

INNOVATION AND INTERNACIONALIZATION CATALOGUES

XVII Investment Forum

PROJECTS CATALOGUE

December 2011

© Government of Catalonia
Ministry of Enterprise and Labour
Catalan Business Competitiveness Support Agency

ACC10
Passeig de Gràcia, 129
08008 Barcelona
Tel. 93 476 72 00
www.acc10.cat

Year published: December 2011



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At this time, the search for funding to develop new projects is one of the most crucial needs of the business environment. Efforts and resources need to be dedicated to assisting the projects which have high growth potential, particularly in the early phases.

In Catalonia we have a diversified business sector, with a significant entrepreneurial tradition which, despite the difficulties faced in recent years, has shown its spirit of adaptation to change, ability to take risks, talent, and readiness to open itself to new markets and tackle new challenges.

Through ACC1Ó, the Agency supporting Catalan businesses, the Catalan Government is working to help these companies on their path to success. In the current economic climate, this implies making an effort to make available to them the financial instruments to address the lack of credit and the constraints presented by the financial system. Now, more than ever, we need to make an effort to target this funding to the projects with the greatest growth potential.

In this regard, I am pleased to present this catalogue, which includes a selection of 50 innovative business projects participating in the 17th year of the Investment Forum. The projects are from key sectors such as ICT, biotechnology and clean-tech, which stand out for their high growth potential and financial viability.

The catalogue that you have in your hands is a demonstration of the entrepreneurial spirit existing in Catalonia, and the ability of our business sector to adapt to change and invest in strategies to improve the competitive basis of the company.

This initiative is part of the celebration of the 17th year of the Investment Forum, an established event which, at the present time, is especially important and constitutes a key point of contact between investors and entrepreneurs seeking funding in the early stages of their business projects.

The Forum has become a European benchmark for the quality of the business projects submitted and the number of people who take part. Since its inception, it has facilitated over 100 investment operations and trade agreements, amounting to a sum of over 50 million Euros.

I would like to take this opportunity to stress the need to continue working in partnership with all the financial players, with the aim of promoting and structuring effective financing tools which give impetus to different innovative and international projects, increasing the competitiveness of our business sector.

Josep Moragas i Freixa
Managing Director of ACC1Ó

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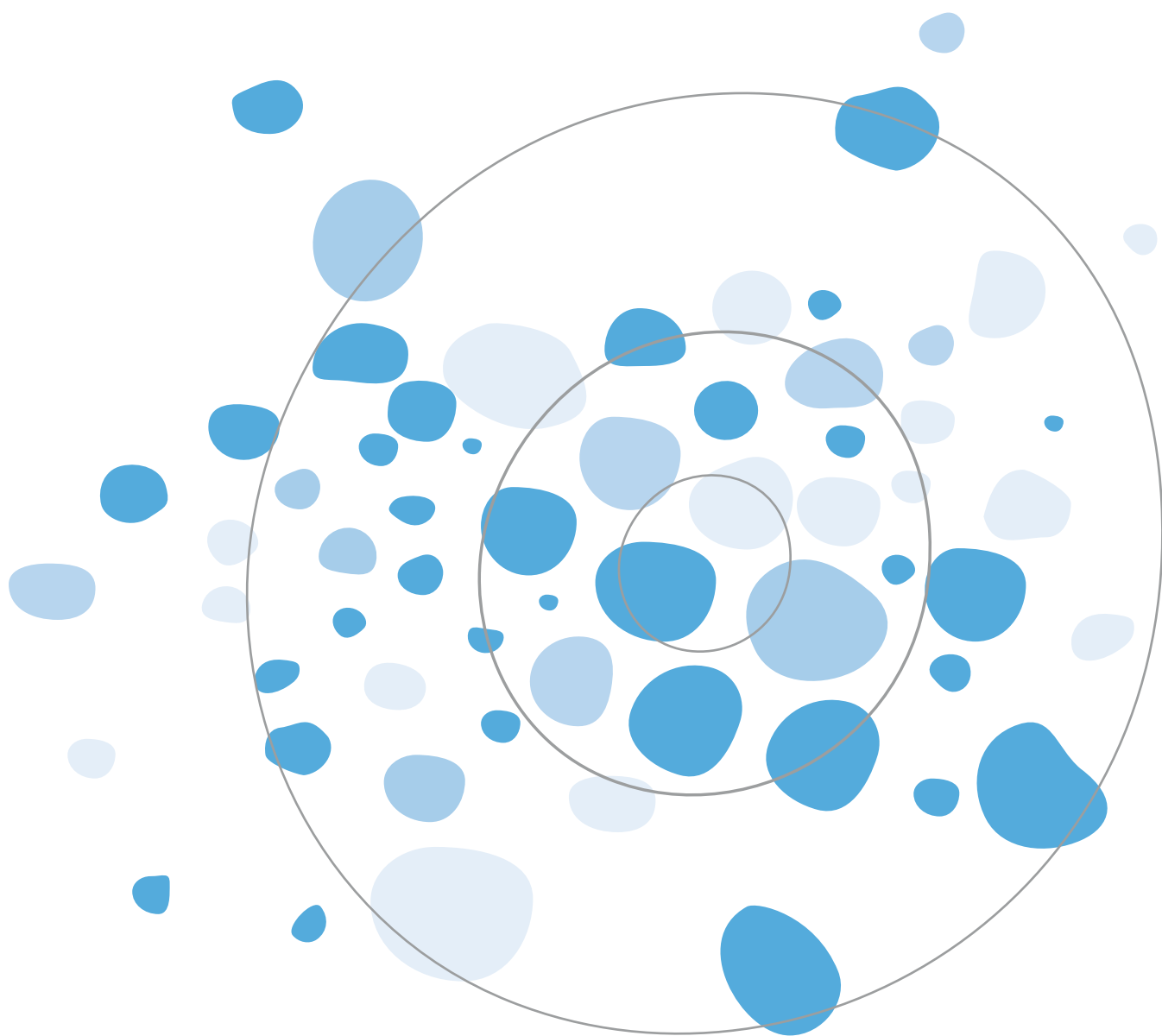
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LIFE AND HEALTHCARE SCIENCES

PROJECTS CATALOGUE

December 2011



1

BIOCONTROL TECHNOLOGIES, SL

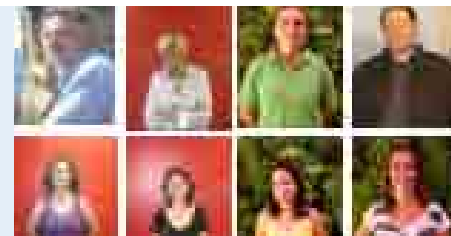
Crop disease control using microorganisms.
Efficiency and environmental safety



PARTNERS

**SUMMARY**

Isolation, development, production and recording of microorganisms for agriculture to prevent and control disease caused by other microorganisms. T34 Biocontrol® is the first product and is at the stage of publication of the authorisations for sale as crop protection in Europe, the US and Canada. We seek funding for the extension of uses of this product and its national and international commercialisation.

**TEAM**

The founder and management team consists of three university teachers, with a current staff of two doctors, two engineers and a university graduate (commercial director), plus a senior external consultant with international experience in the crop protection industry.

CONTACTM^a Isabel Trillas

biocontrol@biocontroltech.com

PROBLEM/OPPORTUNITY

Since 1991 the European Directive on plant protection EU 91/414 and EC 1107/2009 has removed over 800 active substances of chemical origin and has approved under 400. Products such as T34 Biocontrol® are a solution for the future for conventional and organic farming.

COMPETITION

There are two major strategic groups of competitors, chemical and biological. Today and in the near future they need to be complementary, integrating control of pests and disease.

YOUR SOLUTION

Microorganisms such as T34 Biocontrol® are a viable and efficient alternative to chemical control of crop disease, and health and environmentally friendly.

BUSINESS MODEL

Distributors by area, which reach the horticulturalist directly or through sub-distributors.

MARKETING PLAN

The marketing plan is based on distribution agreements with companies in the industry and training seminars for the distribution companies' field technicians.

FINANCE

The company needs 1,200,000 Euros, spread over three years, in order to make extensions for new uses of the product, apply for crop protection registration in more countries, execute distribution agreements, strengthen the sales department and R&D for new product development.

	2011e	2012e	2013e	2014e
Turnover	135,000	421,000	1,264,000	2,968,000
EBITDA	-396,117	-332,952	239,710	1,394,684
Financial need		600,000	521,000	93,000

Figures in euros

What is your company's biggest risk?

The biggest risk was overcome with the imminent authorisations for sale in several countries.

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

The commercial branch, nationally and internationally.

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

Development partners, loans (NEOTEC, ENISA, etc.) state aid, several rounds of venture capital.

Why do you think you don't have it yet?

The crop protection registration process is very complex and costly, especially in Europe. The regulatory risk has already been overcome which only leaves the commercial risk.

Edifici Hèlix, Parc Científic de Barcelona
C/ Baldri Reixac, núm. 15-21
08028 Barcelona
+34 93 403 97 52

More information:
www.biocontroltech.com

ESTRATÈGIA DE SORTIDA I RETORN ESPERAT

The investor could exit in a sale in a subsequent round of expansion.

2

BRUDYLAB, SL

Nutraceuticals Laboratory

**SUMMARY**

BrudyLab was created from the need to bring the products developed by Brudy Technology to the pharmaceutical market. We are absolutely sure that our technology will put us in a position to control the global nutraceutical market in the coming years, but we believe this market is dominated by large multinationals which are unable to carry out a commercial project of this kind. For this reason, we have decided to execute it ourselves directly and subsequently sell the company to them.

**TEAM**

The team consists of Jaume Borrás, former medical director of THEA Laboratoris. Jaume Borrás and the Brudy Technology team developed the products that have made Thea the European leader in nutraceuticals.

CONTACT

Francesc Gassó
fgasso@brudylab.com

PROBLEM/OPPORTUNITY

The new high ANTIOXIDANT BIOACTIVITY Omega-3 will dominate the nutraceutical market in coming years. BrudyLab merely aim to show that this statement is absolutely true.

COMPETITION

The current nutraceuticals don't have any real pharmacological activity, therefore we do not have any competition.

YOUR SOLUTION

The availability of nutraceutical products with pharmacological activity that are supported by the same clinical trials as a drug will enable us to revolutionise the pharmaceutical market in the near future.

BUSINESS MODEL

Laboratory supplier of nutraceutical products.

MARKETING PLAN

Launch of new nutraceuticals in the field of ophthalmology, with far greater activity than the competition and backed by clinical trials.

FINANCE

We have made an initial outlay of 1.6 million Euros of a total of 2,000,000 planned for the first phase, in which the laboratory was successfully launched in Spain. By between February and March 2012 we expect to be making a profit. We seek 30 million to repeat the same operation performed in Spain in Europe and the US as from 2012.

	2011e	2012e	2013e	2014e
Turnover	1,000,000	14,000,000	40,430,000	70,038,000
EBITDA	-600,000	2,500,000	9,875,000	17,700,000
Financial need	2,000,000	10,000,000	20,000,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The strategy would be to sell the company. Big Pharma would be unlikely to lose leadership of a market which is critical for them to a newly created company which controls the key patents in the business. If the sale were not achieved in the short term, the next option would be to go to the Stock Exchange.

What is your company's biggest risk?

The tough market situation means that growth is slower than we would like.

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

There are areas that can be developed further, but require additional effort and innovation.

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

We have found outside investors for the initial project.

Why do you think you don't have it yet?

This week we have started looking for investors for the second stage. So this is probably the first step.

Riera de Sant Miquel, núm. 3
08006 Barcelona
+34 93 217 03 66

More information:
www.brudylab.com

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CRYOSALUS SYSTEM, SL

Ready- to-eat peeled and chopped fruit, long-lasting (2 years) with all its texture, taste and smell



SUMMARY

In October 2009, Cryosalus System S.L. was created to develop patents for fruit hibernation. We presented the new product at trade fairs (Madrid, Almeria and Berlin). Producers were amazed at the discovery, but no decision to create a factory emerged, while the distributors were requesting the product for sale. For this reason, we have decided to set up the first factory.



TEAM

The team driving the project consists of the creator of the system, who has a PhD in Industrial Engineering and over 20 years experience in business management, and an agricultural engineer with over ten years of industry experience in the pre-prepared food sector.

CONTACT

Manuel Bellsollé
m.bellsollell@cryosalus.com

PROBLEM/OPPORTUNITY

Fruit has a very brief shelf life, which is why it is harvested unripe to gain more time for transport and storage and allow time for sale. Consumers complain that it is tasteless, and they do not like peeling it. In the defrosting process, the current frozen fruit loses its texture, flavour and internal juices. It is unsatisfying.

COMPETITION

There is nothing similar on the market, only pre-prepared fresh fruit that has very few days of shelf life. Other competitors include dairy products, fruit juices, cakes.

YOUR SOLUTION

Hibernated (frozen) fruit that is ready to eat. Enables fruit to be kept for two years without losing its organoleptic properties (texture, flavour, aroma or colour).

BUSINESS MODEL

Set up a factory and commercialise hibernated fruit.

MARKETING PLAN

The marketing plan is based on the sale of hibernated fruit to distributors for super-markets and the HORECA sector.

FINANCE

The project needs 1,200,000 Euros, mainly to set up the factory for the production of the hibernated fruit, and, additionally, the purchase of industrial equipment, development of the marketing plan and the cash requirements posed by the growth in sales. The current shareholders have already contributed more than 600,000 Euros.

	2011e	2012e	2013e	2014e
Turnover	581,248	5,035,981	7,037,950	14,170,186
EBITDA	-42,068	2,315,868	3,567,158	9,075,431
EAT	-147,594	1,634,717	2,414,129	6,567,960
Financial need	1,200,000			

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

From the third year on, there will be sufficient cash flow to contemplate an exit strategy with a good return.

What is your company's biggest risk?

To not find any Business Angels who are willing to take on this innovation in long-lasting fruit.

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

All of them, the industrial side as well as marketing and sales, as right now the workforce is reduced to a minimum.

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

Contact Business Angels and venture Capital companies.

Why do you think you don't have it yet?

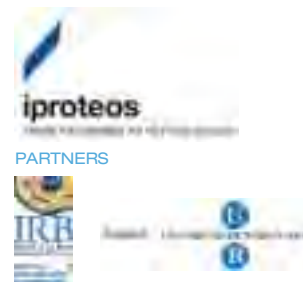
Many are looking for smaller investments. People are afraid of the unknown, especially in times of recession, but innovation is the future.

C/ Vallerona, núm. 6, baixos
08950 Esplugues de Llobregat
+34 677 45 46 23

More information:
www.cryosalus.com

4 IPROTEOS

New generation drugs to improve human health



SUMMARY

Iproteos possesses technology to develop more efficient and cheaper drugs, R&D in the central nervous system (CNS) and infectious disease fields. The founding team is a world leader in drug development. Business model based on the patent licensing of drug candidates. Company established in June 2011. Seeking funding for the product development phase.



TEAM

The team behind the project is comprised by an internationally-renowned professor who has over 40 years experience in peptide drugs, a biochemist with a PhD and over 10 years experience in proteases and an Executive MBA from ESADE.

CONTACT

Teresa Tarragó
teresa.tarrago@iproteos.com

PROBLEM/OPPORTUNITY

The proteases involved in CNS and infectious diseases are very important therapeutic targets, however their control with traditional drugs is inefficient. The type of drug developed by Iproteos, peptides, provides the solution.

COMPETITION

Existing solutions are the development of small molecules, which are inefficient, or biological, which suffer from high cost and biosecurity problems. The leaders in the development of drugs that regulate proteases are Virobay and Medivir.

YOUR SOLUTION

A more efficient product, which therefore requires fewer doses and produces fewer side effects. It is not a biologic, therefore it is cheaper and involves less risk.

BUSINESS MODEL

Patent licensing for drugs developed once the preclinical phase is over.

MARKETING PLAN

The marketing plan is based on promoting the company at conferences, trade fairs and in industry publications, in addition to direct contact through meetings with customers.

FINANCE

The project requires 300,000 Euros, mainly to develop the R&D. This amount will supplement the Neotec loan of 600,000 Euros (MICINN) for which we are currently applying. The entrepreneurial team has incorporated a company and made the first investment to cover the initial costs of the project.

	2011e	2012e	2013e	2014e
Turnover				1,500,000
EBITDA				509,741
Financial need		300,000		500,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the seed capital investor is sale in a subsequent round of growth of the company.

What is your company's biggest risk?

To fail in our R&D and be unable to create an extremely efficient organisational structure.

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

We need additional staff and to concentrate our resources on carrying out efficient R&D.

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

Planning our strategy and financial needs. Designing the BP.

Why do you think you don't have it yet?

We've just started looking.

