.

### MARKETING PLAN

DIRECT with corporate groups and INDIRECT with sales agents and distributors. Creation of a worldwide network of area agents, distributors and representatives via international hotel design, furniture, lighting, sound fairs and events.

### NEED FOR FINANCING AND USE OF FUNDS

A need for €600,000 financed through private investors and ENISA. This funding will enable us to attend 3 international fairs the first year and 4 the following year. We will also be able to invest in 3 new products the first year and 2 more the second year. We will also consolidate a professional, dedicated team and make investments in prototypes, moulds and technology.

	2013	2014e	2015e	2016e
Turnover	68	1,020	4,943	8,666
EBITDA	- 40	- 401	448	1,285
Financial need	0	600	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to an international group.

### ASK THE ENTREPRENEUR

**Carmelo Nieto**

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

The lack of funding to execute our growth strategy, as we aspire to have a worldwide presence. We hope to remedy this situation by obtaining private capital and participatory loans such as those from ENISA.

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

As having consolidated our position and with worldwide distribution. We'll have strong growth and a market to service.

Tell us about the most difficult business or personal challenge you have solved

The decision to liquidate a company and the planning of the current one.

How would your friends define you as a person?

Always close at hand.

What is your motto in life?

Respect others and you'll get respect.

Company founded: 08/ 2011

Monthly burn rate: 10

K previously contributed by the team: 146

External K raised so far: 0

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

Amounts in thousands of euros



## 12

## TUSET &amp; RIERA

Tested on Barcelona's skin

tusetriera.com

Creative industries



## SUMMARY

Company that designs and manufactures premium accessories for the international market: premium quality leather bags for men and women, high-end costume jewellery, belts and electronic device accessories such as tablet covers and smartphones. Our goal is to position the product in the tourism sector in Spain and internationalise the brand in markets such as USA, Asia and the Middle East.



## TEAM

Cofounders: [Karina Riera](#) and [Gisela Riera](#). Investment partner: [Josep Mongay](#). Finance advisor: [Josep Prat](#). Employees: 1 + 2 additions June: 3 total but 5-7 forecast for 2015.

## CONTACT

Karina Riera  
karina.riera@tusetriera.com  
C. Tuset, 30, 5è 1a  
08006 Barcelona  
629 123 092

## PROBLEM/OPPORTUNITY

Our customers have high levels of purchasing power and are interested in trends and high quality. They value the Barcelona brand as well as Spanish and Italian leather. We create extraordinary products through innovation and scented bags using micro-technology.

## COMPETITION

A large variety of brands of accessories is available on the market, and our products have the quality of brands such as Furla, Tory Burch and Lupo Barcelona.

## OUR SOLUTION

Technological innovation in design is our value added.

## BUSINESS MODEL

Multi-brand boutiques. International direct customers from own points of sale, direct customers from online platforms. Average product price of €300 with a 70% margin on direct sales and 35% for distribution. 75% direct sales and 25% distribution.

## MARKETING PLAN

Own points of sale (Maremagnum boutique opening in June), also with national and international multi-brand and through our online platforms and online boutiques specialising in fashion and wholesale.

## NEED FOR FINANCING AND USE OF FUNDS

We need €100,000 to open a flagship store, R&D and internationalisation. We are seeking investor funding.

	2013	2014e	2015e	2016e
Turnover	9	285	1,240	2,500
EBITDA	-97	10	370	875
Financial need	0	100	200	300

Amounts in thousands of euros

## EXIT STRATEGY

From 2016, being sold to a fund or multinational in the fashion/luxury sector via share buyback.

## ASK THE ENTREPRENEUR

## Karina Riera

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

The need for working capital. We are solving this problem through bank financing.

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

The company will be positioned in different countries (EU, US, Hong Kong) as one that manufactures luxury accessories and is recognised in its field.

Tell us about the most difficult business or personal challenge you have solved

The most difficult challenge has been securing financing.

How would your friends define you as a person?

Feisty, ambitious and honest.

What is your motto in life?

I believe in what I do, and I'll win.

Company founded: 07/2012

Monthly burn rate: 10

K previously contributed by the team: 103

External K raised so far: 50

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

Amounts in thousands of euros

## 13

## WATLY

Energy.Life.Future

watly.co

Environment and cleantech



## SUMMARY

Watly is a promising start-up founded by idealistic and committed people, with the support of Startupbootcamp HightechXL, Eindhoven. We have designed a machine capable of desalinating and purifying water from any form to obtain electricity free and in a way that makes internet connectivity possible using only solar energy.



## TEAM

Marco Attisani (CEO, expert in renewable energy smart technologies), [Juhani Hyvonen](#), Stefano Buiani (chief technology officer), [Vania da Rui](#), Nicola Buiani (product developer), [Matteo Squizzato](#) and [Maurizio Tiberto](#). All cofounders work full time. We have international angel investors and mentors - StartupBoocampXL and Tecnocampus Mataro.

## CONTACT

Maurizio Tiberto  
maurizio.tiberto@watly.co  
C. Escolapi Càncer, 151  
08033 Barcelona  
664 119 559

## PROBLEM/OPPORTUNITY

With 25% of the world population living "off the grid" with limited or no access to electricity and drinking water, our goal is mainly to provide basic services to people living in areas with little or no infrastructure.

## COMPETITION

There are several proven ways to sanitise water; however, these solutions are complementary in nature rather than total substitutes for our water distillation solution.

## OUR SOLUTION

Watly offers an integral solution to the primary health needs of the community and the development of a civilization. We provide immediate solutions to meet the most basic needs: water, electricity, communication networks, energy.

## BUSINESS MODEL

Plans based on different customer segments: agents and distributors/wholesalers/governments, NGOs. We are studying micro-credit systems and pay-as-you-go solutions to be accessible to different BOP classes in developing countries.

## MARKETING PLAN

Targeted at businesses, as part of the plan of Corporate Social Responsibility. Targeted at agents and distributors, governments and NGOs with purchasing power exceeding \$100 billion for WASH.

## NEED FOR FINANCING AND USE OF FUNDS

We need €500,000, which will be allocated to sales and marketing, technology and the implementation of an ambitious growth and international expansion plan. We are entering markets in countries that are showing clear signs of progress in renewables such as India, Africa, USA. We have invested €150,000 thus far.

	2013	2014e	2015e	2016e
Turnover	0	240	2,450	7,350
EBITDA	-150	-110	1,250	3,550
Financial need	0	500	3,000	8,000

Amounts in thousands of euros

## EXIT STRATEGY

We focus on creating a business with large profit margins and open to a range of possibilities: selling shares up to 20%, or other options that an investor might suggest.

## ASK THE ENTREPRENEUR

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

The renewable energy sector is facing major conflicts promoted by industrial lobbyists. The risk to our business mission is running into obstacles when trying to create an alternative.

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

Watly will be one of the most innovative and liked companies in the clean energy sector. It could become publicly listed and enjoy worldwide commercial success.

Tell us about the most difficult business or personal challenge you have solved

Creating a machine capable of generating water, electricity and powering an internet connection using only solar energy. It's an achievement we're proud of.

How would your friends define you as a person?

As a generous person who always faces difficulties with a positive attitude.

What is your motto in life?

What you do can change the world for a moment; the reason you do it can change the world forever.

Company founded: 06/2013

Monthly burn rate: 3

K previously contributed by the team: 130

External K raised so far: 50

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

Amounts in thousands of euros

# 14

## WIDOIT

Safety and cost savings in the procurement of transport  
widoit.com

Logistics and transport



### SUMMARY

Widoit.com is a 100% internet-based tool that ensures maximum safety and cost savings at the time of hiring transport as it provides direct contact between the shipper and transporter, avoiding outsourcing. It is the only document management tool on the market, and the shipper is assured that all trucks that are loaded comply with regulations in real time.



### TEAM

Maira Bonjorn, Cesc Coll, Francisco Fernández, Joaquim Perez, Eduard Andreu, Montse Argilès and Sònia de Queralt. The full-time staff consists of 5 full-time employees and 5 partners. Josep M. Pina serves as mentor.

### CONTACT

Maira Bonjorn  
mb@widoit.com  
Democràcia, 5  
25241 Golmés  
637 40 80 13

### PROBLEM/OPPORTUNITY

Solution to the outsourcing of transport. We provide security and cost savings with a strict license plate control. Document management solution: security through an advanced alert system.

### COMPETITION

Transporeon: it is similar as a means of transport management, but it does not offer a solution for safety and financial savings.

### OUR SOLUTION

A tool that allows the automatic assignment of loads to transporters, as via licence plates it is possible to know whether they have been subcontracted and if they comply with current regulations. Documentation management.

### BUSINESS MODEL

It is based on monthly fees depending on the service contract and the procured volume. The minimum charge is €30/month up to €1,200/month. It is a fully scalable business model.

### MARKETING PLAN

For expanding dissemination and social networks, television, print and personal visits. At this time, a very powerful distribution channel is being negotiated (25,000 companies).

### NEED FOR FINANCING AND USE OF FUNDS

We need financing amounting to about €200,000 to promote our services and implement them throughout Spain. Study and implementation of a strategic plan for dissemination (new website). We are seeking angel investors and venture capital.

	2013	2014e	2015e	2016e
Turnover	83	400	750	1,400
EBITDA	-103	30	150	500
Financial need	0	200	0	0

Amounts in thousands of euros

### EXIT STRATEGY

The most favourable way possible: sale to a business in the sector, sale to a financial partner, 100% repurchase by founders, becoming listed in the MAB, etc.

### PREGUNTA A L'EMPRENEDORA

#### Maira Bonjorn

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

Marketing our product at the capillary level. We resolve this difficult through agreements with business associations.

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

Having consolidated agreements for the distribution and marketing of our software at the national and international levels.

Tell us about the most difficult business or personal challenge you have solved

I'm a partner in two successful companies: Fun and Learn, 14 years, and Cescomabon, 9 years.

How would your friends define you as a person?

I'm decisive, courageous, persevering, cautious. I don't give up easily, and I like challenges.

What is your motto in life?

Live life to the full - with your family and at work. After a defeat, there's always a victory.

Company founded: 04/2012

Monthly burn rate: 14

K previously contributed by the team: 235

External K raised so far: 0

Own K to be contributed by the team in the next round: 15

Amounts in thousands of euros

# Information and communication technology



CATALOGUE OF COMPANIES  
July 2014

# 1 ATTA COMMUNITY

Facebook learning  
attacommunity.com  
ICT

**UVIC**  
UNIVERSITAT  
DE VIC



## SUMMARY

Atta is the first social network for learning that includes an automated personal tutor. Our technology analyses students' and teachers' behaviour on the network to provide them with stimulating and motivational instructions, based on play techniques that improve academic results and reduce school dropout rates.



## TEAM

The founders, Mercè Mulet and Oscar Ruiz, both engineers with more than 15 years of 100% dedication, and Jordi Vilà, specialist psycho-pedagogue. We work with the UVIC to develop our research project. We have had the support of ENISA and ICO.

## CONTACT

Mercè Mulet  
merce@atta.cat  
C. Romaní, 46  
08394 Sant Vicens de Montalt  
695 267 721

## PROBLEM/OPPORTUNITY

School dropout rates are a serious problem on a world scale, and in Spain it is 25%. All educational professionals and authorities want to change the way of learning, but do not have the suitable tools. Due to the rapid increase in mobile devices in the classrooms, it is now possible to carry out change.

## COMPETITION

Virtual learning environments (Xtend, Moodle, Edmodo, Wepack) that are based on the traditional learning method, where the students learn alone and outside school times.

