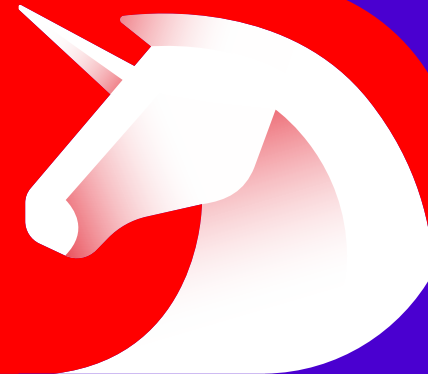


Catalogue of companies

Catalan Pitch Competition 2021

ACCIÓ Startup Forum 2021



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Ministry of Business and Labour
ACCIÓ, Agency for Business Competitiveness

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On the hope that this year will see a return to normalcy, we have decided to join the former Investment Forum (now Catalan Pitch Competition) and the Startup Hub Events under the single umbrella of ACCIÓ Startup Forum. This move represents a step towards making the event an even larger and face-to-face one that will distinguish itself as a great window into the world of Catalan startups and thus enhance our public profile.

As every year, we present to you this year's catalogue of the most promising 50 startups in Catalonia. Among them, 24 have been selected from the fields of health, ICT and deep tech. Each of these startups will get their chance at presenting their plans to investors taking part in the Catalan Pitch Competition, one of the activities included in the ACCIÓ Startup Forum. The event will also include a networking component with investors and several roundtables.

While this event being held this year for the 26th time mainly brings together and connects investors and entrepreneurs, established businesses and large companies in Catalonia are also showing an increasing desire to participate owing to the innovative potential of the participating companies and the opportunities afforded for collaboration with them.

Because the startups participating in the Catalan Pitch Competition have very diverse profiles, it offers opportunities to incipient projects while also supporting those that may have already achieved a certain level of maturity. Others may need a boost to achieve growth targets. Towards this end, it has been very important to seek out investors who represent a diverse range of views and interests.

The great showcase that is ACCIÓ Startup Forum will give them all an enormous opportunity to introduce themselves and organise the kinds of meetings and networking sessions with investors that will drive the growth of this ecosystem of emerging projects.

Natàlia Mas i Guix

Director General of Industry and Administrative Director of ACCIÓ

Catalogue of Startups

Catalan Pitch Competition 2021

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KEY



Company founded



Website



Monthly burn rate



Team



K invested by the team



External K raised

Life and health sciences



Life and health sciences in Catalonia

 **1,200**

Companies

 **19,767**

Turnover (M€)

 **55,440**

Workforce

 **3.5%**

GDP

 **89**

Research entities

Subsectors

-  Pharma
-  Biotech
-  Meditech
-  Digital Health

Countries with the most opportunities

United States	Kenya
Japan	Australia
United Kingdom	China
Russia	France
India	Ghana
South Korea	

FOREIGN INVESTMENT

36.3% of total Spanish investment

32 projects

€598 M capital investment

EXPORTS

51% of the Spanish total

93% of the pharmaceutical sector

Main trading partners: Switzerland, Germany, France

Industry and manufacturing opportunities

Global leaders in the pharmaceutical sector

A dynamic biotechnology industry

Meditech, FDI magnet for Catalonia

Digital health, the fastest growing sub-sector

Recent examples of venture capital investments in sector companies

 **Koa Health**

€30 million

wellingtonpartners  AMC 

 **mtip**

AKILIA PARTNERS S.L.

 **asabys**

 **mundiventures**

 **Crea**
Un mundo con sentido

 **PEPTOMYC**

€11.4 million

 **Aurora-TT**
Translating research into care

 **ALTA**
LIFE SCIENCES

 **healthequity**

 **CDTI**
Centro para el Desarrollo Tecnológico Industrial

 **devicare**
TAKING CARE OF YOU

€2.4 million

 **Advanced MedTech**

 **Ship2B**
SOLUTIONS FOR LIFE SCIENCES

Examples of the sector's capacity to attract foreign investment

 **HARTMANN**

Hartmann has invested €14 M in the expansion of its plants in Mollet and Montornès - which manufacture medical device products for wound care, incontinence and disinfection - resulting in the creation of 15 jobs.

 **QIAGEN**

Qiagen, a major Dutch provider of technologies for clinical trials and testing worldwide, acquired the Catalan company Stat-Dx, which specialises in the development, manufacture and marketing of "closer to care" diagnostic solutions. Qiagen has doubled the capacity of its Barcelona Science Park plant for the production of COVID tests.

 **Teladoc HEALTH**

Teladoc Health, a US-based multinational telemedicine company, has opened a new head office in Barcelona. This move has entailed an investment of €120 M and created 750 jobs.

ACCIÓ
Catalonia Trade & Investment

 **Generalitat de Catalunya**

AIGECKO TECHNOLOGIES SL

A picture of your food says all there is to know about its nutritional value

10/2020

Problem and solution

Nutritionists do not really know what their users eat. This is especially true in the case of patients and athletes, because it is such a hassle to remember it or to make endless lists. Users take a picture of their food with their mobile phones and our algorithms based on AI and deep learning recognise the cooked dishes, fruit, vegetables, dried fruit, beverages, etc. and identify up to 32 validated nutritional indicators. Nutritionists can then monitor this information via our platform. All the functionality is cloud-based and can be integrated into any existing management system.

Intellectual property

The algorithms are protected by the University of Barcelona.

Market

The potential market is expected to reach \$132 bn by 2023. Our target: health and nutrition apps, hospitals, sports clubs and food service businesses, both at the national and international levels. Direct sales and also through distributors and representatives throughout the country.

Business model

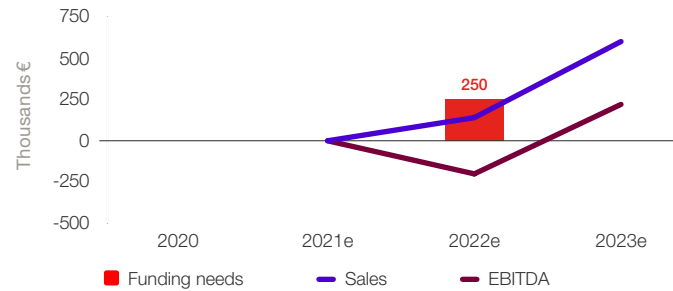
Our business model is SaaS B2B. We work with groups such as hospitals, sports clubs and restaurant chains. The payment plans depend mostly on the users of each group/customer and the functionalities chosen.

All of our APIs are available online for integration with any website or app.

Competition

Our competitors do not deliver solutions for customers; they simply recognise food for final customers (Foodvisor) or for purchase (Mat-lock).

Financial projections and funding needs



€0 monthly burn rate

€250,000 to strengthen our workforce, generate datasets that will help us grow internationally and ramp up sales initiatives focused on current products.

Milestones

- 01/2021** Start of business activities.
- 07/2021** Contract signing with the first La Liga football team.
- 09/2021** Several international international awards and recognitions (EWC 2021, eAwards, etc.).
- 10/2021** First contract signing with a hospital.
- 11/2022** Agreement with a Chinese manufacturer to incorporate our APIs.
- 12/2022** Obtain funding for future plans.



6 workers



€20,000 invested by the team



€0 external K raised



aigecko.co

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Petia Radeva
R+D
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Marc Bolaños
CTO
[in](#)



Eric Verdaguer
CEO
[in](#)

ASK THE ENTREPRENEUR | Marc Bolaños

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

Several years of research on food recognition algorithms at the University of Barcelona and our past successes with real projects.

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

Getting more datasets with images of food from other continents. The ones we have now are mostly from Europe and the US. Planned investment.

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

Everyone will have a food tracker, just as we now have fitness or sleep trackers on our mobile phones.

BENESIT

Improve people's posture to help them reach their full potential

 06/2021

Problem and solution

Back pain affects 80% of the population and is the leading cause of absenteeism from work. It is a highly disabling condition that is closely related to sedentary lifestyles and poor posture.

Benesit improves posture by means of a device that can be placed on the back of any chair which provides a vibration alert when it detects poor posture. This gives the user the opportunity to reposition him/herself and maintain good posture. It also reminds you every hour to get up. We want to improve people's posture to prevent back pain and thus enable them to reach their full potential.

Intellectual property

We have developed our own technology to come up with a unique and innovative solution. We are preparing to apply for a utility model.

Market

Workers: they spend many hours sitting and want to improve their posture.

Companies: to improve the conditions of workers and prevent work absences.

Students: learning from a young age.

Physiotherapy patients: recommended by physiotherapists.

Gamers: injury prevention.

Business model

B2C through e-commerce sales on our website and through Amazon. The product sales price is €75, at a cost of €35.

B2B for direct sales, with a leasing model with data analysis and updates for €15 per month.

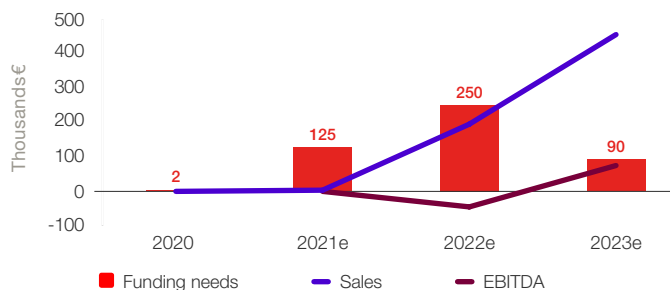
Competition


Corsets that help you maintain a good posture. They are the most widely known solution, although experts warn they may cause long-term harm.

Upright, a €90 device that can be attached to your back to alert you when your posture is poor.

Axia Smart Chair, a €500-€1,000 chair that emits alerts.

Financial projections and funding needs









 €15,000 monthly burn rate

Thanks to members, grants, competitions and an ENISA loan, we have raised €125,000. This funding will enable us to go to market and start selling.

We are seeking €250,000 to accelerate growth and develop an app for the device that will record posture data.

Milestones

- 09/2020  First functional MVP.
- 10/2020  Winners of UB's StartUBI competition.
- 06/2021  Successful pre-sales crowdfunding (107%).
- 12/2021  Finalise the industrialisation and the final design processes with Leitat.
- 01/2022  Market entry.
- 01/2022  Functional app that provides posture data.



2
workers



€25,000
invested by the team



€100,000
external K raised



 benesit.es

CONTACT

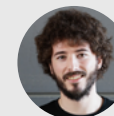
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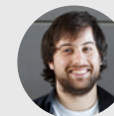
 699 128 815


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TEAM



Enrique Vilalta
CEO

Joan Ortiz
CTO


ASK THE ENTREPRENEUR | Enrique Vilalta

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

When I was studying biomedical engineering I spent many hours sitting incorrectly, and at exam time my back always hurt. I wanted to do something about it.

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

The fact that it alerts you and that the device is very convenient and simple. You can always leave it on the chair and it will alert you.

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

The main risk is not getting enough funding before starting up. We are looking for this funding in different ways and we have several plans.

DERMAVISION SOLUTIONS

We democratise access to melanoma cancer screening

01/2019

Problem and solution

95% of skin cancer deaths are caused by melanoma. The survival rate is close to 100% if detection occurs in the early stages, but no automated and standardised solution to achieve this is available. Early detection of melanoma is inaccessible.

DermaVision Solutions creates a standardised, cost-effective screening and early detection procedure that can be offered by both public and private institutions. Deviskan, a medical device that makes use of AI, enables all of the information needed for automatic melanoma diagnosis to be digitised in 5 minutes.

Intellectual property

The invention is protected by a European patent and protection will be extended via PCT for the most important international markets.

Market

Private medical entities (clinics, hospitals), with a market volume of €1,200 M/year, reached through the network of distributors. Public medical entities (primary care centres, hospitals) where the market for early detection of melanoma devices is created and reached through public procurement processes.

Business model

Dual business model according to segment.

