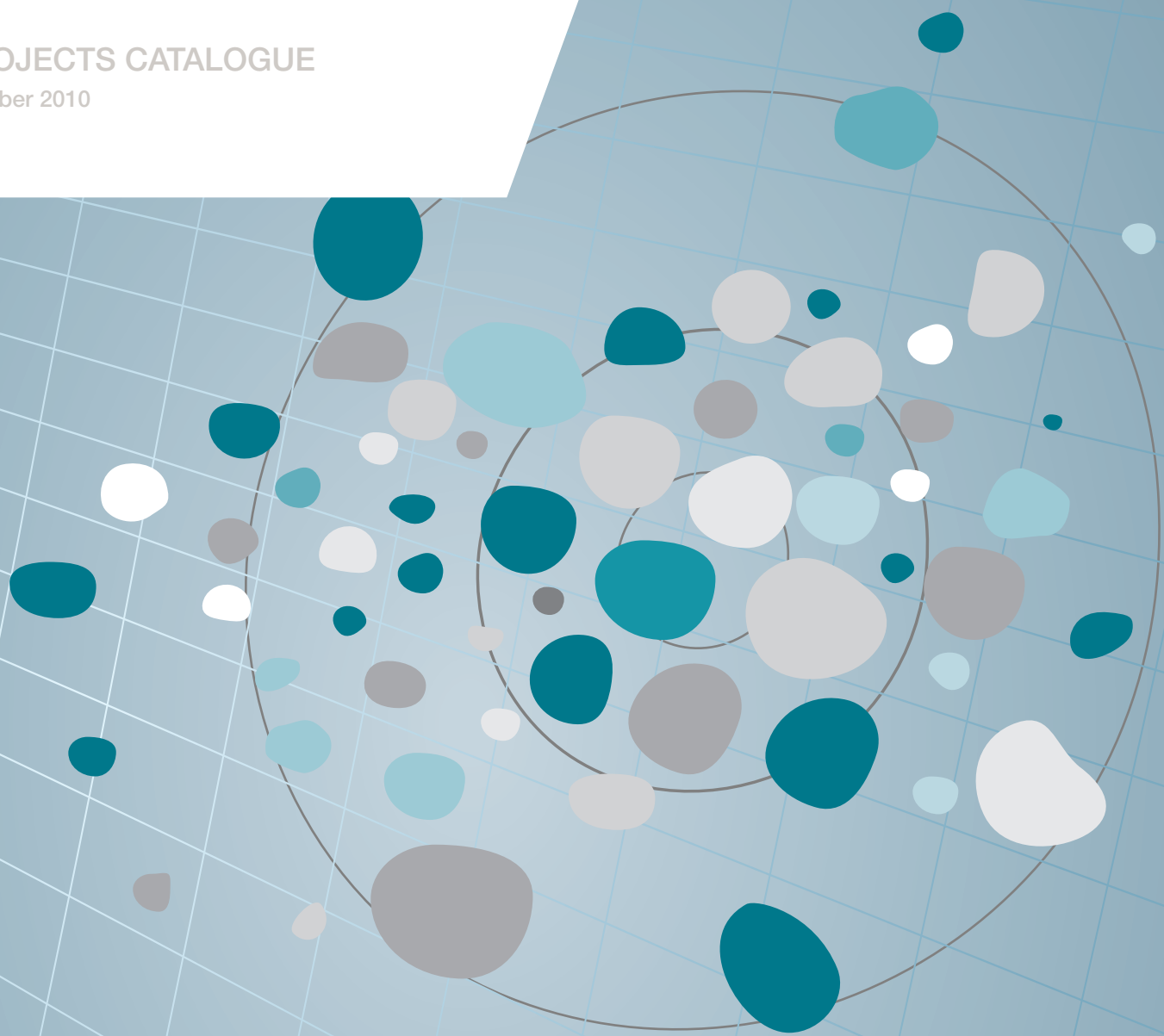


INNOVATION AND INTERNACIONALIZATION CATALOGUES

XVI Investment Forum

PROJECTS CATALOGUE

October 2010



ACCIO
Competitiveness for Catalonia

 **Generalitat de Catalunya**
Government of Catalonia

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Ministry of Innovation, Universities and Enterprise
Catalan Business Competitiveness Support Agency

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Established as a key meeting point for investors and entrepreneurs, the 16th ACC1Ó Investment Forum arrives in Barcelona once again as one of the leading events in the area of private investment and entrepreneurship.

This Forum, set up with the aim of promoting the creation of an innovative business ecosystem, is an example of our contribution to speeding up investment processes, facilitating contact between agents from the business world and bringing them closer to the resources available to help them meet future challenges.

In the last few financial years the world economy has undergone a considerable recession that has demonstrated the limitations of the economic and productive model of the international economy, giving rise to a new socioeconomic model in which entrepreneurship represents a key vector for promoting the competitiveness of our business fabric.

The entrepreneurial task, with a great tradition in Catalonia, plays a fundamental role in revitalising business, as it allows us to position ourselves as leaders in the global environment and to make Catalonia a critical centre for attracting top-level poles in technologically advanced sectors.

For this reason we must continue working to achieve higher levels of entrepreneurship and to stimulate the mass of investment prepared to support projects in their initial growth phases.

At ACC1Ó, we stimulate the entrepreneurial spirit by creating and improving a research, business and financial environment facilitating the generation, growth and consolidation of new, innovative, technology-based businesses with a global spirit.

And we do so by fostering programmes and services aimed at promoting innovative projects with high growth potential, like ACC1Ó's Private Investors' Network Programme (XIP), which facilitates the investment process and consequent channelling of financial resources to projects with high levels of potential growth, supporting Venture Capital Funds and establishing lines of finance for innovative projects, such as NEBT loans.

This catalogue contains 50 files with information about business seeking finance from the ICT, bio-health and clean industrial sectors, making it a key tool for investors looking for business projects with high growth potential.

We believe it is necessary for the public sector to back initiatives like this one which, together with the support of the private sector, will allow us to generate a competitive business base ready to face the future challenges thrown up by the Catalan economy and the international scenario.

Carme Botifoll Alegre
Chief Executive Officer of ACC1Ó

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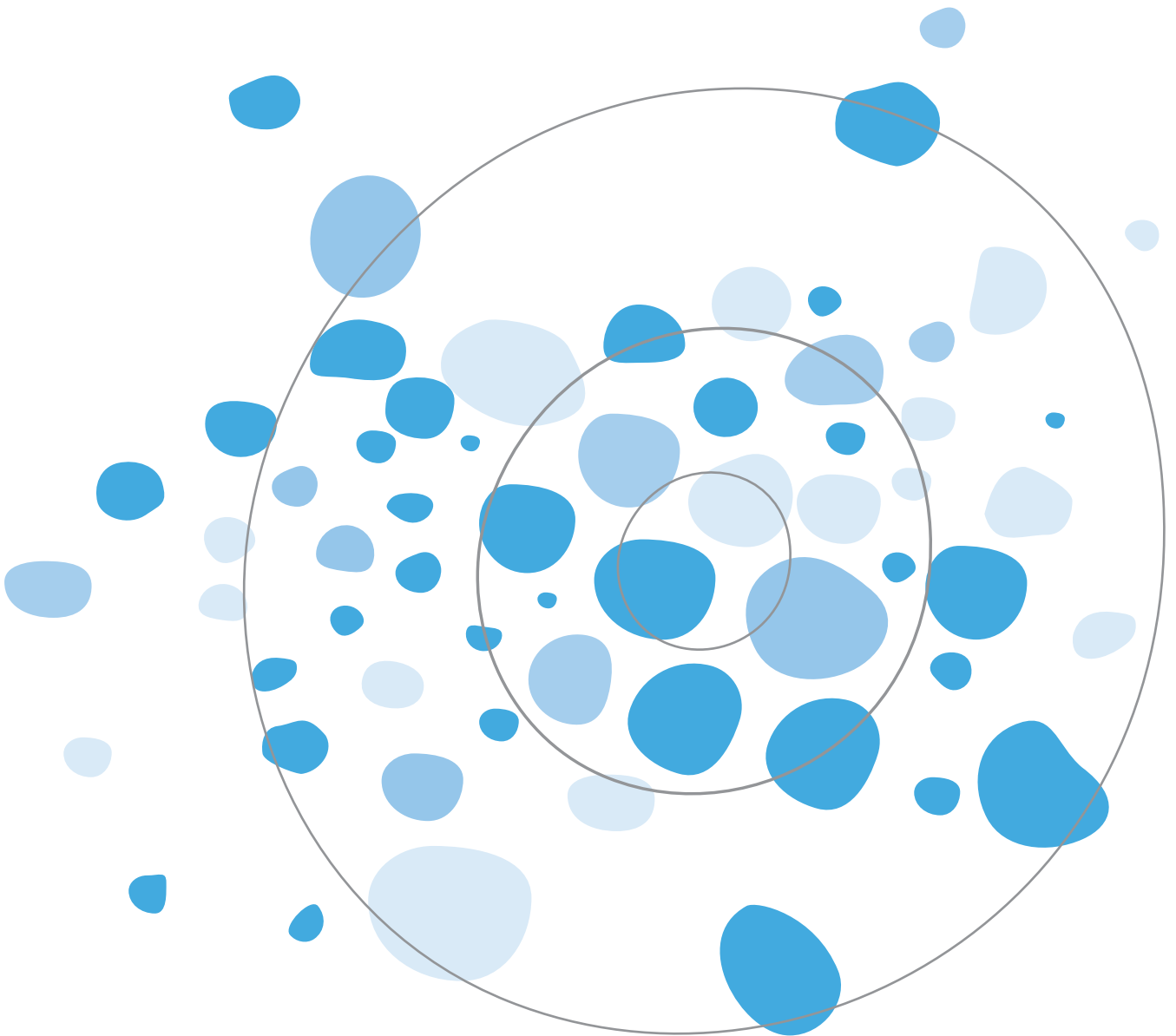
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BIOTECHNOLOGY AND LIFE SCIENCES

PROJECTS CATALOGUE

October 2010



1

AB-THERAPEUTICS

A pharma-biotech company developing cancer drugs acting by lipid membrane therapy



COLLABORATORS



SUMMARY

Pharma-biotech company in R+D of cancer drugs (lung, pancreas) and drugs for other serious diseases. Now the focus is on developing a product for modulating the activity of cell membranes through lipid membrane therapy. In September 2010 it will begin preclinical development and Phase I in humans will begin in 2011. A second product will begin the preclinical stage in 2011. The business was set up in November 2009.



TEAM

Carles Domènech, Chief Executive. PhD in Biology. 15 years' experience in drugs and biotech (Almirall/Lacer, management positions) and in biotech risk capital (BCN Empren and CIDEM). Jordi Espadaler, Scientific Direction. PhD in Biology. Experience as R+D director (4 years).

CONTACT

Carles Domènech
carles.domenech@ab-therapeutics.com

PROBLEM/OPPORTUNITY

Despite the existing treatments, lung cancer kills 85% of patients in 5 years and pancreas cancer kills 95% in 2 years. AB-therapeutics is developing new drugs to cover this lack of effectiveness and improve the survival of these patients.

COMPETITION

Many biotech companies are developing cancer drugs, however we have few competitors with similar mechanisms: Aetema-Zentaris and Lipopharma.

YOUR SOLUTION

The main advantage of our products: high effectiveness and low toxicity, with a new action mechanism without cross-resistance to other drugs.

BUSINESS MODEL

First income (€15-20 million) in 2013 for licences to other drug companies.

MARKETING PLAN

During 2012 and 2013 we will publish the scientific results and we will have a presence in the media and at biotech and pharmaceutical congresses. Direct licence activity with pharmaceutical companies.

FINANCES

For the next three years we need €9 million (2010: €1.2M; 2011: €2.8M; 2012: €5M). 80% of resources will be used in R+D activities, especially in the preclinical and clinical development of new molecules. The company was set up in 2009, with capital of €360,000.

	2009	2010	2011	2012
Turnover	0	170	160	200
EBITDA	0	-1,257	-2,460.6	-5,655.8
Fin. Needs	0	1,200	2,800	6,200

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investor exit will be by flotation on the stock exchange or sale of the company to a pharmaceutical multinational. High IRR, above venture capital standards.

What is the biggest risk for your project?

The technical risk. Although the current data are good, the unexpected could happen (toxicity, lack of effectiveness) when treating people.

In the short term, which aspect of the business needs to be improved?

I need to finish setting up the technical team. Our financial resources have not made it possible to complete it yet.

What have you done to date to secure the money you need?

We have presented the project to various investors.

Why do you think you still haven't got it?

Because we have just obtained proof of concept in animals and validated the project.

Edif. Eureka-Campus de la UAB
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606 433 824

Further information:
www.ab-therapeutics.com

2 AMP BIOTECH

Developing effective, non-toxic and sustainable antimicrobial peptides to the market



SUMMARY

AMPbiotech is devoted to the discovery and development of new antimicrobials for the food, plant, animal and human sectors. AMPbiotech was born in October 2009 as a spin-off, set up by the University of Girona based on the activity and IPR developed by the research groups CIDSAV and LIPPSO (TECNIO members), which, over 10 years of activity have developed a Drug Discovery Platform based on antimicrobial peptides and microorganisms producing such compounds.



TEAM

The company was set up by Dr. Emilio Montesinos who is Professor of Microbiology and Plant Pathology, and Dr. Eduard Bardají who is a tenured lecturer in Organic Chemistry, with long experience in synthesising bioactive compounds, specifically antimicrobial peptides.

CONTACT

Eduard Bardají
Emili Montesinos
info@ampbiotech.com

PROBLEM/OPPORTUNITY

The new restrictive directives for plant protection products, biocides (including disinfectants) and anti-infectives, as well as the problems of increasing resistance of pathogens to conventional antibiotics and of new, emerging diseases, has offered opportunities for new antimicrobial compounds with low toxicity, biodegradability and action mechanisms showing a low probability that resistance will develop.

COMPETITION

There are companies at world level developing antimicrobial peptides, but none of their products have yet been delivered to market because their compounds have not passed clinical or field test stages, or have not yet achieved this stage, mainly due to toxicity or low effectiveness of their products.

YOUR SOLUTION

We offer small synthetic antimicrobial peptides (6-11 aminoacids) with reduced toxicity, controlled biodegradability, with action mechanisms with low probability of selecting resistance and low production costs using biotechnology (microbial and plant biofactories).

BUSINESS MODELS

Consulting and contract research services for development of antimicrobial peptides for specific requirements. Licensing of protected technology (proprietary patents) on antimicrobial peptides with application in several sectors

MARKETING PLAN

Focused on attracting companies to our sales-contract-driven projects, to successfully place our technology in the market and to secure their loyalty for further and next-generation developments.

RECURSOS FINANCERS

Turnover shows the expected working capital involved in sales-contract-driven projects; financing needs refers to public-private capital required to successfully register our prioritised technology.

	2009	2010	2011	2012
Turnover	11	120	320	450
EBITDA	11	105	265	360
Fin. Needs	0	70	90	140

Figures in thousands of euros.

ESTRATÈGIA DE SORTIDA I BENEFICIS ESPERATS

Expected ROI = 0.34. Open to diverse exit strategies.

What is the most important risk for your project?

The difficulty of bringing projects from the pipeline to the registration stage.

In the short term, which is the aspect of the company that needs improving?

A priority line should be financed focused on obtaining registration (authorisation) for the application of AMPs as biocides for topical use or surface disinfectants.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Consultancy services and development of AMPs with specific requirements for certain companies. Many contacts with companies to negotiate the licensing of the technology with applications in certain sectors.

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Further information:
www.ampbiotech.com

3

ARGON PHARMA

Biotechnology researching anti-tumour drugs and polymer nanocarriers for drugs and image diagnostics.



SUMMARY

Argon Pharma set up in 2008, is the result of technology transfer from the academic world of anti-tumour drugs and therapeutic polymers. It has a patent applied for covering an anti-tumour drug at the preclinical development stage and a back-up strategy for identifying new leads. We are now developing nanocarrier and diagnostic polymers. The company has 1.4M from CDTI, NEBT and TQ.



TEAM

Company's Scientific Advisors

CONTACT

Simó Schwartz
sschwartz@ir.vhebron.net

PROBLEM/OPPORTUNITY

Drug companies need more investment to identify therapeutic targets for unmet needs, better drugs than the commercial ways and new ways of administering them to reduce doses, toxicity and side-effects and improve quality of life.

COMPETITION

There is currently no effective therapy for colon cancer or commercial directed nanocarrier system applicable to multiple therapies and indications.

YOUR SOLUTION

We have a non-toxic compound patented that effectively eliminates cancer cells. We are now developing non-toxic directed nanocarriers with other applications on demand.

BUSINESS MODELS

Licensing agreements, down payments and payments for milestones achieved at clinical phases.

MARKETING PLAN

Payments for overcoming the clinical phases. The pre-clinical effectiveness and lack of toxicity of the drug has been demonstrated. The strategy of identifying new chemical entities remains.

FINANCES

€9M is needed in three years for advice, staff, fixed assets and materials. The greatest expense will be in the last 2 years to pay for the preclinical and clinical phases. The initial investment is €1.4M, of which 1M comes from NEOTEC, NEBT and ITZ loans and the rest from contributions by the partners, FFF, BA and CR.