## OUR SOLUTION

Social network where the students learn cooperating by achieving goals, doing research and applying creativity with mobile devices. Learning with Atta is stimulating and fun because they win prizes and have to overcome challenges adapted to their capacities and interests.

## BUSINESS MODEL

B2B MODEL: we sell to suppliers of contents and educational services. These provide the contents, through Atta, to the students, and receive information about the students' learning. We charge a quota per daily active users. Gross margin: 78%.

## MARKETING PLAN

Commercialisation to publishers, training centres and public administrations. Agreements with distributors from the educational sector nationally and internationally.

## NEED FOR FINANCING AND USE OF FUNDS

Investment required: 150,000 euros. Use of funds: costs of internationalisation in Colombia and Chile. Start-up of prospection in the USA, Germany and Finland. Interoperability development with external systems to increase the added value of the product.

	2013	2014e	2015e	2016e
Turnover	4	60	400	971
EBITDA	-33	-37	24	206
Financial need	0	150	50	0

Amounts in thousands of euros

## EXIT STRATEGY

Launch in 5-7 years, by re-acquisition by the founding partners or funding partner, or by selling the company to a large company from the sector who wants a platform to complement their products with exclusivity.

## ASK THE ENTREPRENEUR

### Mercè Mulet

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

The inertia of the educational sector, resistance to change and its seasonal nature. We resolve it by diversifying markets and internationalisation.

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

Consolidated in international markets and a benchmark in the educational sector regarding the solution to social learning.

Tell us about the most difficult business or personal challenge you have solved

Successfully leading the development of the control system of the trajectory of the Ariane 5 rocket of the ESA in the European space base.

How would your friends define you as a person?

Perseverant, untiring, passionate and non-conformist.

What is your motto in life?

Nothing is impossible, unless you justify it yourself to be so.

Company founded: 05/2012

Monthly burn rate: 8

K previously contributed by the team: 29.1

External K raised so far: 98.5

Own K to be contributed by the team in the next round: 15

Amounts in thousands of euros



## 2

**BELLA IDEA**

Home services at a fixed price

bellaidea.es

ICT

**SUMMARY**

Bella Idea sells maintenance and reform work for the home at a fixed price, through [www.bellaidea.es](http://www.bellaidea.es) and in large DIY stores around the country. The service can be sold with the product providing a solution to the distributor (channel) that their client (consumer) increasingly asks for, especially now that newly built constructions have dropped and home maintenance has tended to rise.

**TEAM**

Martín Díaz Cuadrado, sole founder of the company. Alejandro Ruiz Gallego, CTO of the company; Pau Urbina, head of offline business. We have a total of 12 employees.

**CONTACT**

Martín Díaz  
mdiaz@bellaidea.es  
Av. Via Augusta, 15-25  
08174 Sant Cugat del Vallès  
653 950 219

**PROBLEM/OPPORTUNITY**

There is no easy way of knowing the price of a service and availability. For this reason Bella offers the whole of Spain 450 projects with a fixed price, in less than 72 hours and 3 years' guarantee, available through internet or DIY centres.

**COMPETITION**

Local installers or website quotes that give a price on the internet, without guaranteeing the quality of the service or a fixed price (Habitissimo, Tenders or TuManitas).

**OUR SOLUTION**

Services at a fixed price, all over Spain, in less than 72 hours and with three years' guarantee, and easy to hire through a sales outlet or our website.

**BUSINESS MODEL**

We design a service to sell later in B2B and B2C hundreds of times at a market price. From the price it is sold, Bella Idea charges a commission of 20%-22%; the rest is for the engineer who carries out the work and the distributor who sells the service.

**MARKETING PLAN**

We sell on our web and the technological centres around the country. We also do online advertising and it is made visible in DIY centres in the country.

**NEED FOR FINANCING AND USE OF FUNDS**

We are seeking a round of 500,000 euros, of which we have 400,000 euros confirmed. We have Caixa Capital Risc, who have already accompanied several rounds, and our minimum investment ticket is 50,000 euros with a company value of 1,850,000 euros. We seek to strengthen marketing and enlarge the commercial structure to provide a service to Leroy Merlin, AKI or El Corte Inglés.

	2013	2014e	2015e	2016e
Turnover	273	647	1,385	2,290
EBITDA	-286	-292	-45	91
Financial need	400	1,000	0	0

Amounts in thousands of euros

**EXIT STRATEGY**

Sale of the company to another from the sector (Acciona, ISS, EMTE Services), insurance company or distributor from the DIY sector within the European setting.

**ASK THE ENTREPRENEUR****Martín Díaz**

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

We have to offer excellent quality and manage thousands of services each year with the help of our own management technology that we have designed.

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

It will be a large company with the best portfolio of installers, a large client account folder and big distribution contracts around the country.

Tell us about the most difficult business or personal challenge you have solved

Having to elaborate a business model from zero, that is innovative and international.

How would your friends define you as a person?

Very enterprising and active, challenges accompany me throughout my life.

What is your motto in life?

Impossible challenges do not exist, you have to work hard and be ambitious in all projects, whether professional or personal, everything happens in the end.

**Company founded:** 01/2011

**Monthly burn rate:** 35

**K previously contributed by the team:** 35

**External K raised so far:** 1,015

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

Amounts in thousands of euros



### 3

## BTRIPPLE

Boosting interaction with people

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

ICT



#### SUMMARY

Btripple develops Ninus, an educational platform aimed at schools that projects interactive stories onto the ground. The children enter into the projection and interact with the stories through movement and gestures with their bodies. The stories are multilingual (CAT, SP, EN), have been designed to cover the infant school syllabus, and work on psychomotor activity, languages, group work, reasoning, comprehension and cognitive aspects transversally.



#### TEAM

5 workers of which 4 are partners, and 2 founders: [C. Vilella](#) (founder), [A. Fernández](#) (founder), [A. Carrillo](#) (soci), [P. Atchadé](#) (partner), [H. Fuster](#). We have received funding from La Salle and an investment group. Consultative team made up of university experts: URL, URV, ENTI-UB.

#### CONTACT

Carles Vilella  
[carles@btripple.com](mailto:carles@btripple.com)  
 C. Sant Joan de la Salle, 42  
 08022 Barcelona  
 656 494 140

#### PROBLEM/OPPORTUNITY

There are no platforms of access to digital contents in school for children aged 3 to 6. The digital blackboards (valid for higher educational age groups) are inaccessible (due to the short height of the children), insufficient interaction (tactile), individual use and lack of contents.

#### COMPETITION

There are no platforms adapted to the needs of children aged 3 to 6. Some schools use digital blackboards, all of them inconvenient. International competition: <https://www.wizefloor.com/>, <http://www.om-interactive.com/>.

#### OUR SOLUTION

We project onto the ground to make them accessible to the children. We detect their movement and gestures so that they can interact with the contents and develop psychomotor activity. We enable group participation to develop teamwork. We generate contents that cover the infant school syllabus.

#### BUSINESS MODEL

Ninus is sold as a digital textbook: annual price per child. The school prescribes the purchase, and the families pay it. Btripple charges 25% of the income to promote the brand and develop the software and digital contents with potential for international sales.

#### MARKETING PLAN

We sell through an exclusive distributor in each region. We have a presence at fairs, congresses, sector magazines, the web, universities, ITC seminars, school visits, etc.

#### NEED FOR FINANCING AND USE OF FUNDS

In this second round we need 300,000 euros from private investors, with the goal of: (1) Repeat the business model throughout Spain: recruiting commercial representatives, structure of distribution, presence in sectorial events (communication and marketing); (2) Undertake an international test.

	2013	2014e	2015e	2016e
Turnover	3	60	180	1,800
EBITDA	-48	-121	-19	1,296
Financial need	0	0	200	100

Amounts in thousands of euros

#### EXIT STRATEGY

Sale to a local or international publishing company that in the coming years wishes to make a commitment to introduce digital contents into second-stage infant education.

#### ASK THE ENTREPRENEUR

##### Carles Vilella

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

The educational sector is slow in taking on new solutions. It requires persistent communication and commercial actions to introduce the product.

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

Locally, a Ninus in every school. Internationally, adapting and expanding the use of this educational project throughout Europe and the world.

Tell us about the most difficult business or personal challenge you have solved

Ninus is a complex product. Convincing the 10 institutions and companies that currently back Ninus in the market has been the most difficult yet satisfying challenge.

How would your friends define you as a person?

Optimist and open with enthusiasm and persistence when facing new challenges.

What is your motto in life?

Personal family and professional balance as a starting point to meet any challenge.

Company founded: 09/2012

Monthly burn rate: 12

K previously contributed by the team: 20

External K raised so far: 298

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

Amounts in thousands of euros

## 4 CHICPLACE

Shopping in the most chic boutiques

chicplace.com

ICT



### SUMMARY

ChicPlace is the first marketplace dedicated to the sale of chic products in Europe and Latin America. ChicPlace.com offers the opportunity to go shopping in the most attractive shops of cities such as Barcelona, Paris or Milan, and buy unique products in just one click. Today we have exclusivity contracts with more than 300 shops in Spain, France, Italy and Columbia.



### TEAM

Experts in digital business. All are fulltime members. [Sergi Pastor](#), expert in online marketing; [Marta Antúnez](#), MBA INSEAD, expert in strategy, Gerard Olivé and Miguel Vicente, successful entrepreneurs.

### CONTACT

Marta Antúnez  
marta@chicplace.com  
C. València, 333  
08009 Barcelona  
654 082 074

### PROBLEM/OPPORTUNITY

Many small shops want to sell on Internet but do not have the tools, knowledge or budget to do so and achieve good results. ChicPlace offers an easy and accessible solution to position them on the Internet, sell online and reach an international public.

### COMPETITION

General marketplaces such as Rakuten and specialists in chic products present in other regions, such as NotOnTheHighStreet in the United Kingdom with a turnover of £50M.

### OUR SOLUTION

We are *chic-hunters*: experts in fashion, trends and design, we make a careful selection of the most attractive shops and most chic products. We have a very powerful platform totally integrated with the shops and logistic suppliers.

### BUSINESS MODEL

We retain a 30% commission on each sale. The sales transaction is done through our platform and we pay the shops in 45 days, obtaining a positive cash flow. Other income comes from monetising the web spaces and charging for advertising.

### MARKETING PLAN

Advertising campaigns with media groups to build the brand, online marketing campaigns to gain new clients, SEO, SEM, social networks, making clients loyal.

### NEED FOR FINANCING AND USE OF FUNDS

We are looking for 200,000 euros. The funds will be used to invest in marketing, develop the mobile strategy (responsive web and app) and to continue building a good team.

	2013	2014e	2015e	2016e
Turnover	115	656	2,768	6,899
EBITDA	-806	-711	-265	672
Financial need	700	1,125	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to buyers such as: general marketplace, specialised marketplace, media group, bank.

### PREGUNTA A L'EMPREDORA

#### Marta Antúnez

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

To ensure that the information about the products is complete we organise courses for the shops to explain the importance of good content.

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

ChicPlace will be the leading marketplace of chic products in Europe and Latin America.

Tell us about the most difficult business or personal challenge you have solved

Ensuring that the time stays motivated in the different stages of the company.

How would your friends define you as a person?

Optimistic, dynamic and entrepreneurial.

What is your motto in life?