Private sector: B2B model achieved using a PaaS scheme. There is a cost for the installation of the device and a cost for each session with Deviskan.

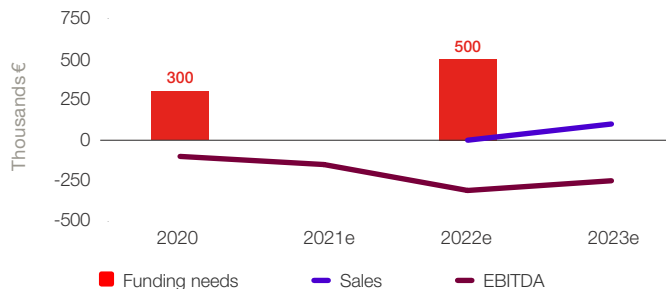
Public sector: B2G model, with direct sale of the device and periodic fees for software maintenance.

Competition

Companies offering medical devices for skin pathologies: traditional and digital dermatoscopes, full body scanners and mobile applications. They do not offer a standardised melanoma detection solution.

Included among these providers are Fotofinder, Canfield, Derma Medical Systems and Skin Vision.

Financial projections and funding needs



€10,000 monthly burn rate

DermaVision Solutions is seeking a seed investment round of €500,000 for Q1 2022 to finish the development of the final prototype and carry out clinical and regulatory validation steps. This round will enable the company to obtain CE certification and expand its workforce, both of which will be necessary in order to bring the product to market in early 2024.

Milestones

- 01/2020** Functional prototype tested on more than 50 volunteers.
- 07/2020** Start-up capital from ACCIÓ of €75,000, Neotec grant (CDTI) of €250,000 and EIT Health Headstart funding of €40,000.
- 07/2021** Start of a preclinical study with Hospital Clinic de Barcelona.
- 01/2022** Extension of the patent in the strongest markets via PCT.
- 11/2022** Clinical validation study.
- 12/2023** Obtain CE certification.



3
workers



€20,000
invested by the team



€365,000
external K raised



dermavisions.com

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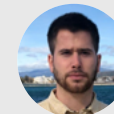
600 490 357

Berenguer Mallol, 11
17480 Roses

TEAM



Narcís Ricart
CEO



Enric Campmol
CTO



ASK THE ENTREPRENEUR | Enric Campmol

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

A dermatologist recommended that I check a mole by comparing it to a coin. There were no effective tools to control such a dangerous disease.

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

Going from a 50-minute manual task to a 5-minute automated process that does not waste dermatologists' valuable time.

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

The regulatory aspect: the CE marking for marketing the Deviskan device. We work with a consulting firm specialising in medical device regulation.

GATE2BRAIN

Medicines beyond barriers

07/2020

Problem and solution

DIPG has the worst prognosis among all paediatric brain tumours, with a median survival time of 8.11 months. It is the most common childhood brainstem tumour, with an approximate incidence of 2 patients per million children aged 0-20 years. G2B-002 is a chemical conjugate of potent anticancer agent and peptide shuttle. G2B-002 penetrates the brain at least 100 times more effectively than its non-conjugated counterpart. It is activated by DIPG xenografts and other paediatric solid tumours. Gate2Brain platform is applicable to treat other CNS disorders in which brain penetration is a hurdle.

Intellectual property

Granted: DKP (WO2008/025867); THRre (WO2013/127829); MiniAp4 (WO2015/001.015). Filed: (EP20382854.6) for G2B-001 1st product. Under development: G2B-002.

Market

The market for CNS drugs will reach \$4.6 billion in 2026. The top 5 pharma companies for CNS are Biogen, Pfizer, Teva Pharm, Novartis and J&J. Either of these could acquire Gate2Brain. After Ph1 DIPG trial and license, 600 patients worldwide could benefit yearly from G2B-002.

Business model

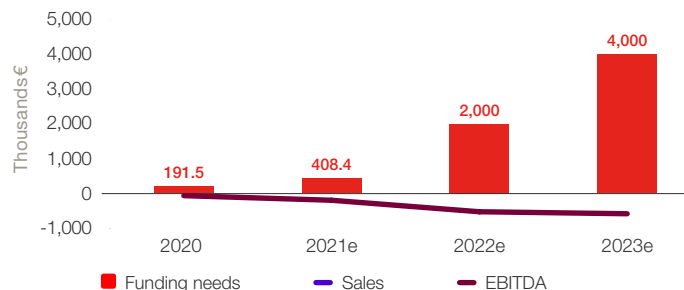
Gate2Brain's business model will be B2B: G2B-002 is our in-house development project for out-licensing within a few years, and we envisage 2 co-developments with big pharma's own candidates that will help to create trust in our platform technology. This trust will pave the way to Gate2Brain's acquisition by a big pharma company.

Competition

In the DIPG market, no single drug has been approved by FDA and EMA for treatment.

Technology competitors: Angiochem, Bioasis, Vecthorus, and others. Gate2Brain's main competitive advantages: 1) 3 patented shuttle families, adapting to a wide range of molecules; 2) our peptides are resistant to proteases.

Financial projections and funding needs



€43,000 monthly burn rate

For 2022 we will need €2 M to complete the non-regulatory preclinical phase and in 2023 we will need €4 M for the preclinical regulatory phase.

In 2024, after submission of the IMPD, the phase I/IIa clinical trial on 8-10 children is set to start and will require €5 million in financing. Gate2Brain has just opened a round of funding before the clinical trial.

Milestones

- 07/2020** Fundraising round of €600,000.
- 09/2020** Patent application for Gate2Brain's first product.
- 09/2021** Efficacy of G2B-002 in animal models of relevance to DIPG, patient-derived xenografts.
- 12/2022** Non-regulatory preclinical phase for G2B-002 completed.
- 12/2023** Completion of pre-clinical regulatory phase for G2B-002.
- 03/2024** Presentation of IMPD for G2B-002 applied to DIPG and initiation of clinical trial.



3
workers



€3,000
invested by the team



€702,000
external K raised

ACCIO
Comissió de Treball i Inversió

Generalitat de Catalunya

Departament de Barcelona
Sector Actiu

Sabadell
BStartup

SJD
Sant Joan de Déu
Barcelona Hospital

IRB

EUROPEAN UNION
EUROPEAN COMMISSION

MIND
THE
GAP

UNIVERSITAT DE BARCELONA

Spis-off



GATE2BRAIN®

Medicines beyond barriers



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TEAM



Meritxell Teixidó
CEO & CSO



Gloria Sanclimens
COO



Esther Riambau
CBDO



ASK THE ENTREPRENEUR | Meritxell Teixidó

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

Everything arose from the idea of using our technology to the treat patients suffering from a disease of the central nervous system.

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


The ability to improve the transport of drug candidates in their pipeline.

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

Attracting funding: national and international grants combined with the search for private equity funding.

IMAZ TECHNOLOGY INNOVATION SL

Development of flexible health monitoring solutions

 03/2020

Problem and solution

SmartGloves make it possible to control and track all types of movements made by the user's hand and wrist. They come with software that can manage and store user data. Using deep learning technology and artificial intelligence, they convert data into recommendations and information for the prevention of musculoskeletal disorders. They thus help users improve their posture and can be used in work environments.

Intellectual property

The company has applied for registration of the Maxens trademark and for two European hardware and software patents.

Market

Digital healthcare and eHealth: for the prevention of hand and wrist disorders by following-up activities in real time. Risks at work: market in which insurance and work safety companies operate. Sports, monitoring and analysis of activities.

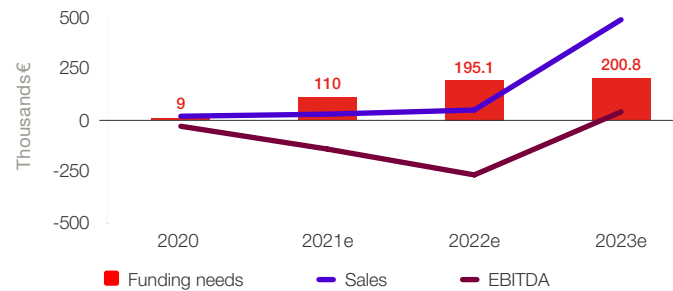
Business model


Sales strategy: direct, indirect and by subscription. First sales (research use only products - RUO) in 2022: 50-100 units at a price of €695/unit (58% margin). Post-certification sales will start in 2023, at a price of €350 for the basic product (58% margin) and €2,400 for the more complex product (85% margin).

Competition

The main wearable technologies that are currently available do not offer a real-time hand monitoring system with bio-feedback to reduce stress and strain on fingers, hands and wrists, and to remedy possible injuries. SmartGloves is a unique concept in the market.







Financial projections and funding needs



 €3,775 monthly burn rate

The volume and detail of the foreseen funding requirement is as follows: €195,100 for 2022; €200,800 for 2023. The total funding required is €395,900, which includes the costs of staff (€247,100), materials (€20,500), external expenses (€56,800) and other expenses (€40,500).

Milestones

- 03/2021**  First working prototype.
- 07/2021**  Pre-industrial product.
- 09/2021**  Patentability study. Patent and trademark application.
- 11/2021**  Industrialisation of the product.
- 01/2022**  Entry of the product into the market and start of limited sales of ROU products in order to carry out the tests needed to obtain certificates.
- 01/2023**  First sales of the product.



5
workers



€20,000
invested by the team



€0
external K raised

eurecat
Centre Tecnològic de Catalunya



 imaztech.org / maxsens.es

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TEAM




Maziar Ahmadi
CEO




Georgiana Sirbu
COO & co-founder




Ali Farshchian
CTO


ASK THE ENTREPRENEUR | Maziar Ahmadi

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

Long-standing experience in printed electronics. The company has been created to develop flexible solutions for wellness and health monitoring systems. B2B.

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

We offer a real-time IoT solution for the prevention, protection and postural improvement of hands and wrists in the workplace.

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

High prices, reimbursement challenges, technology barriers, strict standards/regulations.

NIXI DESIGN FOR HEALTH SL (NIXI FOR CHILDREN)

Using virtual reality to help children prepare for medical procedures

12/2019

Problem and solution

Having the right information and preparation is essential for children to undergo their hospital treatments without being afraid. Scientific literature has shown this to be true. Preoperative anxiety affects 60% of children undergoing surgery (500,000 per year in Spain). It also has health-related effects such as an increase in the use of anxiolytics, a slower recovery and behaviour regression up to 6 months after the surgery. In the case of radiotherapy, good patient preparation can prevent up to 30 unnecessary sedations. NixiKit is a VR tool that helps children undergoing surgery prepare prior to entering the operating theatre and thus reduces pre-operative anxiety.

Intellectual property

The trademark is registered and we have retained the intellectual property rights of all audiovisual material thus far created (VR experiences).

Market

Every year more than 500,000 operations are performed on children aged 4 to 18 in Spain, and 3.9 million in the US. One million children are treated for cancer each year in Spain and the US. Dozens of anxiety-generating interventions exist for which we will be creating products in the future.

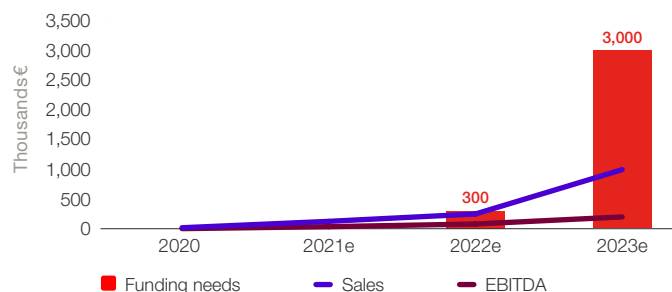
Business model

Current focus: B2B (SaaS). Annual subscription and replacement of NixiKits (€25/patient) in hospitals according to the number of patients treated. Production cost of 1,000 units: €7.4. Optional personalisation fee: €9,450 (personalised virtual reality).