	2009	2010	2011	2012
Turnover	0	0	6,500	9,750
EBITDA	-97	-514	5,132	7,834
Fin. Needs	501	-414	4,665	4,821

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The average expected return in the last years would be ROI 12%, with a maximum of 20% expected in 2012.

What is the greatest risk for your project?

The greatest risk is managing to demonstrate safety at Phase I for determining doses and acceptable toxicity limits.

In the short term, which is the aspect of the company that needs improving?

In the short term, the HTS needs updating to identify new drugs to fight colon cancer.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have €1.4M between public loans and private contributions. More investment is needed to strengthen the pipeline, promoting the line of polymers for nanocarriers and image diagnosis.

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Further information:
www.pcb.ub.es/homePCB/live/ct/p3237.asp

4 BIOGLANE

Development of new bioactive substances and their industrial production using clean, efficient processes



COLLABORATORS



Genoma España



SUMMARY

BIOGLANE is an industrial biotechnology company (white biotech) in the fine chemicals sector, founded in 2007. The company has already developed an original enzyme process for industrially obtaining FAGOMINE, as well as unprecedented scientific knowledge about its usefulness in functional nutrition. The company is preparing the commercial launch of this ingredient in the American market for 2011.

TEAM

Managing director with experience in industry and in the launch of new pharma-chemical products. Participation CSIC researchers, the fathers of enzyme technology, involved in developments through strategic participation bodies.

CONTACT

Sergi Pumarola
contact@bioglance.com

PROBLEM/OPPORTUNITY

FAGOMINE, is a new, unprecedented international product in the nutritional sphere, representing an efficient solution with a clear scientific base for the control of obesity, without reducing the nutritional value of foods or enforcing a drastic change in habits or flavours.

COMPETITION

The alternative ingredients for the control of the glycemc index are based on incorporating low-quality carbohydrates in the hands of the big sugar companies, such as isomaltose.

YOUR SOLUTION

FAGOMINE improves the glycemc index of foods without having to reformulate them from scratch and without changes in texture and flavour, maintaining the refined sugars or starches in the formulation.

BUSINESS MODELS

The company is devoted to selling the raw material and licensing new applications

MARKETING PLAN

The company has preliminary agreements with food companies validating the interest of the product and is now awaiting the start of the authorisation process in the US, as its first market.

FINANCES

To date, the company has channelled around 2 million euros into developing the FAGOMINE project and it now needs 700,000 euros to complete the commercial launch of the main product in the United States. The disbursement of most of this sum could be delayed until the beginning of 2011

	2009	2010	2011	2012
Turnover	422	501	2,053	4,274
EBITDA	-9	-150	555	1,558
Fin. Needs		300	400	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investors will have a return in the form of a dividend from 2013, with the possibility of recovering their investment from 2014.

What is the greatest risk for your project?

Once technological development has been completed, the greatest risk to the project is any administrative delay in approving the product. This period is particularly long in the European and Japanese markets. Because of this, effort is being concentrated on markets, such as America, which have flexible regulations systems, without this representing less rigorous demands in terms of information.

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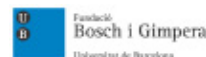
Further information:
www.bioglance.com

5 IMMUNNOVATIVE DEVELOPMENTS

Prevention, diagnosis and treatment of sepsis and other immune-based inflammatory disorders



COLLABORATORS



SUMMARY

Dr. Francisco Lozano's business project is defined as a biotechnology-based, university spin-off company, specialising in developing products for the prevention, diagnosis and treatment of sepsis and other immune-based inflammatory diseases. The business was set up on 26/02/2010. The first project is at the regulatory preclinical phase. The FFF round is recently closed.



TEAM

With more than 20 years' experience in the field of immunology, Dr Lozano is a senior consultant in the Immunology Department (HC) and Professor of Immunology in the Faculty of Medicine (UB). Teresa Lloret and Enric Panadés also form part of the team.

CONTACT

Teresa Lloret
 tlloret@immunnovative.com

PROBLEM/OPPORTUNITY

Sepsis is clearly an unmet medical need, with a very high mortality rate, a lack of pharmacological alternatives drugs to antibiotics and, above all, diagnosis difficulties. In the United States alone, there are 751,000 cases of sepsis every year.

COMPETITION

The only currently existing competition is Xigris, by Eli Lilly. It has a different action mechanism and is only advisable in advanced states of sepsis. Its effectiveness is low.

YOUR SOLUTION

Dr Lozano has discovered the use of the proteins CD5 and CD6 in the treatment of sepsis. They have a new action mechanism and different to Xingris (on the market) and Eritoran (on development).

BUSINESS MODELS

Licensing out projects once PoC is completed in humans (clinical phase II).

MARKETING PLAN

According to the business model, income is not expected until the milestone of effectiveness in humans is reached. Business development tasks will be carried out.

FINANCES

The completion of the preclinical regulatory phase and the start of clinical phase I are planned for the next 3 years. This includes the GMP manufacturing of the first protein (2010-11, €1.8M), regulatory preclinical tests (2011-12, €0.8M) and the first year of phase I (2012, €1M), a total of €3.5M. After the FFF round, a share capital of about €350,000 has been achieved.

	2009	2010	2011	2012
Turnover	0	0	0	0
EBITDA	0	-143	-251	-415
Fin. Needs	0	800	1,200	1,500

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The most probable exit for an investor will be once PoC is completed in phase II. At that point, the project will be licensed to a third party. The expected minimum multiplier is 10.

What is the greatest risk for your project?

The ImmunNovative Developments will prioritise as its first product. As it is a potential drug with a new action mechanism, the main risk for the project is lack of effectiveness at phase II. In order to minimise this risk, the company plans to establish a pipeline of back-up projects.

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Further information:
www.immunnovative.com

6 ONEDOSE PHARMA

Pioneers in the development and sale of single-dose medicine



SUMMARY

Onedose began at the beginning of 2009 with the aim of selling medicines in a single-dose format. 10 products a year will be launched from 2011-2013, establishing alliances with other laboratories. The product register is being prepared during 2010 and an innovative format has been patented, tested with the health authorities. It has its own capital and a CDTI proposal in progress to finance the development of two drugs.



TEAM

Run by Rosa Pardina, founder of the first generic drug company in Spain, the business is made up of a multidisciplinary team contrasting broad experience in the pharmaceutical sector with the youth of the project and a large part of the team.

CONTACT

Rosa Pardina
rosapardina@onedosepharma.com

PROBLEM/OPPORTUNITY

The Onedose format makes it possible to adapt the dispensing of medicines to the treatment, leading to a saving for the consumer and the health system and adding extra value to the product. It makes it easier for pharmacies, hospitals and other channels to dispense medicines in single doses.

COMPETITION

The "unidose" format in hospitals does not meet legislation to be dispensed at pharmacies and the direct handling of "multidose" costs more.

YOUR SOLUTION

An innovative format adapted to current legislation and a brand strategy and portfolio designed by an entrepreneurial team with recognised prestige in the pharmaceutical sector.

BUSINESS MODELS

Sale of medicines in single doses.

MARKETING PLAN

The pragmatic focus of the portfolio, the compulsory nature of the "unidose" and the cost-effectiveness of the Onedose format will facilitate sales, and agreements will be established with specialised networks.

FINANCES

The company's initial capital was €500,000, provided by the entrepreneurial team (33%) and the financial partners (67%). This has made it possible to develop the project in 2009 and 2010, making the first investment in equipment and products. €3.5M is needed to 2011, of which €2.5M is to finance the change in working capital.

	2009	2010	2011	2012
Turnover	9	10	1,098	7,625
EBITDA	-33	-75	-210	1,527
Fin. Needs	100	900	2,500	

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The profit and positive cash flow achieved from the 4Q 2012 will allow a medium-term exit for investors (3 years) with a much greater return than in other sectors.

What is the greatest risk for your project?

The greatest risk is a market launch of this new concept that has never been applied before, which will provide advantages to the whole product chain to overcome the lack of trust from some of the various agents in the market.

In the short term, which aspect of the business needs improving?

We need to significantly increase the product portfolio in the established periods and the key is achieving a competitive logistics chain, together with optimising product costs.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

The guarantee of the success of past projects and the opportunity represented by the unidose allowed us to achieve investors in 2009 and at the beginning of 2010, despite the overall situation of the economy. At this new stage, there is a greater need for investment, both for the purchase of fixed assets (machinery and product files) and, above all, to finance working capital in 2011.

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Further information:
www.onedosepharma.com

7

SOM BIOTECH

Drug repositioning company



SUMMARY

Som Biotech is 9 months old and is devoted to the identification, experimental validation, patenting and licensing of new medical applications of commercial drugs. We have €400,000 in seed capital and 9 projects under way, 4 of them at the experimental validation stage. We are 4 people and, in 2010, we will carry out 25 projects.



TEAM

The Managing Director, Raúl Insa, is a doctor, a PhD in Clinical Neurology, MBA-ESADE, PDG-IESE, with more than 20 years' international experience in the pharmaceutical sector. Ignasi Belda, the co-founder, is an Entrepreneur XXI award-winner for his business Pharma SL. The other members are all doctors.

CONTACT

Dr. Raúl Insa
insa@sombiotech.com

PROBLEM/OPPORTUNITY

Our main customer is the world pharmaceutical industry (big laboratories) which is keen to have patented products to develop and place on the market.

COMPETITION

The competition is based on other, very diverse drug discovery platforms (basically through biological activity) and specific to a therapeutic area.

YOUR SOLUTION

Our identification base for new activities is through our own computer software, which is validated but not available on the market.

BUSINESS MODELS

The company licenses patents for new uses of known drugs, with an average value of €20 million.

MARKETING PLAN

The first sale will be achieved in May 2011 to a big pharmaceutical Laboratory. From then on, 20% of projects will routinely be licensed. Organic growth is expected and entering into clinical phase II is not ruled out.

FINANCES

SOM's foundation capital is €109,600. With a first round of FFF we have obtained €300,000 more and we are trying to get €400,000 before the end of the 2010 to carry out 25 projects. For the end of 2011 a second venture capital round is likely for consolidated growth.

	2009	2010	2011	2012
Turnover	0	0	2,640	3,840
EBITDA	0	0	575	836
Fin. Needs	0	400	500	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The guaranteed exit is through buy-back of the investment from the 4th year. An IRR of 50% is expected, with a multiplier of 7.

In the short term, which aspect of the business needs improving?

We believe that the selection of candidate drugs for "repositioning" is one of the greatest current challenges. Because of this, we are setting up an international advisory committee with American, British and Spanish members who are very experienced in the global pharmaceutical sector.

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690 623 263

Further information:
www.sombiotech.com

8 STAT-DIAGNOSTICA

Point of Care devices with molecular & immunoassay capabilities for healthcare professionals.



SUMMARY

STAT-Diagnostica & Innovation is a Barcelona-based company set up in 2010 with the aim of developing, manufacturing and selling fully-integrated molecular diagnosis and immunoassay systems for clinical and industrial applications. Our products make it possible to carry out tests to detect microorganisms, disease or genetically-based conditions, or other analyses in an entirely precise, automatic way.



TEAM

The business is led by 4 professionals from the industrial clinical diagnosis sector with experience in leading multinational companies in the sector, having occupied management and product research and development posts.

CONTACT

Jordi Carrera
jcarrera@stat-diagnostica.com

PROBLEM/OPPORTUNITY

The idea is that STAT-Diagnostica's products should fully satisfy needs unmet by any product to carry out doctor's surgery tests for infectious diseases, heart markets or pharmaco-genomic application.

COMPETITION

All the companies and technologies present in the market use classical nucleic acid extraction techniques, which mean they are not very competitive with our products.

YOUR SOLUTION

Our activity is focused on development an in-vitro diagnostic technological platform for clinical applications aimed at carrying out tests at the patient's doctor's surgery.

BUSINESS MODELS

Selling diagnosis kits we have developed ourselves or through selling licences for our analysers to reactant businesses who do not have their own platforms.

MARKETING PLAN

STAT-Diagnostica will sell its products through strategic agreements with leading clinical diagnosis companies with which it has had prior contacts.

FINANCES

Growth of over 30% is forecast for the first few years and the financial break-even point will be reached during the second year of entry into the market. The investment necessary to develop the product to reach the market is estimated at between €5.8 and 6.5M

	2009	2010	2011	2012
Turnover				
EBITDA				
Fin. Needs		200	1,800	2,500

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Assuming a penetration rate of less than 1% and simultaneous entry into the market with three products (in mid-2013), a turnover ranging between €3.2 and 4.5M is estimated for the first year in the market.

In the short term, which aspect of the business needs improving?

The company's products have an optimum window of opportunity for entering the market between the end of 2012 and 2014, as a result of the expiry of a group of patents from the multinational Roche. So, one of the company's main priorities is to reduce time-to-market for our products. The optimisation of internal and external resources for generating maximum efficiency is one of the factors that could limit our commercial success.

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Further information:
www.stat-diagnostica.com

9 TRANSMURAL BIOTECH

We are specialists in processing medical images to develop innovative applications



COLLABORATORS



SUMMARY

We are a spin-off from Hospital Clinic and the UB, experts in medical image processing. We are currently developing two main lines. The more advanced of them, now at the prototype phase, is endoVV, a system for guiding surgery in laparoscopic interventions. The other is AQUA, a diagnosis system using automatic analysis of ecographies, which is still under development. To date, we have taken part in a CENIT and an IAPP of the FP7.



TEAM

The founders are Eduard Gratacós, a PhD in medicine from the UB and a specialist in fetal and perinatal medicine, and Ivan Amat, a graduate in telecommunications engineering from the UPC and who has studied at Harvard and Maryland. The rest of the team is made up of engineers.

CONTACT

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PROBLEM/OPPORTUNITY

Laparoscopy in minimally invasive surgery, which has great advantages for the patient. However, because the surgeon sees the intervention area on a screening conditions that are not always perfect, its widespread implementation is complex and difficult.

COMPETITION

The only two products similar to endoVV require the introduction of a contrast agent which is harmful in large quantities and has a very limited exposure time.

YOUR SOLUTION

We offer an augmented reality system in real time providing the surgeon with information on the location of blood vessels, thereby limiting the risk of these interventions.

BUSINESS MODELS

EndoVV is in the process of being licensed to a third party, a leader in the sector. AQUA will be offered as a service.

MARKETING PLAN

We will negotiate a licensing agreement for EndoVV with a multinational to benefit from its industrial and sales potential. With the profits, we will begin to sell AQUA.

FINANCES

To date, the company has been financed with 180,000 euros in FFF funds and the public aid obtained. Over the next three years we need finance of around 1,000,000 euros, which could be doubled with the ENISA contribution and which will allow us to enter the market and begin to establish ourselves there.

	2009	2010	2011	2012
Turnover	0	0	575	2,300
EBITDA	-24	189.9	43	1,218
Fin. Needs	100	250	1,000	500

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The commercial strategy considered shows a relative risk and a high return. Our investors could exit by selling their holdings in the short term, as we are confident of a rapid increase in value.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

To date, the money have been achieved through FFF and prestigious public aid. We have delayed the search for big investors until we could achieve an increase in value of the business that seemed to us attractive and mature enough to offer something with more guarantees and attraction to potential investors. Now the technologies are mature and we believe it is the ideal time for a big investor to come in and help us to make the leap in quality the business needs to be able to enter the market with sufficient strength.

Baldiri i Reixach 4-6, Torre R
08028 Barcelona
691 507 548

Further information:
www.transmuralbiotech.com

10

VCN BIOSCIENCES

Virus for treating tumours resistant to radiotherapy and chemotherapy.



COLLABORATORS



SUMMARY

VCN Biosciences began in May 2009 with the mission of developing new oncolytic adenoviruses as a biotechnological strategy with great potential and selectivity against cancer. We currently have a first candidate, VCN-01, based on a technology with our own patent and with the non-regulatory preclinical stage now finished, the results indicate that it improves the effectiveness of existing therapies for pancreas cancer.



TEAM

The VCN team is made up of Dr. Cascalló, Dr. Alemany and Dr Capellà, internationally recognised expert researchers in virotherapy for cancer, molecular oncology and cancer of the pancreas. They also have experience of business management and GMO regulations.

CONTACT

Dr. Manel Cascalló Piqueras
mcascallo@vcnbiosciences.com

PROBLEM/OPPORTUNITY

Cancer of the pancreas currently occupies 4th position among deaths associated with cancer, although in terms of occurrence it is only in 13th place. In addition, it is a tumour without a therapy due to its systemic presentation and high intrinsic chemo-resistance.

COMPETITION

The new treatments developed for this tumour include new formulations of classic drugs as well as specific antibodies/inhibitors, with disappointing clinical results.

YOUR SOLUTION

Oncolytic adenoviruses show a differential action mechanism, with self-amplification capacity and selectivity based on intrinsic genetic alterations of the tumour.

BUSINESS MODELS

VCN will make use of new viruses to treat resistant tumours as far as Phase I/II clinical studies.

MARKETING PLAN

A specific growth and communication policy will be followed at each stage of the project to put VCN in an attractive position for the market in achieving the first licensing agreement.

FINANCES

VCN needs €2.2M to be covered through capital expansions payable gradually between 2010-2014, including leverage with subsidies and soft loans. The business currently has share capital of €24,000 and is about to conclude a round of FFF finance worth €150,000.