*Be unique.*

Company founded: 04/2013

Monthly burn rate: 35

K previously contributed by the team: 150

External K raised so far: 550

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

Amounts in thousands of euros

## 5 CODIWISE

Win win solution

codiwise.com

Mobile



### SUMMARY

Codiwise is a transversal platform of promotions for companies and establishments aimed directly at the end consumer. Innovating with the use of QR codes as currency and geo-localisation, Codiwise enables us to know who, how and when a product is consumed. Through Codiwise the company rewards the consumer with cash (QR) and obtains the information about the users who have received this promotion.



### TEAM

Founding partners: [Llorenç Bové](#), [Àlex Barceló](#), [Jordi Gili](#) and [Lorena Banyuls](#).

### CONTACT

Llorenç Bové  
llorensbove@codiwise.com  
C. Sant Roc, 2  
17190 Salt  
663 849 167

### PROBLEM/OPPORTUNITY

Companies do not know who is consuming their products with the current marketing systems, at the most being able to segment by locality, gender and age group. With Codiwise they have all this information: name, surname, age, sex, mail and place and time of consumption.

### COMPETITION

Discount coupon companies (Groupon, Letsbonus). Companies such as Danone that have developed their own campaign models for obtaining similar information (not transversal).

### OUR SOLUTION

Printing of a Codiwise code on the products to be able to give a direct discount to the consumer without queuing at the till and thus to the company the data of who has consumed and how. Additionally, the consumer gets the discount on the product.

### BUSINESS MODEL

Sale of codes, processing of balances, interests produced by the users' balances, sale of business intelligence reports.

### MARKETING PLAN

Self-configurable online product. Through resellers, marketing of printing agencies, and own team of sellers. Through printed codes on the products, social networks, word of mouth...

### NEED FOR FINANCING AND USE OF FUNDS

Codiwise is being greatly appreciated by the companies where it has been introduced. To facilitate the implementation of Codiwise much more, we want to defray the additional costs of printing the codes on their products and thus generate the need to implement Codiwise systematically on their production line.

	2013	2014e	2015e	2016e
Turnover	3	26	361	963
EBITDA	-47	-198	10	300
Financial need	50	200	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Launch with entrance of risk capital in the internationalisation process or by the sale to one of the big companies in the sector.

### ASK THE ENTREPRENEUR

#### Llorenç Bové

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

Not finding funding to be able to grow quickly. Achieving private investors whether they are business angels, venture capitals...

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

Very big and run by someone I still don't know.

Tell us about the most difficult business or personal challenge you have solved

Making Codiwise grow being aware that to be able to grow you have to open the shareholding to human capital that will contribute everything necessary to be able to move forward.

How would your friends define you as a person?

Entrepreneur, entrepreneur, entrepreneur, good friend and entrepreneur.

What is your motto in life?

Doing what you like to achieve what you want.

Company founded: 02/2012

Monthly burn rate: 2,5

K previously contributed by the team: 74

External K raised so far: 50

Own K to be contributed by the team in the next round: 20

Amounts in thousands of euros

## 6 COOKBOOTH

The Social Cooking Experience

cookbooth.com

Creative industries



### SUMMARY

Cookbooth is a new means for chefs, foodies and brands that need to document and share their recipes. The app is a work tool that enables them to create, file and share visual and detailed photo-recipes step by step. They create a personal bookshop that enables them to relate, promote and divulge their knowledge and also sell recipes. Promoted by Apple and number 1 in downloads in 82 countries, its mission is to inspire people to cook more and eat better.



### TEAM

Partners: Víctor Fortunado, CEO; Malwine Steinbock, COO; Ivan Içra, head of production. Agreements: InqBarna, technological partner, and Jesus del Campo, technical head. Mentors: Àlex Segura, head financier; Toni Cuspiera, legal and business and Xavier Verdaguer, mentoring start-up.

### CONTACT

Víctor Fortunado  
victor@cookbooth.com  
C. Diputació, 216, 1r 2a  
08011 Barcelona  
667 413 397

### PROBLEM/OPPORTUNITY

Foodies: there is no reference app for sharing recipes. Cooking professionals in Europe: there is no tool for organizing their recipes in the cloud and promoting themselves. Brands: they need to establish value relations with their consumers announcing products, creating contents and turning the consumer into a reseller and creator of quality contents for the brand.

### COMPETITION

The majority of cooking apps are focused on proximity. Some help users to create contents: Foodily, Snapguide. Others provide access to chefs: Jamie Oliver, Adrià en Casa.

### OUR SOLUTION

The app allows the creation of visual and detailed photo-recipes while they are cooking, to index them in a bookshop of personal recipes and to also share them all in Cookbooth and Facebook, Twitter or by e-mail. They therefore offer a double solution: management and promotion.

### BUSINESS MODEL

Technology: software as a service, functionalities of occasional or regular payments. Contents: creation and promotion of contents by chefs and brands. Market: users who can sell contents following the guidelines. Big data: data analysis by effective commercial campaigns.

### MARKETING PLAN

Global distribution through Apple and Google Play. Recruitment of top chefs and influential foodies (instagram, bloggers) with the "chefs & foodies" movement that invites them to join by creating photo-recipes from the Cookbooth blog.

### NEED FOR FINANCING AND USE OF FUNDS

Financial needs 2014-2016: 525,000 euros + 75,000 euros (Enisa pre-awarded). Series A: 210,000 euros and Series B: 315,000 euros. We will finance Series A and B with business angels or venture capital. Goal: technological development, marketing and contents production, use.

	2013	2014e	2015e	2016e
Turnover	0	43	396	1,112
EBITDA	0	-173	-201	246
Financial need	0	210	315	0

Amounts in thousands of euros

### EXIT STRATEGY

We are open to any possibility. The objective is the sale to a larger company or grow and appear in the MAB.

### ASK THE ENTREPRENEUR

#### Víctor Fortunado

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

We do not have previous experience in creating companies. We have solved problems incorporating experts and talent to make the project grow.

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

As a reference platform for photo-recipes where chefs and foodies from around the world manage their own and bought recipes.

Tell us about the most difficult business or personal challenge you have solved

Leaving the post as creative director, move to Silicon Valley, work in partnership, incorporate two partners to the team and seek funding to make Cookbooth.

How would your friends define you as a person?

Capable of meeting the challenges set and making friends on the way.

What is your motto in life?

Everything is impossible until it becomes incredible.

Company founded: 07/2013

Monthly burn rate: 23

K previously contributed by the team: 75

External K raised so far: 0

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

Amounts in thousands of euros

# 7

## DO IT ORIGINAL

Created by DIO, Designed by You  
doitoriginal.com  
ICT



### SUMMARY

E-commerce selling the latest clothes designed and personalised by the user themselves. Through the platform, the user chooses the collection and the item of clothing they want to personalise, test the different fabrics and combinations in the item chosen and see how it looks in a simulator. It features our own simulator. Collaboration with designers to who propose personalised collections. Agreement with dressmaking workshop owned by one of the partners.



### TEAM

Carolina Delgado, CEO 41, economist, retail businesswoman since 2000; Julio Bou, 59, CTO industrial engineer, director of several technological multinationals; Cèlia Ventosa, 46, industrial engineer, MBA, experience in SI in multinationals.

### CONTACT

Carolina Delgado  
cdelgado@doitoriginal.com  
Ctra. Sant Cugat, 63 B, 2n  
08191 Rubí  
609 837 217

### PROBLEM/OPPORTUNITY

The clients are women aged between 30 and 60, online buyer, who is looking for exclusivity. The problem they have is that in the global fashion market it is difficult to find personalised items and current exclusives.

### COMPETITION

Emerging online sector. New concept. New competitors are appearing: annalozabai.com (Valencia), bowanddraped.com (USA), duald-dressdesign.com (Madrid).

### OUR SOLUTION

Own technology of the design configurator. Platform for including collections by designers of external fashion. Cutting and dressmaking done in Barcelona workshops.

### BUSINESS MODEL

Direct sale to end client by e-commerce. Payment at time of purchase (catwalks by payment). Variable costs (design, cut, fabrics, dressmaking, packaging and transport costs) approximately 40% of the sales price. Margin of up to 50% if the collection is own design.

### MARKETING PLAN

E-commerce platform that reaches the clients by online (social networks, SEO, SEM, mailings and membership) and offline marketing (media, multi-brand retail plans and pop-up stores).

### NEED FOR FINANCING AND USE OF FUNDS

Necessity of: 105,000 euros. 2014, human resources, 2 (marketing/design): 16,200 euros; online marketing campaigns, 19,500 euros. 2015: human resources, 4: 90,000 euros; online marketing: 96,000 euros.

	2013	2014e	2015e	2016e
Turnover	1	36	370	1,390
EBITDA	-46	-45	-40	340
Financial need	0	105	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Open to two possible launch strategies for 2016. Second round of funding with the entrance of an external investor or sale to a company from the sector. Another possibility is the repurchase by the partners.

### ASK THE ENTREPRENEUR

#### Carolina Delgado

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

Emerging competition. Solution: accelerate growth.

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

Selling internationally producing abroad with the collaboration of recognised designers.

Tell us about the most difficult business or personal challenge you have solved

Resizing my first company (Tailor&Co) to adapt to the needs of the crisis we are experiencing in Spain.

How would your friends define you as a person?

As a go-ahead person who converts problems into challenges, balanced, practical, honest.

What is your motto in life?

Sometimes you win and sometimes you learn.

Company founded: 03/2013

Monthly burn rate: 3

K previously contributed by the team: 20

External K raised so far: 43

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

Amounts in thousands of euros



## 8 EL COMPRADOR

We buy for you  
elcomprador.cat  
ICT



Reus  
Tarragona  
Business Angels



El comprador

### SUMMARY

The SUPER SUPERMARKET. It has all the white brands of the biggest supermarkets (Carrefour, Mercadona, El Corte Inglés, Caprabo-Eroski) at the best price (thanks to a comparer), local produce (fresh, organic and traditionally made) with home delivery and a unique price for the client. 360° of the shopping.



### TEAM

A. Díez, MBA, U. MBA, U. Deusto and a degree in Law; J. M. Vallvé, PDD IESE and industrial engineer (UPC). 2 fulltime founders and 6 employees. Shareholder participation of 4 business angels.

### CONTACT

Álvaro Díez Avilés  
alvaro@elcomprador.cat  
C. Isaac Albéniz, 13  
43007 Tarragona  
677 056 870

### PROBLEM/OPPORTUNITY

Time devoted to occasional family shopping. Opportunity: we achieve the most efficient and economic shopping thanks to our comparer of 4 supermarkets, always delivering the most economic product of the supermarkets plus local and organic products.

### COMPETITION

Traditional supermarkets + traditional supermarkets with online selling (Carrefour, Mercadona...) and online supermarkets (Ulabox, Tudespena and Hiperdirect).

### OUR SOLUTION

Web (elcomprador.cat) in which you automatically choose the best price of the product chosen and a single order delivered home adding local and organic products. From soft drinks to an organic lettuce as well as the white brand products.

### BUSINESS MODEL

Commercial margin that is obtained from the wholesale distributors. Payment by clients of the home delivery service. Publicity on the web.

### MARKETING PLAN

Digital marketing (social networks, SEM & SEO, Member get Member, potential e-mailing...). Traditional marketing (mass media, multi-sector fairs, own sellers ...)

### NEED FOR FINANCING AND USE OF FUNDS

200,000 euros to invest in: execution of marketing plan, improvement of warehouse operations, growth in new delivery areas, development and improvement of technology to make it even easier for clients to shop. We are financing with Enisa 55,000 euros, 4 business angels 292,000 euros and unsalaried in the first 3 years.