Parc Científic de Barcelona
C/ Baldiri Reixac, núm. 10
08028 Barcelona
+34 93 403 71 23

More information:
www.iproteos.com

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MICROLITIX

Antibacteria solutions customised for environments and materials



PARTNERS



SUMMARY

Microlitix are a spin-off of the Autonomous University of Barcelona, who develop and market antibacterial solutions to meet the growing demand for surface protection. Microlitix address the problem from the solution, ensuring the protection of surfaces and adapting the technology for this purpose. In partnership with major brands, we develop new ways to give value to our products.



TEAM

The team behind the project consists of four doctors, specialists in microbiology and molecular biology. One also has an MBA from IESE and another an MBA from ESADE, a specialist in the materials market.

CONTACT

Fabián González
fabian@microlitix.com

PROBLEM/OPPORTUNITY

As a university research group, we detected the commercial presence of biocide companies with high turnover volumes. This led us to decide to form Microlitix. The idea is to design effective biocidal solutions for materials in order to, in this way, enter the business.

COMPETITION

The competition is mainly engaged in the sale of expensive products with biocidal action (does not guarantee effectiveness), and recommends low doses, which are ineffective, in order not to frighten customers away.

YOUR SOLUTION

Microlitix have developed and patented a solution which, added to materials, enables them to GUARANTEE long-term biocide EFFECTIVENESS. Microlitix certify this in writing.

BUSINESS MODEL

Sale of antibacterial materials and products for environments with a Microlitix GUARANTEE.

MARKETING PLAN

Marketing of Microlitix's own technological solutions to partners with whom we may carry out development side-by-side to find the optimal solution for our product.

FINANCE

The project needs € 500,000 (€ 250,000 private capital + € 250,000 NEOTEC I) to implement the business plan, undertake the forecast sales growth, grow the Microlitix team and develop the technology.

	2010	2011e	2012e	2013e
Turnover	17,730.55	50,000	900,000	2,700,000
EBITDA	-8,406.99		75,000	430,000
Financial need		500,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Two possible exit strategies: repurchase of securities by the company or entry of an industrial partner in the share capital. Expected 25% annual return.

What is your company's biggest risk?

Lack of funding for the next two years.

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

The Microlitix team needs to be strengthened.

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

Apply for public funding.

Why do you think you don't have it yet?

We have obtained all the government aid we have applied for to support the R&D phase. Now we are initiating a new round of financing by private capital, which we want to leverage with public support (NEOTEC I) in order to give impetus to business operations.

ESADE Creópolis
Av. Torre Blanca, núm. 57
08173 Sant Cugat Vallès
+34 679 33 99 25

More information:
www.microlitix.com

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PALOBIOFARMA, SL

New drugs with coffee-based effects

**SUMMARY**

Palobiofarma are a Biotech company founded in 2005. The company's mission is to discover and develop new drugs based on adenosine receptor modulation. Palobiofarma hope to have two compounds ready for Phase I clinical trials in 2012, and we are currently seeking funding to cover the clinical development of these two products.

**TEAM**

The company is headed up by Dr. Julio Castro and Dr. Juan Camacho, who both have over 10 years experience in the pharmaceutical industry in companies that include Bayer, Jenapharm or Almirall.

CONTACT

Dr. Julio C. Castro
Director General (CEO)
jcastro@palobiofarma.com

PROBLEM/OPPORTUNITY

Although the therapeutic effects of chronic coffee consumption have long been known, it has recently been shown that many of these effects derive from the interaction of caffeine with adenosine receptors.

COMPETITION

There are no drugs on the market that are pure adenosine receptor modulators.

YOUR SOLUTION

Palobiofarma have developed a virtual model of adenosine receptors which has enabled them to produce and patent over 400 new modulators of these receptors.

BUSINESS MODEL

Research and development of drugs to Phase II clinical trials and subsequent sale.

MARKETING PLAN

The aim is to bring the product to clinical proof of concept (Phase IIa) and subsequently sell the company to a pharmaceutical company.

FINANCE

The company have planned to close a financing round by mid-2012 amounting to 5 million Euros, which will enable them to finance the clinical trials of the two products under development.

	2010	2011e	2012e	2013e
Turnover	12,967	25,000	35,000	2,500,000
EBITDA	-41,897	5,000	60,000	-2,000,000
Financial need	100	500,000	4,500,000	

Figures in euros

What is your company's biggest risk?

The fundamental risk of our company is that the drug we are developing fails clinically on the basis of toxicity or efficacy.

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

The clinical experience of the management team.

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

Participate in venture capital forums, arrange meetings with potential investors.

Why do you think you don't have it yet?

Until now we have secured the support of several organisations in the industry, but the resources we require are significant and the financial environment is pretty difficult.

PCB, Edificio Helix
C/ Baldri Reixac, núm. 15-21
08028 Barcelona

More information:
www.palobiofarma.com

EXIT STRATEGY AND EXPECTED RETURN

By 2013 Palobiofarma would have two products with clinical proof of concept completed, and would be in an optimum position to be acquired by a pharmaceutical company.

7

SALUPHARMA BIOSIMILARS

Biosimilar medicines: quality biotechnology on hand



PARTNERS



SUMMARY

Develop and market biosimilar biotech medicines, bring their benefits to a larger number of patients and also provide the public health system with a means of saving on pharmaceuticals. Our model is diversified in terms of products, an innovative production and services platform, which provide us with returns in the short and medium term. We have a differential marketing strategy, tailored to biosimilars.



TEAM

Two doctors in science, trained in entrepreneurship and with international experience in the biotechnology industry (biosimilar) and an assistant with experience in the pharma industry, who provides administrative support and manages customers and the European authorities.

CONTACT

Ana Aldea

ana.aldea@salupharma.com

PROBLEM/OPPORTUNITY

Biotechnological medicines have revolutionised the treatment of serious diseases, but their higher cost makes them unaffordable for public and private administration. Biosimilars enable us to enjoy the benefits of high-quality biotechnological drugs at a lower cost.

COMPETITION

The biosimilars currently launched will not obtain the expected market share (Sandoz, Teva). The commercial strategy of biosimilars is vital - we believe we have an approach tailored to biosimilars that will be successful. We don't aim to compete with the big firms but to enter into partnerships with them.

YOUR SOLUTION

We develop high-quality biosimilars to help reduce hospital pharmacy costs. Our approach to marketing is to break down the main barriers to entry.

BUSINESS MODEL

Return from direct sales and product license. In the short term, for consulting and pilot services.

MARKETING PLAN

It is based on pre-marketing activities (education/promotion of biosimilars) and others. The alliance with the Autonomous University of Barcelona is a key differentiating factor.

FINANCE

The project needs 6M Euros for 2011-12 to acquire one of the biosimilars (in phase I), to develop another to the pre-clinical phase, and to hire staff to carry out the development. The founders (industrial developers) have made the first investment (0.5mm Euros). The entrepreneurial team has a share in the company.

	2008-2010	2011-2020
Turnover	25,000	101,634,000
EBITDA	-255,000	57,950,000
Financial need		15,508,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the investor at this stage of growth will be to sell their shares in a subsequent round of growth of the company. The project profitability is 33% in 10 years.

What is your company's biggest risk?

The risk (low) that the penetration of the biosimilars market is slow (barriers to entry) and delays the returns from the business to a later date.

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

Knowledge in the field of biotechnology patents and support to general management.

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

Loan application, presentation in investors' forums and meetings with investors.

Why do you think you don't have it yet?

Several factors: i) Lack of knowledge of the biosimilars market due to the youth and immaturity of the market, ii) High investment and long-term returns.

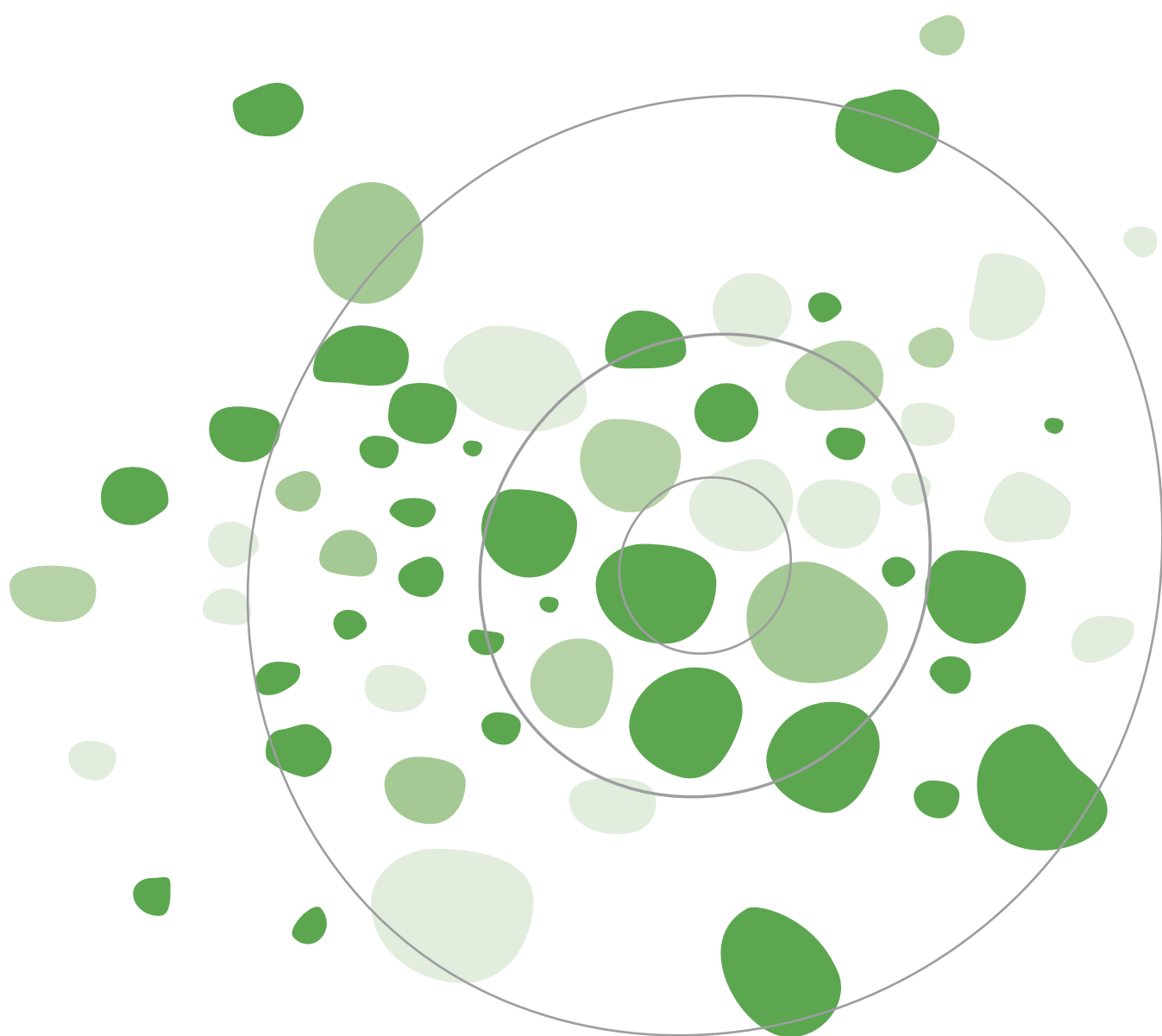
Edifici Eureka, Parc recerca UAB
08193 Bellaterra
+34 659 28 48 08

More information:
www.salupharma.com

OTHERS TECHNOLOGIES

PROJECTS CATALOGUE

December 2011



1

ALHYMOTION

Aluminium and water-based generation of hydrogen without any external energy source



PARTNERS



SUMMARY

Generation of hydrogen from aluminium (new or recycled) and water (running or saltwater), for application in electric vehicles, without the drawbacks of the application of hydrogen hybrid vehicles. Zero waste in the process. It encompasses the life cycle of aluminium, consuming aluminium and generating raw material to produce it. Isolated electricity and heat generation (distributed generation/ industrial and/or residential energy efficiency).



TEAM

The team behind the project consists of two doctors in chemical science at UAB, an industrial engineer and professor at the UPC, and two industrial engineers from private companies.

CONTACT

Xavier Salueña Berna
xavier.saluenaa@upc.edu

PROBLEM/OPPORTUNITY

Electric vehicle: hydrogen problems such as transportation, recharging, storing at a high pressure, generation on demand in the vehicle itself. High H_2 energy and production cost. Hydrogen production dependent on outside sources of energy.

COMPETITION

At this time, we are not aware of any other projects with identical technology and possibilities in the short term to implement it in the various markets/industries.

YOUR SOLUTION

Safety (H_2 is not stored), autonomy of electric vehicles, ease of use and recharging (simple infrastructure), distributed generation energy, zero waste.

BUSINESS MODEL

License for implementation in the various target markets.

MARKETING PLAN

Very diversified according to business models. The first is intended for implementation in industries such as automotive and shipbuilding. The second is for isolated generation in industrial or residential sectors.

FINANCE

Scaling the current prototype to a pre-industrial model to demonstrate the project's viability commercially in the target sectors. Also development of the electricity generation and energy efficiency project. Phase of research and improvement of current systems. Requires funding of € 1.3 M.

	2011e	2012e	2013e
Turnover		2,635,258	5,232,156
EBITDA		236,589	1,869,532
Financial need	1,836,598		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Exit according to the agreed investment plan, once the investment has been recovered and the returns obtained. Option to stay in the company capital until the phase of growth and consolidation of the business has been concluded.

What is your company's biggest risk?

Time. We have the chance to be the first to develop and implement this technology.

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

More than improve, to maximise and secure the resources in the area of R&D and innovation, which is essential to this project.

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

Various R&D loans and our equity.

Why do you think you don't have it yet?

Mainly because we are starting to prepare the second phase, which is the implementation of the project at the level of a road car and have not begun the financing round yet. We are also forming the ad hoc industry consortium for the project.

Escola Tècnica Superior d'Enginyeria Industrial i Aeronàutica de Terrassa
C/ Colom, núm. 11
08222 Terrassa
+34 650 39 60 22

More information:
xavier.saluenaa@upc.edu

2

AQUAECA

Raising industry profits with the safest and the cheapest disinfection technology ever



PARTNERS



ACP Cálculo y Diseño



Universitat de Girona

SUMMARY

Reducing disinfection costs and improving product quality through electrochemical brine activation engineering and machinery. Markets: medicine, food, agriculture and water treatment. Advantages: low cost and safe for humans and animals. More than 30 projects developed in various countries since 1998. We seek funding for the phase of industrial trials and marketing of the product.



TEAM

The team behind the project comprises three people, the inventor of the products and manager of the production company (Russian), a chemical engineer with over 20 years experience and a specialist in international trade.

CONTACT

Dmitrii Vinogradov
dv@aquaecca.com

PROBLEM/OPPORTUNITY

Disinfection in most companies is done with toxic products, which can be improved in terms of efficiency and cost. Due to their toxicity, traditional disinfectants are dangerous for application in food products, animals and humans.

COMPETITION

Producers of traditional disinfectants. In Spain there are companies who have the same technology, but at a very local level and who import equipment (AS-Pack Aquarioja).

YOUR SOLUTION

A unique set of technology, products and references to optimise production of medicine, food, agriculture, water. Product quick and easy to implement and maintain.

BUSINESS MODEL

Sale of products and engineering to companies, maintenance services.

MARKETING PLAN

Take advantage of the first step. Create success stories in each of the sectors and sell through the sales network supported by technical press, presence at trade fairs and R&D.

FINANCE

The project requires € 300,000 to fund marketing activities and create a product assembly plant. The financing also covers new recruitment for the team of technicians plus R&D to explore new markets. The initial costs of the project are covered by the entrepreneurs themselves and the Science Park of the University of Girona.

	2010	2011e	2012e
Turnover (RUS+ESP)	264,038	390,500	750,900
EBITDA	52.2%	36.5%	51.8%
Financial need		300,000	

Figures in euros

What is your company's biggest risk?

To lose the advantage of the first step and letting larger companies explore the market.

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

The food division, which has more opportunities due to the overall growth of the industry in Spain.

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

Request aid from Invest In Spain.

Why do you think you don't have it yet?

After the initial stage we are now starting to seek funding in this first round with private investors.

Parc Científic i Tecnològic de la UdG
15 Pic de Peguera
17003 Girona
+34 972 18 32 93

More information:
www.aquaecca.com

EXIT STRATEGY AND EXPECTED RETURN

The investor could sell their shares in future rounds of growth of the company. Expected term of ROI: 5 years.

3

BIOFUSA

Forest waste recovery plant



PARTNERS



SUMMARY

BIOFUSA's aim is to build a gas plant designed to treat wood waste from La Cerdanya forests, for the generation of electricity intended for sale to the grid. Additionally, the residual heat from the process will be used to dry wood chips that will be sold to pellet manufacturers for biomass industrial/domestic boilers.



TEAM

The team leading the BIOFUSA project is headed up by a group of engineers in their mid-thirties, specialists in energy saving and efficiency. The group is co-ordinated by Josep Maria Piguillem Delgado, from Puigcerdà, who has a PhD in energy technologies.