Competition

Mainly virtual reality for entertainment (not preparation): VR Pharma, Wake up and smile, Starlight Foundation (USA). Non-immersive surgery readiness content: Exploro (UK). Pilot projects led by hospitals: Little Journey UK, SNUH Korea.

Financial projections and funding needs



€7,000 monthly burn rate

€300,000, February 2022: crowd equity round with the possibility of pre-committing capital.

Technological development to improve the patient platform and the app. Creation of new business lines: x-rays, diabetes. Staff expansion.

Milestones

- 05/2019** Crowdfunding to start the clinical trial at Can Ruti (€6,975). Positive result in the reduction of preoperative anxiety. Publication, November 2021.
- 04/2021** Start of collaboration with The Ricky Rubio Foundation and Hospital Vall d'Hebron. Launch of the Radiotherapy experience for children with cancer. Implementation in the first 10 hospitals by 2021.
- 09/2021** Confirmed turnover in September 2021 of €100,000.
- 12/2021** Expansion in Spain with 15 hospitals and first pilot trial in the US with The Ricky Rubio Foundation.
- 12/2021** Market launch of the Haemophilia experience and pilot trial on adult patients: cardiac surgery, visit to a family member admitted to the ICU.
- 02/2022** Closing of the financing round and development of a new app with more features and a 100% online subscription option. Scalability.



3
workers



€15,000
invested by the team



€0
external K raised



Nixi for children

Creating nexus between patients and hospitals



nixiforchildren.com

CONTACT

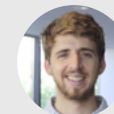
Tomàs Lóbez Pérez

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TEAM



Tomàs Lóbez
CEO



Dr. Juan José Torrent
CMO (Medical)



ASK THE ENTREPRENEUR | Tomàs Lóbez

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

At the age of 13, my friend Marcos succumbed to leukaemia. After this happened, I vowed that I would return to a hospital to help.

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

The humanisation of hospitals and patient empowerment are priorities for all hospitals and a concern for families.

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

As a leader in the field of pre-rehabilitation for distressing treatments. Health sector. Expansion in Spain, main European countries and the US.

REACT 2017 SL

Specialised health wherever you are and whenever you want it

 04/2017

Problem and solution

Difficulty receiving specialised health services at home. We started with physiotherapy and are now opening new verticals. ReactCare is the evolution of Fisioreact.

We are the pioneer platform in the digitalisation of the user experience in home services and also in the management of partners who provide services. Everything is 100% automated and makes it possible to open new verticals with scalability in new countries.

Market

Our market is everyone who needs comprehensive health treatment at home (especially dependent individuals), as well as companies that are committed to the well-being of their workers. The market is currently €10 bn in Spain alone.

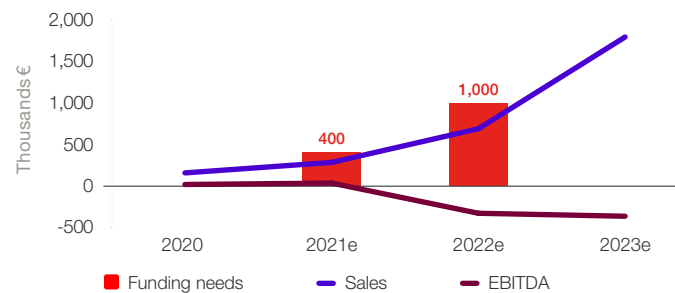
Business model


Resale and distribution of health products and services. With direct channel (B2C) and indirect channel (B2B2C + B2B). Our margins will be 35%, and structural costs will be minimal.

Competition

In the current health services sector there is UrbanCo in London, which offers at-home services, and Soothe in the USA.

Financial projections and funding needs



 €28,000 monthly burn rate

During the first half of 2022 we want to close a €400,000 round that will enable us to go from being a one-employee company to having 10 employees. We will recruit talent in operations, finance, sales and product development. We will also switch to a paid marketing model.

Milestones

- 01/2018** Start of home physiotherapy services.
- 12/2020** Annual turnover of €150,000.
- 05/2021** B2B operations in 12 regions throughout Spain.
- 01/2022** Investment round of €400,000.
- 12/2022** Closing the year with a turnover of €694,000.
- 05/2023** Investment round of €1.1 M for internationalisation.



2
workers



€30,000
invested by the team



€-
external K raised





fisioreact.com

CONTACT

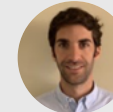
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TEAM



Albert Valls
CEO




Juan Víctor Izquierdo
Co-founder




Marc Valls
Co-founder


ASK THE ENTREPRENEUR | Albert Valls

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

My older brother's illness. I had been working in home services for 5 years and detected a need within the sector.

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

It is a specialised, digitalised and on-demand service (wherever and whenever the customer wants it).

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

As the leading home services company in Spain with more than 450 professionals, and having already undergone internationalisation.

SINGULARITY BIOMED

The Computational Rheumatology Company

03/2019

Problem and solution

Rheumatoid arthritis is a chronic inflammatory disease that if not properly controlled destroys joints, causes enormous functional limitations and impairs patients' quality of life. Regular monitoring of patients is essential to detect the presence of inflammatory activity, assess response to treatment and make any needed adjustments. Singularity Biomed has developed the first medical device that can assess joint inflammation in hands immediately and remotely using thermography and artificial intelligence.

Intellectual property

We have filed a patent application for the method of analysing thermal images.

Market

Rheumatoid arthritis is a widespread disease that affects more than 20 million people worldwide. Its economic impact is also very substantial due to the high medical and work disability costs associated with it. We will reach this market through agreements with large multinational pharmaceutical companies.

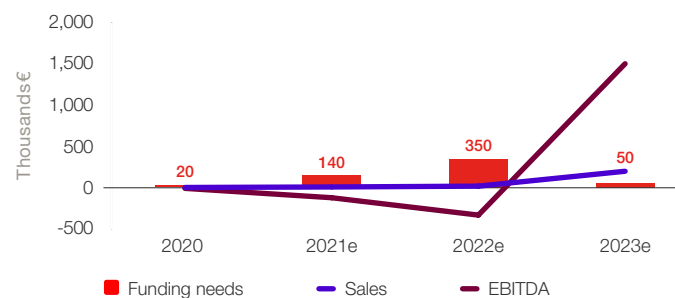
Business model

The business model will be based on pay-per-use of the device (medical device as a service) or an annual subscription per patient. As the thermal images are analysed by specific cloud-based software, the number of accesses can be quantified.

Competition

The main alternative is the use of hand ultrasound scans. However, this test is very time-consuming and requires a great deal of expertise on the part of the physician. It is therefore not feasible in many cases in a physician's surgery and cannot be used in the remote follow-up of the patient.

Financial projections and funding needs



€7,000 monthly burn rate

The funding required for market entry amounts to €0.4 M, which is mainly needed for the clone validation and the regulatory procedures required to obtain the CE marking and FDA approval. Our intention is to open an investment round in late 2021. To carry out the clinical study we will have the financial support of pharmaceutical companies.

Milestones

- 02/2020 First clonal validation of thermography + AI technology to assess joint inflammation.
- 12/2020 Obtaining ENISA and CDTI Neotec funding.
- 05/2021 Patent application.
- 12/2021 Completion of the medical device's development.
- 06/2022 Completion of the medical device's clone validation.
- 03/2023 CE and FDA requirements met.



2
workers



€20,000
invested by the team



€200,000
external K raised



SINGULARITY BIOMED

singularity-biomed.com

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TEAM



Manuel Marín
Co-Founder & CEO



Isabel Morales
Co-founder & CSO



ASK THE ENTREPRENEUR | Manuel Marín

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

Its speed, ease of use and the fact that patients can use the device at home.

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

Market access entails risk, as the device be eligible for financing by healthcare systems.

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

In 5 years we expect to have a global presence and to significantly impact the quality of life of rheumatoid arthritis patients.

SYCAI MEDICAL

Digital assistant for early diagnosis of pancreatic cancer through imaging

08/2020

Problem and solution

Pancreatic cancer is the most lethal form of the disease. Due to a lack of early diagnosis methods, it has a survival rate of 5% and a 5-month life expectancy after diagnosis. This is why radiologists monitor (by imaging or invasive procedures) all lesions that are detected, comprising about half of those that are estimated to exist. Expert radiologists are about 70% accurate in diagnosing these lesions. Our software, which analyses all imaging tests performed, has already achieved 90% sensitivity and 80% specificity, and helps the radiologist to automatically prepare the report.

Intellectual property

The developed proprietary technology has been patented. Not the software itself, but the diagnostic method of lesion characterisation.

Market

The market in Europe is €450 M for pancreatic procedures alone, and more than €1 bn after scaling up to liver and kidney diagnostics. After direct sales, we will enter into licensing agreements with medical hardware and software manufacturers that integrate our solution, in order to expand our commercial reach.

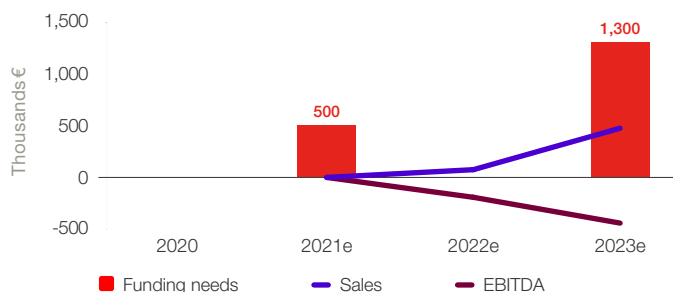
Business model

Initially we will use a SaaS model with a per-customer cost of €15,000 - €45,000 per year. Thanks to our technical integration schemes and the upcoming acquisition of our own servers, each new customer will not require an additional integration investment, thus making the solution highly scalable.

Competition

Other solutions analyse the fluid biopsied from the lesions found (Interpace Diagnostics) or look for biomarkers (Amadix). Although these options help to distinguish between dangerous and non-dangerous lesions, they do not resolve the challenge of detection, which is what radiologists are most concerned about.

Financial projections and funding needs



€10,000 monthly burn rate

€500,000 to finish the clinical trials, complete the quality management system audits and prepare the technical documentation to obtain the CE marking by year-end 2022, and closing the first sales. We are seeking a lead investor (we already have several options under negotiation) as well as lesser contributors to complete the round.

Milestones

- 01/2021 Non-dilutive pre-seed financing.
- 07/2021 First clinical validation.
- 08/2021 Patent deposited.
- 01/2022 Seed round.
- 04/2022 Completion of clinical trial.
- 12/2022 Obtain CE marking.



7
workers



€20,010
invested by the team



€280,000
external K raised



sycamedical.com

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Júlia Rodríguez
CSO
[in](#)



Javier García
CTO
[in](#)

ASK THE ENTREPRENEUR | Sara Toledano

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

For radiologists, not having a tool that can detect and classify these lesions is particularly distressing.

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

Not moving fast enough to meet hospital time demands. In this regard, we are simultaneously carrying out proofs of concept with several hospitals through various partnerships.

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

With a comprehensive platform of tools for the detection of precancerous lesions in different abdominal organs. Present in the EU and the US.

THE BLUE BOX BIOMEDICAL SOLUTIONS, SL

If dogs can smell cancer then why can't we?

01/2021

Problem and solution

While Europeans make up just 1/10 of the world's population, 1/4 of all cancers occur in this region. Breast cancer (BC) is the most common cancer. It is estimated that in 2022, more than 355,000 women in the EU-27 will be diagnosed with BC (13.3% of all cancer diagnoses). Designed based on a dog's olfactory system, The Blue Box is an AI-powered electronic nose in development to become a non-invasive, non-irradiating, inexpensive, specific and easy-to-use breast cancer test. A urine sample just needs to be put into a box.

Intellectual property

- US Provisional Patent, 100% owned by a Californian C Corp whose tax domicile is in Delaware.
- PCT to be delivered shortly, owned by a Catalan limited liability company.