	2009	2010	2011	2012
Turnover	10	10	0	0
EBITDA	5	-29	-102	-204
Fin. Needs	5	78	692	605

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

VCN foresees exit from the investment not before 2016, when a return on the project is calculated with an IRR of 20-30% and a recovery period of 7 years.

What is the greatest risk for the project?

We identify 3 types of risk in VCN's business project: commercial risk (which we estimate to be low based on the market we are aiming at); the project management risk (which we are minimising through our business model, our cost structure and the incorporation of a wide network of consultants), and, finally, the biological risk inherent in this type of project, which is probably the greatest of all.

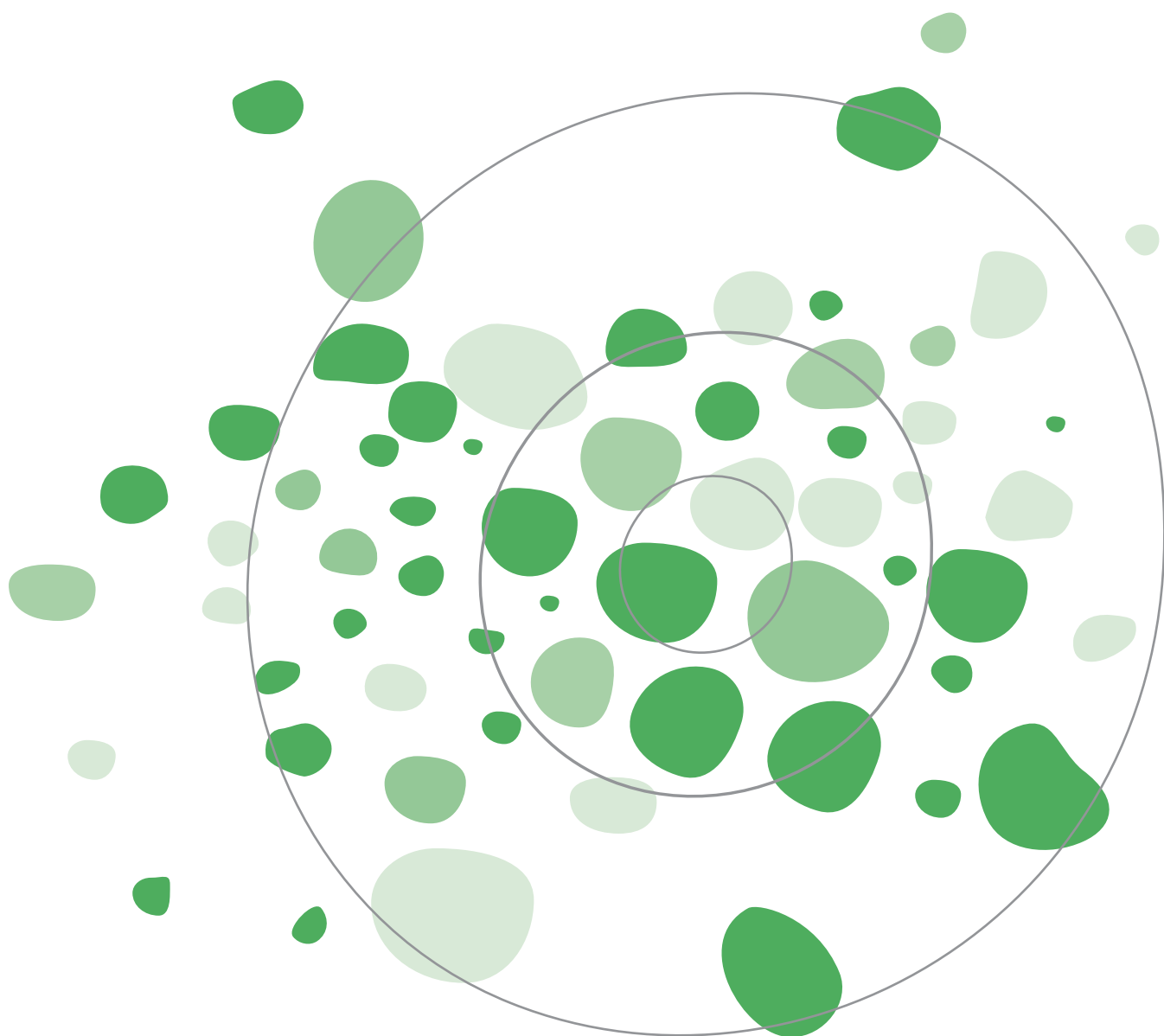
Bioincubadora
 Av. Gran Via de l'Hospitalet, 199-203
 08908 L'Hospitalet del Llobregat
 661 34 73 96

Further information:
www.vcnbiosciences.com

OTHER TECHNOLOGIES

PROJECTS CATALOGUE

October 2010



1

ALBUS GOLF

Environmentally-friendly, biodegradable golf balls



Albus Golf is a technology-based company that designs, produces and sells environmentally-friendly products for the sport, leisure and tourism markets. We are beginning our production and sales. We have achieved public and private finance but only for the R+D phase. Now we need more help to begin sales. We have been established since October 2007, when we began R+D.



TEAM

Albert Buscató is the 41-year-old holder of a diploma in agricultural engineering born in Barcelona and with broad experience in different sectors, such as paints, agro-chemicals, detergents or leisure within technical, commercial and marketing departments. At the stage of incorporating one of the partners.

CONTACT

Albert Buscató
abuscato@albusgolf.com

PROBLEM/OPPORTUNITY

Thousands of non-biodegradable golf balls are currently hit into the sea, and this causes a high level of pollution of the environment in general. These balls kill marine species and release traces of heavy metals into the water. The ECOBIOBALL releases fish food.

COMPETITION

There are biodegradable golf balls, but without the added value of food in the core. There are also other possibilities of playing golf, such as mini-golf, video-simulators or nets.

YOUR SOLUTION

Our solution is undoubtedly unique and it is the most innovative because, as well as not polluting, we contribute something positive to the environment.

BUSINESS MODELS

Money is made selling the ECOBIOBALL, once the fixed and variable costs have been paid (MP, suppliers, etc.)

PLA DE MÀRKETING

Introducing the ECOBIOBALL into as many countries as possible at the hands of good distributors and trying to secure direct customers in the cruise and hotels & resorts sector, as well as incorporating new products into the catalogue.

FINANCES

If growth is as expected, we might need around €100,000, which will be devoted to purchasing MP, another mould, the start of a production plant, travel, promotions, R+D and the launch of new products. Up to now we have put in around €95,000 through banks, aid and our own capital. The team is putting in capital as we have not secured more finance.

	2009	2010	2011	2012
Turnover	0	50	130	250
EBITDA	0	0	5	25
Fin. Needs	0	30	35	35

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The investor can exit in about 3-4-5 years, when the ECOBIOBALL is fully established worldwide and is being replaced by other products. It is impossible to know the return at the moment.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We wrote a Business Plan that allowed us to get help from a bank and then help from ACC10 ideal for R+D, but we have not secured any more, although we have applied for NEBT aid and we have entered some awards. We believe that the fact that we are not yet a large, established team has not helped us. We now need money for the international launch.

Joan Blanques 62, pral. 1a
08024 Barcelona
626 55 44 11

Further information:
www.albusgolf.com

2 BTL TECHNOLOGIES

Transformation of organic material into synthetic diesel, 100% replacing conventional diesel and CO₂ neutral.



SUMMARY

Company set up on 30/11/09 (€420,000 public finance) for the manufacture, distribution, sales and after-sales service for machinery to produce 2nd-generation BtL (Bio-mass to Liquid) biofuels. Innovative, proven, patented technology that will produce a substitute for conventional diesel that will be used to generate energy or for transport, with lower production costs than for conventional diesel.



TEAM

Managing Director (MBA INSEAD, > 9 years' exp. in renewable energy and the environment); Technology/Operations Director (> 10 years' exp. in industrial engineering), Sales and Business Development Director (> 10 years' exp. in the industrial sector).

CONTACT

Patrick Hoogvliet
ph@btl-technologies.com

PROBLEM/OPPORTUNITY

Potential customers are producers of organic waste who often find themselves in difficulties when it comes to disposing of it. BtL technology will provide a solution to get rid of this waste while, at the same time, making a profit.

COMPETITION

There is little competition. Choren has developed similar technology, but the process generates toxic waste and the production costs are much higher.

YOUR SOLUTION

The machine has the capacity to use almost any kind of biomass (agricultural waste, forestry, municipal and industrial) and is, at the same time, modular and transportable.

BUSINESS MODELS

Income from the sale of machines + charge per litre of produced + by-products sold.

MARKETING PLAN

Establishment of our own sales force and partnerships with waste management machinery distributors (pre-agreements with Ros Roca for selling the first machine).

FINANCES

Financial requirements: €15M (Periods: €9M-month 0, €4M – end of month 3 and €2M-end of month 11 of operations). Purpose: Exclusive sales and distribution (€1.5M), plant facilities (€1.4M), machine tests (€5.2M), raw materials (€4.7M), wages (€1.2M), others (€1M). Time for start-up and delivery of the 1st machine (10 months).

	2009	2010	2011	2012
Turnover	5,300	59,300	116,000	180,000
EBITDA	-12,600	17,400	24,500	47,000
Fin. Needs	15,000			

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Negotiable exit conditions. Average ROI of 36% during the first 5 years of operations.

What is the greatest risk for your project?

The appearance of better technology

In the short term, which aspect of the company needs improving?

New technology: lack of knowledge of it can lead to scepticism from purchasers and will require considerable effort to publicise it.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Due to technology-related changes, it has been impossible to make a clear investment proposal until now.

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+34 93 368 062

Further information:
www.btl-technologies.com

3 EBOTLUTION SYSTEMS

Ethics + Engineering + Experience



SUMMARY

Ebotlution Systems is an exciting business initiative to develop innovative solutions for the areas of security and defence, using the most advanced AI, robotics and information systems techniques. It is currently at the prototype phase with partners and strategic industrial partners, the grant of a NEOTEC subsidy and winning the award as the best industrial initiative in Catalonia in 2009/2010.



TEAM

The founding team has more than 19 years' experience in different types of engineering and very high technology projects for companies like: ESA (European Space Agency), MDE (Spanish Ministry of Defence), Boeing, Airbus, EADS, Siemens, La Caixa, etc.

CONTACT

Antonio Javier Castellón Campos
antonio.castellon@ebotlution.com

PROBLEM/OPPORTUNITY

There are currently 110 million mines in the world and every year 2.5 million more are laid. More than 120 countries in the world are involved in the task of cleaning them up and every year more than €350 million are invested in this. Ultimately, the current systems are too slow and too expensive.

COMPETITION

The direct competition is largely focused on the current mine location and detection systems using trained dogs.

YOUR SOLUTION

Our competitive advantage is finding a low-cost robot system that integrates, automates and provides support for all mine and UXO removal tasks.

BUSINESS MODELS

Becoming one of the leaders in high-level engineering and innovation at a world level.

MARKETING PLAN

We aim at the sector's challenge by achieving validations and certifications from recognised authorities, as well as training and showrooms as part of symposiums and exhibitions.

FINANCES

We currently have €350,000 NEOTEC-I and we are opening a round of finance of up to a maximum of €600,000 with which we will cover all the company's costs for the project beyond the 2 years of development (even if there are no sales or other projects). It is also being considered as an alternative to ENISA finance.

	2009	2010	2011	2012	2013
Turnover	0	0	2	975	3,167
EBITDA	0	-43	-326	153	1,811
Fin. Needs	0	340	610	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Dividends will be paid out from the 3rd year, with between 25% and 50% of profits.

What is the biggest risk for the project?

The biggest risk is found in resistance to change, which could affect the solution's speed of entry into the sector. On the other hand, a sudden demand for units could lead to a lack of finance to pay creditors and/or to provide a response to customers in terms of quality service. Both risks are known and are covered by appropriate contingency plans.

Espronceda 139, 3r 3a
08005 Barcelona
696 10 83 69

Further information:
www.ebotlution.com

4 GOOD DEAL

Personalised Discounts in Shops



SUMMARY

Multimedia kiosk located at the entrance to a supermarket. It identifies you when you put in your loyalty card and it allows you to choose from a battery of pre-established vouchers depending on your shopping behaviour so you can use them immediately. Pilots carried out in 2009 with 2 supermarket chains. Very positive results, multiplying the results of current methods x 4.



TEAM

Founding partners: Sergi Quinto, more than 10 years in consumer goods at top international companies (Unilever, Vileda, Frigo). Graduate in economics and MBA from IESE. José Luis Aguiriano, 8 years managing commercial companies, 5 in multinationals, 4 as a consultant. Diploma in business studies, master's degree in MKT UPV, DMS (UK), PDD IESE.

CONTACT

Sergi Quinto
jlaguiriano@gooddeal.es

PROBLEM/OPPORTUNITY

Shoppers complain about discount vouchers because most supermarkets give them out when we pay at the till: "It's frustrating for me that it's for the next purchase"; "I lose them, I forget them or they expire"; "The one's I'm interested in don't always come out and I'd like to choose my own promotions".

COMPETITION

We do not know of any company in Spain offering the integrated solution offered by Good Deal. Future competition could come from kiosk firms, digital promotion agencies or retail agencies.

YOUR SOLUTION

The full solution consists of hardware, kiosk software, platforms for integration with customers' systems, control, monitoring and statistics modules. Consultancy for optimising the business model and making it profitable, attraction of manufacturers, sale and management of digital and multimedia contents.

BUSINESS MODELS

The elements of the solution will be invoiced to the retailer and the manufacturers, based on a fixed monthly fee plus a variable depending on the vouchers issued.

MARKETING PLAN

Target market: retailers with stores > 400m². Contact identified through shareholders and advisers and one-to-one sale of first pilots. Once several pilots have been implemented we can begin a PR campaign. International scalability and other accessory products to the same customers.

FINANCES

We need €220,000 to finance the initial expansion phase. It will be used to develop the platforms and technological innovations and for sales management HR. We have invested €140,000 to date.

	2009	2010	2011	2012
Turnover		24	1,024	3,350
EBITDA		-125	102	628
Fin. Needs		220	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Sale of holding to companies: 1) market research; 2) advertising management; 3) voucher management.

What is the greatest risk for your project?

Not expanding and implementing quickly, which will allow us to achieve the experience curve necessary to protect our idea.

In the short term, which aspect of the business needs improving?

The incorporation of people who complement the management team to speed up expansion.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

To date, we have not sought finance. We have focused on defining and manufacturing the product and on selling it. At the initial stage we have had support from Unilever.

Vallespir 197
08014 Barcelona
639 30 83 00

Further information:
www.gooddeal.es

5 GREENALTECH

Biotechnology solutions with single-cell algae as biogenerators of high-added-value natural composts



SUMMARY

Greenaltech is a recently founded start-up (September 2009) devoted to the biotechnological R+D+i of single-cell algae to be exploited as biofactories for high-added-value products for the energy, pharmaceuticals, cosmetics and food industries. The purpose of the project is to create, characterise and optimise the exploitation of a library of self-produced micro-algae.



TEAM

The team is made up of three entrepreneurs with long experience in biotechnology businesses. We have the necessary know-how in bio-IT, molecular biology and micro-organism engineering to develop the business initiative.

CONTACT

Olga Durany Türk
odurany@greenaltech.com

PROBLEM/OPPORTUNITY

Our customers are all those who need to improve the quality of their product or who are seeking more economical, natural production alternatives and who want to do it in an ecologically sustainable way.

COMPETITION

The main competitors are businesses producing functional food compounds by chemical synthesis.

YOUR SOLUTION

The industrial exploitation of micro-algae in photo-bio-reactors: optimises species and clean, low-cost, high-performance production systems.

BUSINESS MODELS

The company will largely exploit intellectual property licences.

MARKETING PLAN

We establish the necessary channels for being as close as possible to our customers so that we can efficiently adapt our products to their needs.

FINANCES

The additional finance needed for the first 3 years is €350,000, and contributions can be scaled between 2010 and the beginning of 2011. This contribution is necessary for the development of the initial technology. The project now has assured finance of €270,000, €90,000 of which is contributions from the entrepreneurs.

	2009	2010	2011	2012
Turnover	0	0	0	90,000
EBITDA	0	-92	-327	-258
Fin. Needs	0	100	250	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The most probable exit for investors could coincide with the entry of capital from the third/ fourth year, with an IRR calculated as 30% at 10 years.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

To date we have secured start-up capital largely from subsidies (Gènesi, two Torres Quevedo). We are currently negotiating a finance package for the first three years of activity and to raise a NEOTEC I with a group of private investors.

Padilla, 309, 7è 4a
08025 Barcelona
636 37 17 50

Further information:
www.greenaltech.com

6 GREENPOWERMONITOR



SUMMARY

GreenPowerMonitor, with 100% private capital, was set up in 2007. Its aim is to manage information concerning renewable energies. We monitor information associated with photovoltaic plants, we transmit them and we show them via a web platform and desktop program. The system has been operating for 2 years and we have become a leading figure in monitoring in the european market.



TEAM

The team largely consists of engineers and specialists in hardware, software and telecommunications with a business management and administration profile. We also have a sales team in Barcelona, Madrid, Italy and Greece.

CONTACT

Federico Bernades Carulla
federico.bernades@greenpowermonitor.com

PROBLEM/OPPORTUNITY

Our main clients are those who need to have exhaustive control of their photovoltaic plants, as they have to ensure that they are always performing at maximum capacity. They could be operation and maintenance companies or plant developers.