CONTACT

Josep Maria Piguillem Delgado
info@biofusa.com

PROBLEM/OPPORTUNITY

The continued recent growth in the electricity market (over 12% last year), has led to the need to meet the demand for energy with environmentally-friendly alternative technologies.

COMPETITION

There are currently several projects at an early stage, but they are very much local initiatives, given the substantial cost of the transport of raw materials. Ours is a pioneering initiative in La Cerdanya.

YOUR SOLUTION

Our solution provides direct benefits for the environment and promotes the clearing of our forests to prevent fires, while recovering all the waste.

BUSINESS MODEL

Recovery of wood waste for electrical power generation and useful heat.

MARKETING PLAN

The pellet market is very locally-based. We know the players and have, in principal, agreements with them to supply the raw materials. We have the support of local public entities in relation to the waste to be used in production. Sale to the network is direct.

FINANCE

On an investment of € 2,000,000, an annual turnover close to € 1 million is forecast, and annual profits of € 300,000 after deducting maintenance and operating expenses. Therefore, we expect an IRR of 10% in a project which has highly-controlled risk and a maximum Rural Employment Plan subsidy for 10 years.

	2009	2010	2011e	2012e
Turnover				929,000
EBITDA				300,000
Financial need			-2,000,000	-92,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Given the type and volume of investment and moderate risk, the expected IRR is 10%, with a Rural Employment Plan subsidy for 9 years. Sale to an industrial group is possible once the project is underway, or has been granted the permits - these are high-value projects.

What is your company's biggest risk?

That the price of the raw materials increases excessively or the use of biomass boilers does not expand.

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

The area of supply of the raw materials, in order to use more waste from our target area, and not have to cover high transport costs.

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

In the initial, preliminary phase, Fools, Friends and Family. Subsequently, sessions presenting the company to businesspeople from the industrial or engineering sectors.

Why do you think you don't have it yet?

In fact, we want to delay entry as long as possible in order to give the project maximum value; we are about to be connected to the grid.

C/ Doctor Piguillem, núm. 3, 2n 4a
17520 Puigcerdà (Girona)
+34 93 405 34 58

More information:
www.biofusa.com

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GLASS COVER EUROPE, SL

Anti-graffiti, clean cities, sustainable cities.



SUMMARY

Glass Cover Europe S.L. was established in 2006, to serve the public and private sectors. Under the commercial name HLG System, they introduced a new system for the protection of surfaces, and therefore for anti-graffiti and anti-stickers use. HLG System: Ecological protection of an inorganic nature that does not pollute. We seek funding for the commercialisation phase of the product.



TEAM

Formed by excellent professionals developing specific functions for which it is ensured they have a high level of specific training, led by Guillem Boira and Núria Gómez, who head up the overall direction of the company.

CONTACT

Núria Gómez
ngomez@glasscover.es
info@glasscover.es

PROBLEM/OPPORTUNITY

The implementation of this new system brings a new philosophy of sustainable maintenance. It does not raise any problems regarding the product or its commercialisation. Many business opportunities.

COMPETITION

Currently, based on national and European level studies, there are no products on the market that offer the same as the HLG System.

YOUR SOLUTION

Definitive solution to the problem of graffiti and stickers. Important cost reduction in maintenance and cleaning in both the public and private sectors. Energy saving.

BUSINESS MODEL

Based on sales fully managed by our own commercial and external distribution network, nationally and internationally, which is being expanded.

MARKETING PLAN

Currently focused on two main lines of work, subject to variations according to market needs, which are the national and international distribution network, and the sales network.

FINANCE

GLASS COVER seek private investment, for capitalisation, which enables them to assume the increased production and the internationalisation process, estimated at around one million Euros.

	2011e	2012e	2013e	2014e
Turnover	1,151,811	1,442,794	2,852,518	4,362,518
EBITDA	110,568	356,781	851,947	1,5332,335
Financial need	1,000,000			

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

A package of a 20% shareholding in the company is put on sale at an inclusive price of € 1,000,000 with minimum 1% (€ 50,000) shares. 50% cash-back and 50% for the capitalisation of the project. Annual dividends of 7% of the contribution are guaranteed for the next four years (2011, 2012, 2013 and 2013). A revaluation of the contribution of 100% is expected in three years (end of 2013) for a hypothetical sale to venture capital that enables a new phase of expansion.

What is your company's biggest risk?

The end of production of any of the raw materials used in making the HLG System.

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

The international branch, extending its geographical scope to open new markets in the near future.

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

The liquid assets that have not been covered by the sales made, as significant investment has been made to date, have been resolved with extraordinary contributions made by the partners, with expected returns in the short term.

Why do you think you don't have it yet?

The decision to find investors has been taken recently by the company's Board of Directors, believing that now is the time to open markets abroad. This action requires significant spending.

Autovía N-II Km. 496
25250 Bellpuig (Lleida)
+34 650 43 66 72

More information:
www.glasscover.es

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GOLDEMAR SOLUTIONS, SL

Nanotechnology for air purification



SUMMARY

Goldemar Solutions' purpose is to market gold clusters for applications in air purification. Goldemar Solutions' technological base is the high catalytic activity due to gold clusters' oxidation of molecules at room temperature. This technology has been developed at the Nanoengineering Research Centre of the Polytechnic University of Catalonia.



TEAM

Pollution and bad smells reduce air quality and affect our wellbeing. To solve this problem, our technology eliminates the molecules associated with odours, CO and volatile organic compounds.

CONTACT

Ernest Mendoza
ernest.mendoza@goldemar.com

PROBLEM/OPPORTUNITY

Pollution and bad smells reduce air quality and affect our wellbeing. To solve this problem, our technology eliminates the molecules associated with odours, CO and volatile organic compounds.

COMPETITION

The novelty of the technology means that there are no direct competitors. In fact, the first contacts with potential customers have proved that we have no real competitors.

YOUR SOLUTION

Firstly, we want to develop an additive for detergents and fabric softeners to eliminate odours. Once we are established in the market, we also want to develop a product for the elimination of ethylene in the fruit and floral industry.

BUSINESS MODEL

B2B model. Direct sale to the manufacturer of the product to give it added value.

MARKETING PLAN

We have already begun to contact potential clients, large manufacturing companies, to co-develop a product tailored to their needs.

FINANCE

The project has a need for 500,000 Euros to develop the product and ensure viability to break-even point. We are looking for 150,000 Euros to supplement 200,000 Euros state aid.

	2012e	2013e	2014e	2015e
Turnover		159,000	900,000	2,400,000
EBITDA	-40,250	-70,135	536,299	1,624,862
Financial need	70,000	80,000	200,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the seed capital investor is a potential sale in a subsequent round of consolidation of the company.

What is your company's biggest risk?

We need to develop a product for various applications. The product must be co-developed with the client.

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

We have a very technical profile and require staff with a management background.

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

We are in negotiations with investors we contacted at the ESADEBAN Cleantech Forum. In addition, we won the Ecoemprendor XXI award.

Why do you think you don't have it yet?

Negotiations take time. We began to seek funding in late June and we are in talks with several investors.

Centre de Recerca en Nanoenginyeria
 C/ Pascual i Vila, núm. 17
 08028 Barcelona
 +34 648 84 61 97

More information:
ernest.mendoza@goldemar.com

6 INSYSTE

Recovery of CO₂. Collects, recovers, benefits from and eliminates CO₂



PARTNERS



SUMMARY

We recover CO₂ from the growth of marine algae that eliminate the CO₂ they capture. We extract energy from the algae in the form of biofuels, electricity and heat energy. To achieve this, we create plantations in photobioreactors that enable us to grow the algae anywhere in the world, in a controlled manner and regardless of the climate, and obtain an improved performance.



TEAM

The team consists of two industrial engineers, a doctor in industrial bioengineering and two doctors in photonics (Swiss).

CONTACT

Jordi Fernandez
jordi@insyste.com

PROBLEM/OPPORTUNITY

CO₂ is one of the most harmful greenhouse gases. It mainly originates from combustion. It is currently being captured and deposited underground in a very costly process.

COMPETITION

The competition is the underground capture and storage, a very expensive process which shifts the problem onto future generations.

YOUR SOLUTION

System for removal of CO₂ by cultivating algae in any climate, and the recovery of their energy.

BUSINESS MODEL

For the sale of engineering services and construction of energy recovery plants.

MARKETING PLAN

The marketing plan is to offer the plants to major CO₂ generators as energy producers (combined cycles), cement sector, industry, etc.

FINANCE

We have already completed the laboratory research stage and now we require 1.5 million for a large plant prototype. In addition, to fully develop the marketing plan we require 2.5 million.

EXIT STRATEGY AND EXPECTED RETURN

	2011e	2012e	2013e	2014e
Turnover	100,000	1,245,000	3,450,000	5,500,000
EBITDA	-387,520	-430,312	-448,442	+570,852
Financial need	1,500,000	2,500,000		

Figures in euros

The most likely exit of the seed capital investor is a potential sale in a subsequent round of consolidation of the company.

What is your company's biggest risk?

To not secure funding to construct the first pilot plant.

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

The marketing part.

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

We have presented the project to various investors.

Why do you think you don't have it yet?

We started the process just before the summer holiday.

C/ Atletisme, núm. 15
08191 Rubí
+34 93 588 22 20
+34 647 96 03 65

More information:
www.insyste.com

7

INVENTIAS ENGINEERING

Equipment to facilitate mobility and usability



PARTNERS



SUMMARY

Inventias is a Barcelona-based company that has developed, among other products, an innovative supermarket trolley that makes shopping easier. It has, firstly, an optional drive system that allows the trolley to be "driven" with ease and secondly, it minimises the user's shifting of products, using reusable bags for the whole process.



TEAM

Fernando Araya, Naval Engineer, has 4 years experience in developing innovative usability systems in the retail sector.

Luis Margalef, Engineer and MBA, 20 years in industrialisation and creation of companies.

CONTACT

Fernando Araya
faraya@inventias.com

PROBLEM/OPPORTUNITY

Moving a full shopping trolley, putting a large number of products through the cash desk and the disappearance of disposable carrier bags are problems that have been passed onto the client. Facilitating the purchase process builds customer loyalty and greater spending.

COMPETITION

The major trolley manufacturers still endorse the basket model (metal or plastic). None have come up with a similar solution.

YOUR SOLUTION

The EcoTrolley, which has a registered design and a patented drive system, is an alternative that streamlines the process.

BUSINESS MODEL

We offer a product that covers the entire buying cycle "from home to home." We sell the product to large and medium sized outlets, which are mainly supermarkets. There is a parallel market for the carrier bags.

MARKETING PLAN

In Europe alone, around 2 million trolleys are sold per year. By obtaining a market share of just 5% (100,000 units), we will have an 8 million turnover.

FINANCE

Currently the company is functioning with the initial capital contributions from the entrepreneurs, CDTI and ENISA loans and development funding from ACCIÓ. We have two rounds of financing planned, an initial round of around 230,000 Euros, and after a year, a further 300,000 Euros. The partners have contributed 110,000 Euros.

	2012e	2013e	2014e	2015e
Turnover	550,000	2,200,000	5,500,000	10,600,000
EBITDA	-84,000	96,000	460,000	1,062,000
Financial need	230,000	300,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Between the third and fourth year, sale to a retail equipment manufacturer, including trolley manufacturers, or a financial investor.

What is your company's biggest risk?

The challenge is the time to market ahead of new competitors, despite the fact we have patents.

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

Commercial.

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

Contact and negotiate with potential industrial partners.

Why do you think you don't have it yet?

No potential investors have definitively turned us down - we are in negotiations.

C/ Joncar, núm. 19, 1r 2a
08005 Barcelona
+34 93 300 99 31

More information:
www.inventias.com

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MIRAVEO

Your mobile shopping assistant



SUMMARY

Miraveo has developed a free mobile application that enables you to discover discounts, coupons, what's new, games and other content from shops or leisure establishments in the vicinity. The application itself changes its appearance depending on the location and uses robust wireless communication. Firm with offices in Barcelona and Silicon Valley. First commercial deployment in the autumn of 2011. We seek funding for the commercialisation phase



TEAM

Team of entrepreneurs with extensive experience, based in Barcelona and Silicon Valley (Dan Palmer: CEO, Mario Nemirovsky: co-founder, Jorge García Vidal: co-founder & CTO, Kash Mitra: VP Sales, Seb Andreatta: VP bus dev).

CONTACT

Jorge García Vidal
jorge@miraveo.com

PROBLEM/OPPORTUNITY

Based on the widespread use of Smartphones, shops are able build links with their customers when they are near the point of sale, sending real-time promotions, discounts, the latest news, and creating a motivating and engaging user experience.

COMPETITION

Brand/centre applications (Zara, L'illa shopping centre), geolocation (foursquare) or rewarding (shopkick). No rich content or real-time promotions and no engaging shopping experience.

YOUR SOLUTION

A single application that works for different locations and brands. Based on mobile WiFi (free for users and has a high capacity for sending video, audio, etc.).

BUSINESS MODEL

Payment per publication of content based on success (PPC, PPA) and usage metrics.

MARKETING PLAN

Start: Small/medium shops in shopping centre. Promotion: Digital signage, local advertising. Later: Large retailers, and expansion to other environments.

FINANCE

Equity and NTBC loan granted (50% outstanding). Extensive possibilities of securing European or national project funding. We are looking for € 400K seed round with 12-15 months of runway for deployment in Spain and the US, access to large retailers, and expansion of users, providing access to a subsequent round.

	2011e	2012e	2013e	2014e
Turnover		750,000	4,000,000	20,000,000
EBITDA		-650,000	-1,000,000	4,200,000
Financial need	150,000	4,000,000	3,700,000	7,400,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Our focus is on creating a business with high margins and profits, targeting a large market, creating very good appreciation opportunities for acquisition or IPO.

What is your company's biggest risk?

The challenge of creating an appealing shopping experience that engages users.

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

The engineering team.

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

Self-financing, funding and public credit, Business Angels and VC presentations.

Why do you think you don't have it yet?

A great deal of interest has been shown in the company but commercial deployment is required (start: Autumn 2011).

Fòrum Nord de la Tecnologia
Barcelona
+34 626 81 82 16

More information:
www.miraveo.com

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MOBECPOINT

Develops, implements and markets electric vehicle charging stations for two-wheeled vehicles



SUMMARY

Current policy encourages the use of electric vehicles to change the population's mobility and reduce CO2 emissions. The Mobecpoint charging station has a smart system that provides comprehensive services to users of electric vehicles, and the modulation of several charging points across a surface bar, saving expensive installation and using the same infrastructure to increase the charge points.



TEAM

The team is balanced and multidisciplinary, comprising an engineer, a marketing manager, a lawyer and a financier. We have the support of partners such as Iberdrola, Schneider Electric and Goinggreen.

CONTACT

Josep Maria Bartés
Director General
info@mobecpoint.com

PROBLEM/OPPORTUNITY

The existing charging points have no smart "bicing"-style service and control system. They are often underground and do not encourage the use of electric motorbikes. In 2018, more than 10% of bikes in Barcelona will be electric.

COMPETITION

Individual pylon systems that do not have monitoring or user services: Circutor, Siemens, Ingeteam, Ingenico.

YOUR SOLUTION

Visible and versatile multi-user station that offers booking and location services, hourly rates, is modular, integrated into the city and has green energy. Designed to be profitable.

BUSINESS MODEL

Income from sales and maintenance of stations, royalty on energy supplied.

MARKETING PLAN

Agreements with public authorities, energy operators (Iberdrola, Repsol...) and utilities companies (Goinggreen), to launch integrated mobility projects that bring bikes onto the street.

FINANCE

We are looking for 300,000 Euros to continue developing the implementation plan (there are already 10 stations on the street), scale up the company structure and cover the cost of the planned internationalisation alongside various partners in the US, England and Asia. In July 2011, a first round of funding of € 110,000 was achieved from BA and Caixa Venture Capital.

	2010	2011e	2012e
Turnover	46,000	347,000	900,000
EBITDA	6,500	20,000	90,000
Financial need		110,000	300,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Sale of shares in a third round. Sale of the company to an industrial partner. Trade on the Alternative Investment Market.

What is your company's biggest risk?

The speed of implementation of the electric bike and the lack of agility of the authorities, especially in the current climate.

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

The operational structure and strengthening of the international area.

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

F&F&F + networking with industrialists + support from consultancy specialising in start ups.

Why do you think you don't have it yet?

Some of the funding has been obtained that guarantees the projects for 2011, and the second round is being negotiated for 2012.

Passeig de Gràcia, núm. 18, 5è 1a
08007 Barcelona
+34 620 97 86 47

More information:
www.mobecpoint.com

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MOTOREPUBLIC

Electric mountain bikes, there are only two competitors



SUMMARY

Design, production and marketing of a high performance mountain bike without the problem of noise and petrol pollution. The business includes the use of the ALFER brand, famous for mountain bikes and sold for 30 years until 2007, reopening their international distributors.



TEAM

The team behind the project consists of two engineers, two individuals with a motor industry sales background and the founder of the ALFER brand. Most of the team has over 25 years' experience in sales in the motor world and in business management.