Market

- Young women (<45 years of age) concerned about BC. They seek peace of mind.
- Adult women (45-69 years of age) concerned about painful screening procedures and waiting for results. They seek convenience and immediacy.
- Older women (>69 years of age) who feel vulnerable (for themselves and their families). They seek security and protection.

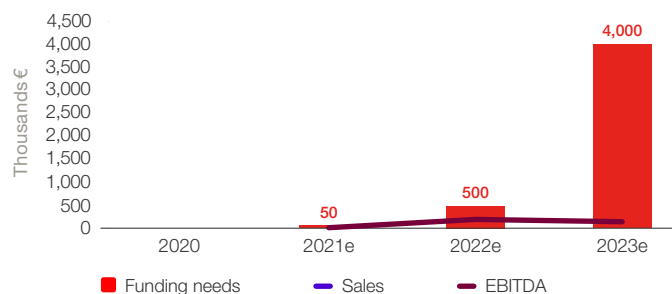
Business model

We will implement a B2C strategy. As the value of our offering is largely associated with its software, we will offer the device at an affordable initial price (\approx €100) and subsequently introduce a quarterly subscription (\approx €30) to use our continuously improved AI-based software.

Competition

Much of the research funding is focused on the male population. Our main competitor is mammography, but its usefulness is currently in doubt mostly due to its low sensitivity. There is currently a gap waiting to be filled by a painless, low-cost, non-radiating solution.

Financial projections and funding needs



– monthly burn rate

We are currently seeking €500,000 in financing. The first milestone set to be reached in 2022 will be €250,000 to fund both IP protection and the start of studies to gain FDA approval. In 2023, we will start the necessary studies to obtain MDR approval. They will cost €150,000. In addition, in 2022 we will invest €100,000 in talent recruitment and the continuance of our R&D activities.

Milestones

- 07/2020 We achieved a 95% classification rate between the detection of end-stage breast cancer and control subjects.
- 03/2021 We were accepted into SkyDeck Hot Desk (start-up incubator at UC Berkeley).
- 07/2021 We initiated preclinical studies at two Catalan hospitals.
- 02/2022 Recruit the demo app's first 200 users.
- 06/2022 Achieve a > 90% classification rate for early-stage breast cancer detection vs. control subjects.
- 11/2024 Get FDA and MDR clearance.



3
workers



€3,000
invested by the team



€55,000
external K raised



The
Blue Box.

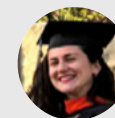
thebluebox.tech

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TEAM



Judit Giró
Co-founder & CEO
[in](#)



Po-an (Billy) Chen
Co-founder & CTO
[in](#)

ASK THE ENTREPRENEUR | Judit Giró

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

Because our solution is non-irradiating, the frequency and population range are unlimited. This makes it possible for more and earlier diagnoses to be made.

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

The main risk is to correctly identify the product-market fit and to know how to adapt it to the US and Europe: B2C versus B2B, respectively.

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

60% of Catalan women will use a Blue Box frequently. Statistically, BC deaths and the number of chemotherapy treatments will have decreased.

TIME IS BRAIN SL

Fighting against the clock to improve stroke prognosis

07/2020

Problem and solution

Stroke is the leading cause of disability. The treatment for acute ischemic stroke (AIS) is mechanical thrombectomy (MT). There are no technologies to support decision making during the AIS care process. This means that MT efficacy is limited to 50% of patients, due to three factors: a) only 10% receive MT; b) MT access is delayed; c) inability to detect complications during and after MT. Brain20 is a medical device that selects patients who are candidates for MT carefully and quickly and thus leads to better results.

Intellectual property

Patent WO2018149973 -Prediction of endovascular outflow treatment in Acute Ischemic Stroke- which has reached national phases (EU, US and Canada).

Market

The stroke market is worldwide and will reach \$42.5 bn in 2023 (CAGR of 7.3%). Brain20 aims to access this market through communication activities led by the KOL Antoni Dávalos through innovative purchasing by hospitals participating in the validation process and through specific distributors for each target market.

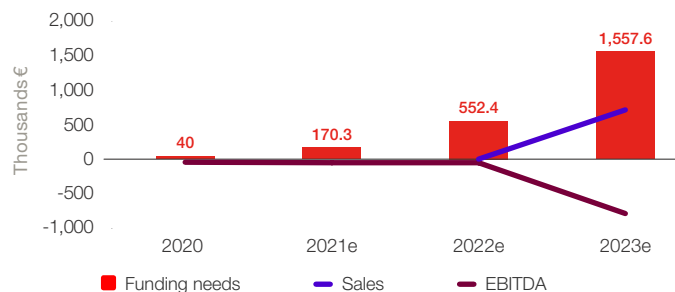
Business model

Business model based on the marketing of Brain20 and associated consumable electrodes. The estimated MAR in 2023 is €2.1 bn. Assuming COGS of €3,500 and €25, respectively, and a 35% pass-through for distributors, we will have a gross margin of 52% for the device and 40% for consumables.

Competition

There is commercial equipment capable of measuring our biomarker (N20), manufactured by companies such as Medtronic and Inomed. However, the PROMISE study found that its technology does not allow for the portable, automatic and reproducible recording of N20 (25% of patients rejected).

Financial projections and funding needs



€46,000 monthly burn rate

During Q2 2021, we closed a €0.8 M round with the support of AYCE Capital and Capital Cell. During the first four months of 2023 we plan to open a series A round of €1.6 M and in Q1 2024 a series B round of €2.5 - €3 M, to fortify the product's marketing and assure its growth and global expansion.

Milestones

- 02/2017 Patent application.
- 04/2020 PROMISE clinical trial (ClinicalTrials.gov: NCT04099615).
- 12/2020 Proof of concept of Brain20 prototype.
- 11/2021 Second patent and trademark application Brain20 (US, China, Japan) and Time is Brain (EU, USA, China, Japan).
- 11/2022 Present three working prototypes of Brain20.
- 07/2023 Results of the Brain20 regulatory validation study.



7
workers



€20,001
invested by the team



€1,382,259
external K raised



timeisbrain



tibtimeisbrain.com

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TEAM



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CEO
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Antoni Dávalos
CSO
[in](#)



Jaume Coll
Scientific Advisor

ASK THE ENTREPRENEUR | Alicia Martínez

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

As a neurologist, I felt the need to create Time is Brain as a way of minimising the devastating impact of stroke on people who suffer from it.

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

To have a technology capable of providing information on brain viability throughout the process of providing care to acute ischemic stroke victims.

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

The acceptance of Brain20 by the scientific community. It will be achieved through clinical validation studies led by KOL Antoni Dávalos (CSO).

Information and communication technologies



Big Data in Catalonia

 220

Companies

 250


Turnover (M€)


 2,493

Workforce

 **38%**
are startups


 **25%**
are exporters

 **35%**
have a turnover > €1 M


 **61%**
are < 10 years old

Big Data and COVID-19

 Diagnostic tests

 Drug studies

 Citizenry

 e-health platforms

VALUE CHAIN

 **64%**
data analysis

38%
technological
supplies

FOREIGN INVESTMENT

13 projects (2016-2020) **€593 M** of invested capital

 **+85%**
compared to
2011-2015

71% of capital invested
in Spain

1,831 jobs
created

Recent examples of venture capital investments in sector companies

 TravelPerk

€132 million

 GREYHOUND
CAPITAL

 Glovo

€450 million

 LUXOR CAPITAL

 Delivery Hero

 DRAKE
CAPITAL

GP.Bullhound

 wallapop

€157 million

 korelya
capital

 INSIGHT
PARTNERS

 Accel

 14W

Northzone

GP.Bullhound

Examples of the sector's capacity to attract foreign investment

 DE CIX

The German operator DE-CIX has established a neutral internet exchange point in Barcelona by means of three data centres in Sant Boi and Zona Franca, to which 30 networks have already been connected.

 GFT

GFT, a German company specialised in digital transformation, will remodel and expand its digital innovation laboratory in Sant Cugat de Vallès, where it is looking to advance projects based on IoT, blockchain and AI technologies.

 Microsoft

Microsoft has chosen Barcelona as the location for an AI research facility that will focus on ways to improve the user experience. In its initial phase, the facility will employ 30 experts in artificial intelligence, machine learning and deep learning.

ACCIÓ
Catalonia
Trade & Investment

 Generalitat
de Catalunya

AKALTA SOLUTIONS

Engineering IoT solutions

10/2020

Problem and solution

The problem we solve for our customers has to do with the fact that reading data from predictive analytics sensors requires them to learn how to use the applications provided by each data acquisition system manufacturer.

Our solution, Avibana, meets this need by collecting data from any type of acquisition system and displaying the results in a single cloud-based platform, thus helping users learn how to use such systems and compare data remotely while saving on expert call-out fees.

Market

The condition monitoring market is estimated to expand from €2.5 billion in 2018 to €3.6 billion in 2026 (CAGR 7%).

Our solution addresses the segments of condition monitoring software (solution) and online & cloud condition monitoring (process), which account for approximately 25% of the total market.

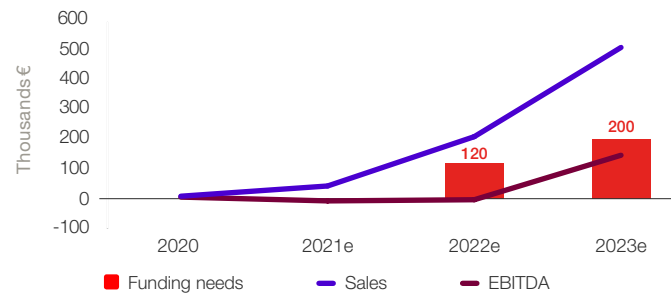
Business model

Our software is available in cloud or edge computing options. We will also monetise for software implementations, custom developments and support and maintenance contracts for sensor manufacturers and predictive maintenance service companies. We anticipate a 30% - 40% margin.

Competition

Our software was developed to fill needs not met by similar existing applications, such as: GTI Predictive, with no cloud architecture; PCT Thingworx, with no tools for signal analysis, only scaling; and AWM Preditec, with no cloud architecture or support for ultrasonic or oil analysis.

Financial projections and funding needs



€18,000 monthly burn rate

We need €120,000 in Q1 2022 to cover marketing and sales costs and €200,000 in Q2 2023 for geographical expansion and support.

Milestones

- 10/2020** Completion of the development of Avibana.
- 02/2021** Signing of the first product service contract.
- 07/2021** Inclusion of Avibana in a sensor manufacturer's portfolio.
- 11/2021** Marketing campaign to get online customers.
- 02/2022** Establish partnerships with predictive maintenance service providers.
- 03/2023** Have the human resources required to do what is necessary in 2022 to drive growth.



3
workers



€114,000
invested by the team



€0
external K raised

AKALTA
Engineering IIoT Solutions

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TEAM



Jordi Torné
CEO



David Bea
CTO

ASK THE ENTREPRENEUR | David Bea

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

Having been working in the industrial sector since 2014 made us think it was appropriate to create a company to provide service and create product for this sector.

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


The most attractive aspect about what we offer is that you can have data in a unified and remote format and in a way that is independent from your other IT services.

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

The company's most significant risk is related to reaching potential customers, and we plan to mitigate it through marketing and sales activities.

BAMBOO ENERGY

Empowering your flexibility

 07/2020

Problem and solution

Retailers: need to increase differentiation, drive customer loyalty, incorporate new services and address the high level of competition in energy prices. Bamboo is a low-investment, low-risk platform based on AI and optimisation. It is agnostic and interoperable with respect to customer platforms.

Intellectual property

The algorithms on which the technology is based are protected in the intellectual property registry.

Market

Energy traders and independent aggregators. Existing contacts, trade fairs and partnerships, inbound marketing campaigns.