COMPETITION

Current solutions come via investment houses, SCADA systems and international firms offering similar systems but with a different philosophy.

YOUR SOLUTION

We offer a turnkey system including the entire value chain: HW, communications, installation, SW and monitoring service.

BUSINESS MODELS

Sale of hardware, commissioning and an annual fee for access to the information.

MARKETING PLAN

Internationalising. We are opening up markets in countries that will have clear progress in renewables, such as Italy, Greece, the US, India...

FINANCES

The available cash will mark the speed of progress of GPM. To date, all the cash has been provided by the entrepreneurial team (around €900,000). We are currently leaders in the Spanish market and we are working to achieve the same position in the Italian, Greek and American markets. But to achieve this, we will need around €3 million in 3 years.

	2009	2010	2011	2012
Turnover	844	2,500	6,000	12,000
EBITDA	113	1,000	2,000	4,000
Fin. Needs		500	4,000	500

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Preferential sale of the holding by investors to the entrepreneurs. An ROI of between 200% and 300% can be expected.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Through contributions from the entrepreneurs and reinvesting the profits obtained.

Bori i Fontestà 16, Entl.
08021 Barcelona
902 73 42 36

Further information:
www.greenpowermonitor.com

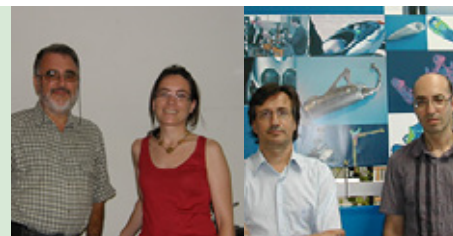
7

GRYYP LINE

Innovation in the automobile world.

SUMMARY

We are a family company founded in 1952 manufacturing drum brakes in the motorcycle branch. In the '80s we began manufacturing disc brakes and in 2003, as the result of research, we saw the possibility of developing a new concept in ventilated disc brakes for private cars for the automobile industry, improving the cost and weight. In 2009, after simulations and practical trials, we proved its viability.



TEAM

Financial and overall management: Gryyp Line. An engineering company for the technical drawing and calculation simulation part, a company specialising in vehicle tests doing so on IDIADA circuits and a automobile sector brakes firm for applications with 3 customers.

CONTACT

Jordi Nadal
nagesti@nagesti.com

PROBLEM/OPPORTUNITY

65 million private cars are manufactured every year, plus light/heavy transport and railway vehicles. Conventional manufacturing involves energy costs. The need to reduce costs is our business opportunity, as we reduce the cost by 20%.

COMPETITION

Discs have been the same for 60 years, with the same internal turbine concept. To our knowledge, there is no competition either in the market or registered.

YOUR SOLUTION

Conventional discs are cooled by an internal turbine that has high manufacturing costs. We eliminate the internal turbine and its cost and weight.

BUSINESS MODELS

We want to license car manufacturers. Each one currently has its own supplier.

MARKETING PLAN

The car sector is very small. We will secure a couple of leading OE customers and rally competitors. The saving will be publicised and the specialised press will do the work.

FINANCES

We offer the business opportunity of managing the manufacturing rights to our invention with the vehicle manufacturers VW, Renault and Ford... Each one would maintain its supplier. VW manufactures around 6M vehicles. With a saving of 2 euros per vehicle, what the company is prepared to pay for the new concept is negotiable. And so on for the 65M cars made throughout the world.

	2009	2010	2011	2012
Turnover	See strategy	See strategy	See strategy	See strategy
EBITDA	0	0	10,000	32,500
Fin. Needs	0	Own investment	200	200

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Business potential. We save the manufacturer €1 per disc. World Production: 65 million per year. Estimated royalty €0.25 per disc. Potential, €32.5M a year. ROI, depending on investment.

What is the greatest risk for your project?

A surprise in the development process. From what we are told by those who are doing it and the results we are getting, this is not expected.

In the short term, which aspect of the company needs to be changed?

Strengthening the competition section to support the launch and facilitate subsequent publicity and acceptance.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

1. Own funds and ACC10 subsidy.
2. We are waiting for ACC10.

Sant Sebastià 1
08960 Sant Just Desvern
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Further information:
www.gryyp.com

8 OFFSET OPTIONS

This is the first company offering a web platform offering carbon offset options



COLLABORATORS

ESADE
Business School

SUMMARY

Offset options is a new electronic online market using web services to provide openness in products and prices in the voluntary carbon market. The business is at the sales phase and has applied for private finance from La Caixa. Over the next week it will also be applying for public finance from ENISA for young entrepreneurs. The company was set up on 10 July 2009.



TEAM

Luke Miller has been Director of Projects at Tesco Compare (Tesco-Royal Bank of Scotland). Olaf Petzschmann has worked for ten years as a senior consultant at Microsoft Germany and previously at the University of Potsdam.

CONTACT

Luke Miller

luke.miller@offsetoptions.com

PROBLEM/OPPORTUNITY

Offset Options has drawn up a program for the rock group U2 via a cosponsored website for selling carbon compensation to three million ticket buyers.

COMPETITION

Competitors like the Chicago Climate Exchange are devoted to big transactions of carbon vouchers but they do not focus on the groups we are aiming at, as this is a smaller market.

YOUR SOLUTION

The Offset Options market provides data services making it easier to integrate environmental services into our customers' sales applications.

BUSINESS MODELS

Income comes from a percentage charge we add to suppliers' prices and a participation charge to final consumers.

MARKETING PLAN

Through direct sales focused on specific sectors, communication strategies (sectoral and online advertising, social communications media), participation in relevant events.

FINANCES

The total finance we need is €1,000,000 (€500,000 at the end of 2010 and €500,000 at the end of 2011), which will be devoted to sales and marketing, technology and international expansion. So far €123,240 has been put into the business. The latest sum paid in is €50,000, the result of a capital expansion on 17/05/2010 by partners, family members and friends.

	2009	2010	2011	2012
Turnover	4	106	892	1,853
EBITDA	-11	- 55	374	734
Fin. Needs	0	500	500	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investors will have an exit on acquisition by financial institutions and a return of 127%. This return of more than 100% reflects the scalability of the business model and the expected growth of the market.

In the short term, which aspect of the business needs to be improved?

Offset Options is leading a new market which consumers do not know very well. As a result a great effort has been made to improve our communications with our stakeholders. We are working to achieve large-scale penetration in our target sectors and on improvement to communication with final consumers. In this way we will be able to take the carbon markets to consumers in a way no-one has yet achieved.

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08018 Barcelona
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Further information:
www.offsetoptions.com

9 PROASEPTIC

Innovative technology for packaging drinks and liquid foods using a flexible, sterile, sustainable and economical container that becomes the natural skin protecting the product and giving it added value.



SUMMARY

Proaseptic design, assembly and sale of innovative machinery for sterile packaging. The company, with a clear desire to be international, was set up three years ago with private and public finance. We have developed a 1st machine for packaging UHT dairy products (2 patents granted) as an alternative to carton packaging. Since Sept 2009, success in launching UHT cream in a covered bag in the French market and milkshakes in the international market for one of the leading European dairy product processors (Bongrain – Elle&Vire).



TEAM

Apart from myself as Entrepreneur, with more than 13 years' experience in the packaging sector, my team is led by the Technical Director, the Head of Production and the Projects and Quality Director with skills and abilities to meet the challenges of a small, innovative company.

CONTACT

Arnaud Quetin
aquetin@proaseptic.com

PROBLEM/OPPORTUNITY

Companies producing liquid food products, drinks and pharmaceuticals that need to differentiate their products from own brands/distributors, expand their ranges and reduce their production costs.

COMPETITION

Other producers of machinery for rigid, sterile packaging: cartons – Tetra Pak Combibloc. Direct competitor for aseptic machinery for flexible containers: Volpak.

YOUR SOLUTION

Proaseptic has unique know-how in mechanical technologies (container formation and sealing), processes and latest-generation sterile, electronic instruments.

BUSINESS MODELS

Proaseptic sells technology (machines) and a Proaseptic customer can buy the packaging material from various suppliers to control costs. Proven technology, with the first machine producing sterile packs for dairy products on a daily basis.

MARKETING PLAN

2 sales in 2010, with an average price of €1.5 million per machine. 3 sales in 2011 and 4 sales in 2012, controlled growth of the company and continuous innovation.

FINANCES

Proaseptic is looking for €2 million: €1M for organic growth (planned for Dec 2010) and for studying new developments and €1M for financing an aseptic pilot team (planned for 2011). Current holdings: €500,000 entrepreneur; €1M venture capital; CDTI public funds €720,000 and ENISA €400,000.

	2009	2010	2011	2012
Turnover	167	1,457	3,000	6,000
EBITDA	-591	-63	419	1,546
Fin. Needs				

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Buyout for sale to an industrial company.

What is the greatest risk for your project?

The financial size of Prosterile, as it is a high-tech company.

Multinationals – potential customers – validate Prosterile's avant-garde technology for sterile packaging of their products, but they are also looking for a business with a comfortable financial position.

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08210 Barberà del Vallès
+34 93 718 51 08

Further information:
www.proaseptic.com

10

RABASSA INNOVA

Obey The Nature, Enjoy It



SUMMARY

Design and manufacture of vehicles for leisure and for professional and military applications. We design and manufacture all the vehicle components. We are the only company with this activity in Europe. We have Spanish and European approval. We have unique products with our own technology and we can sell them anywhere in the world. We also have another world patent for our designs to be exploited.



TEAM

Enric Rabassa, 30 years in the world of engineering and design. Management.
Pep Vila, businessman, Florenci Rius, businessman. Partners. Plus five other people.

CONTACT

Enric Rabassa
erabassa@rbsobey.es

PROBLEM/OPPORTUNITY

The crisis and consequent collapse of sales has reduced financial resources and our expansion in Europe has been conditioned by this. We need financial resources to grow in foreign markets.

COMPETITION

Our competitors are very big companies – turnover \$1.2bn – and we occupy a market niche. Our main competitors are Polaris and BRP, both American.

YOUR SOLUTION

Innovative product, very high level of features and quality, with a high degree of safety. Own technology and innovative technical solutions.

BUSINESS MODELS

Sale of vehicles, accessories, spare parts and activities.

MARKETING PLAN

Strengthening the profile of the leisure customer. Making new models for the agricultural market. Planning a military vehicle – already requested – for the Spanish army.

FINANCES

Over the next three years we need around €900,000, to be paid over the next two years. The partners have contributed €1.1M in cash and €0.3M in work on the project. The entrepreneurial team have been putting in money up to now and cannot continue doing so. We should now be turning over €2M and €5.8M in three years. Spain came to a halt in September 2008 and we are going out to sell exports.

	2009	2010	2011	2012
Turnover	300	600	1,000	2,000
EBITDA				
Fin. Needs		300	500	200

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Exit is possible between five and ten years, with expected growth of 400%.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Seeking out possible industrial partners to come under our coverage.

Spanish and Catalan companies do not know about our sector and it does not generate confidence among them.

Pol. Ind. Pla dels Vinyats
Energia 50
08251 Sant Joan de Vilatorrada
+34 93 872 67 03

Further information:
www.rbsobey.es
www.rabassainnova.com

11

S3D TECHNOLOGIES

Technology for 3-dimensional audiovisual production, the communication of the present and the future



SUMMARY

S3D Technologies, established in October 2008, develops the hardware and software needed to capture stereoscopic images for 3-dimensional audio products. Concerning the hardware, it has a prototype and is at the series 0 construction stage. As for the software, one program is available on sale (S3D Calculator), another is at the beta tester phase and another is in the development stage. To date, contributions have been public, from Avanza I+D, CDTI and NEBT.



TEAM

Carolina Barco is a graduate in law, and holds a master's degree in intellectual property and management of audiovisual companies. Carina Portillo has a master's degree in finance and experience on Wall Street and Jesús Rodríguez is a telecommunications technician with R+D experience.

CONTACT

Carolina Barco
c.barco@s3dtechnologies.com

PROBLEM/OPPORTUNITY

The increase in distribution and operation channels making it possible to exploit 3D content means it is necessary to have this, together with the tools making it possible. The current tools are few and far between, expensive and show little automation.

COMPETITION

The main competition can be found in the USA, specifically at the Element Technika company. Our solution comes through providing more features.

YOUR SOLUTION

Our competitive advantage lies in a product with a very high quality level at a good price integrated with other solutions offered by complementary companies.

BUSINESS MODELS

With the sale of its hardware technology and software licence.

MARKETING PLAN

The company does not yet have any sales. It reaches its potential customs through direct and indirect advertising, official presentations, attendance at international trade fairs and strategic agreements.

FINANCES

To date, the entrepreneurial team has put in around 60,000 euros. The rest of the finance – around 600,000 euros – has been public. To deal with the product completion, sale and international expansion stage it is looking for around €500,000 euros, which it could receive in instalments.

	2009	2010	2011	2012
Turnover		200,000	3,500,000	9,800,000
EBITDA		30,000	1,890,000	5,488,000
Fin. Needs		400,000	600,000	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The exit strategy would be a sale of a third of the shares to a third party.

What is the greatest risk for your project?

Missing out on the current window of opportunity which is an extraordinary one due to the 3D boom. However, it is true that our competitors are also working very fast.

In the short term, which aspect of the business needs improving?

Marketing, advertising and sales.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have been to investment forums such as IESE, spoken to Venture Capital firms like Nauta or Debaeque and, at the moment, we are taking part in the Investment Readiness program. If we have not yet found the money we need it is because the business does not yet have any turnover.

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Further information:
www.s3dtechnologies.com

12

SIARQ

Research, development and innovation in bio-architecture, energy saving and urban sustainability.



SUMMARY

We are devoted to the open R+D+i of photovoltaic technology applications in the area of architecture and street furniture. We organise and coordinate R+D+i consortium teams in order to license the patent to the sales companies that have taken part in each consortium. We also provide energy consultancy for buildings and ad hoc solutions.



TEAM

First shareholder: Bernard Le Genissel
 Managing Director: Alessandro Caviasca, engineer and architect
 Sales Director: Carles Sánchez, economist and MBA

CONTACT

Carles Sánchez
 info@siarq.net

PROBLEM/OPPORTUNITY

Public budget problems are increasingly serious and the cost of energy and CO₂ emissions will increase steadily over the next few years. Towns and cities will have to include energy saving as a priority on their agendas.

COMPETITION

The big street furniture firms work with outside designers who work with products with plenty of design but with low levels of sustainability. They have not yet incorporated sustainable, hi-tech products.

YOUR SOLUTION

We license our technology and patents to leading companies in their markets and we maintain an R+D+i office relationship with them to update products and add new ones.

BUSINESS MODELS

Income comes from royalties and JV project management fees.

MARKETING PLAN

To license our products in other EU countries, in Latin America and the Middle East. We have set up a Joint Venture to develop a new and very innovative product.

FINANCES

The consortium we are setting up needs €250,000 for 2011 and €250,000 for 2012. The total cost of the project is €1,150,000. The income will come from the royalties generated by sales of the product. Sales will be carried out by the sales company that licenses the patent.

	2011	2012	2013	2014
Turnover	205	300	1,000	1,700
EBITDA	-	20%	42%	63%
Fin. Needs	250	250		

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

We offer an IRR of 45% at five years

In the short term, which aspect of the firm needs to be improved?

The internationalisation process undoubtedly needs to be strengthened and accelerated to find licensees of our technology in other markets.

Increases in our income will come from royalties. Specifically, 80% will come from royalties and 20% from project management and product design fees.

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Further information:
www.siarq.net

13 SUSTAINABLE TECHNOLOGIES

Technology for a better world



COLLABORATORS



SUMMARY

Low-cost waste water treatment system. Turns the problem of slurry into a sustainable business opportunity. It is currently at the demonstration pilot phase. It has achieved €321,000 from NEOTEC, €170,000 in private capital, €30,000 from Bancaixa Social Work. It still needs €70,000 in private capital investment. Company set up a year ago. €85,000 in share capital.



TEAM

Mario Rosato, 12 years as managing director, 6 years as sales representative, 8 years in engineering proj. and R+D. Giovanna Barbaro, 10 years in industrial design, 6 years in marketing. Jesús Urieta, 20 years' sales experience, pioneer in the biomass sector in Spain.

CONTACT

Mario A. Rosato
m.rosato@sustainable-technologies.eu

PROBLEM/OPPORTUNITY

Slurry is a national emergency recognised as such by the Environment Ministry. Pig farmers do not have financially affordable solutions for managing it properly. The multinationals are not interested in this niche.

COMPETITION

The traditional "solution" of dumping slurry in the countryside is free but creates serious problems. The "technological" competitors are the big multinationals, but they are expensive.

YOUR SOLUTION

Purely biological 4-stage process. In goes slurry and solar energy, out comes clean water, animal feed, biogas and oxygen. Low-cost construction, recycled, recyclable materials.

BUSINESS MODELS

Direct sale of plants and maintenance service. 100% outsourced production.

MARKETING PLAN

R+D will be carried out on 4 prototypes with NEOTEC funds and the definitive model will then be patented. Sales start in 2012. Current sales are consultancy and R+D services.

FINANCES

We need €600,000, of which €321,000 are from NEOTEC and the rest private finance, to create and test 4 prototypes in 2 years and launch the product in Spain and Italy. We have already put in €85,000 including savings and hours of work.