	2013	2014e	2015e	2016e
Turnover	129	725	3,301	11,810
EBITDA	-82	-154	106	1,401
Financial need	0	100	100	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to a company from the conventional food sector or Internet, sale to a funding partner.

### ASK THE ENTREPRENEUR

#### Álvaro Díez

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

The lack of habit in online food shopping. To solve this we make the most of the growth in e-commerce, creating brand awareness (traditional and digital means). We double sales quarterly. 8 out of 10 clients shop again.

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

Sales leaders in the Iberian Peninsula of e-commerce in food. With our own white brand and with an international presence.

Tell us about the most difficult business or personal challenge you have solved

Ensuring the economic and business feasibility of El Comprador thanks to a capital input of 292,000 euros from 4 business angels (businesspersons of recognised prestige).

How would your friends define you as a person?

Hard-working, ambitious, honest, friendly.

What is your motto in life?

100% attitude

Company founded: 11/2012

Monthly burn rate: 10

K previously contributed by the team: 40

External K raised so far: 347

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

Amounts in thousands of euros

## 9

## EYETOK

Let's watch the world live together!

eyetok.com

Mobile



## SUMMARY

It is a unique service based on a mobile app that enables one to see what is happening live in the world, through geo-localised smartphones of other users, as it was being seen through our eyes. Each smartphone acts as a mobile webcam, and enables interaction during the streaming by means of arrows and chat to direct the broadcast in real time. You can connect with a user to see what they are seeing, or broadcast what you are seeing.



## TEAM

Co-founders: [Oskar Vidal](#) and [Bruno Saguer](#), dedicats al 95%. 95% dedicated. 7 years ago, they founded the innovative advertising agency Larsson-Duprez. External: CTO advisor Rafa de Bofarull, and CFO advisor Victor Sunyer. They also have a digital marketing support.

## CONTACT

Bruno Saguer  
bruno@eyetok.com  
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08024 Barcelona  
617 226 001

## PROBLEM/OPPORTUNITY

Being able to see live what is happening anywhere in the world with your own eyes or as if you were there: events, news, curiosities, discover, verify, check, any fleeting moment, etc. It is a live experience of social discovery.

## COMPETITION

Videoconference with my diary: Facetime or Skype. Passive platforms of live contents: Bambuser or Qik. Streaming apps: Yewvo and Mobli, you cannot interact.

## OUR SOLUTION

Eyetok is the only app that enables you to see what is happening anywhere live, connecting with geo-localised users in the world, and co-creating each video while the receiver interacts and guides the broadcaster in order to see exactly what they want.

## BUSINESS MODEL

B2C: Freemium model, monthly subscription to accede to more streaming time, more video capacity and more functions. In the future by advertising in micro-video format. B2B: licence model by sectors: media and journalism, mobile operator...

## MARKETING PLAN

The launch is global and will combine: ASO (AppStore positioning), display actions in CPC/CPD on Facebook, Google and marketing mobile networks RTB, and PR in media.

## NEED FOR FINANCING AND USE OF FUNDS

Seed round for the next 6 months: 250,000 euros (FFF + business angel). The budget will be used to gain users, commercial action, the rest for development and creating our own team. At present there are funds of 46,000 + 150,000 promised in FFF. Awaiting BA. Round A: 1,000,000 euros + round B: 1,500,000 euros to reach the end of 2016 with a breakeven and 4 million users.

	2013	2014e	2015e	2016e
Turnover	0	0	850	6,500
EBITDA	-135	-218	-1,300	-1,230
Financial need	0	250	1,000	1,500

Amounts in thousands of euros

## EXIT STRATEGY

a) Licence mobile operators who want to offer it as a service and provide added value for their users and subscribers to differentiate themselves; b) Integration into another social network or video platform, which does not yet have mobile users, or consumers of real time video.

## ASK THE ENTREPRENEUR

**Oskar Vidal and Bruno Saguer**

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

(OV) That somebody bigger copies the idea and can integrate it into their mass of users. What we need is to grow quickly and turn Eyetok into a generic for watching live, just like for a videoconference people think of Skype.

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

(BS). Either we'll be a Twitter of live video where each user will be able to broadcast to their follower what they are seeing, or we'll be integrated into another product or service.

Tell us about the most difficult business or personal challenge you have solved

(OV). Self-financing a technological project, because in a global mobile video project you don't know when the investment ends. Managing technological teams.

How would your friends define you as a person?

(BS). Dreamer with my feet on the ground.

What is your motto in life?

(OV). It's impossible for nothing is impossible.

**Company founded:** 03/2013

**Monthly burn rate:** 15

**K previously contributed by the team:** 135

**External K raised so far:** 196

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

Amounts in thousands of euros

10

## FANCYBOX.COM

Welcome to beauty

fancybox.com

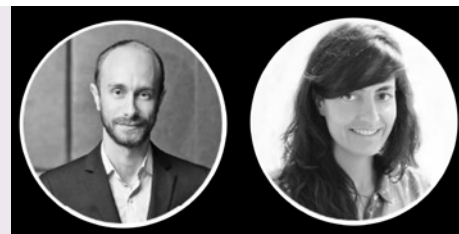
Retail and distribution



FANCY • BOX  
BIENVENIDA BELLEZA

## SUMMARY

The first and only regional e-commerce for beauty in Latin America, present in Argentina, Chile, Columbia, Peru and Mexico. With a famous co-founder as an image of each country and with agreements with the main media groups for advertising campaigns (9 million euros on Colombian TV, TV and radio in Peru and others). We also have the licence to operate beauty e-commerce in magazines such as *Hola!* or *Elle* in the region.



## TEAM

2 Co-founders full time: [Marc Sorli](#) and [Imma Santisteban](#). And 16 fulltime employees. With the BeFactory incubator, Gerard Olivé. Investors: Antai BAN, ESADE BAN, Cabiedes & Partners, Caixa Capital micro.

## CONTACT

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08009 Barcelona  
658 841 114

## PROBLEM/OPPORTUNITY

The Latin American woman spends 17% more on beauty than women in the rest of the world, but the brands do not reach everywhere. We bring beauty to Latin America in 1-5 dies. Market: 4.1 million women aged between 25 and 40 who shop online (480 million euros per year) with an annual growth of 15%.

## COMPETITION

Direct selling: Avon, Belcorp, Natura, Yambal... But by more popular sectors. Local retailers with web page, but they are not regional: Fedco, Rouge, Jouliraque...

## OUR SOLUTION

Only regional player. Best price. Own technology. We manage beauty e-commerce platforms for third parties (major women's media outlets).

## BUSINESS MODEL

Beauty e-commerce with own brand (Fancybox) and beauty e-commerce through leading women's magazines: *Hola!* by Fancybox, *Elle* by Fancybox, *Mujer* by Fancybox... The media partners guarantee us quality content and transit.

## MARKETING PLAN

We have almost 100,000 leads and around 8,000 women who have bought from us. We have closed investment deals with media groups to undertake awareness campaigns (9 million euros on Colombian TV).

## NEED FOR FINANCING AND USE OF FUNDS

We are looking for 400,000 euros to accompany the growth that will come with the agreements we have signed, mainly for HR and investment in marketing. Among investors we are looking for a change of equity in the Spanish holding. We already have 200,000 euros confirmed in investments with branches (Mexico and Chile).

	2013	2014e	2015e	2016e
Turnover	190	1,024	2,219	4,842
EBITDA	-1,150	-538	1,635	7,273
Financial need	0	600	0	0

Amounts in thousands of euros

## EXIT STRATEGY

We have already had contact with 4 possible European and Latin American buyers. Companies from the beauty sector interested in entering Latin America or companies from the region interested in strengthening the online channel.

## ASK THE ENTREPRENEUR

## Marc Sorli

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

They were the operations that fortunately we have resolved.

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

Being the reference brand for beauty in Latin America and southern Europe.

Tell us about the most difficult business or personal challenge you have solved

Pivoting the model of Fancybox, from subscription boxes to beauty e-commerce. It has been successful.

How would your friends define you as a person?

Extremely sociable, mediator and hard-working.

What is your motto in life?

You achieve more with a smile than with a shout.

Company founded: 05/2012

Monthly burn rate: 40

K previously contributed by the team: 320

External K raised so far: 1,200

Own K to be contributed by the team in the next round: 150

Amounts in thousands of euros

## 11

## LA COMMUNITAT EDITORIAL DIGITAL

Magazines that Move

lacommunitat.com

ICT



## SUMMARY

We are experts at creating interactive magazines for tablets and smartphones (our product UnBreak has 70,000 active users, and according to Apple, our magazine is among the most downloaded ever. Leaders in 17 countries). In December 2014 we will launch a marketplace called MEDIAZINES using our own, highly innovative technology with 12 global and specialized magazines inside. We will be for magazines what Spotify and Netflix are for music and film and television series.

## TEAM

Founding team: [Jose J. Priego](#), [Daniel Priego](#), [Bernat Collell](#). Working team: [Julio Estrella](#), [Borja Sánchez](#), [Mire Arias](#), [Miri Domènech](#), [Roberto Zazo](#), [Estefania Carrillo](#), [Sergi Pena](#) and [Joe Tudesky](#).



## CONTACT

Jose J. Priego  
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Parc Científic de Girona. C. Emili Grahit, 91  
17003 Girona  
661 976 425

## PROBLEM/OPPORTUNITY

Around 99% of current magazines for tablets and smartphones are PDFs (very poor usability for users). They also create a lot of problems technologically and they fail to take advantage of the global nature of being in many countries and create local products (*iHola!*, *Lecturas*, etc.). And, too, their advertising model is obsolete. We have the opportunity to lead the market, a market that currently has a turnover of over 100,000 million dollars per year.

## COMPETITION

Traditional publishers Condé Nast (Axel Springer, Condé Nast, Prisa, Hearst Magazines, Grupo Zeta, GyJ) and especially PDF marketplaces (Zinio, Magzter, Kiosco and also Orbyt).

## OUR SOLUTION

Products adapted to tablets and smartphones (responsive HTML5) using in-house technology. Engaging content (exclusivity with the top Hispanic bloggers). A marketplace with a unique service (a monthly payment of €1.79 and access to a minimum of 12 magazines). Interactive advertising geolocalized by country (19 countries).

## BUSINESS MODEL

Freemium model: users are able to read some magazine content but not all. Paying a flat fee of €1.79 per month provides unlimited access. Advertising: our magazines have interactive advertising (or video games) geolocalized by country. This provides a 19-fold increase in revenue.

## MARKETING PLAN

Our bloggers have over 10 million followers on social networks and blogs. We will run 220 monthly ad campaigns on Facebook Mobile (by target audience and country). Over 200 press releases per month (by target audience and country). We have 12 magazines/products with different target audiences (with their social networking pages and websites).

## NEED FOR FINANCING AND USE OF FUNDS

We need 300,000 euros. This investment will go towards technology, marketing and the production of 11 new magazines. We have already raised 200,000 euros, all from professional investment funds.

	2013	2014e	2015e	2016e
Turnover	43	136	1,488	4,964
EBITDA	-520	-256	459	2,646
Financial need	40	300	0	0

Amounts in thousands of euros

## EXIT STRATEGY

When we reach 3,000,000 million users (3-5 years), we can sell the magazines to a major publisher like Axel Springer, Condé Nast, Prisa, Hearst Magazines, Planeta, Grupo Zeta or GyJ. The value could exceed 100 million euros. Murdoch paid 52 million euros for 5% of Vice magazine.

## ASK THE ENTREPRENEUR

## Jose J. Priego

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

For the user to be unfamiliar with the product. We are resolving it with the best possible marketing techniques.