Business model

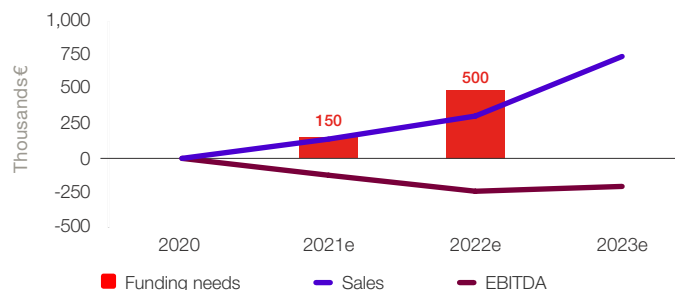
Phase I - National 2020-2021 PoC pilot campaign for market opening with potential customers and relevant players in the energy management and flexibility spheres.

Phase II - CASE is a solution designed to be marketed with a cloud-based SaaS model.

Competition

Centrica (BE), Stemy Energy (ES, UK), Energy Pool (FR), Bia Power (ES).

Financial projections and funding needs



 €30,000 monthly burn rate

A €500,000 round is planned for December 2021 with a pre-money valuation of €1.9 M - €2.5 M to adapt the product to the emerging market and evolve it. Current investment partners (Innoenergy and IDAE) are supporting the round.

Milestones

- 10/2020** Participation of Highway© Innoenergy and entry of Innoenergy as a partner.
- 04/2021** Turnover of €100,000.
- 07/2021** Closing of first investment round (IDAE, pre-seed €175,000).
- 12/2021** Turnover of €150,000 in 2021
- 12/2021** Closing of investment round (€500,000 seed).
- 01/2022** Platform ready for international launch.



8
workers



€3,000
invested by the team



€375,000
external K raised



bamboo
energy


 **bamboenergy.tech**

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TEAM




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CSO





Alex Gomar
CEO




Manel Sanmartí
Business Development




Mattia Barbero
Product owner


ASK THE ENTREPRENEUR | Cristina Corchero

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

I spent 5 years researching and building the product, which turned out to have a high market potential.

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

Extensive experience, automation and all of the necessary technical solutions.

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

The immaturity of the domestic market, which will be resolved through the company's internationalisation.

BRICK TOKEN

Letting the world tokenise itself

 12/2019

Problem and solution

Owners and developers are looking for alternative financing schemes. Normally, it is difficult to obtain liquidity, the terms are long and there is a lot of paperwork.

Our solution provides an easy way for everyone to enter the world of tokenisation. Anyone can provide this service simply by using our dynamic front-end or by connecting to our protocol via APIs; in the case of investors, including retail investors, a new world of opportunities is opened.

Market

We are mainly targeting the markets for real property (\$280 T world-wide) and capital. The Spanish real property sector has a turnover of \$11 bn and a growth rate of 32%.

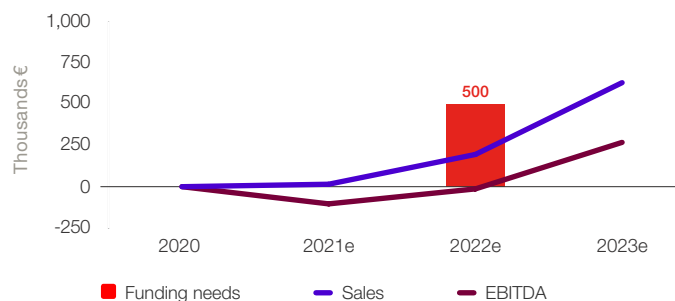
Business model

The monetisation of Brickken is based on a fee for the issue of €5,000 security tokens and then a fee of 2.5% on the amount raised by the company issuing security tokens.

Competition

Tokeny Solution, MT Pelerin, Token City, Nieve Fund, Amazing Blocks, Polymath.







Financial projections and funding needs



€12,000 monthly burn rate

€500,000, of which we have already committed a portion for the internationalisation of tokenisation and branding services.

Milestones

- 10/2020**  Launch of Startupbootcamp acceleration.
- 03/2021**  Issue of our first security token offering.
- 05/2021**  Lightspeed (Lefebvre) corporate acceleration launch.
- 10/2021**  Issue of our second security token offering.
- 11/2021**  Issue of NFT with the image of a fossil.
- 02/2022**  Close of presale.



11
workers



€50,000
invested by the team



€75,000
external K raised



 brickken.com

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TEAM



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CEO




Manuel Ortiz-Olave
CFO




Dario Lo Buglio
CTO


ASK THE ENTREPRENEUR | Edwin Mata

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

This is my second company on the heels of a success. I saw potential in the investment market and decided to create a team to enter this sector.

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


The diversification of blockchain products and services and the level of the team's technological and legal expertise.

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

The regulatory aspect, since we are operating in a regulated market (securities), but this is precisely our strong point.

DOST AI SOLUTIONS SL

Dost Digital Brain provides intelligent automation for the processing of vendor invoices of companies of any size

 02/2021

Problem and solution

CFOs of companies that receive a large volume of invoices come up against inefficiencies in the process as well as human errors when entering data into ERP systems. This causes them to lose time and have high processing costs, thus keeping them from innovating and remaining competitive. In addition, the people who perform these repetitive tasks end up feeling frustrated, as they are unable to add value to the company. We propose a SaaS solution to automate the collection of incoming invoices, process them using artificial intelligence and automatically enter data into the ERP.

Market

We have started in the Spanish market, where 21,000 companies have this problem, and we will continue in Europe, where the figure is 240,000. In two years' time, we want to be global in a smart process automation market valued at \$20 bn in 2021 and \$60 bn in 2026. Our sales strategy is entirely online in the case of small and medium sized companies and direct sales in the case of large companies.

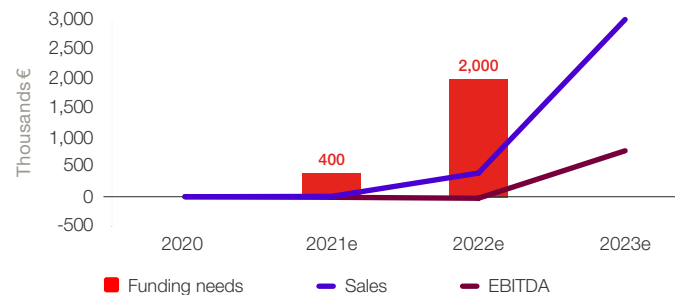
Business model


Turnover: 3 subscription models (Starter, Pro and Premium).
Personnel costs: development, marketing, sales, customer service and administration.
Technology costs: cloud infrastructure + APIs.
Margin: approximately 90%.

Competition

International: Rossum, Vero, Esker, Docuware, Opentext, Hyperscience.
Spain: Docuten.

Financial projections and funding needs









 €4,000 monthly burn rate

We aim to raise €400,000 before 2022 to be complemented with public funding. Purpose:

- Accelerate product growth and development.
- Set up sales, marketing, development and customer service teams.
- Obtain 200 customers and a turnover of €400,000 in 2022.
- Prepare for internationalisation.

Milestones

- 07/2021**  Launch of the MVP.
- 08-09/2021**  9 PoC customers, 4 paying customers.
- 09/2021**  Entrance into the Microsoft for Startups international programme.
- 10-12/2021**  Close of the seed round (€400,000).
- 12/2021**  13 paying customers, €6,000 ARR.
- 12/2022**  200 customers, €400,000 ARR + internationalisation + series A.



8
workers



€11,400
invested by the team



€40,000
external K raised



Microsoft
for Startups





 **mydost.ai**

CONTACT

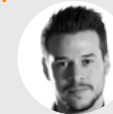
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TEAM




Adam Barbera
CEO




Naqqash Abbassi
CTO




Fernando Martín
CRO


ASK THE ENTREPRENEUR | Adam Barbera

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

The need for software to automate processes at low costs or without requiring large implementations in an as-a-service model. I have sold many similar solutions but none focused on SMEs.

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

The ease with which they can benefit from process automation and artificial intelligence, because obtaining a solution such as ours would normally require a large development team, time and a great deal of money.

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

Continuing to be competitive and attract talent in a market that evolves at the speed of light. We want to invest heavily in innovation and never stop doing so in order to remain competitive in terms of both technology and business.

EARTHPULSE SL

Satellite analytics made easy to manage your assets' exposure to climate events

07/2021

Problem and solution

Climate change calls for a great deal of adaptability. Local assets (infrastructure or populations) are not managed efficiently. Risks and vulnerabilities are not assessed dynamically, and when damage occurs the quantification of the economic impact is slow and results in social and economic losses. Current methods (site visits, drones) require expertise, offer limited coverage and are generally not scalable. PULSES is a tool that offers indicators based on satellite and open data to quantify impacts and vulnerabilities. Global, accessible and scalable data.

Market

Financial institutions (development banks and insurers) and public utilities (initially water agencies). Strategy to get there; so far, paid pilot exercises (networking and R+D projects). We must now start with digital marketing and participate in industry events.

Business model

Income: monthly subscriptions (so far paid proofs of concept, convertible into operational service).

Costs: continued technical development; cloud fees; satellite data collection and acquisition.

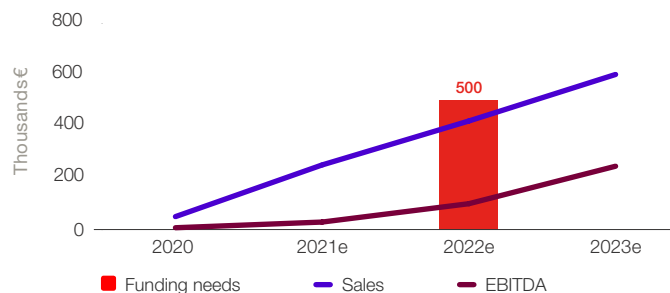
Margin: strong investment to develop, but thanks to artificial intelligence, a high level of automation and high margins.

Competition

Competitors mainly in the US (SpaceKNOW, Orbital Insight).

There are other solutions based on satellite data, but they perform a classical, non-automated type of processing (AI) which entails a much higher cost. In addition, they are offered as a consultancy service and not as a product.

Financial projections and funding needs



€12,000 monthly burn rate

We are currently in technology development, since we have validated a 2-vertical market with 4 pilots. We need a MVP to be able to serve more customers. We want to open a €500,000 round in mid-2022 to accelerate this technological development and grow within the market segment.

Milestones

- 09/2020 🏆 Winners of ESA (European Space Agency) funding for technological development.
- 04/2021 🏆 Startup Capital grant from ACCIÓ.
- 04/2021 🏆 Pilots with ACA and ADB (market validation).
- 11/2021 🏆 MVP.
- 02/2022 🏆 First operational customers.
- 03/2022 🏆 Investment round.



5
workers



€3,000
invested by the team



€0
external K raised



earthpulse!



Eartpulse.ai

CONTACT

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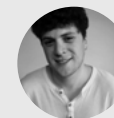
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TEAM



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CEO
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Juan Pedro
CTO
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ASK THE ENTREPRENEUR | Laura Moreno

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

Seeing the evolution of the spatial data market, the low penetration in industrial verticals and the power of artificial intelligence as a tool.

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


Being able to easily and affordably access existing data that could not previously be accessed.

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

A SaaS specialised in 2 or 3 market verticals for which indexes are given for decision making. Spatial data readily available to everyone in a way in which they had never been previously.

FILM VALLEY SL

The marketplace where filmmakers and companies make film projects happen

 02/2017

Problem and solution

Streaming platforms and film companies have problems locating the best talent. While the demand for original content on streaming platforms is extremely high, finding filmmaking talent outside the US can often be an onerous process. Although the film industry is gigantic in size, it exists within a deeply disorganised market where projects are carried out just as they were 60 years ago. This failure to adapt to modern times contrasts sharply with the extraordinary demand generated by highly competitive streaming companies.

Market

The film industry is undergoing a transformation. In 2020 it broke all records, more streaming platforms entered the market, there were more subscribers than ever before and investment figures were never higher. More than 220 billion was spent on creating original content. Our Target: EU + LATAM = 47 billion\$ (growth +37% YoY).