	2009	2010	2011	2012
Turnover	4	492	1,292	2,492
EBITDA	-81	22	267	963
Fin. Needs	-88	-230	184	544

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The most probable exit is the sale of the business to a multinational from the sector (negotiations have begun with AGBAR). Theoretical ROI at 5 years > 300%.

What is the greatest risk for your project?

The greatest risks are:

- not achieving short-term finance.
- the (to some degree unfair) competition of universities and technology centres, which monopolise all the R + D in Spain.
- that a multinational or technology centre might develop for itself some of the details that we cannot afford to protect with patents.

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Further information:
www.sustainable-technologies.eu

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SVENSKASTOL

+ independence - dependence



SUMMARY

We are developing the OMOWA chair, which is protected by patent and is an item that allows people with reduced mobility, either because of their age or a disability, access to the various health advantages of a bath. Our target audience are orthopedic professionals and end users, as well as associations. We have already developed three prototypes and are currently awaiting the series 0.



TEAM

A young team with academic education to at least university level and experience of launching firms in different business environments, as well as managing commercial companies still in operation.

CONTACT

Juan Diego Ruiz
juandiego@wilmington.es

PROBLEM/OPPORTUNITY

The needs of elderly and disabled people are a continuously growing market. Our product is small and transportable. We are concerned about it being copied and about the existence of substitute products, as well as the internationalisation process.

COMPETITION

Within the market there are many products that serve as aids, but those carrying out our service in a similar way cost more than double, so we do not consider them competition.

YOUR SOLUTION

Our patent guarantees us a unique product providing a competitive advantage making daily life easier for both users and carers.

BUSINESS MODELS

We meet the needs of dependent people with our products.

MARKETING PLAN

Our idea is to position ourselves with at least 20% of Spanish orthopaedic professionals within a year, sign agreements with groups and make the leap to the international market.

FINANCES

Our financial needs are for a one-off €600,000, which will largely be used for manufacturing and publicising the product. A small part – around €36,000 – will also be for product development. We hope the investment will be recovered in the first year.

	2010	2011	2012	2013
Turnover	0	1,277	1,531	1,431
EBITDA	0	473	508	545
Fin. Needs	600	0	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investors will be able to recover their investment in the first year, but we think they will remain in the project with internationalisation. We expect a return of more than 30%.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

The search for the finance needed to carry out the project began almost a month ago and we are working with various venture capital firms and business angels and financially via ICO, hoping to secure the money needed over the next few months.

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Fax +34 93 562 30 63

Further information:
www.svenskastol-ortopedia.com

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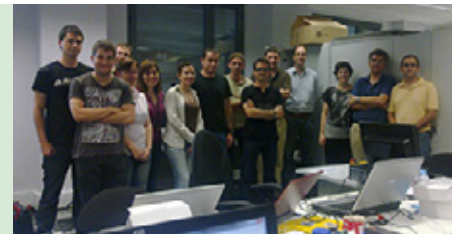
URBIOTICA

The City Operating System



SUMMARY

We provide concepts and technologies essential for the 21st-century city: a complete range of technology-based products and services intended to capture data in real time from the city and control actuators to improve efficiency in the management and use of urban space. Established in 2008, we now have the first proof of concept projects begun in the Barcelona metropolitan area and we have achieved broad support from public finance.



TEAM

Antoni Brey: telecommunications engineer, executive director and managing director. Irene Compte: graduate in geography from the UdG and deputy managing director. Joan Eusebi Pujol: graduate in economics and business studies and MBS from INSEAD, executive director. Javier Nieto Santa: graduate in business administration and MBA from ESADE, Chairman. Directors: Jordi Romeu and Lluís Jofre, professors at the UPC. R+D team: 12 engineers. Administrative team: 2 people.

CONTACT

Antoni Brey Rodríguez
info@urbiotica.com

PROBLEM/OPPORTUNITY

Cities are becoming increasingly complex to manage. Meanwhile, technological advances make it possible to manage cities with an integrated system with a commitment to improving efficiency through automatic information processing in real time.

COMPETITION

There are about a hundreds of businesses developing vertical technological solutions but none of them is making a transversal, systematic and innovative approach.

YOUR SOLUTION

A combination of economical wireless sensors, designed especially for the city, communication equipment and real-time information management platforms.

BUSINESS MODELS

The chains of agents involved are extensive and, in each case, URBIOTICA will make its offer of value fit in (from supramunicipal administrations to service companies or firms supplying technology).

MARKETING PLAN

Sales over the next three years will be focused on medium-sized and large city councils and also other private and management agencies and city structural services.

FINANCES

CONTRIBUTIONS TO THE BUSINESS TO DATE. Contribution of the current partners: €300,000 with €300,000 committed. Public finance of €400,000. FUTURE CONTRIBUTIONS: We need €900,000 to 2011 and 2,400,000 to 2012.

	2009	2010	2011	2012
Turnover	0	100k	1,250k	4,750k
EBITDA	-50k	-350k	0	1,650k
Fin. Needs	0	0	900k	2,400k

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Less than 5 years. Exit through the entry of new investors. Repurchase options must also be considered. Estimated ROI: 30%.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have the business's financial needs covered to the end of 2010, but for some time we have been regularly meeting potential Spanish and foreign investors to obtain feedback and be well prepared to undertake a round of finance in 2011.

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Further information:
www.urbiotica.com

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VELMUS IDI

Light Electric Vehicles
Sustainable Urban Mobility

COLLABORATORS

ESADECREAPOLIS

SUMMARY

Development and manufacture of own product: 3-wheeled electric scooter. Easy to drive, accessible. Interactive low-cost car share. Pilot phase in Sant Cugat. Customers: ESADE, town council, local advertising companies. First year without profits. Break even after that year. Public and private finance. Limited Co. since 17/07/2009. Self-employed since 1/10/2007, 20 years' research.



TEAM

Entrepreneur with 25 years' experience in public and private sector service industries, design, engineering, automobiles, consultancy, ITS and telephony. Top-level executive advisers in logistics and entrepreneurship. Based at the ESADECREAPOLIS Innovation Pole.

CONTACT

Florencio G. Cuervo Prieto
velmus@velmus.net

PROBLEM/OPPORTUNITY

Complex project requiring investment to achieve break-even with a quality project and ICT development to make the user interfaces interesting and incorporate marketing on social networks and expansion by franchise.

COMPETITION

PSA's Carshare Mu offers motorbikes or cars. Carsharing pilots with mopeds in other towns. 3-wheeled scooters of Indian origin.

YOUR SOLUTION

Only integrated offer with own product developed for the system. Customisable interfaces. Mixed use motor scooter with quick change of bodywork and batteries.

BUSINESS MODELS

Attractive low cost, income through high-impact advertising, intensive use of capital.

MARKETING PLAN

Activation of the latent market for public promotion, local councils, campuses or businesses. Innovation. Viral expansion through social networks and franchises. Manufacturing for services.

FINANCES

Investment: €4 to €5 million during 2011 to a) improve and industrialise the scooter; b) develop and franchise the service, ICT, design and contracts. €400,000 invested in 2010 pilot plan. Cash flow at end of 2011. Reinvested in business and buy-back of holdings and debt.

	2009	2010	2011	2012
Turnover	0	100	300	7,500
EBITDA	0	10	100	4,500
Fin. Needs	0	400	5,000	0

Figures in thousands of euros.

(investment hypothesis first year only; if maintained, exponential growth)

EXIT STRATEGY AND EXPECTED RETURN

Without further investment than every 5 years to renew the fleet, maintaining the volume, the capital could exit in 2013 or 2014, with an IRR of about 20% a year, stabilised in 5 years.

What is the biggest risk for your project?

Letting time pass without investing and missing out on being the first in the market.

In the short term, which aspect of the business needs improving?

HR, legal advisers, partners for dynamic advertising.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

The 1st Prototype won awards and exhibited at specific shows, the pre-series was approved and a pilot carsharing fleet is under way with a loan. This is the first round calling on investors.

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ESADECREAPOLIS
08172 Sant Cugat del Vallès
628 28 61 82

Further information:
velmus.net

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ZERO2INFINITY

Purveyors of Elevating Experiences



SUMMARY

Zero2infinity is an aerospace company with a clear environmental vision. Its vehicle, bloom, has been designed to provide its passengers with all the benefits of space flights without any of their disadvantages or dangers in a cabin offering privacy in a relaxed, cosy environment without any physical demands, thereby expanding the possible customer base. Set up in 2009, zero2infinity is at the design stage for the bloom.



TEAM

José Mariano Lopez, founder and CEO, MBA and Master's degree in aerospace from MIT. Consultants: Josep Maria Lladó CEO Ultramagic. Jacinto Garcia Palacios, vice-president EADS. Pierre Dedieu, operations expert at CNES. César Pérez de Tudela, climber, explorer.

CONTACT

José Mariano López Urdiales
jmlu@inbloom.com

PROBLEM/OPPORTUNITY

Human beings have always wanted to see the world from a height, going up into the atmosphere to be able to observe the earth beneath them. It is a sector with limited demand due to the lack of supply or because the supply requires very demanding conditions.

COMPETITION

Operators of suborbital flights based on rocket technology (Virgin Galactic, Xcor, Blue Origin) who offer more height but worse views and very demanding physical conditions.

YOUR SOLUTION

Environmentally clean flights in a helium balloon allowing 2h of views of the earth from 36km, all in a relaxed, comfortable environment, increasing the potential customer base.

BUSINESS MODELS

To offer "near-space" trips to tourists in exchange for the purchase of a ticket.

MARKETING PLAN

Creation of an international network of exclusive travel agencies, already contacted, with a list of potential clients for selling the product, in exchange for incentives.

FINANCES

The project needs €2M in the next year to be used for marketing and the design and construction of the first bloom for making the first crewed flight in 2011. We will then move on to the start of certification and getting the activity under way and it will be completed with €12M from 2012. There is an investment of €400,000 from the entrepreneur and an industrial partner.

	2009	2010	2011	2012
Turnover	0	49	207	361
EBITDA	0	(501)	(2,127)	(2,705)
Fin. Needs	0		2,000	12,000

Figures in thousands of euros.

*Negative results due to the development of the initial R+D+i

EXIT STRATEGY AND EXPECTED RETURN

There are two options: either an IPO or sale to a company in the aerospace sector. The expected ROI for the investment is of the order of 10, coming in 2015, a year after the 1st flight.

In the short term, which aspect of the business needs improving?

Currently, the aspect to be improved is marketing: publicising the product and its advantages to potential customers. The team of consultants is almost complete, but we need someone in charge of marketing the company, linking their image to that of the business and thereby inspiring greater trust among customers, investors and partners.

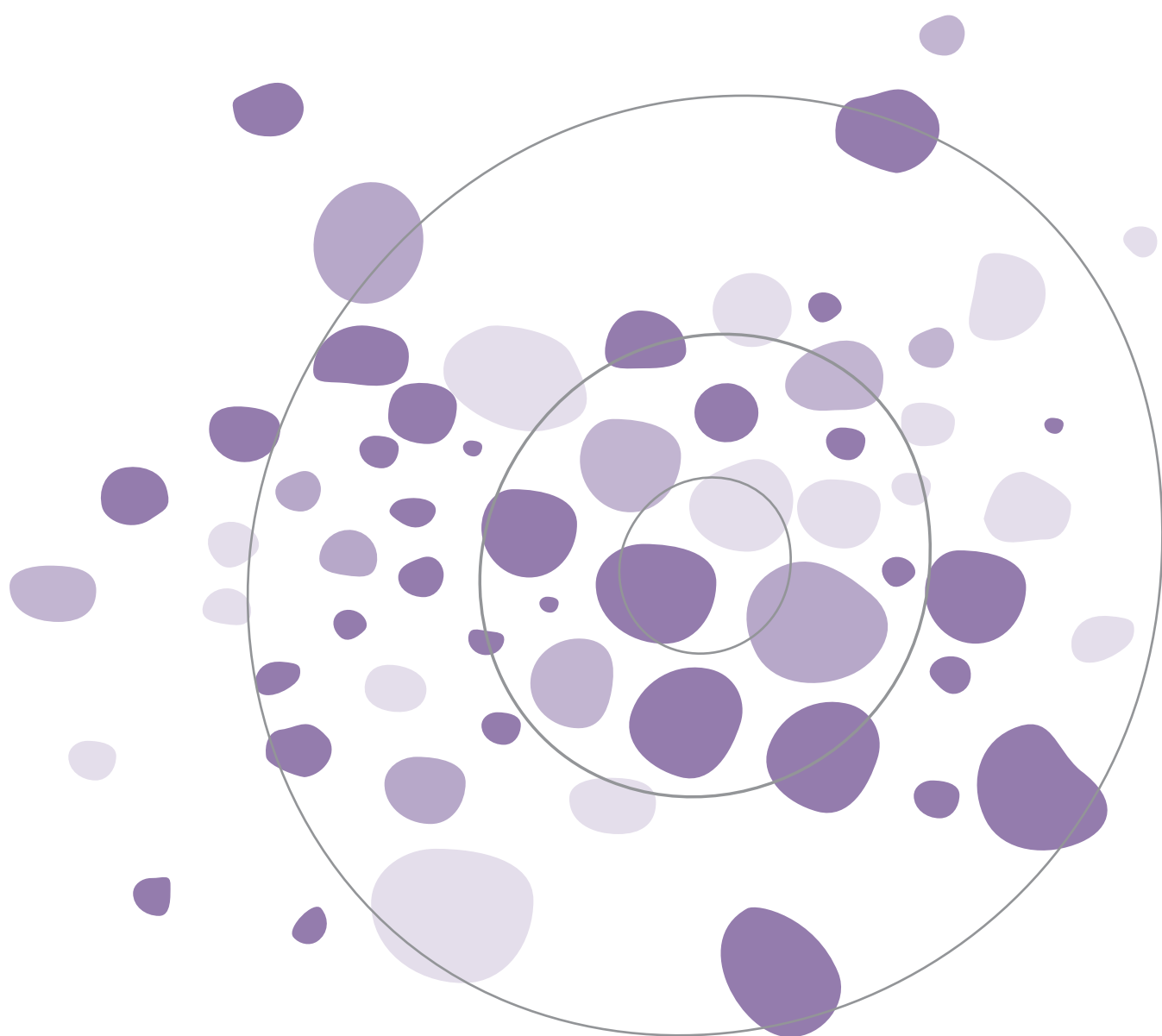
Doctor Ferran 26
08034 Barcelona
645 152 872

Further information:
www.inbloom.com

INFORMATION AND COMMUNICATION TECHNOLOGY

PROJECTS CATALOGUE

October 2010



1 3SCALE NETWORKS

Launch, Manage & Grow your API Business with 3scale API Management Solution



SUMMARY

3scale empowers Internet-based companies to launch, control and grow the distribution of their digital content/services via their Web services or APIs in a secure, flexible and cost-effective way. Our Product has been launched, the most significant clients being: Skype, Wine.com, ContextVoice.com, JustGiving.com, Deepdyve.com, ScribeSEO.com and some 25+ other customers. Revenues in 2010: over 90.000 Euros, Company raised: 182.000 Euros - F&F + Business Angel Funding, 500.000 Euros - VC Funding + Public Subsidies,



TEAM

Steven Willmott (Co-founder & Tech. Lead) 10 years of technical experience in Web Services, Semantic Web, network technology and the management of large-scale international R&D teams. Guillaume Balas (VP Sales & Marketing) previously been a senior strategy consultant with Oliver Wyman, holds an Industrial engineering degree and a MBA from ESADE Business School.

CONTACT

Marta Czycz
marta@3scale.net

PROBLEM/OPPORTUNITY

Internet-based companies want to increase customers reach and they need effective go-to-market and growth strategies for their AP. However the reality is: lack of out-of-the-box and efficient API management solutions; companies are often overpaying for API and API management systems; development is complex and timeconsuming.

COMPETITION

The main current/potential competitors are Mashery, Sonoa, Apigee.

YOUR SOLUTION

3scale currently offers 2 subscription options to its customers: Self-service, fully automated sign-up for standard plans that are easy to integrate and fast to deploy or Enterprise solution on request: tailor-made solution to basically meet any specific needs and requirements.

BUSINESS MODELS

Competitive advantage: Self-service SaaS Solution extremely scalable and cost-effective thanks its proxy-less architecture.

MARKETING PLAN

Online Marketing and Advertising for the Self-service solution. Cold calling and actively seeking enterprise-solution-type clients.

FINANCES

Over the next 3 years, the Company will need 400,000 EUR, 200,00 of which during 2010. In the past the Company has raised: 182.000 euros - F&F + Business Angel Funding, 500,000 euros - VC Funding + Public Subventions

	2009	2010	2011	2012
Turnover	4.5	730	3,500	9,800
EBITDA	-60	-260	140	1,500
Fin. Needs		200	200	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investors can expect a 4% return on their investment in 2011, and an 18% return in 2012; the exit strategy we suggest is private sale for cash, debt, and/or equity to the management team.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

During the last 3 years the company has raised over 700,000 euros: 26,000 euros - Personal investment from the founders, 182.000 euros - F&F + Business Angel Funding and 500,000 euros - VC Funding + Public Subsidies. The Company constantly works on improving its products, and, in order to be able to do this, it needs a highly skilled team. That is why another 400.000 euros needs to be raised.