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

As the most important digital publisher for tablets across the Hispanic market and with a valuation of over 100 million euros.

Tell us about the most difficult business or personal challenge you have solved

Attracting over 60 external collaborators of the highest caliber (Victor Amela, Quim Morales and Álvaro Benito among others) to participate in the project.

How would your friends define you as a person?

Extroverted, hardworking and a leader.

What is your motto in life?

Making my work my hobby.

Company founded: 11/2011

Monthly burn rate: 20

K previously contributed by the team: 160

External K raised so far: 200

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

Amounts in thousands of euros



# 12

## LYNCOS TECHNOLOGIES

The Internet of Things for the People

lyncos.com

ICT



### SUMMARY

Lyncos Technologies' vision is to create a social network of objects in the cloud, thus allowing our objects to communicate with each other and allowing us to share them with other people's. Our product is called Lhings and it is our proposal for making the Internet of Things a reality.



### TEAM

Agustín Navarro and Jose Antonio Lorenzo (founders, working full time at the company). Staff: Sergi Martínez, David Peñuela, Alessandro Ludovici. Consultants: Diego Fernández and Javier Marcipar.

### CONTACT

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### PROBLEM/OPPORTUNITY

By 2020 there will be approximately 8 Internet-connected devices per person, creating a need for these devices to be able to communicate with each other and not only humans.

### COMPETITION

Existing proposals, while they have not resolved the problem, provide a benchmark: AllJoyn (Qualcomm), Xively (LogMeIn), IFTTT and Evrythng.

### OUR SOLUTION

Lhings makes it simple to interconnect devices and subsequently use and manage them through a generic and open platform. Main differential: end user as target audience and its social nature.

### BUSINESS MODEL

Our first line of business is B2B and based on custom development to generate solutions and connected experiences. In the second, our client is the end user who pays to obtain additional services through a subscription plan.

### MARKETING PLAN

Our marketing plan is underway and based on designing and developing experiences connected to retail companies.

### NEED FOR FINANCING AND USE OF FUNDS

To accelerate our growth, 500,000 euros are needed. We have part of this sum. To obtain the rest we need co-investors. These funds will be partly invested in staff, mainly salespeople, and partly in communication.

	2013	2014e	2015e	2016e
Turnover	18.2	200	600	2,500
EBITDA	-113	-446	-530	930
Financial need	150	500	800	0

Amounts in thousands of euros

### EXIT STRATEGY

We are open to negotiating a sale with an investor when it is deemed appropriate.

### ASK THE ENTREPRENEUR

#### Agustín Navarro

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

Being far ahead of the market. We are resolving it by creating specific solutions and use cases.

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

As having pioneered the first social network of objects.

Tell us about the most difficult business or personal challenge you have solved

Innovating, demonstrating and moving ahead with a project based on something that did not previously exist.

How would your friends define you as a person?

A fighter.

What is your motto in life?

Fight, persevere and win.

Company founded: 02/2012

Monthly burn rate: 8

K previously contributed by the team: 35

External K raised so far: 150

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

Amounts in thousands of euros



## 13

## MIGTRON ROBOTICS

Advanced minds for smart robots

migtron.com

ICT



## SUMMARY

Service robots are already among us. With three million units sold each year (mainly cleaning and entertainment robots), this market is expected to reach a volume comparable to that of the Internet in a few years. At Migtron Robotics we develop software applications for these service robots, allowing them to perform increasingly complex tasks with great autonomy and efficiency.



## TEAM

José Luis Albarral (founder), CEO and software developer. Masters in Computer Vision and Robotics. Full time. Alejandro Agostini (consultant), research scientist. PhD in Artificial Intelligence. Part time. External consultants: Institut de Robòtica i Informàtica Industrial (UPC-CSIC). Workers on staff: 1.

## CONTACT

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## PROBLEM/OPPORTUNITY

Today's cleaning robots (iRobot, Samsung, Philips, Karcher...) have no ability to see. They are unable to tell when they have finished cleaning a room or how to find the next room. They therefore require frequent intervention to operate.

## COMPETITION

Robot manufacturers, who create their own software, provide remote control devices to alleviate the problem, but they do not offer a real solution.

## OUR SOLUTION

A software application that enables the robots to see and navigate intelligently, making it possible for them to move autonomously through any space. The only requirement is for the robot to have a built-in camera, as is now the trend for recent models.

## BUSINESS MODEL

Sale of software licenses to manufacturers with a license for each robot that uses our solution. The manufacturer is responsible for installing it on each robot in the factory and the subsequent distribution.

## MARKETING PLAN

Presentation of the product at international trade fairs (USA, Europe, China, Korea and Japan). Advertising campaigns on the Internet and in technology magazines.

## NEED FOR FINANCING AND USE OF FUNDS

We need 150,000 euros to finance the development and marketing of our intelligent navigation solution for robots: 120,000 for development (hiring 4 engineers for 12 months) and 30,000 for marketing (hiring a salesperson, renting a booth for a number of international trade fairs and advertising campaigns).

	2013	2014e	2015e	2016e
Turnover	0	0	150	750
EBITDA	0	-73	-70	190
Financial need	0	150	0	0

Amounts in thousands of euros

## EXIT STRATEGY

Selling to a major industry corporation or taking on new investors.

## ASK THE ENTREPRENEUR

## José Luis Albarral

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

The emergence of a competitor with another vision solution. We will compete by adding new features to our solution to make it even better.

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

Rapidly expanding globally, opening development and customer support centers in Germany, USA, Korea and Japan.

Tell us about the most difficult business or personal challenge you have solved

A design flaw caused my first client presentation to be a failure. I had to redesign and reimplement much of the system, obtaining a much more robust and reliable system.

How would your friends define you as a person?

Idealistic, ambitious, passionate and a fighter.

What is your motto in life?

If you have a dream, pursue it with determination.

Company founded: 01/2010

Monthly burn rate: 2

K previously contributed by the team: 25

External K raised so far: 0

Own K to be contributed by the team in the next round: 20

Amounts in thousands of euros

## 14

## MOVINTRACKS BARCELONA

Smart Interactions

movintracks.io

Mobile



## SUMMARY

Movintracks is an online desktop that allows you to generate and control mobile advertising campaigns based on the movement and behavior of users in a given environment whether outdoor or indoor. It is aimed at agencies and the marketing departments of companies, sports clubs, facilities and so on.



## TEAM

Founding team: Àlvaro Martínez, Xevi Montoya, David Martí and Emilio Iarlori. Our advisor in the investment round is Daniel Clivillé. Àlvaro Martínez is the founder working at the company full time. There are also five additional employees: a sales manager, a sales assistant and three programmers.

## CONTACT

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08029 Barcelona  
605 272 535

## PROBLEM/OPPORTUNITY

Our clients are all companies interested in reaching their customers with contextual and desired advertising based on their behavior when they are at a sales point or in a physical space (stadium, airport, cultural facility, theme park, concert and so on).

## COMPETITION

Estimote, Kontakt, Radius Networks, Innoquant.

## OUR SOLUTION

Movintracks allows you to locate a customer in an establishment or area with a margin of error of centimeters and send an advertisement (a coupon, for instance) when he or she is in front of a product.

## BUSINESS MODEL

The revenue model is a setup fee and a payment based on the volume of monthly unique users of the application. The cost for Movintracks is virtually flat, so the economies of scale possibilities are enormous.

## MARKETING PLAN

The product is sold through a network of high-flying sales agents and through resellers, mainly advertising and marketing agencies. Online, SaaS solutions will be sold in the medium term.

## NEED FOR FINANCING AND USE OF FUNDS

We are in an investment round seeking 170,000 euros that will serve primarily to strengthen advertising and allow us to lift barriers in the market with agreements with major agencies and operators. We expect to obtain the funds from small business angel investors.

	2013	2014e	2015e	2016e
Turnover	0	498	1,364	2,400
EBITDA	0	-269	61	635
Financial need	0	170	0	0

Amounts in thousands of euros

## EXIT STRATEGY

The options for an investor are typical in these cases: sale to a major market player (here large advertising agencies would be candidates—in fact, they have already proposed this to us) or investment by a large venture capital or investment fund operator.

## ASK THE ENTREPRENEUR

## David Martí

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

To quickly close the current funding round so as not to lose market opportunities. We will resolve it by focusing on investors who understand digital business.

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

As having become a world leader in mobile marketing from Catalonia.

Tell us about the most difficult business or personal challenge you have solved

Building a company at 20 years old while also studying and being student body president at the University of Girona.

How would your friends define you as a person?

Loyal, hardworking and fun.

What is your motto in life?

Live and let live.

Company founded: 10/2013

Monthly burn rate: 15

K previously contributed by the team: 30

External K raised so far: round for 170 underway.

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

Amounts in thousands of euros

# 15 NAUTAL

Now Sailing Is within Everyone's Reach

nautal.es

ICT



## SUMMARY

We are a platform for boat rentals between individuals. The company was founded in May 2013, and the following month we opened a fully customized platform. Over these months we have expanded our fleet and obtained an investment round. In June 2014 Nautal will open in France.



## TEAM

Founders: [Octavi Uya](#) (CEO), [Roger Llovet](#) (COO), [Eduardo Robsy](#) (CTO) and [Eduard Llovet](#) (UX). Investors: [Albert Armengol](#) (Doctoralia), [Luis Cotero](#) (Cosas de Barcos), [101Startups...](#)

## CONTACT

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## PROBLEM/OPPORTUNITY

Boats are very expensive assets to acquire and maintain and they are extremely underused. People interested in renting them are faced with an expensive and highly inflexible market (weekly rentals).

## COMPETITION

In Spain, charter companies (Rumbo Norte) and agencies (BoatBureau) but no P2P. In the US, there is the P2P Boatbound and in Greece, Incredibleblue.

## OUR SOLUTION

We offer boat rentals that are cheaper, more flexible and more varied.

## BUSINESS MODEL

We take a 15-20% commission on the reservation. Our costs are customer acquisition (SEM, commissions, etc.) and staff.

## MARKETING PLAN

So far we have mainly focused on online marketing via SEM and SEO. Now we will also begin to explore offline channels (agreements with hotels, sailing schools...).

## NEED FOR FINANCING AND USE OF FUNDS

In our current round we are seeking 300,000 euros plus 200,000 euros in public funding. This financing will be used to accelerate growth and open Nautal to new markets.

	2013	2014e	2015e	2016e
Turnover	20	400	1,680	6,123
EBITDA	0	-220	-300	+40
Financial need	185	500	0	0

Amounts in thousands of euros

## EXIT STRATEGY

The aim is to create a company with solid cash generation and the most likely exit is the sale of the company to an international competitor like BoatBound, which has already obtained 4 million dollars in funding and plans to come to Europe in 2015.

## ASK THE ENTREPRENEUR

### Octavi Uya

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

Managing to maintain strong traction and replicate the model in other countries, and we will resolve this with our team and good hiring.

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

As an established company but with strong growth, already present in many countries.

Tell us about the most difficult business or personal challenge you have solved

Developing a business from scratch.

How would your friends define you as a person?

Ambitious, dynamic and someone who helps the people on his team grow.

What is your motto in life?

There's a commercial slogan that marked me as a child: *Face your fears, live your dreams.*

Company founded: 05/2013

Monthly burn rate: 20

K previously contributed by the team: 20

External K raised so far: 90

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

Amounts in thousands of euros

# 16

## PAYRANDOM

The Fun Way to Shop Online

payrandom.com

ICT



### SUMMARY

PayRandom is an online price roulette assigning prices at random that allows online businesses to increase sales and customer loyalty and lets users make purchases at deeply discounted prices or even free in a way that is fun, exciting and unique to the market. Second place in the Conector eShow 2014 competition, Top 20 Million Pound Startup 2014, finalists EmprendedorXXIDigital 2013.