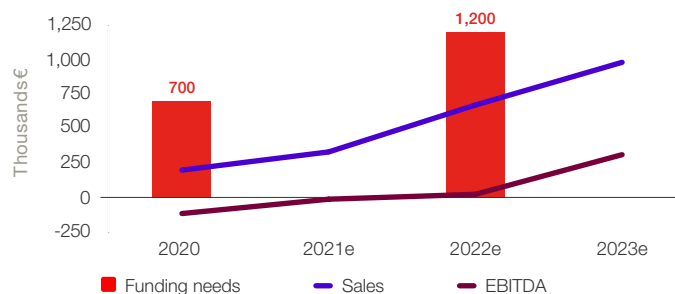
Business model

Content creators must pay a fee for each project they want to register in online marketplaces. Companies looking for projects must be previously validated by the team, access special accounts called FMH PRO and subscribe. For large corporations, we have developed a SaaS.

Competition

There are only 4 online marketplaces in the world. Three of them operate in Hollywood with excellent results, but outside the United States only Filmarket Hub is connecting the European and Latin American markets.

Financial projections and funding needs



 €50,000 monthly burn rate

We are currently opening one of our most ambitious and challenging rounds. We are seeking €1,200,000 in order to launch operations in Germany and continue advancing in Europe. The entity ENISA has already pledged €260,000 that will arrive in January 2022, which will allow us to start this new stage.

Milestones

- 10/2018** The number of registered projects increased by 18%.
- 09/2019** New VIP users on the platform: Netflix, Amazon, Disney, HBO and others.
- 04/2020** Most representative success stories: 1) Movistar series 2) Movie for Netflix 3) Series for NBC Universal in the UK.
- 02/2022** Monetise large corporations such as WarnerMedia or Audible (Amazon).
- 12/2022** Close a €1,200,000 financing round.
- 12/2022** Enter the German market.



11
workers



€100,000
invested by the team



€1,000,000
external K raised






FILMARKET HUB



filmarkethub.com

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TEAM



Andrea Giannone
CEO



Bernardo Gómez
COO



ASK THE ENTREPRENEUR | Andrea Giannone

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

Before creating Filmarket Hub, those of us on the founding team were producers trying to raise financing but it was very complicated.

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


The audiovisual market may deflate and with it the high level of investment in audiovisual content.

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

Being the largest audiovisual marketplace and talent manager in Europe and Latin America.

FUNDLOOP

Build your community, raise your funds

 01/2021

Problem and solution

The problem that NGOs now face is a lack of own technology for fundraising, as well as access to new channels and business models.

The technology created by Fundloop gives companies digital fundraising capacities through the use of virtual events segmented by artificial intelligence.

We facilitate fundraising and fund management for micro, small and medium-sized NGOs. We provide organisations with an application of their own brand, along with a management platform for the organisation of events, communication strategy and new user recruitment.

Market

Third sector (NGOs, associations, foundations) and corporate foundations. Total of private donations in Europe: €87.5 MILLION. Growth of online donations since 2020: 80%. Digitalised NGOs: 8%.

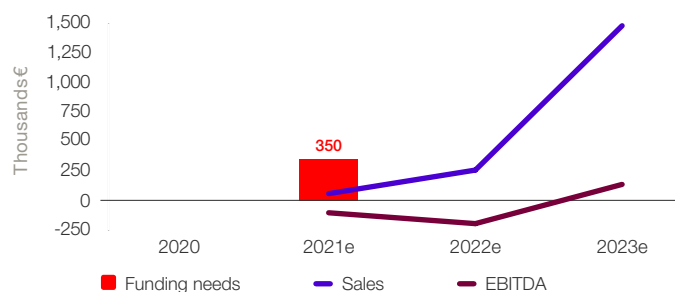
Business model

Turnover: SaaS providing proprietary technology and management for fundraising and membership; monthly fee. Commission on donations: 5%. Fixed fee for event creation. Cost structure: development, 42%; sales and marketing, 25%; operations, 18%; CoGS, 9%; staff on demand, 6%.

Competition

Digital fundraising solutions are available through third-party crowd-funding platforms and customised online services: StockCrowd, Enthuse, Gravyty, BoodleAI, FuturusGroup.

Financial projections and funding needs



 €450 monthly burn rate

The needs are for €350,000 by year-end to be able to incorporate the profiles full time and add investment in attracting new organisations. Development: 42%; sales and marketing: 25%; operations: 18%; CoGS: 9%; staff on demand: 6%.

Milestones

- 03/2021** 20% conversion rate of real customers.
- 08/2021** +900 leads captured with an average ticket of €708 and accumulated sales of €8,350.
- 08/2021** Event and metrics management platform for organisations.
- 11/2021** Automation platform to increase the speed of creating new applications.
- 12/2021** Improved user retention through gamification systems that are intrinsic to the applications.
- 02/2022** First AI test with event creation.



4
workers



€0
invested by the team



€10,000
external K raised

fundloop


 fundloop.org

CONTACT

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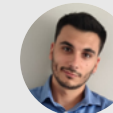
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TEAM




Iván Lorca
CFO




Jordi García
CTO




Josep Francesc Cortès
CPO


ASK THE ENTREPRENEUR | Josep F. Cortès

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

The ability to enter the digital world with the help of experts and having an adapted and personalised platform with our own brand.

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


Talent recruitment and the high demand for professionals with technical profiles. We will resolve this situation by bringing in people whose goals are aligned with Fundloop and sharing.

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

Third sector software benchmark for digital recruitment and intelligent management, coupled with AI, to create recommended content.

ID TECH & COM

Find, plan & share cultural heritage around the world

 05/2021

Problem and solution

When we arrive at a holiday destination, we want information about local cultural attractions, interesting routes to explore and things to do. To find this information we may look on websites, platforms and in search engines. Now, all of this is available on Identify, a cultural platform featuring information from around the world where users can discover interesting tourist routes, make up their own or get up-to-date details on cultural activities in any country. They can also post ratings, share tidbits of interest with other users and even earn rewards for each cultural site they identify on their own.

Market

Identify's end users are men and women 20 - 35 years of age whose education and interests are in the fields of education, the arts, history or architecture. Recurrent travellers and users of social networks such as Instagram. The potential market is 63 M people in Europe according to Facebook Business Manager Audiences.

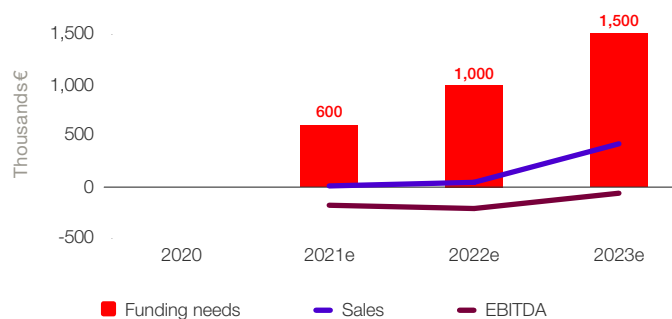
Business model

Freemium model, and digital advertising to be implemented in 2023. For the time being, the MVP application is free to download, and when the expected indicators are confirmed a premium version will be available with monthly or annual payment options. In addition, we earn a 5% - 30% commission for the sale of third-party cultural activities.

Competition

Mapify, Passporter, Lonely Planet Guides, Minube, Culture Trips, Wikiloc, Google Maps, Maps.me. None of these combine cultural information and routes with social networks on the same platform.







Financial projections and funding needs



€200 monthly burn rate

For the first year, €600 K is needed to develop the app on iOS, expand and improve our current technology, run paid marketing campaigns and remunerate our team for their work over the last few years. Growing the team is also envisaged.

Milestones

- 06/2021  Launch of MVP for Android.
- 06/2021  MWC participation; pitch at 4YFN.
- 09/2021  Launch of update with the sale of third-party cultural products.
- 12/2021  Enter a business accelerator.
- 12/2021  iOS development and marketing campaigns.
- 04/2022  Strengthen sales.



4
workers



€5,000
invested by the team



€0
external K raised



identifyapp.es

CONTACT

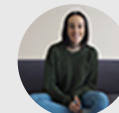
Elena Losantos Díaz


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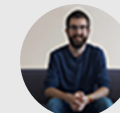
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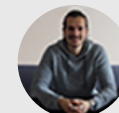
TEAM




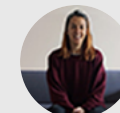
Elena Losantos
CEO





Esteve Dalmau
CTO

Aleix Riba
COO




Noelia Losantos
CMO


ASK THE ENTREPRENEUR | Elena Losantos

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

Creating the company was an official declaration that the product we had been developing as a hobby had become a business.

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

Without a doubt, the map. People are surprised by the amount of cultural information that can be found there.

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

Not reaching an audience willing to pay for a solution such as ours. We would remedy this by conducting market research and marketing campaigns focused on that audience.

IZI

Technology that enables musicians to create a new source of income

03/2020

Problem and solution

70% of musicians live below the poverty line. IZI provides them with a new revenue stream and enhances the audience experience by recording unique memories of their concerts. All thanks to a technology that combines three features: 1) crowdsourced video: everyone with a mobile phone becomes a video provider; 2) high quality sound that is integrated directly from the sound table; 3) automatic editing system with AI. IZI is an app that works with 3 clicks: 1) open and record; 2) view the personalised video created by the AI system; and 3) share on social media.

Market

In Europe we love the fact that there are more than 89 million people who play an instrument and could have started a musical career. In 2019, a total of 37.4 billion people attended music events. And in digital media alone brand investment in the music industry was €4.7 billion in 2019. Musicians will be the main user recruiters as 51% of the revenue will be for them.

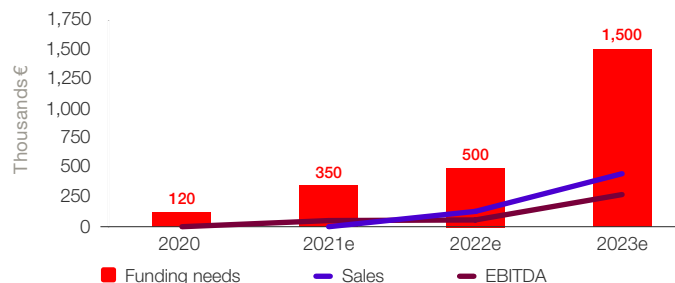
Business model

The business model is similar to Spotify's, with the added bonus that 51% of the turnover goes to the musicians. The app can be used free of charge. We monetise by including advertising in the videos and offering exclusive content. The ad-free experience costs €1 per video, and the user only pays if the video is downloaded. Other media such as TV, radio, news organisations, etc.

Competition

Apps such as Kamua, Seenit, Smule, Watchity, InShot and Magisto.

Financial projections and funding needs



€4,600 monthly burn rate

A €900,000 round of financing has been planned. 45% of the round will focus on technological development: MVP improvement - functional Android demo; offering free cloud-based service; server-integrated metrics; payment gateway; product without connectivity; API. 39% will be used for commercial purposes such as artist-venue agreements. The remaining 16% will be for operating costs.

Milestones

- 03/2021** Pre-seed business angel round and hiring of a team of developers.
- 06/2021** Hiring of UX designers and front-end creation. ACCIÓ Startup Capital.
- 09/2021** MVP and market test at concerts.
- 12/2021** Financing. Bridge round with a €200,000 convertible loan. Functionalities: no coverage. We will be able to offer the service without the need for a network (data).
- 05/2022** Customer recruitment and API.
- 09/2022** €900,000 round of financing planned.



9
workers



€120,000
invested by the team



€0
external K raised

ACCIÓ Generalitat de Catalunya
Catalonia Trade & Investment



izirecord.com

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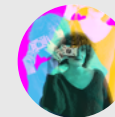
TEAM



Ricard Julià
CEO
in



Joan Llobera
CTO
in



Gemma Solana
CPO
in



Daniel Lenhardt
CFO
in

ASK THE ENTREPRENEUR | Ricard Julià

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

The desire to bring together a team of professionals capable of creating a technology that allows content to be created collectively and that is applicable to many markets.