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Further information:
www.3scale.net

2 AGILE CONTENTS

Digital communication technology specialists

SUMMARY

We are a business group that has developed our own multimedia publishing system and online video platforms, among other products that are now leaders in the Spanish market. Agile Contents' technology makes it possible to establish effective digital communication channels for informing, communicating, collaborating and transmitting knowledge. Customers: 4 of the 'top 5' television channels, 2 of the 'top 5' publishing companies, 3rd bank, and 2 of the 'top 5' universities.



TEAM

A team of 40 professionals in Barcelona and Madrid, with a network of regular, specialised collaborators in Spain and Latin America. Professionals with more than 15 years' experience in digital media and communication technologies.

CONTACT

Mónica Rayo Moragón
info@agilecontents.com

PROBLEM/OPPORTUNITY

Technological advances are leading to a radical change in the relationship between the media industry and brands and between big companies and their stakeholders, and in their relations with users/consumers.

What is the greatest risk for your project?

Proper knowledge management

COMPETITION

We compete in two markets with high growth levels: Enterprise Content Management - \$3.9 billion - 10-15% growth; Online Video Publishing - \$1.5 billion -> 25%

YOUR SOLUTION

Agile technology makes it possible to create effective digital communication channels for informing, communicating, collaborating and transmitting knowledge. The product's excellent adaptation to existing needs has made possible a greater presence in Spanish media groups

BUSINESS MODELS

Sale of licences and upgrades, SaaS platform monthly rental and professional services.

MARKETING PLAN

Launch of new partner programme for training, certifying and providing support to the channel. International expansion plan to achieve a turnover of €20M in 5 years. The expansion strategy establishes the consolidation of the business in Spain and the extension of the model to Latin America, the EU and the United States

FINANCES

We have recently concluded a €4M round of finance to cover the growth and expansion plan. We are looking for a second round to speed up growth, take advantage of the opportunity and become one of the leaders in the international market.

	2009	2010	2011	2012
Turnover	1,281	2,438	4,025	8,520
EBITDA	105	343	+916	2,957
Fin. Needs	0	0	200	970

Figures in thousands of euros.

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Further information:
www.agilecontents.com

EXIT STRATEGY AND EXPECTED RETURN

Purchasing opportunity for one of the following potential buyers: Pure Internet players (Google; Yahoo; Microsoft); Big technology companies (IBM; Oracle); Telecommunication providers (Orange; Telefónica); Venture capital firms/investment funds.

3 BCN TOUCH

Helping brands to detect fakes and communicate with their customers simply by touching objects with a mobile phone



SUMMARY

BCNTouch (January 2010), will provide mobile web services to high-value brands based on NFC technology. The products are identified with unique labels that can be read with a mobile phone to exchange information easily and securely in real time. This allows brands to control their products in the supply chain and opens up new forms of communication with customers, prototype phase.



TEAM

The founders (Andrew Mackenzie and Gloria Lozano) have a total of 40 years' experience with technology companies (HP, Philips) in the areas of innovation and R+D (Andrew) and processes, marketing and sales (Gloria).

CONTACT

Gloria Lozano
gloria.lozano@bcntouch.com

PROBLEM/OPPORTUNITY

Fakes are getting better and more difficult for brands to detect. These fakes destroy the brand's exclusive image and the trust of its customers.

COMPETITION

Technologies like bar codes, RFID and holograms are used to detect fakes and, normally separately, to establish customer relations.

YOUR SOLUTION

Our competitive advantage is being pioneers in NFC technology, which provides security and interactivity. It is important for us to grow quickly to raise entry barriers.

BUSINESS MODELS

Sale of applications, subscription to services (fixed payment + variable one depending on data volume).

MARKETING PLAN

3 product lines: 2 self-developed and 1 imported from Sweden and exclusively distributed. Milestones: 1 customer includes our solution for a public tender process. Positive market research

FINANCES

Cash needs 2010-2012 2.5 million euros: 250,000 provided by the partners (Facilities and R+D), 500,000 euros in outside finance (2011, setting up sales team, R+D growth). Sales of 1,750,000 euros, which will finance the structure and operation of the business. The need for finance shown below includes sales (it is purely a cash figure).

	2010	2011	2012	2013
Turnover	125	383	1,400	3,200
EBITDA	-39	-116	192	478
Fin. Needs	150	332	150	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

We estimate a profitable exit in 2015 (IRR=146%) for venture capital to undertake a second growth phase caused by the massive spread of NFC.

What is the greatest risk for your project?

The greatest risk for the project is a double-sided technological one:

1. Adoption of NFC technology: although it seems that it will receive massive support, the agents in the ecosystem do not agree on business models. This could make alternatives appear, leaving NFC unused.
2. Not growing quickly enough to raise the entry barriers.

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08018 Barcelona
608 593 652

Further information:
www.bcntouch.com

4 BCNINNOVA

Our aim is to develop, manufacture and sell ophthalmology diagnosis support devices.



SUMMARY

BcnInnova was set up in February 2008. Since then we have developed a revolutionary system for measuring strabismus. We are currently located in the UAB research park and the plan is to complete the final product in September. From then on we will move on to obtaining the CE mark, building our international network of distributors and developing new functionalities.



TEAM

Joan Prat: Current director of ophthalmology at the Sant Joan de Déu Hospital. Founder of the Catalan Ophthalmology Society. Regular speaker at international congresses.
Oriol Prat: Expert in setting up and developing businesses. Experience in project management, services and quality

CONTACT

Oriol Prat
oriol.prat@bcninnova.com

PROBLEM/OPPORTUNITY

Current diagnosis support systems in ophthalmology are obsolete. We have detected a large market niche in the development of substitute products based on artificial vision technology.

COMPETITION

There is currently no competition. Similar projects are appearing (one in France and one in Germany) but our technology is better and more useful. We also have an international patent.

YOUR SOLUTION

The patented technology consists of a helmet with an integral projection system and use of an artificial vision system. With it, we achieve measurements that are currently impossible, with very important data for the doctor.

BUSINESS MODELS

Sale of units to distributors. Technical support.

MARKETING PLAN

A world market of around €100,000,000 a year is estimated. We have fixed our share of sales at 30% of units (to be sold in 28 countries, 6,000 units in 10 years) and turnover of €200,000,000 in 10 years.

FINANCES

The company is currently living off the initial capital provided by the entrepreneurs, aid from GENESI and the NEBT loan (€140,000). Over the next 3 years we are hoping to carry out two rounds of finance. A small initial one of around €300,000 and, after three years, to consolidate the company's assets at around €1.5M (between contributions and internalised profits, such as reserves).

	2009	2010	2011	2012
Turnover	0	0	100	3,000
EBITDA	-	-	10%	30%
Fin. Needs	-	-	300	-

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Sale of holdings in a subsequent round. Sale to a multinational...

What is the greatest risk for your project?

Opening up a market is difficult. It will certainly be difficult to achieve the first sales. We hope that once doctors detect the benefits of the device they will move en masse to the new paradigm and it will become a standard. Meanwhile, a great deal of work will have to be done on the market and we will have to make a great effort in sales.

Barcelona
619 525 610

Further information:
www.bcninnova.com

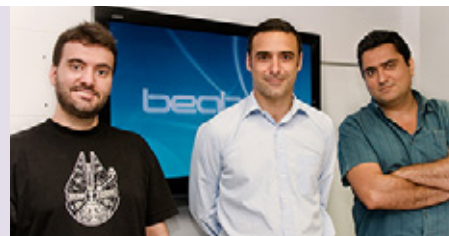
5 BEABLOO

Interactive, low-cost communication for shops and public spaces



SUMMARY

Beabloo, founded in June 2008, has developed communication software for shops making it possible to bring digital screens to attract customers to life, connect with their mobile phones and find them on the Internet in an interactive experience. More than 200 customers and 400 active screens open to big advertisers. With capital of €500,000 and public aid worth €275,000, Beabloo is beginning the process of internationalisation.



TEAM

Jaume Portell (CEO) ex-CTO of eDreams, where he was until the LBO, when he left to found Beabloo. Nadim Ghanem has been GM of businesses in the Ghanem Group i and founder of 2 startups in Lebanon. Óscar Herrera, ex-Web Operations Director at eDreams.

CONTACT

Jaume Portell
jaume@beabloo.com

PROBLEM/OPPORTUNITY

Shops around the world agree that to compete better they need to advertise more and generate new flows of income. At the same time, the big advertisers are very interested in reaching the point of sale, where 70% of purchasing decisions are made.

COMPETITION

Beabloo is competing with Digital Signage firms like SignageLive, MediaSignage or BroadSign. And, in the area of outdoor advertising, with JCDecaux or Impactmedia.

YOUR SOLUTION

We create a very low cost or even free communication solution for points of sale open to non-competing advertising from suppliers that generates income.

BUSINESS MODELS

We rent out the software service and receive a commission on the advertising.

MARKETING PLAN

Sales in the first 12 months have been €234,000. Beabloo franchises its technology and brand around the world and is rolled out free throughout the world with freebloo.com.

FINANCES

Beabloo needs €500,000 in 2010 and €1M in 2011 to finance R+D developments, to launch the franchise program internationally and to launch freebloo.com around the world as a viral roll-out tool. The current partners have put in €400,000 in share capital and we have guaranteed loans worth €180,000. We have received €300,000 in public aid.

	2009	2010	2011	2012
Turnover	211	556	1,308	7,775
EBITDA	-69	-18	-13	1,744
Fin. Needs	300	500	1,000	-

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The thousands of integrated advertising supports at points of sale around the world and Beabloo technology are interesting the big advertising and venture capital operators. ROI: 40%.

In the short term, which aspect of the business needs improving?

Beabloo has developed an innovative product, well accepted by customers (94% would recommend Beabloo) and a business model that satisfies customers and distributors. With freebloo.com, Beabloo also becomes an Internet viral roll-out solution making it possible to open up the market instantaneously around the world. The challenge now is to make the most of these assets with the best possible communication, advertising and marketing campaign and, because of this, at Beabloo we need to find the best professionals in this area. With them, we will take advantage of the window of opportunity and we will be the communication solution for shops around the world.

Llacuna, 162
08018 Barcelona
669 48 15 77

Further information:
www.beabloo.com

6 CHIVATO.NET

The great technology integration solution. The best tool for the predictive maintenance of complex installations.



SUMMARY

This is a service bringing together the current advances in engineering, IT and telecommunications, an interface between the professional and telemetry, domotics, robotics and remote control. Fully developed and tested and working at various facilities. Project begun in 2008, personally guaranteed and financed by ICF and the Plan Avanza. It is currently at the publicity and sale phase, as well as seeking capital.



TEAM

Joan Saborit has been the ICT Manager of various multinationals. Training: physical sciences, UNIX administration. Business Administration and Management. Promoter. Kilian Torrens. Diploma in Computer Engineering. Technical Manager of a leading antivirus firm.

CONTACT

Joan Saborit Vallespi
tecnico@chivato.net

PROBLEM/OPPORTUNITY

Efficiency, effectiveness and savings. With chivato.net you can monitor, oversee, supervise, act and make maintenance techniques cost-effective, moving from the actuarial and preventive model to the predictive model. Chivato.net detects anomalies before they become breakdowns.

COMPETITION

No product on the market is so complete. There are only partial solutions from manufacturers and only for renewables.

YOUR SOLUTION

Plug & Play. No software, no hard disks, no programs, no drivers. Better service for more customers with much lower costs. Pay x View Service. No need for qualified staff.

BUSINESS MODELS

Sale of installations and monthly telemetry service. Business without non-payment.

MARKETING PLAN

Presentation at Trade Fairs. Technical Conferences. Specialist Publications and Magazines. Press and New Technological Product. Direct presentation to the biggest engineering firms.

FINANCES

We need an initial €750M (30M for the premises, 90M for equipment, 230M for staff, 200M for marketing and 200M for establishing bonds). To cover the first three years, the entrepreneur has invested €380M (300M own funds, 60M with ICF loan and 20M with Plan Avanza loan).

	2009	2010	2011	2012
Turnover	80.0	154.5	577.2	1,767.0
EBITDA	17.7	-142.0	-31.7	508.7
Fin. Needs	19.7	750.0	0.0	0.0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Exit by sale of holding to the entrepreneur or third parties. Or remaining in. Break even <20 months. Pay-back <40 months. Expected ROI: 166.5%.

In the short term, which aspect of the business needs improving?

The product is fully developed and tested. There are working installations. We need to improve marketing and communication. We need preliminary work done to publicise the new possibilities we offer for operation.

We need to show the market that there is a new solution making it possible to rethink the current way that engineering and maintenance companies operate.

Gebre 47
08410 Vilanova del Vallès (Barcelona)
+34 93 845 63 90

Further information:
www.chivato.net

7 EDENIC GAMES

Edenic Games is an online games company with 60,000 registered users and an income of about €3.400/month.



SUMMARY

Edenic Games is devoted to the development and implementation of mass online games allowing thousands of people to play at the same time over the Internet. The games are developed to be played both on social networks and on browsers. In 2009, Edenic Games turned over €16,324 and had a staff of 4 employees.



TEAM

Xavi Xicota: COO of Telvent Global Services. He has experience as an entrepreneur.
 David Xicota: Former Head of Projects at Atos Origin and Technology Adviser to Fiabee.
 Albert Xaubet: Former Web Architect at Atos Origin and Head of Projects at OpenTrends.

CONTACT

Albert Xaubet
 alberto.xaubet@edenicgames.com

PROBLEM/OPPORTUNITY

Edenic Games is aimed at both young people and adults, users of social networks and people who are passionate about the world of videogames. There is a greater need for a variety of games for a particularly attractive audience.

COMPETITION

The competition for Edenic Games are MMO online game platforms and companies developing games for Facebook (Frogster, Zynga, Bigpoint...).

YOUR SOLUTION

Edenic offers the gamerTag: an online platform for playing videogames with thousands of people, including social games and browser games, similar to the XBOX Live platform.

BUSINESS MODELS

Edenic Games will make money from selling virtual goods, subscriptions and advertising.

MARKETING PLAN

Edenic Games will increase the budget by up to 40% in turnover for developing a combined Social Media, SEO and SEM plan.

FINANCES

1,300,000 euros obtained in two stages intended for implementing an ambitious growth and international expansion plan. The money provided comes from the founders (€75,000) and a Business Angel (€165,000). The company Edenic Games will break even in 2013 with sales worth 3 million euros.

	2009	2010	2011	2012
Turnover	16	43	184	714
EBITDA	(95)	(147)	(387)	(556)
Fin. Needs	0	300	0	1,000

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

IPO, sale to competitor, sale to videogames multinational, sale to online media company.

In the short term, which aspect of the company needs to be improved?

The company's marketing department needs to be strengthened a great deal. To date, Edenic has devoted a very small portion of the budget to this item. We want to build a powerful marketing team with resources for implementing the marketing plan. Edenic wants to converge with the companies in the sector that devote very large sums of money to this item.

Pelai 1
 08001 Barcelona
 +34 93 185 37 70

Further information:
www.edenicgames.com

8 EYEOS

Web desktop. Open code software. Cloud Computing



SUMMARY

EyeOS is an open code operating system. It has 51 official communities around the world with 16,500 developers distributed in the various eyePS forums. More than 700,000 downloads. The new 2.0 version was launched last May. The eyeOS project was begun in 2005 by a group of young people. In March 2006, the eyeOS.info server was opened, achieving more than 600,000 users.



TEAM

Pol Watine: CEO and ex-founder of Easynet. Marc Cercós and Pau Garcia-Milà: founders. Jordi Collell: Head of Communication. Jose Carlos Norte: CTO. Gerard Muñoz: Head of Projects.

CONTACT

Pau Garcia-Milà Pujol
pau@eyeos.org

PROBLEM/OPPORTUNITY

EyeOS as a cloud computing project allows you to access your files from any device in the world. It is a web desktop that requires only a browser for accessing the documents and applications. EyeOS allows this securely, privately and easily at very low cost. And, the most important thing, having the figures under control.

COMPETITION

SAAS: GMail, Google Docs, Amazon S3/ PAAS: Google App Engine, Amazon SimpleDB/ IAAS: Amazon EC2, Microsoft's Azure

YOUR SOLUTION

EyeOS is open code software so users and customers can choose where to install the solution. This makes it possible to have control over data.

BUSINESS MODELS

Sale of services related to the platform: support, maintenance, programming, training. In the future: selling vertical solutions to partners.

MARKETING PLAN

Taking advantage of the fact that eyeOS is open source, reaching the maximum number of people through indirect marketing to the eyeOS communities.

FINANCES

Over the last 3 years the company has maintained itself on the sales generated and has had no capital expansion. Cash therefore reflects this situation: there is dependency on lines of credit from Banc Sabadell and La Caixa.

	2009	2010	2011	2012
Turnover	350.5	600	1,100	1,500
EBITDA	80	90	110	130
Fin. Needs	0	1,000	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Depending on whether the investor is a private one or a strategic partner, an ROI plan will be sketched out according to what they want (planned exit or return through sales generated based on the established partnership).

What is the greatest risk for your project?

The competition that could emerge from big companies.

In the short term, what is the aspect of the business that needs improving?

Moving from being a business providing services to a final customer to a business offering services to a partner.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Despite what is on offer from some investment funds, to date we have not thought it was the right time to accept new partners.

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+34 93 181 30 39

Further information:
www.eyeos.org

9 GLOBALBOARDING

Born as the social network of the 60 million action sports lovers.