CONTACT

Didac Solà
Soci resp. financier
d.sola@ntcon.eu

PROBLEM/OPPORTUNITY

Virtually all brands that are devoted to electric motorbikes have focused on city motorbikes and scooters in particular. There is a gap in the market for mountain bikes and supermotard. The current competition, 2 brands, are not from the world of mountain bikes, and owing to this they do not meet the requirements of the European market.

COMPETITION

At this time, there are only two competing brands worldwide, ZERO (US) and QUANTYA (Switzerland), and these do not fully meet the demands of the off-road market.

YOUR SOLUTION

30 years' experience in the world of mountain bikes, electrical and electronic know-how, not manufacture, assemble, make use of the international distributor network.

BUSINESS MODEL

Use existing importers and distributors with improved conditions.

MARKETING PLAN

Exploiting the current sales network, presence at motor shows, immersive events, own website, presence at large events, entry into competitions.

FINANCE

The project has a 1st phase need for 500,000 Euros. The founding team has already invested in the project and also puts up 230,000 Euros of the 1st phase. The 1st phase comprises the start-up of the company, pre-series, testing and marketing. After around 9 months we need a 2nd phase of 450,000 Euros for the sales launch and working capital.

	2011e	2012e	2013e	2014e
Turnover	1,240,000	6,507,000	8,503,000	10,451,000
EBITDA	-67,000	851,000	1,265,000	1,560,000
Financial need	720,000			

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The exit of the investor is anticipated to be possible from the 3rd year on, with a good expected return. The value of the company is estimated at 4.5 M Euros.

What is your company's biggest risk?

1) Date of start of the demand for electric vehicles and the current recession. 2) Development of battery capacity and price that determines the range.

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

Funding, export and design.

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

We have spent time in talks with Business Angels and venture capital and researching grants.

Why do you think you don't have it yet?

The market is still in its early stages and is not well-known, risk assessment, although the project is interesting.

Camí Can Fatjó dels Urons, s/n
08173 Sant Cugat del Vallès
+34 659 96 46 72

More information:
www.alfer-ev.com

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MUSA AIRCRAFT

Development, manufacturing and sale of high efficiency and high performance aircraft.

**SUMMARY**

MUSA Aircraft aim to become a leading constructor worldwide, developing, manufacturing and selling aircraft that feature significant upgrades on existing aircraft in terms of energy efficiency, performance and safety. We are starting our business activity in the aviation sports sector, in the two-seater aircraft segment.

**TEAM**

The team behind the project consists of three engineers with extensive experience in the aviation industry in the areas of design, manufacture and certification, and as users.

CONTACT

Miguel Ángel Rodríguez Peña
Director General
marodriguez@musa-aircraft.com

PROBLEM/OPPORTUNITY

Little innovation in the aerodynamic configuration of the aircraft. The use of a different aerodynamic configuration endows aircraft with greater efficiency, safety, performance and completely different aesthetics. New categories in the US and EU (80% market share).

COMPETITION

The market is very fragmented. Main players: Tecnam, Remos, Flight Design, CubCrafters, Jabiru, etc. All have the same aerodynamic configuration (tail behind).

YOUR SOLUTION

A high-end aircraft with a hang-glider configuration which offers greater efficiency, performance, economy and in-flight safety, with an innovative and unique look.

BUSINESS MODEL

Sell direct and through distributors.

MARKETING PLAN

The marketing plan is based on direct contact with customers at trade fairs and air shows, distribution agreements, flight tests in specialist magazines and our website.

FINANCE

We have a CDTI loan covering 75% of the R&D budget, and we are seeking 300,000 Euros to build the second prototype, start the marketing plan, present the plane at the Friedrichshafen fair, set up our website and complete the development team. The entrepreneurial team has established the company and has made the first investment for market research, the preliminary technical project and construction of the first flying prototype on a scale of 1:5.

	2011e	2012e	2013e	2014e
Turnover				4,260,000
EBITDA	-26,000	-73,000	-82,000	1,332,946
Financial need	300,000	800,000		

Figures in euros

What is your company's biggest risk?

Not to obtain all the necessary capital to develop the product in its entirety.

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

The financial management.

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

We've presented the project to investors' networks and investment funds.

Why do you think you don't have it yet?

Given that we started looking in July it is early days. In addition, the aviation industry is not one of the target sectors for investors and here it is largely unknown.

C/Josep Ricart, núm. 54, àtic
08980 Sant Feliu de Llobregat
+34 636 88 33 23

More information:
marodriguez@musa-aircraft.com

EXIT STRATEGY AND EXPECTED RETURN

The repurchase of the shares is foreseen as an exit strategy for a potential investor, allowing the entry of new capital for the phase of consolidation and growth of the company.

12

PARKGREEN

Solar energy car parks with smart systems for recharging electric vehicles



PARTNERS



SUMMARY

ParkGreen are car parks that integrate solar power stations under strict safety and production standards for power generation and recharging of electric vehicles. Company founded in November 2010. Product in development since 2009 and in the commercialisation phase. 14 units have been installed. Network of official distributors in development. We seek funding to carry out the commercialisation phase.



TEAM

The founding team consists of a businessman, a graduate in business administration, who has worked in the solar sector since 2004, and a German engineer specialising in solar energy. Both have extensive international experience in the industry and have collaborated with and participated in several companies.

CONTACT

David Garcia
dgarcia@parkgreen.es

PROBLEM/OPPORTUNITY

Constantly increasing energy costs reduce the competitiveness of companies, which need to improve their energy balance. ParkGreen generates energy and allows the use of EVs, while it complies with regulation and generates profitability.

COMPETITION

We group them into "Structure" (only sell the metal structure), "Solar" (sell structure + solar module) and "Sustainable Mobility" (complete photovoltaic + EV solution).

YOUR SOLUTION

Design for the complete integration of a PV power plant, completely safe for people and for the plant, maximum production, easy assembly and EV charging solutions.

BUSINESS MODEL

Sale of units of the basic kit (structure + solar modules) and optional equipment.

MARKETING PLAN

It is based on creating an international network of official distributors that have sales and marketing support through social media, social networks and international trade fairs.

FINANCE

The project needs 400,000 Euros (e.g. 200 private investor and 200 participating loan) to develop the marketing plan and build up the network of official distributors, launch the product on the market and develop new references as well as the new generation of ParkGreen products (2nd and 3rd product generations).

	2012e	2013e	2014e	2015e
Turnover	1.5910.000	2.672.000	5.719.000	8.292.000
EBITDA	2.000	46.000	529.000	800.000
Financial need	400.000			

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the seed capital investor is a potential sale in a subsequent round of consolidation of the company.

What is your company's biggest risk?

The failure of solar PV as an alternative source of generation in urban areas due to lack of profitability.

In the short term which arm of the company needs improving?

We need to intensify our commercial activity internationally and reduce the maximum time to market.

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

Attend all the pertinent investors' forums and associations to present our project.

Why do you think you don't have it yet?

We started in June - we are within the normal timing for this kind of process given the current economic climate.

C/ Balmes, núm. 53, 3r 2a
08211 Castellar del Vallès
Barcelona
+34 647 78 53 37

More information:
www.parkgreen.es

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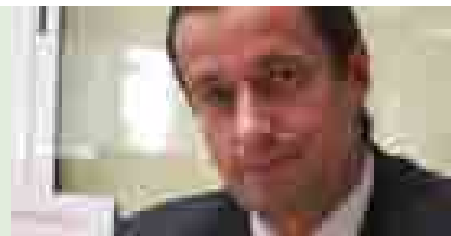
PERMASTOP TECHNOLOGIES, SL

Waterproofing of concrete structures in the water table



SUMMARY

New construction system consisting of waterproof concrete reinforced with steel fibres, which is added structurally to existing concrete structures.



TEAM

The team is headed up by a Civil Engineer, along with industry experts and the President of the Company who is an entrepreneur by nature and has already been successful in other sectors.

CONTACT

Tomás Duran
Director General
tduran@grupoevoluciona.com

PROBLEM/OPPORTUNITY

The aim of this innovation is to solve the classic drawbacks of concrete structure waterproofing, achieving unbroken waterproofing of the structural element in a single application, which covers surface waterproofing, sealing joints and repairing any possible flaws in the concrete, achieving a smooth and flat surface. Cost savings and better use of the space.

COMPETITION

Unique in the market. Patented, tried and tested technology. The combination of know-how of the calculation and the implementation of the system will hinder the entry of competitors.

YOUR SOLUTION

Provides technical advantages, increases the life of the structure, reduces the timeframe for implementation. Aesthetic advantages, as the result has a uniform colour and texture, and financial benefits, based on less excavation and transportation and less need for iron, which is a direct cost saving.

BUSINESS MODEL

Sale of the system in the construction sector.

MARKETING PLAN

Presentation of the system to the various Spanish Associations of Estimators and Technical Colleges, and presentations and visits to major construction companies. We have already met with FCC.

FINANCE

The project initially needs 300,000 Euros to complete the purchase of the necessary technical equipment and start the commercialisation phase.

	2011e	2012e	2013e	2014e
Turnover	2,400,000	3,400,000	3,740,000	4,200,000
EBITDA	-2,000,000	6,000,000	7,000,000	8,500,000
Financial need	550,000	3,000,000	2,000,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Sale of the company to a large international construction company, or find a fund that is both buyer and management company.

What is your company's biggest risk?

The slow change of mind set in the construction sector, given that the system is revolutionary.

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

The marketing and sale of the technology.

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

Self-financed.

Why do you think you don't have it yet?

We've just recently started promoting our project.

C/ Beethoven, núm. 9
08021 Barcelona
+34 93 400 47 00

More information:
www.permastop.com

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PETRA INVENTUM, SL

A company that invents, develops and markets cost-effective solutions to traditional construction processes, based on clean energy management



SUMMARY

Solar Item is a roof which integrates a solar thermal collector (supplies hot water and heating), combining roof and collector functions in a single construction element. Solar Item has led to the award of a patent and several working models. It is currently installed in various detached houses and public housing buildings (Sant Cugat and Barcelona). Its main competitive advantage is the dual functionality of the product.



TEAM

The team behind the project consists of an entrepreneur, with a PhD in architecture and over 20 years experience as an architect and university professor, and a lawyer, entrepreneur and business executive with over 10 years experience in management of companies in the aggregates and ceramics sector and international experience.

CONTACT

Roger Mora
rogermora@petrainventum.com

PROBLEM/OPPORTUNITY

There are conventional thermal solar panels which are laid in overlapping form on the roof but they do not streamline the roof, require considerable maintenance, and do not guarantee savings. There is an increasing awareness regarding the use of energy saving systems that are integrated architectonically.

COMPETITION

The current solutions are for private property developments. There are no reliable solutions for social housing or for people with limited means. Our competitors are Energie Solaire and Sounier Douval.

YOUR SOLUTION

It is an integrated product, which is rapidly installed, requires minimal upkeep, has a bigger collection area, makes use of space under the roof, and has greater system durability and robustness.

BUSINESS MODEL

Sales volume (square metres), sale of complementary products and services for energy management.

MARKETING PLAN

The marketing plan is based on distribution agreements with companies with established sales networks, web development, specialist databases, trade fairs.

FINANCE

The project has a financial need of € 315,000, mainly to develop the sales and marketing plan, to cover working capital and cash shortfalls and the internationalisation process. The entrepreneurial team has established a company and made the first investment to cover the initial costs of the project.

	2010	2011e	2012e	2013e
Turnover	60,000	312,000	1,750,000	4,150,000
EBITDA	-16,000	-98,000	24,000	432,000
Financial need		315,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Proposal of exit in a 5-year horizon, with an expected IRR of 15-20%.

What is your company's biggest risk?

The company's main risk is the lack of brand awareness and our dependence on external resources.

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

Commercial strategy and internationalisation are currently the aspects to be improved.

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

We obtained funding from ENISA and CDTI (for previous needs) and we presented the project to the BANC network and Keiretsu Forum.

Why do you think you don't have it yet?

As it is a project with adjusted returns, we do not offer IRR like in other sectors.

Plaça Àusias March, núm. 1, despatx 5
08195 Sant Cugat del Vallès
+34 648 81 76 89

More information:
www.petrainventum.com

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TEST MOTORS

Predictive maintenance of Electrical Motors and Generators



PARTNERS



SUMMARY

Development of technological solutions that can predict the failure of electrical motors and generators in large production plants. In this way, we help clients to avoid unscheduled downtime in their production system, which can result in a cost of up to € 1.2 M in a week. We seek funding for the launch and marketing phase of the product.



TEAM

Entrepreneur, electrical engineer with 15 years experience in the electric motor sector, with technical expertise and people management experience. Technology development team consisting of 5 electronic and communication engineers from RDI La Salle.

CONTACT

Emili Valero
emilivalero@testmotors.com

PROBLEM/OPPORTUNITY

Large production companies cannot afford unscheduled downtime. Test Motors offers a reliable, specific solution for motors, online and in real time, which allows the failure of their rotating electrical machines to be predicted.

COMPETITION

There are no companies offering solutions of this type, specific to electrical motors and highly reliable. The current solutions do not combine various technologies to increase system reliability like Test Motors do.

YOUR SOLUTION

Product that predicts the failure of electric motors and generators in production processes, based on highly reliable expert algorithms.

BUSINESS MODEL

Implementation of the solution to major production/generation processes, end customers, and annual licenses to OEMs.

MARKETING PLAN

The product is being developed in conjunction and partnership with the clients (Endesa, Eon, Iberdrola, Holcim), which allows us, once the project is completed, to have access to the client and the latter to have already tested the product.

FINANCE

The project needs € 425k for the development stage. We have received a loan without security of € 294k Euros from Neotec I and increased the FFF capital by € 127k. Due to the disbursement schedule of the Neotec I loan, we require € 150k to conclude the project and start the marketing.

	2011e	2012e	2013e	2014e
Turnover		74,000	474,000	1,095,000
EBITDA	-93,229	-171,000	30,000	451,000
Financial need	278,000	150,000	147,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The investor can opt to leave when we receive payment of the 2nd Neotec I payment, at the end of 2012, recovering all their initial investment, or decide to leave at the end of 2014-15, multiplying their investment 3-4 times.

What is your company's biggest risk?

The technological challenge.

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

Sales and marketing.

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

We received a Neotec I loan, of which € 294k is without security, and carried out a capital increase of € 127k.

Why do you think you don't have it yet?

We have just started the 2nd round of funding.

Av. Parc Tecnològic, núm. 3
08290 Cerdanyola del Vallès
+34 680 31 49 47

More information:
www.testmotors.com

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URBAN PLANET GARDEN

Growing plants and vegetables in an urban world, using and creating green spaces



SUMMARY

Market and distribute a new concept in gardening, an urban garden or jardiniere, which solves all the existing space problems, building the three-dimensional shape from a base unit. Versatile and innovative, it offers an easy self-assembly system or kit. After including an image in a blog without advertising or promotion, at a preliminary stage of the concept, within a month we had over 10 orders from customers and decoration companies.



TEAM

The team behind the project consists of an industrial designer, a marketing manager, a finance director and a lawyer, all with over ten years of experience in their field of work.

CONTACT

César Aguilar
industrial@racedesign.com

PROBLEM/OPPORTUNITY

The existing space in the urban area is limited and very heterogeneous, plus the weight of the gardens themselves – these factors are not thought through in the products on the market. Integrative concept of space, assembly and systems such as irrigation, pots, etc.

COMPETITION

The main existing solutions are aimed at adapting the traditional garden to the urban environment and do not specifically consider the site where the garden will be located. The sliders are HORTURBÁ and Hortibox.

YOUR SOLUTION

Easy-to-assemble kit, which can be adapted to any kind of area, including hung on walls, and is designed to create new spaces that bring together design and functionality.

BUSINESS MODEL

Percentage of the sales of the products.

MARKETING PLAN

The marketing plan is based on three main lines of work: salespeople in the selected markets, an e-commerce platform, and online marketing.

FINANCE

The project needs 350,000 Euros, mainly to develop the marketing plan and fund prototypes, plastic moulds and expenses. After obtaining a patent and an agreement with an industrial partner, which covers metal moulds and the cost of the first orders, the entrepreneurial team has created the company and entered into agreements with industrial partners.

	2011e	2012e	2013e	2014e
Turnover		900,000	1,850,000	2,850,000
EBITDA	-1,875	90,000	231,250	427,000
Financial need	75,000	325,000	50,000	50,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the investor in this seed capital stage will be a return on the capital in an agreed time-frame and a percentage of the company's profits.

What is your company's biggest risk?

The implementation of all the industrial sectors, the early stages of marketing.

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

Logistics, recruitment of warehouse staff and shipment of goods.

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

Meetings with industrialists, investors and venture capital banks.

Why do you think you don't have it yet?

Due to the amount we are asking for.

C/ Fornot, núm. 6
08228 Terrassa
+34 636 29 78 60
+34 93 736 34 04

More information:
industrial@racedesign.com

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VERTICAL FARMING

Vertical Urban Agriculture.