### TEAM

Arnau Torné (CEO), Adrià Muixí (CTO) and Jordi Pineda (COO). Current staff: 7 people (full-time members). There is no business angel or venture capital stake in the company. External consultants of note: Martí Manent (CEO Derecho.com and VP Confianza Online).

### CONTACT

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### PROBLEM/OPPORTUNITY

Low traffic, low repeat business, few conversions and little differentiation for electronic businesses. PayRandom improves things with an innovative, economical and safe system, increasing sales and customer loyalty with a fun and safe purchase.

### COMPETITION

Similar competitors that seek to increase e-commerce sales through a number of techniques such as Yipiii, Blueknow, Brainsins and Ecommbits. But PayRandom is the only tool that has made the price a game for the customer.

### OUR SOLUTION

Increases e-commerce sales by making promotions more attractive through the appeal of a big discount and the gamification of payment, creating engagement, virality and more traffic. It uses the PayPal gateway, positioned worldwide.

### BUSINESS MODEL

We charge online businesses a flat monthly fee based on transactions completed with the possibility of signing up for external services such as a marketplace presence, marketing consulting and comprehensive campaign creation.

### MARKETING PLAN

Marketing worldwide via Internet and direct sales to online businesses by phone, in person or by email with online demos. And it will be promoted to users via Internet and through campaigns in different media and on social networks.

### NEED FOR FINANCING AND USE OF FUNDS

We are seeking 150,000 euros for R+D+I, technical and sales staff and marketing and distribution of the product from business angels and investors (and co-investment from the ICF if necessary). So far we have had external financing of 50,000 euros from ENISA and 25,000 euros from ICF.

	2013	2014e	2015e	2016e
Turnover	2.5	33	298	1,413
EBITDA	-21	-12	7	934
Financial need	0	150	400	0

Amounts in thousands of euros

### EXIT STRATEGY

We relied on the entire technological development process to start with the marketing stage in 2014 in different phases configured depending on the funding received, whether through investors or financing. The most likely exit is a future acquisition by an online payment company or an e-commerce group.

### ASK THE ENTREPRENEUR

#### Arnau Torné

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

The emergence of direct competitors. We will resolve it by accelerating expansion based on the high scalability of the product and the agreement with PayPal.

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

As a payment option for e-businesses in the online world.

Tell us about the most difficult business or personal challenge you have solved

The daily challenge of creating a product and pivoting to find the right direction.

How would your friends define you as a person?

Sociable, empathic and creative.

What is your motto in life?

The important thing is not to add years to life but life to the years.

Company founded: 05/2011

Monthly burn rate: 2.5

K previously contributed by the team: 15

External K raised so far: 75

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

Amounts in thousands of euros

# 17

## POPULETIC

Populetic Social Network for Resolving Complaints

populetic.com

ICT

# populetic

### SUMMARY

Populetic is a social networking platform for resolving complaints. We aim to be the 3.0 channel between consumers and companies. Populetic seeks to be a complaints aggregator for the Internet, offering the possibility to find solutions to resolve them and improve brands' reputations. Presently operational within Spain with a global vision.



### TEAM

Founders: [Jordi Mercader](#), [David Ciudad](#) (CEO), [Josep Maria Garcia](#), [Jordi Albanell](#) and [Joan Camacho](#). David works full time and the other founders work part time. There is also a 4-person team working full time. We have private investors that provide added value.

### CONTACT

David Ciudad  
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937 268 877

### PROBLEM/OPPORTUNITY

Many companies use social networks as customer service though these tools are neither right for nor designed for this purpose. We want to help people solve their problems and to improve the reputation of companies that care about their customers through a technological platform for resolving complaints.

### COMPETITION

Companies and organizations' customer service. There is no independent tool or service. Akosha, scambook, gripevine, reclamao, tuquejasuma, reclamador.es and laexperiencia.com.

### OUR SOLUTION

We want to help people solve their problems and improve the reputations of companies that take care of their customers through an independent technological platform—website and apps—that assists communication between all parties.

### BUSINESS MODEL

Master: assist the user in specified cases through a personalized complaint (success fee). Premium: "push" the complaint to the network (payment for service). Resolution: a tool for managing complaints and brand reputation. And other products.

### MARKETING PLAN

Depending on the product, we will use the Internet and digital marketing or physical presentations and forums with companies and lawyers.

### NEED FOR FINANCING AND USE OF FUNDS

We want to undertake: 1) a powerful domestic marketing campaign both online and offline; 2) development of a sales team and customer service team; 3) internationalization: South American countries. To develop this plan we need 250,000 euros.

	2013	2014e	2015e	2016e
Turnover	0	105	944	2,281
EBITDA	-58	-108	328	1,318
Financial need	139	270	0	0

Amounts in thousands of euros

### EXIT STRATEGY

We expect large customer service companies like call centers and major communications companies to be very interested in the platform.

### ASK THE ENTREPRENEUR

#### David Ciudad

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

Being pioneers on the national level. We have to do a lot of communicating, very often about what we want to achieve: to help people with these day-to-day problems that are the source of so much exasperation.

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

When you want to search the Internet, you go to Google. We want people to go to Populetic when they have a problem.

Tell us about the most difficult business or personal challenge you have solved

Trekking Montblanc (170 km) over an 11-day period. And two years later participating in the Ultra and finishing in 38 hours.

How would your friends define you as a person?

My friends are part of my family. Optimistic, proactive and humble.

What is your motto in life?

3 Ls: live, laugh, love. Happiness is a journey, not a destination.

Company founded: 06/2012

Monthly burn rate: 10

K previously contributed by the team: 75

External K raised so far: 116.7

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

Amounts in thousands of euros



# 18 RED POINTS SOLUTIONS

We Take Care of Your Assets

redpoints.com

ICT



## SUMMARY

A technological/legal company that protects and monetizes digital content in the Internet environment. After four years researching and developing proprietary software, Red Points has an effective tool for detecting and eliminating large volumes of illegal content on the Internet (illegal from a legal perspective—piracy). There are 45,000 pieces of content eliminated per month. For monetization we are official partners of YouTube.



## TEAM

Founders: [Josep Coll Rodríguez](#) and [David Casellas Morales](#). Current staff: 12. Investor and shareholder: Banc Sabadell (winners of the BStartup10 prize). Consultant: Inspirit, Dídac Lee offices in Bologna and Singapore.

## CONTACT

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627 707 420

## PROBLEM/OPPORTUNITY

Any company that bases its Internet business on the sale and distribution of content (music, books, films, television, video games and so on) sees their business potential reduced by dint of the unfair competition created by piracy on the Internet.

## COMPETITION

Being that it is a relatively new problem, there is no clear competitor encompassing the current potential market and engaged in mass elimination. A similar company: lproded.com.

## OUR SOLUTION

We have proprietary software developed by our company that can eliminate and document 45,000 pieces of content per month.

## BUSINESS MODEL

Monthly subscriptions to our content protection and elimination service, and for our content monetization service, the model is a percentage of the total recovered economic performance.

## MARKETING PLAN

Through service marketing companies that incorporate our product in their portfolios and through our commercial network by direct sale.

## NEED FOR FINANCING AND USE OF FUNDS

In the first phase we need 300,000 euros to finance: 1) internationalization; 2) improving the technology so as to be able to automate the process of searching for and locating infringing content on the Internet, and 3) hiring staff in different areas of the company to be able to take on more demand. Financing would come from new investors.

	2013	2014e	2015e	2016e
Turnover	239	620	1,755	5,004
EBITDA	7	245	960	2,938
Financial need	200	200	500	1,000

Amounts in thousands of euros

## EXIT STRATEGY

Sale to a financial partner.

## ASK THE ENTREPRENEUR

### Josep Coll Rodríguez

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

Growth based on self-financing. It would be rectified by finding an investor.

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

With offices around the world and marketing its services on a large scale.

Tell us about the most difficult business or personal challenge you have solved

Marketing the service and market testing.

How would your friends define you as a person?

Ambitious, with very clear objectives, and perseverant.

What is your motto in life?

With effort and enthusiasm objectives are achieved.

Company founded: 10/2011

Monthly burn rate: 21

K previously contributed by the team: 3

External K raised so far: 100

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

Amounts in thousands of euros

# 19

## SALES POINT IMPROVEMENT

OpinioBox

sp-i.es

Retail and distribution



# OPINIOBOX

### SUMMARY

OpinioBox is a new and innovative retail marketing tool that allows you to interact with the shopper in real time. By placing opinion points (iPad minis, QR codes, NFC...) and through personalized and targeted surveys we capture data on consumers and users to improve knowledge in efforts to capture market information and conduct direct marketing.



### TEAM

[Ignacio Martínez](#), [Samuel Guardiola](#). Current staff: 2.

### CONTACT

Ignacio Martínez  
imartinez@sp-i.es  
Pg. de Gràcia, 48, 1a planta  
08007 Barcelona  
689 414 963

### PROBLEM/OPPORTUNITY

OpinioBox solves companies and institutions' problem of a lack of knowledge of the consumer's experience and opinion at the point of sale or point of service itself. The opportunity is to capture and analyze real-time feedback from the customer, enabling a high degree of flexibility and adaptation to market needs.

### COMPETITION

HappyClick, Emtrics, Byom and traditional market research companies.

### OUR SOLUTION

A turnkey service supported by cloud technologies allows our clients to launch studies, capture information, analyze and act in real time.

### BUSINESS MODEL

Monthly subscription fee model for using the platform and accessing statistical information. Ad hoc studies of results for each client/need. Direct marketing is billed by consumption.

### MARKETING PLAN

Our own sales force will do the marketing and there will be agreements with external stakeholders for certain sectors due to their complexity (FMCG, hardware and appliances).

### NEED FOR FINANCING AND USE OF FUNDS

SPI seeks capital and debt capital totaling 200,000 euros to carry out its development plans in two areas: to undertake its marketing and geographic expansion plan (70%) and new development of the tool (30%).

	2013	2014e	2015e	2016e
Turnover	0	29	146	372
EBITDA	0	-53	-27	104
Financial need	0	54	100	46

Amounts in thousands of euros

### EXIT STRATEGY

Repurchase by the founders, or another possibility would be selling to a domestic or international marketing company.

### ASK THE ENTREPRENEUR

#### Ignacio Martínez

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

The difficulty in getting brands and retailers to adopt this new tool. By enhancing the task of "evangelization" through investment in marketing and a business angel who is a sector expert.

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

As a company with strong growth with an international presence with a large database on consumption in different sectors.

**Tell us about the most difficult business or personal challenge you have solved**

Finding a functional and technological model for OpinioBox that is at once flexible and robust.

**How would your friends define you as a person?**

An entrepreneurial, dynamic and very persevering person.

**What is your motto in life?**

*It's better to be a big fish in a small pond than a small fish in a big pond.*

**Company founded:** 12/2011

**Monthly burn rate:** 3

**K previously contributed by the team:** 58

**External K raised so far:** 75

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

Amounts in thousands of euros

## 20

## SAPHI TRACE AND CONTROL

With Saphi, create more value, depends on you

saphi.es

Mobile



## SUMMARY

Domestic and international legislation and certification systems in the field of food safety require everyone involved in the food production chain to comply with a number of protocols and recordkeeping requirements. SAPHI is set up in accordance with legislation and specific needs, making the information generated (from 6,000 to 2,000,000 monthly records) useful and cost effective knowledge for the company



## TEAM

Jordi Obradors and Ramon Marlés. The two entrepreneurs are the current staff and 100% belongs to the entrepreneurs. There is neither venture capital nor external consultants.