SUMMARY

Globalboarding is a social network for sliding sports (surfing, skating and snowboarding) which incorporates a video platform. This includes promotional videos for businesses in the sector and individual users and home-produced videos. We are currently in a network with the beta version and we will have it ready with all the tools in October. We have preagreements with the companies Redbull, Quiksilver, Pukas, Nike and Volcom.



TEAM

Patxi Pardiñas (editor of the skating magazine Dogway, director of the Apetit art gallery and editor of the skating site guide) as project managing director. Javier Carvia as commercial director. Isio Moya as surfing content editor. Lee Smith as skating content editor.

CONTACT

Patxi Pardiñas
patxipardinas@hotmail.com

PROBLEM/OPPORTUNITY

Our customers are 800 surfing, skating and snowboarding companies and the 70,000 shops devoted to selling these products. The companies need a place to inform their customers about their news and the shops need to create a specific, free profile in their sector's social network.

COMPETITION

There are extreme sports video platforms devoted exclusively to selecting the content created by companies by redirecting users to these pages. Some allow users to create a simple profile.

YOUR SOLUTION

A complex platform allowing companies and shops to create their own profiles to publish their own material directly. Our network of collaborators makes it possible to have exclusive material for the whole world.

BUSINESS MODELS

Our income comes entirely from advertising: banners, self-managed advertisements (Facebook model) and companies promoting events among users.

MARKETING PLAN

With the exclusive broadcasting of championships and exclusive content from companies as well as our content, we will create a large network of users that will increase advertising.

FINANCES

€150,000 invested to date. First year €250,000 for IT staff and the sales and marketing department (Latin America and Europe). Second and third year €1,500,000 for marketing and sales management for establishment in the American market and consolidation of the European and Latin American market.

	2009	2010	2011	2012
Turnover	4.5	90	1,973	8,125
EBITDA	-225	-752	-673	5,289
Fin. Needs	250	800	700	

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Return on investment will be in 4 years. Forecasts for this date are for profits of €3,637,000. At that point we estimate 11 million users and a business worth €25 million euros.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

To get the money we have contacted venture capital companies. These companies did not want to come in because the project was still at the "seed" stage, and they wanted the project to be finished, with some minimum results.

Girona 85, principal
08009 Barcelona
635 71 98 44

Further information:
www.globalskateboarding.tv

10

HERTA SECURITY

Building your biometric solution!



COLLABORATORS



SUMMARY

Herta Security is a spin-off from the UPC founded in October 2009. It is devoted to R+D+i in the field of security and, more specifically, the development of biometric technologies. The aim is to offer software tools to the integrators (Thales, Amper, Indra, IECI, Telvent...). The business already has the first operational versions of voice, face and iris recognition products.



TEAM

The team (CEO+CIO) is made up of two PhDs from the UPC with joint experience of more than 25 years in the R+D of biometric technologies and also in business management. The other member is the Sales Director, located in Madrid, with 25 years in ICTs.

CONTACT

Javier Rodríguez Saeta
 javier.rodriguez@hertasecurity.com

PROBLEM/OPPORTUNITY

The integrators are incapable of getting to market and therefore meeting the needs of final customers (Aena, RENFE, etc.) because they do not have biometric technology specialists. They do not have software tools already created. This is where Herta Security comes in.

COMPETITION

Various biometric access controls can be found, particularly from multinationals like Sagem Sécurité (France) or L1 (USA). In Spain there is hardly any competition.

YOUR SOLUTION

Biometric technology software tools working on a pre-existing technological base facilitating the task of integrators or incorporating new features and functions.

BUSINESS MODELS

Sale of security software and key projects for integrators.

MARKETING PLAN

It is crucial to publicise the product to all integrators (we have a showroom in Madrid) and to identify and establish sectoral agreements with the best positioned ones.

FINANCES

Over the next 3 years, €695,000 is needed, basically for staff. €555,000 would be needed the first year and another €140,000 the following year. To date, €124,000 has been put into the business, of which €43,000 comes from the entrepreneurial team and the rest from family and friends. A new capital expansion will be carried out in July 2010.

	2009	2010	2011	2012
Turnover		90	500	946
EBITDA		-63	280	616
Fin. Needs		555	140	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Internationalisation is planned for the third year, with the exit of the investor at an IRR of 40%, with the entry of venture capital required to carry out this process.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have talked to various investors but most of them find it difficult to see the technological potential, as they are not experts in the sector. It is true that, to date, we have been very focused on technological development and on the sales and marketing side to provide the business with an initial value. We have applied to ACC10 and the CDTI for soft loans and we are awaiting the results.

Provença 238, 5r 3a
 08008 Barcelona
 679 59 78 12

Further information:
www.hertasecurity.com

11

IGRID T&D

Smart Solutions for Smart Grids



COLLABORATORS



SUMMARY

iGrid T&D develops software and hardware solutions for displaying and capturing data from energy networks (Smart Grids), focusing its sales effort on electrical energy distribution firms.

- HMI61650: SCADA electrical substation control software
- iRTU: multifunction equipment for capturing data in electrical installations



TEAM

The three promoters have been working in the electricity control sector for more than 10 years, where we have carried out functions running from development to management.

CONTACT

Ferran Bohigas i Daranas
 ferran.bohigas@igrd-td.com

PROBLEM/OPPORTUNITY

Electrical distribution companies need remote monitoring and control of their electricity grids to minimise the number of blackouts, as well as integrating renewable energies and new technologies, such as electric cars.

COMPETITION

The big multinationals like GE, ABB, Siemens and Schneider offer closed solutions, trying to get away from international standards to capture customers.

YOUR SOLUTION

Products open to international standards including IP communication (GPRS...) which are also very easy to configure and adapt to the customer's needs.

BUSINESS MODELS

iGrid T&D designs and sells electrical grid remote control equipment.

MARKETING PLAN

Distribution contracts with local firms which know the country's electrical companies, Attendance at trade fairs and specialised forums to talk to users.

FINANCES

Capital needs are for €450,000.00, of which €100,000.00 will be provided by the promoters and generated internally during the first year. We are awaiting a public loan of €200,000.00 and seeking €150,000.00 of private finance. This capital will be basically used for wages, approval tests and sales promotion.

	2009	2010	2011	2012
Turnover		193	480	1,836
EBITDA		33	0	470
Fin. Needs		150		

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

We are looking for an investor planning an exit at 5 years, which is a reasonable time for maturity in our sector, with expectations of an IRR near 30%.

What is the greatest risk for your project?

Competing against big firms in businesses that could develop a high level of demand, sustained over time, from big companies, but with a slow maturing period, as the electricity companies are very conservative.

Sant Joan de la Salle 42
 08022 Barcelona
 654 95 80 52

Further information:
www.igrd-td.com

12 KINETICAL BUSINESS

Business specializing in the development of applications for Smartphone and TabletPC mobile devices



SUMMARY

Set up in 2002, specialising in Smartphone mobile applications since 2003 and TabletPC ones since 2005 for commercial networks, SAT or outside working teams in sectors such as pharmaceuticals, fashion, public administrations, luxury, distribution and sports. These TabletPC products are technological leaders, with customers like Novartis, Zambón, Indo, Umbro, Euroleague, FGC, Trambaix, Government of Catalonia. It is currently launching the new KOPEN product on to the market.



TEAM

All the responsible posts (Management, Technical, R+D, sales and finance) are held by partner/workers with experience in the IT sector. Since 2007, financiers such as the La información de Navarra Group and Mr. Enrique Albiol.

CONTACT

Oscar Riera
oriera@kinetical.com

PROBLEM/OPPORTUNITY

The appearance of multiple operating systems and all kinds of mobile devices involves an increase in development costs for businesses. Kinetical has the solution with the new KOpen product: a multi-platform, multi-device tool.

COMPETITION

Solutions from Microsoft and Adobe which are not multiplatform and which require knowledge of IT in order to use them. KOpen is so user-friendly that you do not need to be an IT expert to use it.

YOUR SOLUTION

KOpen is a tool for generating intelligent formulas and multimedia content for any of the O.S. on the market under a “rent for use” system using cloud computing technology.

BUSINESS MODELS

Licence rental and design and development services. Also distribution network.

MARKETING PLAN

Development programme for international partners, web positioning and e-commerce. First customers for KOpen: remote medical assistance, travel operator, mutual insurance firm, pharmaceuticals.

FINANCES

Needs are 1.5M for improving products, growing a sales network and implementing the marketing plan. In the last year, €320,000 has come in from K and Enisa as an expansion. An initial contribution is being requested because it is crucial to expand the product’s functions and platforms so that its sale and advertising can be successful.

	2009	2010	2011	2012
Turnover	650	980	1,320	2,730
EBITDA	89	142	154	569
Fin. Needs	0	1,180	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

A planned exit would be a new round of finance and the suggested margin: 15-20%.

In the short term, which aspect of the business needs improving?

KOpen is very scalable thanks to cloud computing, but it needs more functions than it currently has, as well as providing a solution for any platform or device on the market to make it very attractive at international level. It also needs considerable initial investment for positioning. This is now the main barrier it faces.

Marie Curie s/n
Parc Tecnològic Barcelona Nord
08042 Barcelona
+34 93 359 61 50

Further information:
www.kinetical.com

13 LAYERS



SUMMARY

This young company, born in 2008 in Barcelona and with offices in New York (USA) has just put a tool on the market making it possible to share texts, images and videos on any website, as well as specific functions for businesses making possible dynamic websites which are also very interesting for education. It integrates the different tools: Twitter, Facebook, etc. The conversation is held on the website itself. Integration of Layers.com with Moodle will provide 40 million users.



TEAM

The core of the team is made up of a dozen people. The core consists of the chief executive, Mr. Marcos Cuevas – the founder; the managing director, Mr. Roberto Martínez De Chiara. The former managing director of Yahoo! Music Europe, Mr. Ventura Barba, is on the Advisory Council.

CONTACT

Marcos Cuevas Expósito
marcos@layers.com

PROBLEM/OPPORTUNITY

Users need to communicate easily using text in an integrated way with specific analysis. Customers demand an expressive concept making it possible to include important information. It is a concept requiring a flexible, costly development dynamic.

COMPETITION

Although there are firms implementing some functions similar to Layers, there is currently no product/service on the market with its features.

YOUR SOLUTION

Innovative product for the contextual conversation vital for company advertising – new-style model – and for online learning.

BUSINESS MODELS

Combination of the Freemium model and company advertising.

MARKETING PLAN

This is based on two pillars – being viral and being scalable - as well as agreements with social networks and social media.

FINANCES

We only need €750,000 for the first year to boost the development of new functions for the product, different applications, integrations with Moodle.com and also the acceleration of activities in the United States – 75% of our current users are from the United States.

	2009	2010	2011	2012
Turnover	40	115	4,700	9,793
EBITDA	104	(300)	2,600	4,500
Fin. Needs		750		

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The exit strategy is based on purchase by a global company like Google, Microsoft, etc. The minimum expected ROI is 30%, although the figures given are higher.

What have you done to date to secure the money you need. Why do you think you still haven't got it?

European investors have a more traditional profile, preventing them having an innovative vision of the future. They associate risk analysis with the current situation and not with the future. Meanwhile, American investors want a European investor to put money in first.

Sant Salvador 59, 1r 1a
08172 Sant Cugat del Vallés
696 10 05 96

Further information:
www.layers.com

14 LEADSPOT

Web and mobile solution radically increasing the ROI for exhibitors and visitors to big trade fairs



COLLABORATORS



SUMMARY

Trade fairs (€35,000m a year) are in crisis and need to offer tools to improve the ROI for exhibitors and visitors. LeadSpot (May 2010) is developing a solution in collaboration with DAMA-UPC to identify the best business contacts for each exhibitor and visitor. We are concluding an agreement with Fira Barcelona to carry out a study into a matchmaking solution with the aim of carrying out the subsequent development.



TEAM

Victor El Satri – CEO. MBA IESE and Telecom Eng. Experience in developing businesses in medical technology and IT project management. Ramon Guiu – CTO. MBA IESE and Telecom Eng. Entrepreneur with experience in software and Internet start-ups (CTO)

CONTACT

Victor El Satri
victor@leadspotnow.com

PROBLEM/OPPORTUNITY

The trade fair market is suffering particularly badly from the crisis. Exhibitors and visitors are more selective and they decide the events they want to take part in depending on ROI. The organisers need to offer added value tools to improve the ROI for their clients.

COMPETITION

Paper and online catalogues, networking solutions (social networks) for trade fairs, matchmaking solutions. It is an emerging area and there is no dominant player.

YOUR SOLUTION

Matchmaking technology based on artificial intelligence to automatically identify the best business contacts for each person attending the fair.

BUSINESS MODELS

Sale to the organiser of an event of the right to use the service (SAAS model).

MARKETING PLAN

Sale with own sales force to big trade fair organisers. The first year Spain and the second Germany. Study project for Fira Barcelona about to be signed.

FINANCES

We need €350,000: €50,000 from the founding partners and €300,000 from private investors and/or other public and private sources. Annual needs are detailed below.

	2009	2010	2011	2012
Turnover	-	0	300	1,164
EBITDA	-	-151	-21	-16
Fin. Needs	-	-156	98	93

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Entry of new investors and sale within a period of 5 to 7 years, with an expected IRR of 95% and a multiple of 14x (entering at a pre-money valuation of €1.2m).

In the short term, which aspect of the business needs improving?

In the short term the aspect that needs to be improved would be the incorporation of a trade fair sector expert into the project. We are working to incorporate a trade show director on the board and we have identified a person who has already acted informally as a director. We are working to incorporate this kind of person into the project.

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08005 Barcelona
669 404 878

Further information:
www.leadspotnow.com

15 LEXPERTIA

Legal services search engine 2.0 putting businesses and users in contact with highly-qualified lawyers



SUMMARY

Lexpertia wants to turn the provision of quality legal services into a commodity, within everyone's reach, facilitating client-lawyer intermediation using web applications. The business, started in 2010, is looking for capital to implement the next phase of the project. Lexpertia has more than a thousand preview beta users in Spain and some boutique law firms in Barcelona.



TEAM

Frederic Llordachs, MBA, MD, is co-owner of the largest online medical services directory in Europe www.doctoralia.com and Sergio Aragon, a lawyer in different countries, was head of Latin American operations for the social business network www.xing.com.

CONTACT

Frederic Llordachs
frederic@lexpertia.com

PROBLEM/OPPORTUNITY

The idea is for small and medium-sized specialist practices with experience in specific fields to be able to contact clients and for companies seeking quality legal advice to get it at a good price.

COMPETITION

The existing solutions are online databases which do not add value for users seeking quality advice online.

YOUR SOLUTION

Lexpertia has a meaningful search tool, an algorithm that matches the user's needs and the lawyer's profile, obtaining income through each lead generated.

BUSINESS MODELS

Freemium model, cost per lead.

MARKETING PLAN

The investment will be used to implement the marketing plan, which includes setting up a sales team, and for advertising and events involving legal associations, as well as the essential SEO/SEM.

FINANCES

The investment calculated for the first 3 years of the project is €504,900 for the Spanish market, with €162,300 needed for the first year (Q3 2010 to Q3 2011) intended to complete development of Version 1.0 of the project and to invest in the launch and creation of value for the brand.

	2009	2010	2011	2012
Turnover	0	48	178	324
EBITDA	0	-11	7	153
Fin. Needs	0	162	171	171

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

American firms like www.avvo.com (capital of \$23 million) with which there have been contacts (Josh King, VP), or www.fastcase.com. A value of €2 million is expected in 2012.

What is the greatest risk for your project?

Not achieving a base of companies attractive to small and medium-sized practices in the Spanish market (approx. 35-40 thousand); not generating enough perceived value so that the partnership pays for the service. On the companies' side, the risk is a lack of trust in hiring lawyers over the Internet, which can be compensated by lower fees and very specialised professional profiles.

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Further information:
www.lexpertia.com

16 MATRIX

Marketing on search engines. Now Intelligent.



COLLABORATORS



SUMMARY

Matrix allows online marketing agencies to optimise their investment in close marketing to their customers by applying artificial intelligence techniques that forecast the traffic that will be achieved following Matrix' recommendations. Intelligent SEO, S.L. was established as a company in 2009. It has achieved finance from Inspirit and already has important clients (Group M, Conzentra, The Etailers...). It has offices in Spain, Argentina and the United States (Silicon Valley).



TEAM

Aquilino Peña, CEO (former chief executive WPP Espanya), Roque Velasco, COO (5 years' experience as CEO of Internet companies), Ignacio Cuesta, CTO (ex-CTO Atracion agency), Carles Cabre, Biz Dev USA (10 years' experience at SaaS companies)

CONTACT

Aquilino Peña
aquilino@matrixsearch.com

PROBLEM/OPPORTUNITY

A common problem for SEO agencies is that positioning is based on trial and error. It is carried out in an old-fashioned way and they do not know in advance how much traffic they will obtain, the result and the cost of the positioning. It also involves a high relearning cost and it is difficult to sell services because of the lack of results forecasts.

COMPETITION

The principal existing solutions (SEOMoz, Yield Software) analyse the results of proximity marketing, but none of them forecast future results on a scientific basis.

YOUR SOLUTION

First intelligent SEO platform making it possible to calculate the exact solution with a scientific basis for positioning sites thanks to an automatic learning system.