From the Green City to the Fertile City



PARTNERS



SUMMARY

Design, planning, installation and operation of vertical urban greenhouses integrated into the water, CO₂ and energy metabolism of buildings. Development of the latest Hydroponic Agriculture Technology in urban areas, built into the roofs of buildings. Company created in mid-2011. The contract has been signed for the first project and two more are expected by year end. Looking for funding for the initial project phase.



TEAM

The project team consists of three architects, three environmental engineers with PhDs, and three business administration graduates with experience in developing technological and innovative business models.

CONTACT

Josep Ballesté

josep@verticalfarming.es

PROBLEM/OPPORTUNITY

The alienation of agricultural producers and urban consumers means that the system is unsustainable both due to its intensive use of environmental resources, the increase in the carbon footprint (product transportation) and the standardisation of a low quality of ultra-intensive crops.

COMPETITION

The existing urban solutions are either domestic (with very low productivity) or exclusively social, in the few metres of land available in the cities (urban gardens).

YOUR SOLUTION

Design and installation of greenhouses and eco-efficient production and distribution of plants in the cities, increasing sustainability and making non-productive areas profitable.

BUSINESS MODEL

1. Facilities: Design and installation of greenhouses on urban roofs, with return on investment for the owners of both the greenhouse and the roof.

2. Production and distribution of high-quality vegetables and fruit in the local area.

MARKETING PLAN

Three pillars: strong "green" positioning of the VF brand as a first mover, communication in the local area highlighting the value of the KM.0 product, and an online project promotion strategy.

FINANCE

The project needs 270,000 Euros, mainly to develop the marketing plan, for working capital and investment in R&D. The entrepreneurial team has created the company and made the first investment to cover the initial project expenses.

	2011e	2012e	2013e	2014e
Turnover	32,000	665,000	1,500,000	4,500,000
EBITDA	-10,000	-38,000	145,000	830,000
Financial need		270,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit for the seed capital investor is a potential sale in a subsequent round to venture capital, construction companies or industrial companies from the chemical or biotechnology sectors.

What is your company's biggest risk?

The project needs to be demonstrated, and if we do not attain the funding to carry out the first 2 or 3 installations it will be more difficult to sell.

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

R&D and the sales and distribution side.

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

We have started as many as 10 initiatives with foundations and venture capital investors, we have submitted bids for various tenders and we are awaiting the results of all of them.

Why do you think you don't have it yet?

Because the project is at a very early stage and is missing the impetus of the first projects to promote it.

Edifici ESADE Creapolis
Av. de la Torre Blanca, núm. 57
08173 Sant Cugat del Vallès
+34 93 554 30 44
+34 629 30 75 03

More information:
www.verticalfarming.es

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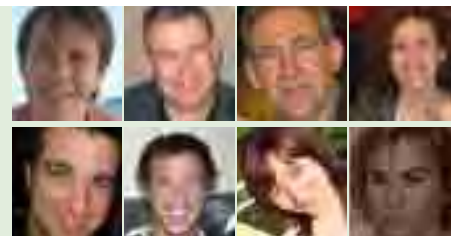
WEBDOM LABS, SL

Creation and sale of systems for monitoring renewable energy installations and domestic energy consumption (water, gas and electricity)



SUMMARY

Our systems monitor all types of renewable energy installations - solar, mini-wind, solar thermal, geothermal and biomass - as well as the complementary devices such as weather stations, and also security cameras, which can be moved remotely. Webdom's systems also monitor street lighting with LED technology much more efficiently.



TEAM

The entrepreneur is a telecommunications engineer and has extensive experience in the renewable energy field. The rest of the team consists of three computer programmers, a designer, two salespeople, a distributor in Italy and we are looking for another distributor in England.

CONTACT

Eduard Perramon
sarah@webdom.es

PROBLEM/OPPORTUNITY

Renewable energy companies, installers, private companies, the tertiary sector (shopping centres, schools, hotels, etc.), public administration and end users need to be aware of their energy consumption in order to manage it.

COMPETITION

The competition is either engaged in the monitoring of renewable energy installations or of water, gas and electricity consumption. Our systems control all of these in a single display.

YOUR SOLUTION

Webdom Labs' systems control both the sources of production of renewable and conventional energy as well as the consumption of water, gas and electricity.

BUSINESS MODEL

Manufacture and sale of hardware and software at a price based on the power to be monitored.

MARKETING PLAN

To internationalise, starting with Italy and England where, at the present time, there are more favourable laws for investment in renewable energy from which we wish to benefit.

FINANCE

We need € 300,000 of funding to invest in developing new products and improving existing ones, to expand and build our brand recognition both in Italy and in England, and to become industry leaders in the monitoring of renewable and conventional energy in Spain, at the corporate and domestic level.

	2011e	2012e	2013e
Turnover	119,000	631,000	1,007,000
EBITDA	-90,000	201,000	379,000
Financial need		150,000	150,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The exit conditions for the investor are negotiable.

What is your company's biggest risk?

To not secure the necessary financing to attack foreign markets vigorously.

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

We need to develop the systems more quickly in order to become an industry leader.

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

The partners have contributed € 188,000. To obtain the rest, we have taken part in two awards, winning one and finishing second in the other.

Why do you think you don't have it yet?

We have not been able to fully focus on this task as we have been concentrated on the development and sale of the systems.

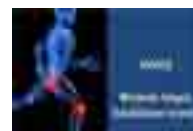
Pol. Ind. Sta. Anna, Km 4,2
08251 Manresa
+34 609 48 05 09

More information:
www.webdom.es

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WORLDWIDE INTEGRAL REHABILITATION SYSTEMS (WIRS)

Innovative ICT-based medical devices for physical rehabilitation in healthcare centres and at home



PARTNERS



SUMMARY

Awarded "Best Business Initiative 2010" by AJEC, WIRS have created an innovative low-cost medical device for physical rehabilitation (assessment and therapy). Using video games, inertial motion sensors and a cloud platform, it increases healthcare centres' revenue while reducing costs, providing a valuable tool for healthcare staff and boosting motivation, effectiveness and patient comfort.



TEAM

Formed by rehabilitation professionals, telecommunications and industrial engineers, and business consultants. Experienced in the ICT and healthcare sector, and with technological and business backgrounds who have also been entrepreneurs in other companies.

CONTACT

Manel Guerris Larruy

mguerris@wirsgroup.com

PROBLEM/OPPORTUNITY

There are no tools on offer that enable the assessment of the patient's condition and the effectiveness of rehabilitation based on repetitive movements without any incentive. This causes low productivity in rehabilitation centres and an increase in costs due to readmission of patients to the casualty department.

COMPETITION

Very expensive solutions based on mechanics and image sensors for highly specialised centres. Telefonica R&D are developing a specific system for knees.

YOUR SOLUTION

Low-cost, developed for physiotherapists, patient-customised, multi-pathology, scalable to pathologies, exercises and games, and for large or small centres and homes (SaaS).

BUSINESS MODEL

Revenue from the initial rental of the system to healthcare centres and practices.

MARKETING PLAN

Recommendation to professionals by our own sales staff, distribution and sales by distributors established in the industry, promotion and advertising in associations, schools and publications.

FINANCE

Funds of more than € 2M obtained through INNPACTO funds (in a consortium), NTBC, LaCaixa Micro and ENISA Youth Entrepreneurs loans. We need capital of € 500,000 for the industrialisation of sensors, product refinement and certification and marketing and sale.

	2012e	2013e	2014e	2015e
Turnover	2,000,000	6,000,000	1,500,000	4,000,000
EBITDA		6%	26%	55%
Financial need	5,000,000		p.d.	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The exit for an investor would be a possible sale in the subsequent round or by an industry group for international growth of the company in 2013-2014.

What is your company's biggest risk?

Slow take-up of the product. We are negotiating with industry distributors and players to sell quickly.

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

Sales and marketing. We are talking with potential customers to rework the sales and marketing strategy.

What have you done to date to obtain money?

Presentation to investors, investment funds and state aid. Contribution of € 25,000 from the senior partner.

Why do you think you don't have it yet?

We only had a physical proof of concept. We now have an alpha prototype in trials with patients and in December will have a beta version.

C/ Aragó, núm. 366
08009 Barcelona
+34 635 55 81 06

More information:
www.wirsgroup.com

INFORMATION AND COMMUNICATION TECHNOLOGIES

PROJECTS CATALOGUE

December 2011



1

4D-LIFE

4d-life new Internet for individuals and companies, offering relationships in an intelligent way



SUMMARY

4d-life create a new Internet that works for people and businesses, offering you relationships in an intelligent form that enables you to explore new possibilities based on your interests, who you are and how you feel.



TEAM

The team consists of 2 individuals who have over 15 years of ICT experience, including several in highly innovative projects for multinationals and government agencies. Agreement with and support from the Vice-Chancellor of the Polytechnic University of Barcelona and with the University of Barcelona. Team of 20 people.

CONTACT

Javier Córdoba
javier.cordoba@4d-life.net

PROBLEM/OPPORTUNITY

The recession forces us to use new forms of internet and provide new opportunities for personal and business development. We work for people, helping them to manage and explore the possibilities that life around them offers, matching supply and demand.

COMPETITION

Currently there is no competition for 4d-life.

YOUR SOLUTION

Application of logarithms and modelling of consumption patterns to energise the market in a graphical environment.

BUSINESS MODEL

Percentage of sales of goods and services created through 4d-life.

MARKETING PLAN

Viral and online marketing. Launch agreement with our strategic partners and an initial customer base of 100,000 users.

FINANCE

The project needs 650,000 Euros to develop the productive phase of the technological platform. We currently have a CDTI NEOTEC I grant for 350,000 Euros (granted in May 2011) plus the entrepreneurs' contribution of 163,000 Euros, covering the development of the beta version.

	2011e	2012e	2013e
Turnover			1,876,489
EBITDA	-26,388	-215,330	1,016,454
Financial need	650,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the investor of the seed capital is a potential sale in a subsequent round of growth of the company.

What is your company's biggest risk?

The concept is innovative in many respects. We could be lacking reference points to prove its validity.

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

The commercial department,

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

We have been awarded the full NEOTEC loan from CDTI. The entrepreneurs have also contributed capital.

Why do you think you don't have it yet?

We need an additional capital contribution to develop the productive version with full functionality.

C/ de la Selva de Mar, 5, 3r, 3a
08019 Barcelona
+34 606 35 35 44

More information:
javier.cordoba@4d-life.net

2

A CROWD OF MONSTERS

Developing in Videogame-O-Rama



PARTNERS



SUMMARY

We are developers of graphically-intense games with a lot of personality, which allows us to create intellectual property with a great commercial value that can be exploited in various ways. We were IGF finalists for 2010 with The Last Dance and have a second game ready for iOS platforms, called Sugar Kid. We are looking for clients to develop the third game, either for the funding or publication.

TEAM

The team behind the project consists of four persons with experience in the video games industry, a programmer, a games director, a producer and an artist, who have extensive knowledge of the industry and proven experience.

CONTACT

Dani Candil

dani@acrowdofmonsters.com

PROBLEM/OPPORTUNITY

There is still room for making games for the new high-quality portable platforms, especially those with touch screens. Production of games that do not target the usual age bracket but aim at more mature entertainment has been little exploited.

COMPETITION

Companies are still experimenting on this age bracket. Epic Games and Gameloft have had early successes, but they lack personality and depth.

YOUR SOLUTION

Very visual products, very simple to use, with lots of character. Reasonable prices and partnership with other companies.

BUSINESS MODEL

Direct sale or a percentage if it is developed with another company. Exploitation of intellectual property.

MARKETING PLAN

The team behind the project consists of four persons with experience in the video games industry, a programmer, a games director, a producer and an artist, who have extensive knowledge of the industry and proven experience.

FINANCE

As the current project has not yet been put on sale, to assume the costs of developing the next project, we need 150,000 Euros to increase staff, finance most of the project, establish the brand, maintain the premises and make the necessary contacts.

	2011e	2012e	2013e
Turnover	220,000	2,360,000	3,300,000
EBITDA	0.73%	5.9%	8.25%
Financial need	150,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the investor would be either sale to the partners or sale in a subsequent round of growth.

What is your company's biggest risk?

Spanish investors' limited knowledge of the industry.

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

The marketing side, which in principle does not have the required resources for the product realisation.

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

We have created two immediately engaging video games and have contacted other companies.

Why do you think you don't have it yet?

Because we have not yet finished the game, which we will put on sale at the end of the year.

Almogavers Business Factory
C/ Almogàvers, núm. 165 C
08005 Barcelona
+34 654 51 67 52

More information:
www.acrowdofmonsters.com

3

BCNTOUCH

Making your shopping social



PARTNERS



SUMMARY

TouchActive is a mobile-web platform based on NFC technology that links up high-value brands with their customers through products in an interactive, user-friendly and unobtrusive way. BCNTouch was created in 2010, and we have already developed the consumer platform and carried out the first Beta release to users. We are now seeking financing to complete the brand platform and develop the global support structure.



TEAM

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

CONTACT

Gloria Lozano
gloria.lozano@bcntouch.com

PROBLEM/OPPORTUNITY

Brands need to understand what consumers want to in order to adapt their product offer to their expectations. Obtaining reliable information, analysing it and acting on it as rapidly as possible is one of marketing managers' biggest concerns.

COMPETITION

Mobile marketing solutions with SMS, Barcodes (ShopSavvy), QR, NFC (Google Wallet, Tapit, Proxama, Bluebite, Zapa, Think and Go).

YOUR SOLUTION

TouchActive immediately gathers data from consumers' interactions with products and supplies this information to the brands in real time, enabling them to act.

BUSINESS MODEL

Monthly subscription to web service and commissions based on sales conversion.

MARKETING PLAN

Acquire a critical mass for TouchActive, direct sales to large customers and a partnership programme with other stakeholders in the ecosystem (agencies, retailers).

FINANCE

We have invested a total of 500,000 Euros (equity plus a Neotec I loan) to launch the project and develop the platform – we have funding covered until mid-2012. To assume the growth phase we need 2 million Euros (800,000 for the market intelligence) and 1.2 million Euros to develop international operations.

	2010	2011e	2012e	2013e
Turnover			265,000	1,100,000
EBITDA	-25,000	-255,000	-919,000	-1,140,000
Financial need			750,000	1,250,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Given the positive outlook for NFC technology, we foresee exit in 2 or 3 years via a second round of financing or sale of the company.

What is your company's biggest risk?

Slow adoption of NFC technology and the entry of large competitors to the market.

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

Marketing and sales to brands. Until now we have concentrated our efforts on the product-consumer.

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

We've presented the project at investment forums and contacted investors in 2010 and early 2011.

Why do you think you don't have it yet?

It was too early for the project and the technology.

Incubadora de Glòries Barcelona Activa,
C/ Llacuna, núm. 162, mod 210
08018 Barcelona
+34 608 59 36 53

More information:
www.bcntouch.com

4

BLUELIV

Information security solutions: Security Business Intelligence for Data Leakage Prevention (DLP)



SUMMARY

Currently the security market is growing by 15%, of which cloud solutions (SaaS) (40%) and the emergence of DLP solutions (data leakage prevention) are of particular note. BlueLiv aim to establish themselves as the international leader in Business Intelligence/ DLP security solutions and reputation control in SaaS format.



TEAM

Multidisciplinary team of 5: Daniel Solís (CEO, former Engineer and Manager at KPMG), Jordi Domingo (R&D and Innovation Director, Engineer) Manuel Matutes (Brazil Director, Engineering), Javier Sánchez (Legal Counsel, Lawyer), Victor Canivell (Senior Advisor).

CONTACT

Daniel Solís Agea
daniel.solís@blueliv.com

PROBLEM/OPPORTUNITY

The information generated by the various security tools on the market is not being integrated and exploited. There is no efficient Internet DLP and reputation control of companies that links the information intelligently.

COMPETITION

Paterva Maltego (Reputation/DLP), online reputation platforms (Reputation) I2 acquired by IBM in September 2011 (Fraud control)

YOUR SOLUTION

Integrates information from other existing tools and manages it efficiently. The tool collects information from the Internet, processes it and links it together for DLP and reputation control.

BUSINESS MODEL

Scalable SaaS model. The annual license payment varies according to the services chosen.

MARKETING PLAN

The marketing plan focuses on specialist media publications, advertising, corporate blogs and social networking. Also includes participation, lectures and sponsorship at specialist events and forums.

FINANCE

Starting out with an initial capital of € 135,000 and no debt, profit has been achieved the first two years. In order to expand and internationalise the company, the complete security suite must be developed and marketed. For this purpose an investment of €800,000 is required. A situation of positive EBITDA and cash flow is forecast from 2013 onwards with recurrent turnover of € 1M and growth > 100% per year.

	2009	2010	2011e	2012e
Turnover	127,130	329,800	500,000	900,000
EBITDA	2,995	41,325	10,000	-325,000
Financial need				200,00

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Exit is expected through security company participation. Multiples of 3x are applied to companies with DLP solutions and 5x for SaaS security companies.