## CONTACT

Jordi Obradors  
jobradors@saphi.es  
Ctra. Barcelona, 356, 1r  
08203 Sabadell  
677 522 079

## PROBLEM/OPPORTUNITY

Food sector: producers, the processing industry, commercial distribution and HORECA. The legislation requires a lot of records and documentation to be generated; companies must invest human and economic resources. Current management systems are not profitable.

## COMPETITION

Presently companies keep records in Excel spreadsheets or on paper or in the best of cases use general purpose ERP. They offer no more value than complying with the regulations.

## OUR SOLUTION

SAPHI exploits the quality and certification costs to the full, turning the recorded data into strategic knowledge with the ability to create much new value for the company.

## BUSINESS MODEL

Revenues come from the monthly rental of licenses based on users and the volume of records/information, the initial setup, the generation of operational reports and custom developments. The cumulative cost of operation per unit after 5 years is 62%.

## MARKETING PLAN

Distribution through quality consulting and contacting companies directly. Clients from universities and research centers (opinion leaders).

## NEED FOR FINANCING AND USE OF FUNDS

100,000 euros to boost the marketing plan and assume the initial fixed costs until reaching the breakeven of 159,984 euros (14,544 euros/month). We plan to finance this round with capital contributed by the entrepreneurs and a private investor.

	2013	2014e	2015e	2016e
Turnover	2	14	76	262
EBITDA	1	9	-63	6
Financial need	0	0	130	0

Amounts in thousands of euros

## EXIT STRATEGY

Undefined. The exit strategy will be adapted according to each proposal.

## ASK THE ENTREPRENEUR

## Jordi Obradors

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

Not having the resources to push the sales plan. We will need to implement plan B, based on our own resources.

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

It will be a tank of knowledge, technology and experience where companies and professionals from around the world find answers to improve their processes and capitalize on their costs intelligently and efficiently.

Tell us about the most difficult business or personal challenge you have solved

Coping with the current crisis, leading organizations and institutions while maintaining their abilities to act and keeping up the spirits of their respective boards.

How would your friends define you as a person?

As someone with initiative, interests, creativity and as demanding and honest.

What is your motto in life?

Life is alive and full of opportunities to grow personally and intellectually.

Company founded: 12/2010

Monthly burn rate: 0

K previously contributed by the team: 3

External K raised so far: 0

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

Amounts in thousands of euros

## 21

**SILA GAMES**

The gaming revolution

silagames.com

ICT

**SUMMARY**

Sila Games is a videogame platform where users can access the entire catalog of games for a monthly fee. We aim to take one of the most profitable and successful business models (monthly subscription) that is already working in other sectors (Netflix and Spotify) and adapt it to videogames, the world's most important leisure market.

**TEAM**

Francisco Mosquera (CEO and website programmer), Oscar Mas (backend programmer), Joan Puig (finances), Amar Ahlers (corporate relations), Claudia López (business manager). We receive advice from La Salle Technova.

**CONTACT**

Francisco Mosquera  
f.mosquera@silagames.com  
C. Sant Joan de la Salle, 42  
Barcelona  
689 749 514

**PROBLEM/OPPORTUNITY**

There is no flat-rate platform on the market, so players have to pay for each game. This contrasts with the high demand from hardcore gamers, a market of 100 million people we wish to address.

**COMPETITION**

The competition within the sector is the platforms Steam, Origin and Desura. They are all online platforms for the individual distribution of videogames, focusing in particular on PC and Mac.

**OUR SOLUTION**

We offer everything a player wants in exchange for a monthly fee. We are the only ones to offer games for PC, Mac, Linux, iOS, Android and the web, with no limits and a catalog expanding weekly.

**BUSINESS MODEL**

Monthly subscription. We charge 9.95 euros a month to access the catalog of games and Sila Games retains 28.5% of this fee. The rest is divided between games (and developers) depending on how much they were used.

**MARKETING PLAN**

Users register for free and can play free games, but to access the entire catalog they must subscribe (freemium model).

**NEED FOR FINANCING AND USE OF FUNDS**

We are seeking 50,000 euros to finance the company's growth and begin to bill users (planned for summer 2014). These funds will be used primarily for marketing (70%), office (13%), trade fairs and travel (12%) and management (5%). We are looking for an investor or a venture capital fund to cover the first round.

	2013	2014e	2015e	2016e
Turnover	0	4.5	180	930
EBITDA	0	1.25	55	300
Financial need	0	50	200	0

Amounts in thousands of euros

**EXIT STRATEGY**

Most common in our sector would be to sell to a company with its own user base, games and business model that absorbs Sila Games and keeps it going or incorporates it into another system or platform.

**ASK THE ENTREPRENEUR****Francisco Mosquera**

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

The videogame catalog. First we are getting free games and thereafter we will scale to increasingly important games. We have 71 games published.

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

A leading company in the videogame market worldwide.

Tell us about the most difficult business or personal challenge you have solved

Finding and attracting users. We have gained 1,600 users in 2 and a half months.

How would your friends define you as a person?

A person with a very clear idea for life and a lot of eagerness to see it through.

What is your motto in life?

Create something big enough to be remembered by the world in the future.

Company founded: 01/2013

Monthly burn rate: 0.7

K previously contributed by the team: 5

External K raised so far: 4.4

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

Amounts in thousands of euros

## 22 SLID

Meet the new business card

slidapp.com

Mobile



### SUMMARY

SLID is an app that allows you to exchange business cards and professional digital profiles between smartphones in person. It allows the user to maintain an agenda of professional contacts, facilitating contact on social networks while offering features that are 100% geared to networking. SLID is the official networking tool of Mobile World Capital Barcelona.



### TEAM

Founders: [Alfred Rivas](#) (StarMedia), [Antonio Pérez](#) (StarMedia), [Jordi Sans](#) (entrepreneur) and [Enric Gutiérrez](#) (entrepreneur). Advisory board: [Sacha Michaud](#) (gen. manager Betfair), [Pere Torrents](#) (GSMA), [Josep Solé](#) (Orange). Staff: 7 employees.

### CONTACT

Alfred Rivas  
alfred@slidapp.com  
Av. Ernest Lluch, 32. Torre 2, p. 1a, of. 15  
08303 Mataró  
692 121 025

### PROBLEM/OPPORTUNITY

Problem: managing multiple physical business cards (losing contacts or data, obsolete information, manual entry, etc.). Opportunity: to be the standard mobile application for exchanging digital business cards.

### COMPETITION

Digital business cards (Stacks and Korallya): limited features, overly complex; LinkedIn: social network for optimal management of human resources.

### OUR SOLUTION

Exchange professional information via smartphone when two people meet. Automatic managing of information: real-time updating, syncing, cloud storage, networking features and so on.

### BUSINESS MODEL

B2C: in-app payment to unblock extra features with high added value. B2B: contact management solutions for: 1) trade shows and conventions, 2) professional schools and universities, 3) corporations, and 4) microbusinesses.

### MARKETING PLAN

Strategic agreements with companies (partnerships) to develop the 4 B2B models that will enable us to grow quickly and robustly with a tested product.

### NEED FOR FINANCING AND USE OF FUNDS

We need 300,000 euros (100,000 euros already obtained). Utilization: marketing 203,000 euros: promotion and marketing of the application; US market 68,000 euros: managing planned events and new agreements; overhead 29,000 euros: other necessary outlays (administration, travel).

	2013	2014e	2015e	2016e
Turnover	0	100	655	3,564
EBITDA	0	260	925	332
Financial need	128	300	0	0

Amounts in thousands of euros

### EXIT STRATEGY

The exit could come about in 2016 with the entry of a new strategic investor in a second round with the aim of maximizing SLID's growth globally from the American market.

### ASK THE ENTREPRENEUR

#### Alfred Rivas

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

Cultural factor: dependence on the paper business card. We will resolve this by allowing the card to be shared even if one party does not have the app.

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

As the world's benchmark app for exchanging digital business cards and networking in person.

Tell us about the most difficult business or personal challenge you have solved

Gaining (from nothing) and managing 10 million users as the technological creator of StarMedia.

How would your friends define you as a person?

"He's still a good person." Antonio González, STRD Orange.

What is your motto in life?

The only way to be truly satisfied is to do what you believe is great work.

Company founded: 05/2013

Monthly burn rate: 20

K previously contributed by the team: 128

External K raised so far: 100

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

Amounts in thousands of euros



## 23

## SOCIAL CURRENCIES MANAGEMENT

More Money for SMEs and consumers

socialcurrenciesmanagement.com

Finance and business services



## SUMMARY

SMEs that buy from one another increase their sales from 5 to 15%. This is possible thanks to a complementary currency that offers them financing at 0% interest. Consumers can also benefit by increasing their purchasing power. The currency is virtual and it is implemented through mobile technologies and marketing channels with network marketing tools.



## TEAM

Dr. Josep Lluís de la Rosa and 9 additional employees. The financing consists of 10% in SCM shares, 9% from the Universitat de Girona and the remaining 81% from the team. The external consultant for the project is Walther Smets.

## CONTACT

Josep Lluís de la Rosa  
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C. Emili Grahit, 91  
17007 Girona  
972 419 752

## PROBLEM/OPPORTUNITY

Our clients are SMEs who need commercial assistance to compete with big companies and overcome the lack of funding.

## COMPETITION

In Europe there is WIR (Switzerland), RES (Belgium) and Chiengauer (Germany). In the US there are hundreds of bartering companies. And in Spain there is trocobuy.com.

## OUR SOLUTION

We want to help SMEs increase their sales and give their consumers greater purchasing power. The result is up to a 15% increase in business for SMEs. Our competitive advantage is that our business is scalable, online and for network marketing.

## BUSINESS MODEL

Transaction fees for SMEs and an annual fee: 3.5% per transaction (700 euros/SME), the gross margin is 90%.

## MARKETING PLAN

Network marketing where sellers in charge of implementing the currency invite SMEs and individuals to use it and attract new sellers.

## NEED FOR FINANCING AND USE OF FUNDS

660,000 euros for the commercial development and marketing of the project in Spain. The financing from the entrepreneurial team is 200,000 and the rest is from investors.

	2013	2014e	2015e	2016e
Turnover	28	89	570	2,300
EBITDA	-212	-193	107	1,153
Financial need	0	660	0	0

Amounts in thousands of euros

## EXIT STRATEGY

We expect our exit strategy to be through increased capital from VC funds and funds contributed by the founders for the currency's international development. We hope to achieve breakeven in 2015.

## ASK THE ENTREPRENEUR

## Josep Lluís de la Rosa

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

We must reach an ARPU of 700 euros/year per SME as RES Belgium does for a currency with high liquidity, large supply and low commissions.

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

The expansion to 5 EU countries other than Spain and Belgium must become a reality.

Tell us about the most difficult business or personal challenge you have solved

Finding the business model and the right team to implement it.

How would your friends define you as a person?

An entrepreneur and distance runner.

What is your motto in life?

Love, dream and go for it.

Company founded: 03/2012

Monthly burn rate: 20

K previously contributed by the team: 183

External K raised so far: 0

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

Amounts in thousands of euros

## 24

## SWAPAY

Simplify the way you pay

swapay.com

ICT

Barcelon **a**ctiva SeedRocket

swaPay

## SUMMARY

Swapay is an innovative payment system via mobile phone using QR and NFC codes. The system benefits both businesses and users: businesses because it includes a platform that retains customers, and users because they can easily, quickly and securely pay for all their purchases and also get discounts in their favourite businesses.