BUSINESS MODELS

Recurring income model thanks to the monthly subscription to the Matrix service.

MARKETING PLAN

Investment in online marketing (SEO, SEM, webinars), presence at events in Europe and the USA, relations with analysts, awards and social media.

FINANCES

The scheme currently needs €1M in order to complete the sales and marketing team and to develop the roadmap of the intended product.

	2009	2010	2011	2012
Turnover		+180	1,600	6,100
EBITDA		-45	+150	3,000
Fin. Needs		-350	-630	

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The exit opportunities for investors come from big companies from the advertising or online marketing sector or software development agencies.

In the short term, which aspect of the business needs improving?

Until now, we have largely focused on developing the product. The aspect we need to focus on in the short term is the creation and consolidation of the sales and marketing team.

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Further information:
www.matrixsearch.com

17

ONGEST

Online management and invoicing platform for self-employed people distributed as a service (SaaS) through accountancy firms



COLLABORATORS



SUMMARY

Ongest.com is an online invoicing and management tool for self-employed people and small businesses distributed via lawyers and accountants. Ongest.com was set up in April 2009 and now has 40 client accountants' offices, with a regular monthly turnover of €7,500. Ongest.com has had two capital expansions: the first of €20,000 as winners of Seedrocket 2009 and the second of €165,000 in private investment (business angels and F&F)

TEAM

Joel Vicient, founder, computer engineer and MBA UrV. Second experience as entrepreneur. Joaquim Segura, COO, telecommunications engineer. 7 years in business consultancy. María Ángeles Andrés, CMO, 10 years' experience in sales management environments.

CONTACT

Joel Vicient Manteca
 jvicient@ongest.com

PROBLEM/OPPORTUNITY

Our clients are accountants' offices and their clients. The former need to redefine their business model, add more value (more advice, less typing invoices), the latter do not have management tools adapted to their needs and with rapid ROI.

COMPETITION

Highly atomised market. We are largely competing with Word and Excel. Traditional management tools (Facturaplus) and other online invoicing tools (Endeve) deserve a mention.

YOUR SOLUTION

Main advantages: SaaS model (low cost, immediate ROI) and distribution through accountants' offices. It is a recurring subscription business. 40,000 accountants' offices in Spain.

BUSINESS MODELS

The accountants' offices pay a monthly subscription to have access to our service.

MARKETING PLAN

Creation of sales network of 25 sales representatives to achieve a 2% share of accountants' offices and €2M in turnover in 2010. We now have a recurring turnover of €7,500 with 40 accountants' offices.

FINANCES

We need additional finance of €500,000, of which €200,000 will be private capital and €300,000 public finance. It will largely be used to create the sales network and develop the R+D plan. The entrepreneurs have put in €31,000, there has been an expansion of €180,000 and there is €100,000 Enisa funding. We can put in another €50,000.

	2009	2010	2011	2012
Turnover	5	123	806	2,057
EBITDA	-47	-212	-13	764
Fin. Needs	40	185	500	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Big tradition of leading software manufacturers in the market (Sage, A3) buying companies to gain market share. Expected ROI (5 years) of 40%.

What is the biggest risk for your project?

The biggest risk for Ongest is the need to generate entry barriers quickly to deal with the competition, which has increased rapidly in the last few months. This is why we are seeking finance in order to 1) gain market share quickly by expanding the sales network and 2) implementing an aggressive R+D plan allowing us to generate disruptive products

Llacuna 162
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 678 84 31 42

Further information:
www.ongest.com

18

PASSWORDBANK

A single password, once only



COLLABORATORS



SUMMARY

Since 2008, we have been developing an ICT security platform called Enterprise Single SignOn (SSO & IAM) for businesses and organisations, providing cost reductions and increasing security and productivity, making life easier for users and making it possible to meet standards. We have a presence on 4 continents. We have investment from C.R. as well as public resources. We have signed an agreement with Oracle and other global manufacturers.

TEAM

CEO-Roger Casals: an entrepreneur with 3 ICT successes: PDG for IESE. COO-Alfredo Arnaiz: engineer and MBA. CTO-Josep Bardallo: computer engineer. Julian Tan: APAC manager. Kristy Galet: USA Manager. Rob Clyde: ex-CTO of Symantec. A great deal of talent in R&D and other departments.

CONTACT

Alfred Arnaiz Miguel
 alfredo.arnaiz@passwordbank.com

PROBLEM/OPPORTUNITY

Everyone has lots of passwords and non-one else in the world offers a global solution like ours, supported by the 3 platforms Windows, Linux and Mac. We are unique in a market which, according to the analysts Forrester and Gartner is growing the most in security, with ICT as the main target.

COMPETITION

We have a better product than the competition, so we coopete (compete and work in partnership with Oracle, Tricipher, OneLongin... Passlogix, Novell, IBM, CA, Imprivata

YOUR SOLUTION

It makes it possible to manage your digital identity in a unified way, as it is the only fully multi-platform system (Windows, Linux, Mac) both at server and work station level.

BUSINESS MODELS

Sale of licences for our products and recurring income in SaaS format.

MARKETING PLAN

We have OEM partnerships with big manufacturers and agreements with big integrators and regional consultants. We are carrying out campaigns via SEO, SEM and MOL.

FINANCES

The overall financial requirement for the period is \$4.5M, of which we already have \$2M in various formats (public finance tools and contributions from promoters and investors). It will be used to develop OEM agreements, establish a global support network strengthen R+D activities, sales development, positioning with analysts (Gartner...) and obtaining international certifications.

	2009	2010	2011	2012
Turnover	360	1,800	6,400	16,200
EBITDA	-170	40	2,700,000	6,000
Fin. Needs				

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

We contemplate exit through any of the big firms in the world of business software: Oracle, IBM, SAP, Symantec...

What is the greatest risk for your project?

The greatest risk for the project is not being capable of taking advantage of the opportunity of being able to provide a response to the needs of our strategic partners who have already signed up (Oracle, Panda...), which are global and which demand a great deal of support (24x7) at international level with our own resources.

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Further information:
www.passwordbank.com

19 SPARSITY

High performance exploration for graph databases (bibliographical exploration, social networks analysis...)

SUMMARY

Sparsity Technologies is a spin-out from the DAMA group at the Technical University of Catalonia whose aim is to commercially develop the technologies and products developed by DAMA and provide IT support and consultancy services based on these. We are at the stage of sale to final customers and seeking public (ENISA, NEBT, NEOTEC) and private finance. Set up on 15 March 2010.



TEAM

The entrepreneurial team (J L Larriba, V Muntés, N Martínez and P Baleta) is a consolidated team from the UPC (DAMA group) with long experience in industrial research and development of technologies for managing large volumes of data.

CONTACT

Pere Baleta Ferrer
pbaleta@ac.upc.edu

PROBLEM/OPPORTUNITY

Businesses and organisations want to constantly increase the volume of their data stores, which are often related in the form of an information or graph network, from which classic relational technologies are incapable of extracting the required information.

COMPETITION

Other start-ups appearing in the past year in Sweden, the US or Germany covered by NoSQL technologies, based on graph databases.

YOUR SOLUTION

Our graph database technology (DEX) is focused on obtaining high performance with large data volumes (billions of objects) – much better than the other solutions.

BUSINESS MODELS

Dual: software licensing and custom development of vertical applications.

MARKETING PLAN

Desire for internationalisation from the start. Spread of our technologies (web 2.0) to reach partners in different countries (target Western Europe and the US).

FINANCES

We estimate a total investment of €500,000 in three years (€40,000 investment in assets, €110,000 on development of vertical application, working capital for projects €130,000 and investment in marketing and sales €220,000). The entrepreneurial team can invest €100,000 and can get €200,000 more from public programs.

	2009	2010	2011	2012
Turnover	0	410	1,023	1,803
EBITDA	0	(47)	88	683
Fin. Needs	0	350	150	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Investors who wish to remain can obtain +15% in the form of a medium-term dividend at three years. The investment can be multiplied x3 through sale.

What is the greatest risk for your project?

The short-term window of opportunity, as new competitors have begun to appear over the past year.

In the short term, which aspect of the business needs improving?

Marketing and direct sales actions.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have begun the search for public finance in the ENISA, NEBT and NEOTEC programs as well as initial contacts with investors (Business Angels and Capital Risk)

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Further information:
www.dama.upc.edu
www.sparsity-technologies.com

20 TEAMBOX

Cooperation that works. A place for your team in an online project manager.



SUMMARY

Teambox is a project cooperation platform available as Software as a Service, Open Source and in 11 languages. It provides microblogging communication between the members of an organisation or working groups based on projects, files, tasks or conversations. The company has been established since October 2009, and sale of the project began in March 2010, with private finance from business angels.



TEAM

Pablo Villalba, the entrepreneur – Aeronautical Engineer. Teambox is his 3rd business. Mislav Marohnić – one of the most important contributors to Ruby On Rails. David Niubó – experience in capturing new business: World Online, Idealista and Emagister.

CONTACT

Pablo Villalba
pablo@teambox.com

PROBLEM/OPPORTUNITY

The main customers are organisations and working groups of all sizes and compositions, freelancers, SMEs, multinationals and internal and external working groups with geographically dispersed locations who need to centralise their communication tools.

COMPETITION

Software for programmers (Jira, Redmine...), 2.0 communication tools (Basecamp, Yammer, Cubetree...) and business cooperation software (Lotus Notes, Sharepoint...).

YOUR SOLUTION

SaaS, open code version and contribution to the open source community, internationalisation (11 languages and growing) mobile version integrated with social and we 2.0 tools made in Ruby on Rails.

BUSINESS MODELS

Acquisition of subscriptions for use of the software via the web and direct sale of services.

MARKETING PLAN

PR, SEO, Content in 11 languages, acquisition of online users, affiliates, alliances with partners for distribution, Vlex, Motorola and the University of Penn State are already customers.

FINANCES

The first year: \$150,000 on servers, offices, support. \$400,000 on product and application development. \$350,000 on marketing and user acquisition. \$400,000 on international sales teams. \$100,000 on back-office for sales processes. \$100,000 on affiliation programs. Invested to date: \$140,000 from business angels and the founder, Pablo Villalba.

	2009	2010	2011	2012
Turnover	0	824	3,055	14,300
EBITDA	0	805	1,220	11,740
Fin. Needs	0	1,500	0	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Any software supplier needs to integrate a social cooperation suite for making it social and 2.0. The last success in the sector was Cubetree for \$50M.

In the short term, which aspect of the business needs improving?

Everything related to marketing and internationalisation. We believe the success of the project lies in adapting our sales strategy correctly to each particular international market, maintaining the core of the product. To do this, we need marketing through the acquisition of users by countries and international sales teams adapted to the needs of each market.

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661 93 9945

Further information:
teambox.com

21 TINYTRONIC

We locate the others.
Small, free & everywhere



SUMMARY

Tinytronic was founded in 2001 and the firm did not stop growing until 2008, when it achieved a turnover of €1.5M without any capital contribution but with aid and credits. We want it to be possible to locate everything, however small it may be, by developing little tags that can be placed on a key ring, in a wallet, on a child, etc. We cover everything from research and production to international sales (about 70%). We are proud to know how to research, but above all to know how to industrialise and sell the research.



TEAM

We are 30 people, 8 people in R+D and the rest in sales, MKT, purchasing, production, etc... all with broad experience in industry, research, international sales, etc.

CONTACT

Andreu López Pou
andreu@tinytronic.com

PROBLEM/OPPORTUNITY

Our customers include everyone who wants to locate an object or person, where the tag to be fitted is small and where it can also be found indoors or outdoors where there is not always mobile phone coverage. It is currently sold for finding animals.

COMPETITION

There is no competition for us in many applications not yet covered. In the hunting dog market, our competition is Garmin or companies selling GPS/GPRS.

YOUR SOLUTION

We base ourselves on our own technology which makes it possible to make the tags very small. They can be found in indoor and outdoor situations without phone coverage. Current technologies do not provide any solution for the market we want to cover.

BUSINESS MODELS

Selling products and, in the near future, selling the technology or custom-made projects.

MARKETING PLAN

We need to exploit our technology and patents to grow and diversify in new markets for new applications, such as infidelity, security, military, children, sport, logistics, etc.

FINANCES

Finance depends on the number of new applications we want to offer. Our problem is not markets or opportunities but rather capitalisation. In a minimum scenario this is €500,000 a year, to open up two new markets a year.

	2009	2010	2011	2012
Turnover	1,288	1,800	3,000	5,000
EBITDA	-66	100	2,509	500
Fin. Needs	300	500	500	

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

We can accept venture capital investors in the parent company that does the R+D and strategic investors for more vertical sub-projects focused on new markets or applications.

What is the greatest risk for your project?

Getting through 2010 financially due to the losses and debts from 2009.

In the short term, what is the aspect of the business that needs improving?

Quality

What have you done to date to secure the money you need? Why do you think you still haven't got it?

Bank and official loan to obtain the current technology. Now we need capitalisation to enter new markets and continue researching a much bigger project.

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Further information:
www.tinytronic.com
www.tinyloc.com

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WAYRA NETWORKS

Wireless AMR/AMI Solutions



COLLABORATORS



SUMMARY

At Wayra we have our own technology (hardware and software) that enables us to form wireless networks for remotely reading water, gas and/or electricity meters. We have been developing since 2007 and we have just begun to sell. We are also selling the idea in South America. In terms of finance, we have share loans from Invertec and Eurecan and a Neotec approved.



TEAM

Wayra is made up of 3 engineers with broad experience in development technology projects, both in the remote reading market and outside it. Each engineer is responsible for an area: hardware, management software and embedded software.

CONTACT

Fernando Luis Sánchez
 info@wayranetworks.com

PROBLEM/OPPORTUNITY

Our system makes it possible to eliminate the costs of the staff who take measurements, collect data more often, eliminate reading errors, remotely connect and disconnect meters, etc., all thanks to the automation of the network.

COMPETITION

The competition is largely focused on businesses developing general solutions for taking data from sensors but which are not specialists in this sector.

YOUR SOLUTION

Thanks to specialisation in this sector, we offer turnkey solutions. Our devices consume less and are smaller, more powerful and more economical.

BUSINESS MODELS

Income comes from the sale of hardware devices and management software.

MARKETING PLAN

The aim is to focus in the short term on projects with utilities for the Spanish and South American markets, although our sales prospects are global.

FINANCES

Over the next few years, investment of €600,000 will be needed, although not all of it initially. It will be used to increase staff, continue development, achieving an international patent and speeding up equipment sales. The investment made is €50,000 from the partners, €150,000 from Eurecan and €100,000 from Invertec.

	2009	2010	2011	2012
Turnover	6.5	143	1,025	2,743
EBITDA	4	26	92	702
Fin. Needs	105	252	108	262

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

The best exit option is when the industrial partner who we will be seeking from 2013 comes in. An ROI of 30% is expected from 4 years of investment.

What is the greatest risk for your project?

Being too small to generate trust among customers.

In the short term, which aspect of the business needs improving?

Greater promotion of the solution in the sector's specialised media.

What have you done to date to secure the money you need? Why do you think you still haven't got it?

We have set targets and we have met them. More than a problem of quantity, the question is how long it will take to receive the finance.

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Further information:
www.wayranetworks.com

23 ZYNCRO

Organising information. Connecting people and files and cooperating faster.



SUMMARY

Zyncro is a solution providing an efficient response so that businesses can manage and share files, making cooperation between working teams easier. Zyncro Tech, S.L. was set up in August 2009 and now has more than 70,000 registered users. We have secured an NEBT loan. They paid-for version came on to market this June.



TEAM

Jordi Xapellí (CEO) – Higher Education Diploma in IT. Has worked for IBM and Alcatel Australia. Oriol Bassagañas (CTO) – Industrial electronics expert with more than 10 years’ experience in Internet project management. Dídac Lee, serial entrepreneur, is the founder and chairman of various technology companies, including Spamina, Intercomgi, Scubastore.

CONTACT

Jordi Xapellí
jordi.xapelli@zyncro.com

PROBLEM/OPPORTUNITY

Our main customers are businesses, especially SMEs, which have found us to be an efficient, easy and economical solution for solving problems when it comes to file management and cooperation between departments and with their customers and suppliers.

COMPETITION

Zyncro’s main competitors are www.yammer.com, www.socialcast.com, www.box.net

YOUR SOLUTION

It is the first tool capable of acting as a file manager and business communication and information organiser with the highest levels of confidentiality and security.

BUSINESS MODELS

Recurring income SaaS model (Business or Enterprise plan) and free plan with adwords.

MARKETING PLAN

Investment in online marketing (SEO, SEM), presence at events in Europe and the USA, presentation of awards and social media.

FINANCES

We need 0.75M euros the first years to complete the sales and marketing team and develop the product ready for 2010 and 2011.

	2009	2010	2011	2012
Turnover	0	87	1,300	4,600
EBITDA	0	-250	350	1,200
Fin. Needs	0	454	280	0

Figures in thousands of euros.

EXIT STRATEGY AND EXPECTED RETURN

Exit opportunities for investors include sale to cooperation suite sellers, big SaaS players or Internet giants.

In the short term, which aspect of the business needs improving?

We have worked hard to improve the product, both concerning functions and usability and customer needs. Where we now need to dedicate more resources is market entry, both in Spain and internationally, particularly the Internet marketing campaign, and in seeking out companies that will serve as references for other customers.

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Further information:
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