What is your company's biggest risk?

A slow development of the suite would not allow us the necessary time to market. According to experts, we have a 12-month advantage.

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

Internet sales: Marketing and distribution of the suite. Technical team: Increase developer team.

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

Meetings with national venture capital companies and applications for grants.

Why do you think you don't have it yet?

We have only begun to look recently.

C/ Sant Joan de la Salle, núm. 42, Pl. 4
08022 Barcelona
+34 608 69 00 35

More information:
www.blueliv.com

5

DONDEESTA

The peace of mind of knowing where they are. Location tracking system for family security



SUMMARY

DondeEsta is a mobile phone to mobile phone location tracking system using SMS, aimed at family security. DondeEsta has strategic value for telephone operators as a geolocation service, a critical sector in the rivalry between operators and Internet content providers to control value-added services for end users. DondeEsta has 150,000 users and has sent millions of location SMS in over 170 countries.



TEAM

The team behind the project consists of a computer specialist and three engineers with experience in the telephone industry, experience in start-ups and company management.

CONTACT

Enric Batlle Rius
enric@dondeesta.com

PROBLEM/OPPORTUNITY

DondeEsta is positioned at the intersection of several industries which are growing very rapidly, personal security services, mobile applications, geolocation services, mobile advertising and sending of SMS. DondeEsta generates millions of SMS.

COMPETITION

The direct competitors are start-ups that have attracted investment funds from Google, Facebook or Sprint Nextel, the third biggest mobile telephone operator in the US.

YOUR SOLUTION

DondeEsta is technologically superior, but its real value lies in offering operators a value-added service that also increases the total revenue per user.

BUSINESS MODEL

Share with mobile operators the revenue generated by millions of SMS.

MARKETING PLAN

Reach agreements with mobile telephone operators for the distribution of DondeEsta, to generate revenue through SMS and distribute the product free of charge.

FINANCE

To carry out the investment in international business development and marketing and continued investment in R&D, Counterpoint needs to raise funds of 300,000 Euros, in addition to the 50,000 Euros that have been contributed by the Counterpoint partners and the 40,000 Euros equity loan from ENISA.

	2011e	2012e	2013e	2014e
Turnover	20,000	80,000	535,000	1,290,000
EBITDA	-35,000	-180,000	-22,000	400,000
Financial need		300,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The investor is most likely to exit in 3 or 4 years time through the sale of the company to a telephone operator or a company offering geolocation services.

What is your company's biggest risk?

Asymmetry in the negotiations with telephone operators.

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

Development of the international business to negotiate with mobile operators and marketing.

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

We have obtained a soft loan. Now we are starting to seek more funds through a capital increase.

Why do you think you don't have it yet?

We just started a week ago.

Av. Mas d'en Serra, núm. 114
08817 Barcelona
+34 902 00 24 09

More information:
www.dondeesta.com

6

FRIEND2FRIEND

Connecting people and products



SUMMARY

Friend2Friend have been creating social media marketing campaigns and social network applications, generating user experiences and interactions on Facebook, Twitter, YouTube and mobile platforms for four years. We are seeking investors to assist in launching a software-as-a-service platform with tools for brand marketers to create, grow and manage their presence in social networks.



TEAM

Friend2Friend's team and advisors combine extensive experience in technology, internet, social networking, marketing and B2B advertising for large companies and consumer brands. Half of the staff works in Palo Alto and the other half in Barcelona.

CONTACT

Jaume Suñol / Roger Katz
jaume@friend2friend.com
roger@friend2friend.com

PROBLEM/OPPORTUNITY

Capitalising on social networks requires a degree of technological expertise and marketing within few companies' reach. Through a scalable platform, this kind of service can be offered automatically, creating important value for brands.

COMPETITION

Buddy Media, Vitruve, Wildfire and Context Optional.

YOUR SOLUTION

Self-served technology for brands and advertising agencies to create applications for mobile and social networks, providing them with measurement and management systems on a scalable platform.

BUSINESS MODEL

License this software/platform to provide brands and agencies with the tools to interact with consumers in social networks.

MARKETING PLAN

Harness the industry's natural value chain to provide tools to agencies for reselling our products to their clients.

FINANCE

Friend2Friend are looking for capital to carry out their plans for growth in two dimensions: 1) To scale up the platform to offer self-served services and 2) To expand geographically. On an investment of \$ 1- 2M we expect a return of 5-10x in a 24-36 month time-frame. Several industry indicators support this forecast.

	2009	2010	2011e	2012e	2013e
Turnover	300,000	1,500,000	6,100,000	19,900,000	44,000,000
EBITDA	B/E	450,000	1,100,000	10,000,000	
Financial need			1-2,000,000		

Figures in dollars

EXIT STRATEGY AND EXPECTED RETURN

We anticipate that the company will be an M&A target and/or accelerate its growth plan through acquisitions in a 24-36 month period after the end of the A round.

What is your company's biggest risk?

Dependence on social networking platforms.

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

The launch of the SaaS platform and geographical expansion of our sales force.

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

We are completing a round A which at present has secured \$ 500K from various angel investors.

Why do you think you don't have it yet?

We want to negotiate with major VCs in California and Barcelona.

C/ Rosselló, núm. 25, baixos 2a
08029 Barcelona
+34 93 419 90 92

More information:
www.friend2friend.com

7

GOOLTRACKING

Web mapping multimedia editor



PARTNERS



SUMMARY

The GoolTracking service, with an intense 2-year trajectory, currently manages more than 5,500 km of tourist routes and 20,000 users/month. The company was founded in 1997 and has extensive experience in the ICT field. The strength of the service lies in the integration of the mobile consultation device (end user) with the web contents manager. We seek funding for the phase of product expansion worldwide.



TEAM

The team behind the project consists of a cartographer with over 15 years experience in the ICT sector and 3 IT technicians who are experts in Web 2.0 programming and mobility in open source environments.

CONTACT

Oscar Miralles i Ruich
o.miralles@sitemcartografia.com

PROBLEM/OPPORTUNITY

Currently many websites use maps to promote geographical information but they tend to be poor, undynamic and closed. GoolTracking allows anyone to create, edit, maintain and publish their own environment to be accessed by both web and mobile.

COMPETITION

We are not aware of anything similar. The competition for this service would come from web content companies, who could carry out custom development.

YOUR SOLUTION

The service is fully customisable by the customer and allows them, at a very low cost, to edit points, lines, polygons or incidents and associate them with various multimedia information.

BUSINESS MODEL

Monthly charge or advertising (LITE) on 3 levels: LITE (free), PREMIUM and PRO.

MARKETING PLAN

All license sales will be made on-line from the corporate website (already developed). The marketing will be aimed at promoting the website, brand and the clients' environments.

FINANCE

The project needs 520,880 Euros to develop the marketing plan and to optimise the development team and increase the speed of programming. The project is already running at a profit as new customers join each month.

	2011*	2012e	2013e	2014e
Turnover	29,700	128,700	425,700	821,700
EBITDA	7,825	27,950	261,580	331,650
Financial need	35,000	240,500	245,380	

Figures in euros

* November to December

What is your company's biggest risk?

Slow implementation of the increase in bandwidth for mobile communications.

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

We need to improve both domestic and international marketing, plus the usability of the service.

What have you done to date to obtain the money?

Sale of licenses, an ICO loan and a grant from the Ministry of Industry, Tourism and Trade (AVANZA).

Why do you think you don't have it yet?

We haven't concentrated our efforts on external funding until now.

C/ Rosselló, núm. 32, 1r 4a
08029 Barcelona
+34 93 444 45 34

More information:
www.sitemcartografia.com
www.gooltracking.com

EXIT STRATEGY AND EXPECTED RETURN

Exit of the seed capital investor will be through a potential sale of shares in a subsequent round or monthly dividends linked to the licenses.

8

IRIS EXPERIENCE

SaaS platforms for Marketers

Project presented: Widgadget.com



SUMMARY

Widgadget is a platform for creating interactive applications to distribute content to social networks, increase sales and traffic. It has been awarded JCI finalist for best business plan, Bdigital prize for digital innovation and finalist in Mashable Openweb Awards. Available in 4 languages, we have users worldwide and clients such as Vueling, Privalia, Buyvip, La Redoute, La Vanguardia and Mini. We seek funding for the commercialisation and internationalisation phase.



TEAM

The team behind the project consists of online marketing, e-business and ICT specialists, the founders: Antxon Pous and Isabel Sabadi, Business Angels Carlos Blanco and Alex López, and a Board of Advisors of experts from Booking, Microsoft and Quiterian, and Caixa Capital Risc as a financial partner.

CONTACT

Isabel Sabadi

isabadi@irisexperience.com

PROBLEM/OPPORTUNITY

The easy creation and distribution of widgets for all users without requiring any programming. There are big opportunities in online advertising, as banners no longer lead to conversion, whereas widgets allow a higher rate of exposure, distribution and conversion to social networks at a lower cost.

COMPETITION

In Spain we have almost no competition. On an international level, we are competing with widgetbox, gigya, clearspring.

YOUR SOLUTION

An easy-to-use product. It has specific widgets for ecommerce companies and monthly charges starting at 49 Euros. There are free widgets that we use for positioning and promoting the platform.

BUSINESS MODEL

Monthly charge for use of the platform starting at 49 Euros per month and custom widgets.

MARKETING PLAN

Online advertising plan: Adwords and PR 2.0, distribution agreements with e-commerce platforms, online and telemarketing.

FINANCE

The project requires 450,000 Euros, mainly to implement the marketing plan and for internationalisation in the European markets less affected by the recession (the UK, Germany and France). The founders, BA and Caixa Capital Risc have put up the necessary initial capital for the first product development and testing the market with clients.

	2009	2010	2011e	2012e
Turnover	231,332	163,345	200,000	610,800
EBITDA	-9,463	-60,808	-30,500	52,400
Financial need	125,000	75,000	25,000	450,000

Figures in euros

*Includes 2 lines of business (60% Newslettersoft-40% Widgadget). 2010 was a difficult year due to the Spanish and Italian economic situation, these being two main markets in which the company operates.

EXIT STRATEGY AND EXPECTED RETURN

Capital increase through VC, sale to a company from the domestic or international online marketing sector.

What is your company's biggest risk?

Not securing sufficient funds to promote the products developed.

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

Commercial, internationalisation and international support.

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

Present the project to companies and major investors.

Why do you think you don't have it yet?

We have the first phase of the investment (seed capital to develop the solution) and are now looking for capital for commercialisation.

C/ Rosselló, núm. 184, àtic 1a
08008 Barcelona
+34 626 94 24 01

More information:
www.irisexperience.com
www.widgadget.com

9 LACOMUNITY

The first Apartment Rental Club



SUMMARY

Changing the rental model to LaComunity.com. On 10 October we start the Rental Club's business activities. Our goal is to be the top rental portal in 3 years time. Our purpose is to facilitate secure, fast and easy rental without entry barriers. All with a hybrid revenue model. We are looking for € 200,000 investment for 2012.



TEAM

Founding team with experience in other start-up projects, headed up by Francesc Sanz, alongside technical director Albert Morcillo, legal counsel from Calsamiglia Abogats, financial management from Laudem Partners and website and brand management from NukStudio. Consultancy: Fernando de la Rosa.

CONTACT

Francesc Sanz Puigdemont
francesc.sanz@lacomunity.com

PROBLEM/OPPORTUNITY

Our clients face great legal uncertainty, major financial barriers to entry, very high rents, a shortfall of supply, high search costs and a very difficult user experience. That's what we are changing.

COMPETITION

Despite belonging to the category of online property portals (Idealista, EnAlquiler), the other websites are not transactional. We will be the first.

YOUR SOLUTION

Standardisation of the apartment rental model. Guarantee the owner payment of the rent (9 months guarantee), and remove the entry barriers for the lessee.

BUSINESS MODEL

Hybrid revenue model: Monthly fee per flat rented, advertising, services commission.

MARKETING PLAN

Marketing strategy around the LaComunity brand, aimed at shaping the new business model based on a single channel, the internet. Intensive investment to attract users.

FINANCE

The project needs € 200,000 for 2012, largely for the marketing and recruitment plan and to build the team to carry out the planned growth. In 2011, the founding partner invested € 70,000 for the initial investment required. We are expecting the contribution from an ENISA loan for November.

	2012e	2013e	2014e
Turnover	35,616	1,179,213.65	4,290,680.35
EBITDA	-215,554.01	-283,569.26	1,916,883.86
Financial need	200,000	400,000	100,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit for the investor will be to sell up in a later round of growth of the company.

What is your company's biggest risk?

To be copied before experiencing the expected growth as from January 2012.

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

We need to strengthen the commercial side and foster customer acquisition.

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

ENISA, plus initial discussions with business angels.

Why do you think you don't have it yet?

We are in discussions. We hope we'll be successful.

CEO. C/ Balmes, núm. 65, 2n
08007 Barcelona
+34 670 26 95 49

More information:

francesc.sanz@lacomunity.com

10

NICEPEOPLEATWORK

Live and On-Demand Video to Browsers, Mobile, Tablets, Set Top Boxes and Connected TVs



SUMMARY

The company develops and operates the Nice264 platform which simplifies the distribution of audio and video online, both on demand and directly, to browsers, mobile phones, tablets, and especially multimedia hard drives and televisions with Internet access. Their clients include Antena3, Gol Television, LaSexta, ESADE, University of Barcelona, FIATC and Textura Interiors.



TEAM

The entrepreneurial team has extensive experience in multinational companies such as Internet start-ups. The company, focused on product development, plan to expand their sales and marketing departments in the coming months.

CONTACT

Otto Wüst

otto@nicepeopleatwork.com

PROBLEM/OPPORTUNITY

The video distribution on the Internet is complex and often the tools available free-of-charge do not offer the features or performance required by companies or professional users.

COMPETITION

The main competition for NicePeopleAtWork lies in the lack of awareness of many companies, which leads to the implementation of suboptimal solutions.

YOUR SOLUTION

Nice264 gives full coverage of all the stages of distribution, simplifying, optimising and ensuring compatibility between protocols, formats and devices.

BUSINESS MODEL

Software as a Service.

MARKETING PLAN

Mid-market consolidation. International expansion repeating the first successes with domestic customers.

FINANCE

The company is in a "break-even" position. A series of investments are planned to enable growth to be stepped up.

	2010	2011e	2012e	2013e	2014e
Turnover	340,000	500,000	805,000	3,500,000	8,310,000
EBITDA			-70,000	420,000	2,520,000
Financial need			700,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Given the product, the customers, and the high growth expected in the video distribution market, the company may be attractive to buyers from a variety of industries.

What is your company's biggest risk?

To be unable to find the talent and financial resources that will allow us to take advantage of the great opportunities available in our industry.

In the short term which arm of the company needs improving?

We particularly need to improve our communication.

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

We have been funded by equity and the company's sales.

Why do you think you don't have it yet?

Until now it wasn't the right time to finance ourselves with resources from outside investors.

C/ Llull, núm. 133, 4B

08005 Barcelona

+34 93 451 97 76

More information:

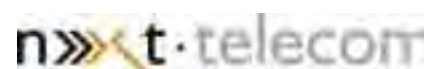
www.nicepeopleatwork.com

www.nice264.com

11

NXT-TELECOM

The NEXT generation of TELECOMmunications



PARTNERS



SUMMARY

Completely independent wireless telecommunications operator, with its own repeaters infrastructure. We offer Internet connectivity and VoIP products to both the residential and professional markets. Our current customer base is around 900 and we seek funding to reach 3,000 in two years.



TEAM

The founding team are a telecommunications engineer and a computer programmer, who have over twelve years experience in the Telco sector. Five people make up the whole group (expansion, installers...).

CONTACT

Jorge Fernández
jorge@nxt-telecom.com

PROBLEM/OPPORTUNITY

Rural areas suffer the usual drawbacks of the existing digital divide. In many cases, end users have outdated connectivity (modems). We bring the advantage of the cities to the areas with least coverage.

COMPETITION

The top operators do not invest in improving connectivity solutions for small populations. Examples of competition are Eureka and Megatris.

YOUR SOLUTION

High-quality internet connectivity and IP telephony aimed at the residential, SME and professional market, at very competitive prices.

BUSINESS MODEL

Percentage of sales from profits.

MARKETING PLAN

It consists of expanding the coverage area and the existing distribution channel, supported by a global packaging that will consolidate the brand.

FINANCE

€ 250,000 are needed to develop more network infrastructure and an in-depth marketing plan.

	2010	2011e	2012e
Turnover	250,200	340,000	700,000
EBITDA	25,500	40,800	98,000
Financial need			250,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit for the investor at this stage of the project is a potential sale in a subsequent round of expansion of the company.

What is your company's biggest risk?

To make a wrong assessment of market trends in prices.

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

Expand the marketing and press communication department, as well as fine tune the management software.

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

Equity, growth over profit, ICO credit line.

Why do you think you don't have it yet?

We have obtained ICO credit lines.