## TEAM

Staff: a salesperson, a management assistant and the two founders: Jaume Bosch: ex-CTO at Letsbonus. In charge of the technical side (fulltime). Gemma Sarsa: MBA Esade and business consultant. In charge of the strategic side (time commitment: 75%). *SeedRocket* with mentors: François Derbaix, Jesús Monleón and Miguel Vicente.

## CONTACT

Gemma Sarsa  
 gemma.sarsa@swapay.com  
 C. Llacuna, 162  
 08018 Barcelona  
 606 122 078

## PROBLEM/OPPORTUNITY

At present most businesses do not have a marketing platform to attract and retain customers. Furthermore at peak times there are long queues to pay which worsens service quality and leads to customer frustration.

## COMPETITION

Mymoid, Kuapay, Flashiz and Paymet are other applications for paying by mobile phone. There are also other alternative methods such as bank transfers in e-commerce.

## OUR SOLUTION

With Swapay businesses can create and manage their campaigns to attract and retain customers while they also have a payment system that avoids queues at peak times. The big advantage for customers is total coverage as Swapay covers payments online, offline (shops, restaurants, taxis, etc.) and between friends.

## BUSINESS MODEL

Charge for use (no implementation costs). The business pays a fixed fee per transaction (20 cents), a variable fee from 1.5% to 2.5% of the sale, and for any marketing campaigns it creates. It will be free for customers up to a certain volume. The most significant cost is banking charges.

## MARKETING PLAN

We have outsourced the sales force to win large accounts (businesses). For customers through social media and promotions (e.g. first use, etc.).

## NEED FOR FINANCING AND USE OF FUNDS

We need 200,000 euros, open to equity loan and business angels. The main items: the continued development of the apps, talent recruitment (in particular fraud, financial, internal salesperson and support staff) and marketing plan (publicity through promotions and events). This year we are being financed by an ENISA loan.

	2013	2014e	2015e	2016e
Turnover	0.2	65.7	1,314.0	2,190.0
EBITDA	-6.0	-34.8	78.7	255.9
Financial need	0	60.0	50.0	40.0

Amounts in thousands of euros

## ASK THE ENTREPRENEUR

## Gemma Sarsa

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

Bank charges that eat into our margin. The solution is to have accounts in different banks to get more competitive prices.

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

As one of the main players in most European and Latin American countries.

Tell us about the most difficult business or personal challenge you have solved

Leaving strategic consulting and undertaking this new equity-financed venture.

How would your friends define you as a person?

A determined woman with drive, who likes to do things well, meticulous. Adaptable.

What is your motto in life?

Learn something every day!

Company founded: 02/2013

Monthly burn rate: 2

K previously contributed by the team: 30

External K raised so far: 50

Own K to be contributed by the team in the next round: 5%-10% of capital

Amounts in thousands of euros

## EXIT STRATEGY

Sale to a financial partner (such as banks) or a payments industry company.

## 25

# TURISTIQ

Playing the world  
turistiq.com  
Mobile



### SUMMARY

Platform for self-publishing gamified routes (treasure hunts) for tourism amateurs/professionals so they can quickly and easily distribute (sell) to their users' smartphones their tourism offering as adventures that are done as treasure hunts. Users compete for prizes awarded by the publishers based on the scores of participants, who also share with other participants and on the social media of their followers.



### TEAM

Carlos Cosials, 100%, Òscar Herencia, 25%, David Tugués, 50%, Ismael Delgado, 50%. External advisor: Yolanda Tarango.

### CONTACT

Carlos Cosials  
carlos@fantastiq-transmedia.com  
C. Sant Joan de la Salle, 42  
08022 Barcelona  
696 486 595

### PROBLEM/OPPORTUNITY

Connecting publishers (our customers) with tourists (customers) who arrange their own trips and have a smartphone by offering them a different way to visit the destination using gamification in places selected by the publishers.

### COMPETITION

From either an end app (scvgr.com or socialscavenger.com) or a general gamification app platform (badgeville.com, gamygame.com).

### OUR SOLUTION

We are gaining customers because it is the easiest way to use gamification. It is a lot more complicated at scvgr.com and socialscavenger.com. There is no gamification in the other "routes" options (minube.com, touristeye.com, etc.)

### BUSINESS MODEL

Sale of routes to end consumers net of marketing and publication costs (listing on the markets) plus the payment to publishers. At a price of 3 euros per single route we have a gross margin of 35%.

### MARKETING PLAN

Sales to consumers of publishers' routes for the most significant destinations (urban). Online marketing featuring promotion of our publishers' content.

### NEED FOR FINANCING AND USE OF FUNDS

All construction and sale has been financed with equity. We need 80,000 euros, allocating 45% to the online marketing campaign to attract users, plus 25% to defray development/play-test costs (25%), plus paying. The rest is to pay the project team and develop contract IP. We are looking for equity loans or private investors.

	2013	2014e	2015e	2016e
Turnover	0	442	1,286	6,930
EBITDA	0	-107	-214	3,930
Financial need	30	80	120	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to a financial partner or a company in the industry (tourism) or publishing.

### ASK THE ENTREPRENEUR

#### Carlos Cosials

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

Not being accepted by the market. We are switching to address the end consumer and become a marketplace.

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

As a leader in the application of mobile adventures using gamification.

Tell us about the most difficult business or personal challenge you have solved

The implementation of the digital mock-up at the SEAT Technical Centre. Today it is a standard.

How would your friends define you as a person?

As a visionary.

What is your motto in life?

Two ears and one mouth, to listen twice as much as you speak.

Company founded: 07/2013

Monthly burn rate: 1

K previously contributed by the team: 30

External K raised so far: 0

Own K to be contributed by the team in the next round: 20

Amounts in thousands of euros

## 26

## WESMARTPARK

Low-cost parking

wesmartpark.com

Environment and cleantech



## SUMMARY

WeSmartPark® has been founded to address the problem of finding parking spaces in large cities, thus helping to improve their mobility in a sustainable way. Its patented smart technology system streamlines urban parking supply and demand management to generate revenue for owners and 60% savings for users.



## TEAM

Jaume Mayor (CEO), Carles Barnet Esteve (CFO), Cristina Míguez Fernández (CMO). Staff: 10. Our shareholders include an investment group (Enertika) which in addition to sharing offices provides us with support and mentoring and is a member of our board.

## CONTACT

Jaume Mayor  
jmayor@wesmartpark.com  
C. Llacuna, 22, 5è  
08005 Barcelona  
932 246 023

## PROBLEM/OPPORTUNITY

Parking means time, pollution and great expense. Yet Barcelona has more than 170,000 parking spaces which are used less than 10% of the time. WSP makes it possible to leverage and monetise these spaces.

## COMPETITION

BePark, Aparcandgo, parkclick; none of these companies manages car parks internally as they do not bring any spaces to the system.

## OUR SOLUTION

WSP's patented solution makes it possible to offer discounts of 60% on as yet underused spaces available for drivers who wish to park. The owners and WSP share the revenue from these spaces half and half.

## BUSINESS MODEL

WSP installs its system in car parks completely free of charge in exchange for sharing revenue with their owners half and half.

## MARKETING PLAN

We currently have 6,000 users and 35 car parks, attracting users with advertising and car parks with individual contacts.

## NEED FOR FINANCING AND USE OF FUNDS

We are looking for 500,000 euros mainly for expansion and marketing, with the aim of being in two countries in 2015 and four in 2016. We are open to working with both private investors and venture capital.

	2013	2014e	2015e	2016e
Turnover	129	318	3,154	6,149
EBITDA	-120	-219	1,180	3,232
Financial need	0	500	0	0

Amounts in thousands of euros

## EXIT STRATEGY

Most likely is an offer from one of the big car park firms to buy the entire company. An alternative would be to exit in any future international round. If the company is large enough, it may float on the Alternative Stock Market (MAB).

## ASK THE ENTREPRENEUR

## Jaume Mayor

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

Not being able to grow fast enough. We need to internationalise the business and leverage our advantage.

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

A leader in the world of mobility with a wide range of products and services available to the public.

Tell us about the most difficult business or personal challenge you have solved

The change in direction of a technical enterprise, as we were when we started out, to a market-oriented one.

How would your friends define you as a person?

Unquestionably as the most tiresome person in the world.

What is your motto in life?

Nothing is impossible.

Company founded: 05/2012

Monthly burn rate: 26

K previously contributed by the team: 110

External K raised so far: 315

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

Amounts in thousands of euros

## 27 ZOOGIC

The commonsense purchase for your pet

zoogic.es

ICT



### SUMMARY

Zoogic.com is a pet food and accessories e-commerce business which seeks to stand out from its competitors by delivering an online advisory service aimed at pet owners who adopt or purchase a pet for the first time and do not know which products they need for its food and education.



### TEAM

Staff: 3 fulltime employees and 1 working part-time. [Joan Manel Diudé](#) (CEO), [Marina Roca](#) (marketing manager), [Albert Rodes](#) (financial manager), Elisenda Saperas (product expert vet).

### CONTACT

Albert Rodes  
arodes@zoogic.com  
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08013 Barcelona  
606 282 605

### PROBLEM/OPPORTUNITY

New pet owners lack of knowledge about feeding, growth, education and health throughout the life of their pet and the cost of a pet if you do not buy wisely.

### COMPETITION

Online market led by Zooplus.com (400 million euros per year) and Tiendanimal (16 million euros per year). Both focus exclusively on low prices and do not offer any advisory services.

### OUR SOLUTION

E-commerce business with automated and personalised advice throughout the life of the pet based on its species, breed, age, size and other relevant features.

### BUSINESS MODEL

Selling products with a profit margin of 11% net of product purchase, shipping and logistics costs. Customer acquisition cost less than 30 euros. Customer loyalty of 80%. Average order of 50 euros and 10 purchases per year per customer.

### MARKETING PLAN

Two strategies: 1) online marketing (SEO, social media, SEM); 2) agreements with influencers (breeders, animal shelters) in exchange for a profit margin (breeders) or donations (animal shelters).

### NEED FOR FINANCING AND USE OF FUNDS

So far we have raised 65,000 euros from ENISA and 11,000 from FF. We need 160,000 euros to carry out our marketing strategies (growth in Spain and entry into France, Italy, Portugal and Germany as of Q4 2014) and continue the technological development of our automated advice product. We want to finance this round with investors.

	2013	2014e	2015e	2016e
Turnover	6	728	2,550	4,231
EBITDA	-16	-9	541	960
Financial need	99	160	0	0

Amounts in thousands of euros

### EXIT STRATEGY

Sale to an e-commerce sector company is most likely.

### ASK THE ENTREPRENEUR

#### Albert Rodes

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

Persuading users that our advisory service is worthwhile. We will address this by enthusiastically adapting to their needs.

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

As the leaders in Europe in automated personalised advice.

Tell us about the most difficult business or personal challenge you have solved

Recovering the sales of a company that was losing 20% per year by reworking its strategy.

How would your friends define you as a person?

Persevering and outgoing.

What is your motto in life?

Effort and quality work bring results.

Company founded: 04/2013

Monthly burn rate: 13.44

K previously contributed by the team: 14

External K raised so far: 76

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

Amounts in thousands of euros



# ACCIÓ

Tel. 934 767 200  
[accio.gencat.cat](http://accio.gencat.cat)