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

Public: the creation of videos with unpublished content. Artist: a new source of income. Sponsor: a new unique means of communication.

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

Applying our technology to sports viewing; creating collaborative content for social media and conferences, in addition to other activities.

LINKING REALITIES

Connecting the real world and metaverses

10/2020

Problem and solution

Software developers requiring virtual identities cannot easily deploy their avatar technology due to the load limitations of current infrastructures. For example, Fortnite cannot provide services concurrently on the same server to more than 100 users. We provide an AI tool that allows you to create avatars quickly, with low operating cost and platform-specific personalisation. Our technology generates very high quality avatars with under 15k polygons.

Market

The avatar and personalisation market amounts to €42,000 M. We are facing a new market that has very promising growth prospects. Entry into the market will be mainly through partnerships with companies.

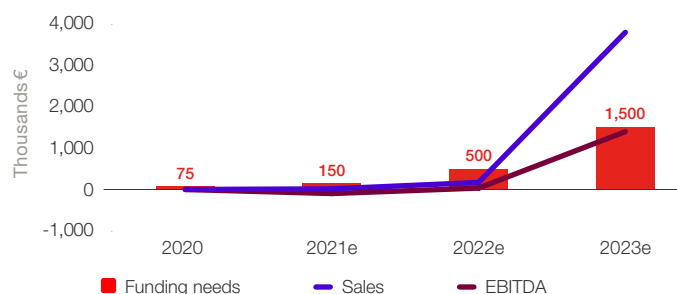
Business model

Our service is a SaaS designed to be profitable at the B2B level with income obtained from metaverses or brands. Our contribution margin is 86%. Direct expenses are from marketing, while structural expenses are those of the developers' staff.

Competition

Avatar SDK, Wolf3D, Didimo, Hyperreal, Make Tafi, Pinscreen, Metahero. The main advantage is that we reduce the weight of the avatars. We also have quick scaled production, lower costs and we adapt to the look and feel of and are compatible with the main VR platforms.

Financial projections and funding needs



€4,000 monthly burn rate

We expect investments of €150 - €225 in 2021, all of which will be used to pay wages and salaries to further develop the product.

Milestones

- 03/2021** We obtained a Startup Capital grant from ACCIÓ.
- 08/2021** 5 first customers of our MVP version who tested it and gave it traction.
- 09/2021** We achieved the highest quality leads since our launch.
- 11/2021** Creation of SDK for developers and raising of €150,000 in private funding.
- 04/2022** Opening the algorithm to allow other platforms to enter.
- 09/2022** Creation of a decentralised digital identity system and €500,000 in public funding.



5
workers



€21,000
invested by the team



€75,000
external K raised



unionavatars.com

CONTACT

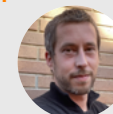
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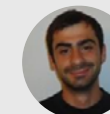
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Jordi Conejero
CMO
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Saida Pérez
CFO
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ASK THE ENTREPRENEUR | Cai Felip

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

In view of advances towards the immersive internet, the idea was to determine what would be the best and easiest way to make the leap to 3D internet.

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


The low load of avatars, the possibility of adaptation to different platforms and the possibility of considering us as a service to third parties.

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

As a standard for access and authentication across multiple platforms.

MEETAITECH

Boosting the effectiveness of business meetings through technology and AI

 06/2020

Problem and solution

Companies spend 15% of their time on meetings. 71% of managers say that meetings are unproductive or inefficient. The current solutions are limited to training courses and decalogues that are forgotten after a few weeks. Meetaitech incorporates technology into the meeting lifecycle to ensure the proper preparation, execution and follow-up of meetings.

We improve each meeting individually while also generating data and metrics that enable the business to proactively manage meeting effectiveness and improve decision making using AI.

Market

The productivity software market surpassed \$55 billion in 2020, and a CAGR of more than 13% is projected for the next few years. Our ambition and business model have been international from the outset, as issues relating to meetings are global in scope.

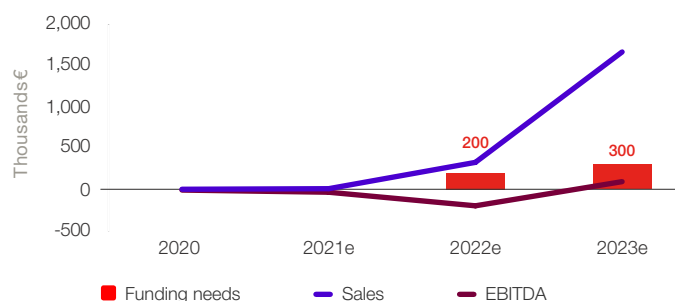
Business model

We operate with a SaaS model in which customers pay monthly for their use based on the number of users. Main costs: personnel (developers, customer success specialists, sales staff). Margin: 75%-85%. We also offer meeting-related services that streamline the business process and bring in additional income. Competition: locally, service and meeting improvement training companies.

Competition

Internationally, technology companies comparable to Meetaitech such as adam.ai, fellow.app, askcodey. What makes us unique: frictionless integration into our clients' meeting management operations.

Financial projections and funding needs









 €4,200 monthly burn rate

We are seeking €200,000 between year-end 2021 and the start of 2022 to:

- 1) Hire customer success specialists and the sales team to accelerate time to market and maximise recurrence.
- 2) Hire additional programmers and AI experts to develop additional product features.

Milestones

- 01/2021  MVP and initial tests in companies.
- 08/2021  V1 product launch.
- 10/2021  Start of marketing.
- 12/2021  First round of financing.
- 03/2022  Development of the AI layer of meeting attendance.
- 06/2022  International marketing.



3
workers



€40,000
invested by the team



€0
external K raised




 meetaitech.com

CONTACT

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TEAM



Albert de la Riva
CEO



Jaume Balust
CTO



ASK THE ENTREPRENEUR | Albert de la Riva

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

As a consultant I have seen too many meetings in many companies in different sectors and countries. It is a systemic problem that needed to be resolved.

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


Having data and metrics on such a neglected area as meetings. When you do not measure something you cannot manage or improve it.

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

Selling worldwide. Developing technology to be a world leader in the fields of productivity software, people analytics and future of work.

OPGROUND

Connecting companies w/best devs like top recruiters do, but in less than 5 mins

 06/2020

Problem and solution

86% of the most skilled programmers are not actively looking for work, but would be willing to change jobs; 73% of companies have problems finding the tech talent they need and 45% cannot find the skills they are looking for.

This is how Opground came into being, as the first artificial intelligence system that replicates virtual interviews to connect companies, start-ups and entrepreneurs with tailor-made technology profiles, thus enabling both to stop wasting time searching and streamlining the hiring process by 80%.

Intellectual property

Our property is protected by a combination of copyright and trade secret law. The possibility of patenting the process is being evaluated.

Market

The potential market forecast for 2025 is €334 bn. We target companies and entrepreneurs looking for tech talent and tech professionals looking for new challenges. Above all, XXSS, the Discovering Tech Stories podcast, workshops, press coverage and new features such as Opi the Coach. NPS, 59%; rating, 9/10.

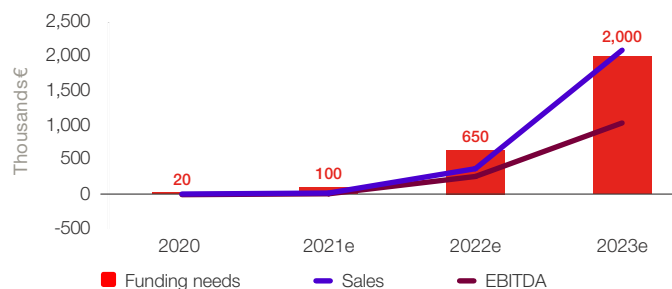
Business model

Success fees of €999 (€99 if you are an entrepreneur) or a premium rate of €799/month, with no limit of vacancies or contracting. We also have different fees for strategic partners, as in the pilot test we will start with Infojobs. Costs primarily for technology, third parties and marketing, and staff. The margin is about 55%.

Competition

There are platforms that offer contact between companies and professionals, but they all follow the model established by Infojobs (indirect competitors such as HoneyPot or Talentese). Because Opground is a virtual recruiter, direct competitors would be human recruiting agencies.

Financial projections and funding needs



 €5,000 monthly burn rate

We are seeking a €100,000 round, which with the Startup Capital grant we have been awarded combined with the ENISA and NEOTEC grants we have applied for, would give us the financial boost we need (50% for marketing; 40% for third party, tech and team costs; 10% for other expenses). We need the round by December 2021, as we need to be awarded the full amount requested from ENISA. Committed, €25,000; minimum ticket amount, €10,000.

Milestones

- 03/2021**  Awarded the Startup Capital grant from ACCIÓ.
- 08/2021**  Started billing for the services we were offering free of charge.
- 09/2021**  Selected for the FI Group business acceleration programme.
- 10/2021**  Completion of development and implementation of our in-house AI system.
- 01/2022**  Double the number of users, both companies and programmers.
- 06/2022**  Start invoicing in the United States.



4
workers



€20,000
invested by the team



€0
external K raised




 **opground.com**

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TEAM




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CEO




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CTO




Jordi Vall
CFO & CLO


ASK THE ENTREPRENEUR | Jordi Vall

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

Opground originated from two attempts to start entrepreneurial projects that failed because the ideal team could not be found to develop the idea.

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


We have done away with the search & apply aspect, which is now done automatically through interviews and without CVs, so that developers can show more without having to spend time on it.

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

Demonstrating Opground's differential value in a sector where everyone sells themselves as being different. We are now seen as being different, but we need a push to gain visibility.

OPIN

Shipment protection to stop sellers losing money and time on lost deliveries

 01/2021

Problem and solution

Billions of euros are lost every year because of online orders disappearing in the last mile. Dealing with disputes overwhelms customer service teams, reduces shopper trust and forces retailers to issue refunds. We stop all of this.

OPIN has automated the dispute process to protect sellers and shoppers: we stop things disappearing with a safer, smart Proof of Delivery, a realtime GPS last mile tracker and an event tracking dashboard which documents smart receipt. We deal with all the associated customer service so sellers don't need to. Our software resolves disputes instantly instead of weeks.

Market

Our potential market are all the ecommerce platforms.

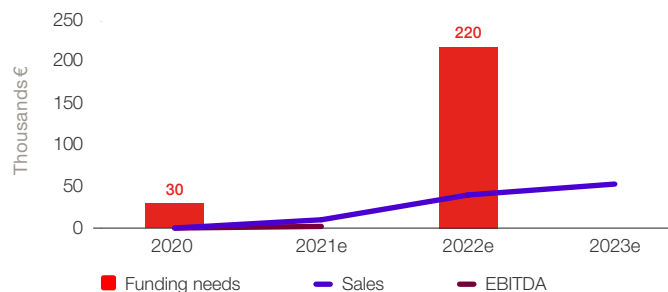
Business model

Our business model is based in a monthly fee for ecommerce platforms.

Competition

Wish pickup locations, Amazon photo delivery, GLS & all other couriers with different unstandardised and unverifiable forms of Proof of Delivery.

Financial projections and funding needs



€7,000 monthly burn rate

€220 000 to launch initially in the Spanish & UK ecommerce market and eventually EU wide. We have a 3 year marketing roadmap to implement to become the market leader in shipment protection and post-checkout security & dispute resolution. We will also use the money to integrate more AI with the system to futureproof revenue streams.

Milestones

- 11/2020** Top 10 finalist: Women in ICT awards for Spain.
- 12/2020** Software testing and development completed.
- 05/2021** Top 3 finalist: 2021 Digital Enterprise Show awards.
- 11/2021** Launch across UK market. Establish OPIN as Best in Class protection.
- 01/2022** Launch across Spanish market. Establish OPIN as Best in Class protection.
- 01/2022** Identify next EU & Global target market.