Edifici CEEI Lleida 3, Mòdul 2
25192 Lleida
+34 902 88 32 38 / +34 973 07 00 81
+34 695 67 76 85

More information:
www.nxt-telecom.com

12

OFFAMILY.COM

e-commerce for families (offers for families)

range of products for children, more family breaks and leisure!



SUMMARY

The first e-commerce for families. Product offers, clothes, footwear and accessories for children aged 0 to 16, and the sale of coupons for breaks and leisure activities for families. An open shopping club in which discounted products will be put up for sale, and also a sales catalogue. Coupons are also offered for cultural and leisure activities that are designed for and targeted at families. Includes national breaks, with or without accommodation.



TEAM

The team behind the project consists of the founders of buyprivee.com together with the technical directors of other ecommerce offering leisure and sale of coupons/breaks. A total of 5 people: a CEO, a COO, a CTO, Marketing Manager and a Product Manager. The team will work with the already established company OUTLETING S.L.

CONTACT

Núria Castro

nuria@outleting.net

PROBLEM/OPPORTUNITY

There is saturation of general ecommerce in Spain. The generalist online outlets have a very diverse jumble of unsegmented, non-specialist offers. "Couponing" websites also offer a bit of everything. Opportunity: to be the 1st specialist ecommerce for families.

COMPETITION

We could say that there is no competition. Private shopping clubs offer children's products and "couponing" sites also offer family leisure activities, but only very occasionally. There is only the odd ecommerce for pregnant women and babies. And some social networks for mothers or women. But none have this format.

YOUR SOLUTION

To be the 1st specialised ecommerce for families, designed for mothers. The place they always go to shop for their children and families. A product combining product and/or experiences. An open website where the combined product and leisure offering can be freely accessed.

BUSINESS MODEL

Percentage of sales generated by the sale of leisure products and coupons.

MARKETING PLAN

The marketing plan is based firstly on capturing the members of buyprivee, currently 182,000 individuals. 60% customer loyalty is expected to be generated in the early days. With good SEO and no direct competition, SEM actions, social networking and media interviews. One-off support from use of displays, contracting of CPC or CPL.

FINANCE

The project needs 100,000 Euros in the 1st Round, in order to launch offamily.com with guarantees. Initially offer products (shopping) and gradually introduce more leisure offers. Ensure rapid positioning with the first one hundred thousand users from buyprivee, invest in e-marketing and advertising in social networks to promote the activity and affiliation of new members. Mission: to become the 1st ecommerce for families in Spain.

	2011e	2012e	2013e	2014e
Turnover	30,000	1,000,000	3,500,000	7,000,000
EBITDA		50,000	175,000	350,000
Financial need	100,000	250,000		2,000,000

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The exit and return for investors will be in the next rounds, the 2nd and the 3rd. The 2nd round will be in less than a year, and the third a year later, in 2014.

What is your company's biggest risk?

To not attain the 2nd round in the first year. To grow too fast.

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

Increase the sales team as required and also the programmers. A content manager and editor is also required (blog).

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

Firstly, invest from our own pocket, apply for an ICO, attend events such as First Tuesday, advice from ACC10, register on investor networks. Personal research and online research.

Why do you think you do not have it yet?

Until now we have not had a balanced team in all aspects of the business.

C/ Pau Picasso, núm. 2-4, local 4
08917 Badalona (Barcelona)
+34 606 80 91 30

More information:
www.offamily.com

13

ONTRACE

Intelligent Video Analytics solutions for the retail and security industries



COL-LABORADORS



SUMMARY

Development of products based on video analysis for the retail and security industries. Data is extracted from the analysis of real-time images that is useful for operational efficiency and business intelligence. Our products help companies measure behaviour related to sales, customer service and security.



TEAM

Two advanced engineers with five years experience in video analysis systems. Two managers with over 20 years experience heading up international business development projects. Two Business Angels in supporting roles, specialising in business development.

CONTACT

Josep Mesado i Jordi

josepmesado@on-trace.com

PROBLEM/OPPORTUNITY

OnTrace's tools enable companies to assess the efficiency of resources, estimate the return on investment (ROI), and also segment the target audience, redirect strategies and justify new decisions.

COMPETITION

There are three main competitors with similar solutions; however OnTrace's 3D video-based technology analysis can be converted into multiple products.

YOUR SOLUTION

3D cameras able to analyse various aspects of public behaviour in a real-time environment. The information is accessible via the Web for client companies.

BUSINESS MODEL

Revenue from the sale of permanent licenses or in SaaS mode.

MARKETING PLAN

Network of own subsidiaries worldwide through acquisition by the local partner of a % of shares, in exchange for the contribution of the necessary investment to develop the local business activity.

FINANCE

The company has already marketed the initial product models in 4 countries. The planned investment will be used to expand the product catalogue, to reach 6 products in the first year, and to consolidate the international expansion of the project. The planned investments are a combination of private contributions and public grants.

	2011e	2012e	2013e
Turnover		290,000	1,055,000
EBITDA		-158,000	151,000
Financial need	280,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Selling all or part of the company (IPO). Sale of the current subsidiaries in various countries worldwide. Sale of intellectual property assets.

What is your company's biggest risk?

We are a young company with a significant number of products still in development.

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

The product development branch, by recruiting three technicians who have already been selected.

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

Develop the expertise that will enable us to develop the products planned for next two years.

Why do you think you don't have it yet?

We haven't started looking until now, which is when we have the product developed.

Edifici Eureka, Parc recerca UAB
08193 Bellaterra
+34 93 586 89 71

More information:
www.on-trace.com

14

PAYTOUCH

Biometric payment and loyalty system



SUMMARY

PayTouch has created the first fingerprint-based payment and loyalty system. Our technology enables us to identify our users and charge their purchases to the associated credit cards just with their fingerprints. All in one step. Our users can also automatically access any of our retail partners' loyalty programmes.



TEAM

The team behind the project consists of three telecommunications engineers, a computer engineer and a lawyer with over five years experience in various engineering and business sectors.

CONTACT

Javier Peso
javier.peso@pay-touch.com

PROBLEM/OPPORTUNITY

Electronic money dominates our everyday lives, but we always need external support to make our payments. Our wallets are full of cards and coupons that we never use.

COMPETITION

At present, there are no other payment systems with advanced delocalised and generic biometric identification like ours. These are the new payment systems of the future.

YOUR SOLUTION

Proprietary hardware and software. Dual fingerprint recognition. Easily scalable global system. Loyalty programs and consumer statistics.

BUSINESS MODEL

Monthly charge for the payment and loyalty service, including rental of the hardware.

MARKETING PLAN

Promote the service and its benefits. Identify and position the PayTouch brand as a biometric payment and loyalty service.

FINANCE

120,000 Euros have already been invested. We received a grant of 500,000 Euros from the Ministry of Industry to finance R&D for 2012. The project has two needs, the first 300,000 Euros for development of the business, operations and sales, and secondly, guarantees for the leasing transaction of the hardware manufactured to provide customer service - during 2012 € 600,000 Euros need to be guaranteed.

	2011e	2012e	2013e	2014e
Turnover	2,450	453,000	1,924,000	3,857,000
EBITDA	-82,000	-470,000	30,000	720,000
Financial need		300,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Exit in a second round of funding, required for international expansion, when the value of the company is around 5M Euros. An increase of 2 to 3 times the value invested in 3 years.

What is your company's biggest risk?

Time to market. We need to expand our product as soon as possible to secure a market share and protect ourselves against possible future offerings.

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

The commercial side needs the greatest improvement at the moment, to increase direct contact with potential customers and boost sales.

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

We have presented to some investment funds, such as Keiretsu, and we have contacted BA, private investors and family offices.

Why do you think you don't have it yet?

The initial business model, with which we sought the funding until now, was based on overly conservative estimates and too focused on a single sector. The new business plan is much more powerful and attractive to an investor. The project needed to mature and secure its first sales, as is the case today.

C/ Gran de Sant Andreu, núm. 477 - 205
08030 Bellaterra
+34 659 39 27 56

More information:
www.pay-touch.com

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PHEMIUM – ANDROME IBÉRICA, SL

Telemedicine platform (SaaS) for premium interactive patient care

**SUMMARY**

Androme Ibérica have developed Phemium, a specialist telemedicine platform, which is now in version 1.5 and has achieved significant success in the fields of telediagnosis (Mutua Universal), telecare (Alcatel-Lucent) and teleconsultation (DKV). The company are currently expanding both nationally and internationally (France, UK, Germany).

**TEAM**

Entrepreneur: Matthew Francis (CEO and Commercial director).

Management team: Arnau Rebassa (CTO), Stéphane Neckebrok (International), Dani Castaños (Product Manager)

CONTACT

Francesc Mateu

francesc.mateu@phemium.com

PROBLEM/OPPORTUNITY

The ageing population and the proliferation of chronic disease are having a negative impact on healthcare productivity. In addition, patients more frequently visit specialists, which further exacerbates the problem. In this context, telemedicine is emerging, a new form of care provision which offers clear advantages in terms of optimising resources, reducing costs and offering better service to patients.

COMPETITION

There are no platforms that have similar features, however the main competitors are communication and video conference companies (Cisco, Tandberg, Vidyo, Siemens, Skype, Polycom, Alcatel-Lucent, Microsoft, Telefónica etc.).

YOUR SOLUTION

The platform provided is in SaaS format and is able to handle all the different telemedicine fields (teleconsultation, telecare, telerehabilitation, telediagnosis). Phemium's technological core is communication, management of consultations and patients, and an approach focused on maximising the patient's interactive experience. Other features and accessories are easily integrated through APIs.

BUSINESS MODEL

Mix of license rentals and payment according to consumption in SaaS mode.

MARKETING PLAN

Mix of online (SEO, specialised blogs, etc.) and offline (trade fairs, magazines, etc.).

FINANCE

The company have a total financial need of 1,500,000 Euros, which is expected to be covered by a capital increase with new investors.

	2011e	2012e	2013e	2014e
Turnover	528,000	530,000	1,700,000	4,200,000
EBITDA	-138,000	-124,000	211,000	2,100,000
Financial need		-1,500,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Major consulting firms with a specific e-health (telemedicine) division; international partners with technology complementary to Phemium; other market players (Cisco, Siemens, Alcatel-Lucent, etc.). Venture capital companies with an interest in telemedicine.

What is your company's biggest risk?

That telemedicine doesn't grow at the very substantial rates that are expected.

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

Commercial, adding new expertise in telemedicine to develop the international market.

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

Develop a comprehensive business plan and validate it with partners, clients, etc.

Why do you think you don't have it yet?

We've just started the process of searching for capital.

C/ Numància, núm. 73, 5è A
08019 Barcelona
+34 629 51 87 66

More information:
www.phemium.com

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PLAY TO RUN

Choose your route and ride, leave everything else to us



PARTNERS



SUMMARY

Web community for MTB (Mountain Bike) fans that integrates gaming and socialising dynamics, in which they can enjoy their hobby from both a sports (training) and tourism (routes) perspective. The first phase of the website and iPhone and Android applications has been developed. The company was incorporated in July 2011 and is currently seeking funding to develop the technological solution and for a large-scale launch.



TEAM

The team consists of two industrial engineers with MBAs, an economist and an advertising graduate, all with extensive experience. Also worth noting is the participation of the founder of ProBike and of the owners of Pedals de Foc, mountain bike routes leader, and Selfisting, a technology development company.

CONTACT

Santi Garcia

santi@playtorun.com

PROBLEM/OPPORTUNITY

Attracting users with specific solutions for enjoying mountain biking, gain their loyalty through game and socialising dynamics, and guide them towards the consumption of tourism services on the affiliated routes. Monetisation through commissions, advertising and sale of products.

COMPETITION

Mountain biking lovers' passion is spread out over various web services. Major competitors: Runkeeper (tracking using Smartphones) and Everytrail.

YOUR SOLUTION

Personal space for managing daily rides, captured via Smartphone, common space for socialising (Facebook, Twitter...) and public space for hiring tourist routes.

BUSINESS MODEL

Commission for selling products and services, sales and advertising (general and local routes).

MARKETING PLAN

Attracting direct users via ProBike and Pedals de Foc and growth through social networks. Commercial team for agreements with route services and to attract advertising.

FINANCE

The project needs 100,000 Euros to develop the current web and mobile platform, carry out the initial launch campaigns and set up the sales team. The entrepreneurial team has created a company and made the initial investment to develop the first phase of the web solution and the iPhone and Android applications.

	2012e	2013e	2014e	2015e
Turnover	225,162	681,354	1,222,646	2,209,307
EBITDA	2,983	223,115	483,301	1,046,548
Financial need	100,000			

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of a seed capital investor will be to sell their share in a subsequent round of consolidation of the company.

What is your company's biggest risk?

Achieving the necessary critical mass.

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

The commercial structure needs to be developed.

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

We are building the first phase of the web service and the mobile applications.

Why do you think you don't have it yet?

We do not want to start the search before the launch of the first version (October 2011).

C/ Vilarroel, núm. 184

08036 Barcelona

+34 647 46 42 29

More information:

santi@playtorun.com

17

PORPRA AUGMENTED, SL

We Watch the Match



PARTNERS



SUMMARY

We Watch the Match is a promotional service for bars, hotels and restaurants based on the iPhone and Android application "Watch Around," which enables users to find the location nearest to them where they can watch their favourite team's game on TV. Big football clubs, basketball competitions and rugby teams already use this application to help their worldwide fans follow their teams.



TEAM

The team behind the project consists of two engineers and MBAs, and a Business Administration graduate. The company comprises a team of 10 developers, computer technicians and designers. We have the collaboration of students from the University of Girona.

CONTACT

Marc Sales
marc.sales@porpra.es

PROBLEM/OPPORTUNITY

Anyone who doesn't know the area they are in and needs to find a place to watch their team's game needs this app. Establishments can easily promote themselves to all these users worldwide using new technologies.

COMPETITION

This is an innovative product with no competition in the apps market. The Internet channel has similar projects led by Mediapro and Movistar, however they are on a regional level.

YOUR SOLUTION

A very simple application that is very attractive to users (more than 1,600 new users every day) enables a wide promotion of the establishments at a very low cost

BUSINESS MODEL

Annual charge or pay per click for establishments that acquire the premium service.

MARKETING PLAN

The expansion model for the application is through the users themselves and the clubs that hire the service. To attract new customers (establishments) we have Internet as a channel, plus agreements with retailers and sales and hospitality associations in the major cities.

FINANCE

The project has already received an ENISA Young Entrepreneurs loan, a Neotec I loan from CDTI, and a first round of private investment. We are currently looking for a second round of funding to launch the internationalisation plan in London and San Francisco, and require € 500,000 for this purpose.

	2010	2011e	2012e	2013e
Turnover	400	83,500	677,000	2,148,000
EBITDA	-3,500	-181,588	327,880	1,628,713
Financial need		372,000	500,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The most likely exit of the investor at this stage of consolidation and internationalisation is a possible sale of the company in subsequent rounds.

What is your company's biggest risk?

That large companies want to do the same thing. For that reason it has been good to close a deal with Google and FCB.

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

The commercial side, as the software is 90% finished, and just needs improvements and the final touches.

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

ENISA, CDTI, equity and Family Office. We're now looking for an investor to take a leap forward internationally.

Why do you think you don't have it yet?

We are beginning the phase of obtaining the second round of funding.

Edifici Monturiol, Parc Científic
i Tecnològic UdG

17003 Girona

+34 972 18 33 39

More information:
www.porpra.es

18

PRICEBETS

Compare odds on sporting events and bets



SUMMARY

Compare betting odds on sporting events. A technologically complex project that compares odds for thousands of events every week and updates the odds every 120 seconds. The industry's best-developed project in Europe and a great team behind it, both those implementing it and the board of directors, Marek Fodor, Enrique Dubois and Carlos Blanco.



TEAM

The team consists of two engineers and a successful entrepreneur, Enrique Dubois, all with over 7 years online experience. They have recently been joined by Ronny López, who was winner of the Latin America Olympics Computing when he was only 16..

CONTACT

Carlos Sáez
carlos@pricebets.com

PROBLEM/OPPORTUNITY

Product comparisons are always a cause for user consultation, as seen in other sectors. Pricebets was created to provide comparisons of odds and offer better value to the user when placing their bet, now that we have new legislation in Spain and one of the most powerful industries in Europe.

COMPETITION

Competition in Spain is practically nonexistent. The major competitors in Europe are Betbrain and Oddsportal, the former founded in 2000, with very large turnover and EBITDA.

YOUR SOLUTION

Our technology is the most sophisticated on the market and we are already in the beta phase with a comparator that can compare more markets.

BUSINESS MODEL

The main source of income will be the generation of leads with CPA and Revenue Share commission.

MARKETING PLAN

The marketing plan is based on two lines, the viral nature of the product and private labels. We already have agreements with Radio Marca, Europe FM, Cope, and the owner of the domain apuestas.com which will exclusively use Pricebets.

FINANCE

The project needs 125,000 Euros, mainly to complete the development team for the second year of implementation of the project, and to optimise the internationalisation in the targeted European countries. The entrepreneurial team has created a company and made the first investment to cover the initial costs of the project.

	2011e	2012e	2013e	2014e
Turnover	85,000	751,952	2,915,807	3,604,390
EBITDA	10%	38%	41%	42.5%
Financial need		125,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Exit is expected for 2015, to a Media group such as PRISA or Unidad Editorial, given the close relationship between the media and sports industries, and the high economic returns that this relationship implies.

What is your company's biggest risk?

The lack of knowledge of sports betting in Spain. In 2012 sudden growth will be generated by the new law.

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

Rapid technological development.

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

Own funding and seed funding from Business Angels

Why do you think you don't have it yet?

We haven't looked for the new round of funding yet.

C/ Llacuna, núm. 162-164
08018 Barcelona
+34 608 61 79 37

More information:
www.pricebets.com

19

REVIEWSREPORTING

Positioning, reputation and better service in a click



PARTNERS:



SUMMARY

A service (SaaS via web) designed for hotel managers which collects, segments and analyses information regarding public and private reviews and price variations derived from the main online booking engines and review aggregators. The purpose is to identify possible areas for improvement and thereby increase the overall guest rating, competitiveness in value for money and ultimately the number of bookings channelled through online booking engines.



TEAM

Six entrepreneurs from IESE and ESADE business schools with experience in complementary areas (operations, finance, technology and sales). Three have experience in starting their own business in the field of new technologies and external services, and another two have more than 10 years experience in the tourism industry and more specifically in the management of hotels and departments of hotel chains.

CONTACT

Nacho Bergada

Gerent

nacho.bergueda@reviewsreporting.com

PROBLEM/OPPORTUNITY

In recent years we have seen a sharp increase in the number of bookings and reviews from online agencies, making it increasingly complex for hotels to manage and analyse them. Hotel Intelligence Services 2011, S.L. offers a tool to save staff time and resources, maximising the analysis and response capacity of the client hotels while increasing their ROI.

COMPETITION

There are national and international competitors. Although the services offered may have a common purpose, Hotel Intelligence Services in 2011 specialises in quantitative analysis. Our main competitors in Spain are ReviewPRO and RevMax.

YOUR SOLUTION

An online service that automatically and periodically collects information from online agencies (reviews and prices) and thoroughly segments and analyses it, both as a whole and for each internet booking channel.

BUSINESS MODEL

Sale of service license to independent hotels, groups and large chains for automatically renewable annual periods.

MARKETING PLAN

Value proposition: listen, learn, act and benefit. Geographic segmentation. Direct sales (phone + real demonstration). Indirect sales (prescribers and training).

FINANCE

Investors have contributed € 108K. An increase of 2.063% in turnover is forecast for the 2nd year, 225% for the 3rd, 138% for the 4th and 96% for the 5th. The development of EBITDA as a percentage of sales is (76)% for the 1st year (143)% for the 2nd, 31% for the 3rd, 225% for the 4th, 431% for the 5th. Leverage decreases from 47% to 19% over 5 years.

	2011e	2012e	2013e	2014e
Turnover	11,400	246,600	801,600	1,911.600
EBITDA	(41,323.29)	(89,922)	26,122.66	351,196.95
Financial need	50,555	123,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Sale of shares 1) to the entrepreneurs, 2) to OTAs or tour operators and 3) to software operating companies. Expected return of 55% at 5 years depending on the date the capital increase is carried out.

What is your company's biggest risk?

Slow growth, both in terms of the number of clients or in the design/ implementation of technological improvements.

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

The commercial side (both with reference to the number of sales staff and commercial activities) and R&D (speed of innovation).

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

1. Self-financing during the first phase.
2. We have applied to ENISA for a loan, which we require for the second phase of growth.

Why do you think you don't have it yet?

The first phase, without any external support, validated the added value of the service. In the second phase we have already initiated the procedure for external funding from ENISA in order to start the expansion phase (market + service).

C/ Teodora la Madrid, núm. 52-60
08022 Barcelona
+34 93 254 03 32

More information:
www.reviewsreporting.com

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SKYIMAGING UAV IMAGING SERVICES

Customised observation of the Earth



SUMMARY

SKYmaging provides aerial surveillance and remote sensing lightweight UAVs (Unmanned Aerial Vehicles), offering real-time video, geo-referenced images and maps of the Earth for civilian use. The company was founded in January 2011 and won the FEMIn-dustria-2011 award "from an Idea to a Reality." In July 2011 it was awarded the first European tender for UAV surveillance of the CAP subsidies. SKYmaging requires seed capital.



TEAM

The team consists of two engineers (industrial, computer) and two agronomists with PhDs. The team is experienced in business management, has over 10 years experience in observation of the Earth and has been working with UAVs in civil remote sensing projects since 2006.

CONTACT

Mercè Pereira

merce.pereira@skymaging.com

PROBLEM/OPPORTUNITY

Skymaging centres on the demand for accurate but affordable Observation of the Earth, which currently cannot be met with airplanes/helicopters or satellites. Its purpose is to provide geoinformation services and not "to sell UAV equipment."

COMPETITION

In emergencies, as the alternative to manned helicopters that do not fly at night or in a situation that puts the pilot at risk. For the Dept. of Agriculture we open up a market in Orchards/Vineyards that was only profitable for large areas of grain or sugar cane for which a satellite could be used.

YOUR SOLUTION

Surveillance system "tailored" to the client, whereby they purchase exactly what they need: type of information, update level, speed and even in real time, of the hectares and area to be studied.

BUSINESS MODEL

"Pay-Per-Service" for a degree of urgency or an exclusively dedicated team.

MARKETING PLAN

The distribution of the service is based on the development of the sales channel with Observation of the Earth Groups (Blom, Deimos, Indra) and franchise with local companies.

FINANCE

The project requires 250,000 Euros to be invested in equipment (UAVs, sensors), conclude the draft contract with CSIC for transfer of patents, and complete the technical team. The founding team has created the company and made the investment to cover the initial costs of promoting the project.

	2011e	2012e	2013e	2014e
Turnover		279,000	1,137,000	3,148,000
EBITDA		(31,313)	344,086	1,458,873
Financial need	10,000	250,000		

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

The seed capital investor is most likely to exit in a further round of consolidation of the company. Expected IRR after 3 years is 40%.

What is your company's biggest risk?

Low-altitude flights are permitted in the EU. A specific regulation is being developed for UAVs that is expected to be equivalent to the law in force in the UK since 2010.

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

To invest in equipment and people to launch operations.

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

Participate in the programme Projecta't 2011, present the project in investment rounds (IESE, BIZMATE), and visit industrial groups.

Why do you think you don't have it yet?

The minimum investment we require to launch is 250,000. The observation of Earth market is not as well-known as the Internet or mobile markets.

C/ Rambla de Catalunya, núm. 18, planta 6a
08007 Barcelona
+34 655 88 72 10

More information:
www.skymaging.com

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TOPSHERPA

Find the best freelancer now!



SUMMARY

TopSherpa is an online platform that enables companies to find, recruit and pay freelance experts anywhere worldwide. The way it works is that companies publish programming, design, consulting, etc. projects, freelancers submit service proposals to the companies, and the companies select the best person for the job based on quality, price and the individual's ranking in TopSherpa.



TEAM

The team behind the project consists of five entrepreneurs with extensive experience in the internet sector, new technologies and consulting. They have worked in companies such as Accenture, Gimage, Google, Procter & Gamble, Esade and Honeywell.

CONTACT

Francesc Font
francesc.font@topsherpa.com

PROBLEM/OPPORTUNITY

Companies need an easy and safe way to hire the best freelance experts without paying hefty fees to recruitment agencies or being restricted to recommendations from acquaintances.

COMPETITION

The main platforms are targeted to the English-speaking market (Elance, oDesk). There are similar websites in the Spanish-speaking market, but they have limited scope.

YOUR SOLUTION

To offer companies direct access to freelancers, while offering value-added services such as a virtual work area, payment system, ratings for individuals, etc.

BUSINESS MODEL

5% commission per project successfully completed on the platform, and Premium charges.

MARKETING PLAN

It will have 3 components: (a) education and direct sales to companies, (b) traditional marketing, focused on public relations, (c) online marketing and social networks.

FINANCE

The project needs 400,000 Euros for the recruitment of sales staff (30%), execution of the marketing plan (30%) and organisational structure and administrative expenses (40%). The company is expected to reach its break-even and begin to be profitable in December 2012.

	2011e	2012e	2013e
Turnover	2,000	163,000	809,000
EBITDA	-122,000	-173,000	242,000
Financial need	400,000		

Figures in euros

What is your company's biggest risk?

Acceptance by consolidated companies (drawn-out process for acceptance of purchases, etc.).

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

Consolidation and recruitment of the sales team and local programmers.

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

Presentations at investment forums, ICO loan application.

Why do you think you don't have it yet?

The Beta phase will be released in early November – until that time it is a handicap for investors.

Av. Pau Casals, núm. 4, 6è 2a
08021 Barcelona
+34 607 48 83 13

More information:
www.topsherpa.com

EXIT STRATEGY AND EXPECTED RETURN

For the investor at this stage of seed capital, the most likely exit is a possible sale in a subsequent round of international growth of the company.

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TOTFAN

Social Games for Fans!



SUMMARY

Online platform for digital sticker albums targeted at collectors, with exclusive content, features for completing the collection, and 2.0 tools to enhance the experience. For traditional album companies, this is the platform that can change their distribution model. For customers with exclusive content, it's an innovative marketing channel that allows them to generate new revenue, strengthen user relationships and promote their brand.



TEAM

Management team: Raquel Iglesias (Cofounder and CEO), Jaume Teixi (Cofounder and CTO), Sergi Pérez (CMO), Santiago Corrales (Senior Developer).

CONTACT

Raquel Iglesias
raquel@totfan.com

PROBLEM/OPPORTUNITY

Traditional sticker companies need to switch from their traditional model to a digital model tailored to the new users. Companies with exclusive content can monetise their fan community by offering proprietary content in a collectable format.

COMPETITION

Panini, Stampii, Topps, Upper Deck. Those originating from the traditional model have a confusing digital strategy, whereas the newcomer digital platforms are of poorer quality and usability.

YOUR SOLUTION

SaaS proprietary platform conceived as a benchmark that targets all ages and all kinds of online devices and networks. Web and Smartphone versions for the end user.

BUSINESS MODEL

Development of projects. % stickers sold. Advertising. Licenses for use of the platform.

MARKETING PLAN

Segmentation of target companies, definition of value propositions and business models, definition of pricing policy and the communication and partnerships strategy.

FINANCE

We are currently working on a combination of loans and an organic model of self-financing generated by clients' revenue. We are seeking 227.3 K which together with funding from Neotec (under application) and ENISA will raise 650K.

	2011e	2012e	2013e	2014e	2015e
Turnover	72,700	444,400	680,100	1,030,000	1,580,000
EBITDA	300,000	375,000	468,800	585,500	732,400
Financial need	227,300				

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Recovery of the investment plus a percentage to be negotiated in 2015 by the repurchase of shares by the company; alternately next year we will consider a new revaluation of the company to enable the entry of International VC. ROI of 90%.

What is your company's biggest risk?

To lose the opportunity, given that traditional sticker companies have yet to offer a comprehensive solution for creating digital albums online, and more competition is starting to appear.

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

Sales agreements and financial resources to launch the first albums with assurance.

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

Hire a consultancy firm to raise the necessary public funds for the research project, and contact private Spanish investors.

Why do you think you don't have it yet?

Lack of experience in negotiation for the partners' agreement; a slow process that requires the entrepreneurs to dedicate considerable time during the release on the market.

C/ Llacuna, núm. 162-164
08018 Barcelona
+34 626 91 63 93

More information:
www.totfan.com

23

TUSJUEGOS.COM

Your game downloads website

tusjuegos.com

PARTNERS



SUMMARY

Descargas Online SL is the company that owns the website www.tusjuegos.com. The company is a joint venture between Korner Entertainment (which has over 15 years experience as a video games distributor) and GrupITnet (which has over 15 years experience in online business). To date we have raised € 200,000 of private capital.



TEAM

The team consists of Ramón Farell and Sergio Rincón (former managers of the Entertainment division at Planeta de Agosti) and Carlos Blanco and Jaume Ferré (two of the most well-known members of the Spanish community of Internet entrepreneurs).

CONTACT

Roger Gutierrez / Ramon Farell
roger.gutierrez@grupoitnet.com
farell@tusjuegos.com

PROBLEM/OPPORTUNITY

The video game distribution sector is moving over from the offline to the online model. The advantages of this change are obvious: the publisher extends the lifetime of the product and makes cost savings, whereas the consumer finds a lot more on offer at a lower price.

COMPETITION

We differentiate direct competitors (Steam, Gamersgate, D2D), generic downloading platforms (Softonic, Digital River, etc.), offline retail, publishers and piracy.

YOUR SOLUTION

Ours will be the first Spanish-speaking portal targeted at this market, which to date has been ignored by the big international players.

BUSINESS MODEL

Direct sale and sale through private label portals with affiliates to whom we can bring quality traffic.

MARKETING PLAN

Our marketing actions will be based on Google Adwords plus a very comprehensive and powerful affiliate programme that will enable us to multiply traffic and sales.

FINANCE

Assumptions of the model: an average sale price of € 18 and a sales margin of 20%, a conversion rate of visitors who purchase of 0.35% and a margin for affiliates of 30% of our margin. The funding required for this first phase of the project is for investment in CAPEX (180K), WK (20K), and to run until Break Even (100K).

	2011e	2012e	2013e
Turnover	40,000	1,250,000	8,500,000
EBITDA	-35,000	112,500	890,000
Financial need	300,000	200,000	

Figures in euros

EXIT STRATEGY AND EXPECTED RETURN

Sale to an industrial partner or international player looking to expand their market and enter the Spanish-speaking area. The expected IRR is 45-60% in 5-6 years.

What is your company's biggest risk?

That the major international players enter the Spanish market before our big market launch.

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

The traffic. Over the coming months we'll start up the whole affiliate programme.

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

So far we have secured a 150k investment and another 30k one. The target for this round is 300k.

Why do you think you don't have it yet?

The project is at too early a stage and the main assumptions of the financial model are not yet proven.

Av. Gran Via, núm. 16
 08902 Hospitalet de Llobregat
 +34 902 99 93 43

More information:
www.tusjuegos.com

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ZAMSAP

A social shopping platform, based on a list system, created for individuals, brands and cool-hunters



PARTNERS



SUMMARY

ZAMSAP is a platform in which users, shops and brands exchange lists of products, ratings, reviews and deals. The advantages are 1) For the users: To receive personalised offers according to their interests, and discover friends and other bloggers' tastes and trends. 2) For shops and brands: To get to know their customers better, interacting with them in a new and more direct form, which will allow them to make more accurate offers.



TEAM

The team has three engineers, of which two have experience developing platforms, an individual with a sales and marketing background and a business focus, and a professional designer with experience in creating graphic identities.

CONTACT

Lluís Zabala
lzabala@knoid.com

PROBLEM/OPPORTUNITY

The sales problems in the retail industry together with the difficulty in finding the right communication channels to promote brands allow us to create a customer relations environment where the customers take centre stage; recommendations, trends, etc.

COMPETITION

There are well-known social platforms which were designed for one thing and have become another. Zamsap was created as a platform for buying and trends.

YOUR SOLUTION

A solution that allows shops and brands to interact with potential customers in an environment where the user is the protagonist of the experience and gives it value.

BUSINESS MODEL

Sponsored lists of brands or shops, as well as advertising and payment per offer.

MARKETING PLAN

The marketing plan has two approaches. The first relates to the brands and shops and how to monetise activities and offers. The second is aimed at creating value for the user.

FINANCE

The project needs 300,000 Euros (in 2 phases), which will be mainly allocated to completing the solution and mobile applications, and particularly to acquiring users through on-line campaigns. This amount would also allow us to consolidate the final team who will be in charge of the launch.

	2012e	2013e	2014e	2015e
Turnover	1,043,000	2,192,000	3,531,000	5,255,000
EBITDA	22.4%	25.8%	29.9%	36.4%
Financial need	300,000			

Figures in euros

What is your company's biggest risk?

To not obtain sufficient critical mass to be attractive to brands and shops.

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

We need to complete the sales and marketing areas and consolidate the technical area.

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

We have talked to private investors, and also applied for a CDTI Neotec loan.

Why do you think you don't have it yet?

We changed a significant part of the project in June and have been focusing on that. Now we can give this our attention.

Edifici Esade Creapolis, of. 3C12
08172 Sant Cugat del Vallès
+34 667 06 76 47

More information:
www.zamsap.com

EXIT STRATEGY AND EXPECTED RETURN

The project's vision of growth and international expansion will require new phases of investment, which should enable the investors from the launch phase to exit.

ACC10
Tel. 934 767 200

www.acc10.cat

With the collaboration of:

Deloitte.

Connecting to the business knowledge

www.anella.cat