5
workers



€30,000
invested by the team



€0
external K raised




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TEAM



Chris Murphy
Co-founder/CTO



Mirna Katherine de los Santos Díaz
Co-founder/CEO



ASK THE ENTREPRENEUR | Chris Murphy

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

The need to prevent fraud and missed deliveries. I worked for the industry's logistics platforms in the UK.

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

What appeals most to the customer is the ability to efficiently do away with missed deliveries.

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

Working across Europe and providing a definitive solution to the competitive logistics marketplace.

PAFOBA

We connect employees and strengthen companies

 07/2020

Problem and solution

Companies find strengthening interdepartmental relationships to be a challenge. Particularly difficult are onboardings when hybrid work models are being used without differential socialisation tools. Our solution facilitates the creation of activities involving all the people in the company, gives visibility to the plans that are created for new incorporations and offers a closed networking tool for the company.

Market

Gaddex targets companies with more than 100 employees, of which most have office/telework environments. We are currently focusing on an outbound strategy; as we grow we will seek an inbound strategy to boost scalability.

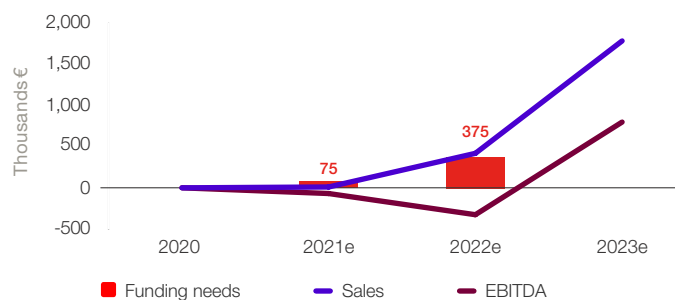
Business model


B2B2C SaaS, where companies pay a monthly fee per employee. The expected margin in the coming years exceeds 70%.

Competition

Slack is inefficient for creating plans in companies with more than 80 employees, because of the turnover and the difficulty of management. Workplace is a tool where only managers create plans; it is too focused on corporate posts and events.







Financial projections and funding needs



 €8,500 monthly burn rate

We need €450,000 by February 2022, of which €75,000 have already been committed. Other interested investors. Investment funds will be used to further develop the platform and market it in Spain, Europe, South America and the US.

Milestones

- 05/2020**  Pilot with two companies featuring the first marketable MVP.
- 07/2020**  FFF funding round to develop the platform and attract the first paying customers.
- 09/2021**  Pilot test with Deloitte.
- 10/2021**  Addition of 6 people from C100 (entrepreneur support association).
- 11/2021**  ENISA support and Startup Capital grant from ACCIÓ.
- 01/2022**  First big paying customers and the closing of a €300,000 round.



8
workers



€20,000
invested by the team



€75,000
external K raised

gadde 




gaddexapp.com

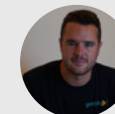
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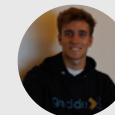
TEAM




Alejandro Paloma
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Alexandre Font
CCO




Ignacio Barquero
CRO




Víctor Vicente
CTO


ASK THE ENTREPRENEUR | Alejandro Paloma

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

Among the problems associated with the pandemic is socialisation within companies, even though it had previously existed.

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


That any employee from their first day on the job can create an activity (better onboarding) and make suggestions that will incentivise others.

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

Marketing. It is not easy to get into big companies: it is all about timing and having a solution that they are looking for. We will get there by reaching agreements with HR consulting firms, integrations.

PRENOMICS

Unleash the full potential of your data

 10/2018

Problem and solution

Many companies, while aware of the potential of their data, have great difficulty making use of it in a way that is versatile and produces positive ROI.

Prenomics offers AI and analytics solutions applied to business with a model based on success and reduced cost.

To achieve this, we hybridise the analysis consultancy with Intelek, a proprietary technology for integrated data management (integration of sources, cloud computing, visualisation and human-machine interaction) based on open standards. This provides the customer with a good foundation, and we are very effective at building and deploying solutions that yield positive ROI.

Market

We target small and medium-sized companies with a turnover of €20 M - €100 M from the food, industrial, retail and logistics sectors, as well as public institutions. For the moment, the focus is on the Spanish market (€400 M/year).

Business model

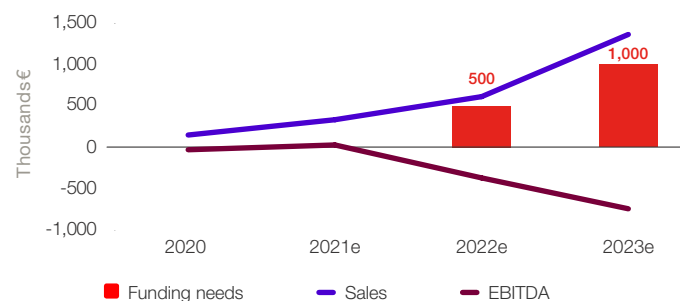
Prenomics' hybrid model, based on combining consulting with the development of its own technology (Intelek), makes it possible to:

- 1) execute projects at a lower price, without sacrificing margin and opening a market segment that would otherwise be inaccessible;
- 2) operate with a higher margin and larger customers.

Competition

Our model enables us to greatly reduce costs compared to classic consultancies or in-house data science departments. Consulting competitors include Dribia, Basetis and SDG. Technological competitors would include solutions such as Data-iku, Panoply and Qlik. And within the packaged algorithms sector is sherpa.ai.







Financial projections and funding needs



 €20,000 monthly burn rate

Prenomics went to market with only the investment of the founding partners in order to pre-validate Intelek's business model and technology. We are seeking €1.5 M in public and private funding to accelerate technology product development and investments in marketing and business development to drive growth.

Milestones

- 09/2019**  First technology customer.
- 11/2020**  5 technology clients (B2B), one of which with more than 1,000 employees.
- 10/2021**  We won the EIT Manufacturing - BoostUp contest to carry out a project with EROSKI to optimise its value chain using AI (our platform's first pre-packaged algorithm).
- 01/2022**  Package software as SaaS (self-contracting and manageable by the customer).
- 01/2022**  Attract investment in order to scale technology.
- 01/2023**  Internationalisation of Prenomics through technology.



11
workers



€20,000
invested by the team



€0
external K raised


 [prenomics.com](https://www.prenomics.com)

CONTACT

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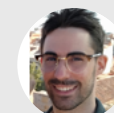
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TEAM



Roger Agustín
CEO



Eloi Marín
CTO & Product Manager



ASK THE ENTREPRENEUR | Roger Agustín

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

The high cost and time needed to implement data solutions with traditional providers. Clear opportunity in SMEs and small large companies.

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

Versatility to deploy solutions. Open solution with low exit costs. Helps to accelerate and manage standard infrastructure.

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

As a company offering analytics software and prepackaged algorithms that we can deploy quickly.

RIGISTON

Become a digital freight forwarder

05/2019

Problem and solution

The logistics industry, and in particular the role of forwarding agents, is very much behind in digital terms, as all transactions are still carried out in traditional ways (e-mails, calls, Excel spreadsheets).

Freightol Manager solves all this with the creation of the first total operating system for freight forwarders. Freight forwarders can enter their negotiated rates, quote them instantly, track them in real time and have everything digitalised and centralised. End customers can also create accounts on their own.

Market

There is a market with a turnover of about €180,000 M created mostly by about 200,000 freight forwarders. We will hire local people to sell the product using an aggressive digital marketing strategy.

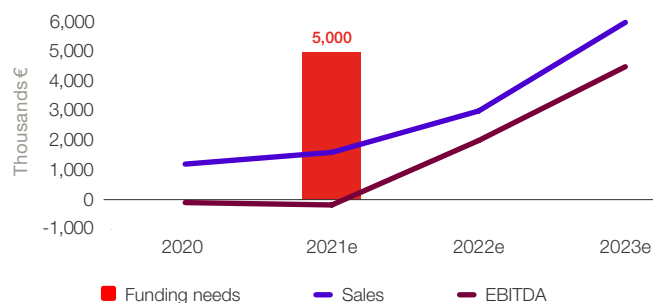
Business model

The business model is SaaS. Customers pay a small monthly fee, but the real business consists of charging a per-transaction percentage similar to that of a credit card (0.2% - 1%).

Competition

We have no direct competition. The closest solution on the market is CargoWise, although their system is only internal, much more expensive and complex, and only for large freight forwarders.

Financial projections and funding needs



€45,000 monthly burn rate

Based on Freightol Manager's sales and traction shortly following its launch, we will open a €5 M round in Q1 2022 aimed at scaling and expanding the product worldwide as quickly as possible.

Milestones

- 06/2021 Launch of the new technological version of the tool.
- 07/2021 Launch of the new brand, website, content and message.
- 09/2021 Launch of the Freightol Manager.
- 12/2021 Find product/market fit.
- 01/2022 Launch of the tool's ERP component.
- 03/2022 International launch in Europe and Latin America.



12
workers



€3,000
invested by the team



€1,187,000
external K raised

FREIGHTOL

freightol.com

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TEAM



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COO
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Jaume Archidona
CEO
[in](#)

ASK THE ENTREPRENEUR | Jaume Archidona

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

Seeing that the industry was not digitalising fast enough. Raul, the founder, has been in the sector for 20 years and held executive positions.

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

We believe that apart from having everything in one place, the fact that our customers can just log on and do everything creates high levels of efficiency.

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

We believe that 5 years from now we could be the benchmark software for freight forwarders all over the world and create new industry standards.

SILT

We create digital identity to make identity verification easy and secure

📅 09/2020

Problem and solution

Companies that need identity verification lose up to 60% of users by asking for photos of documents.

In addition, more and more companies have users' documents, but none of them guarantee privacy.

Silt is a SaaS that automatically verifies users from their photos, then saves them and creates a digital identity that enables users to verify their identity securely and without taking photos of their documents. Just by logging in.

Market

Every day more and more users are asked to verify their identity for purposes relating to motosharing, neobanks or classified ads.

Our go-to market is to saturate nodes by sector and geography. We are now going after mobility companies and can beat competitors saying that 50% of new users can be verified without taking photos, without friction.

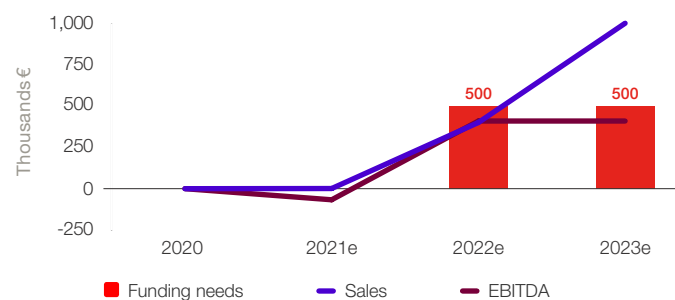
Business model

We charge monthly per successfully verified user. The cost of verification ranges from €0.50 to €1, not counting extras such as automated self-checks or proof of residence.

Competition

Alice Biometrics, Electronic ID, Onfido and others offer automated user verification, but none offer a digital identity for photo-free verification in a way that protects digital privacy.

Financial projections and funding needs



🔧 €10,000 monthly burn rate

€350,000 from business angels and €250,000 from ENISA at year-end. Hire 9 people to be able to offer good service and grow our customer base more quickly.

Milestones

- 07/2020 🚀 v1 of the product with AI, all developed by us.
- 03/2021 🚀 Startup Capital grant from ACCIÓ.
- 06/2021 🚀 First customers to operate there and with a contract.
- 12/2021 🚀 Enter into contract with a large mobility company.
- 12/2021 🚀 Close round.
- 12/2021 🚀 Become the fastest solution on the market.



6
workers



€5,000
invested by the team



€-
external K raised

ACCIÓ  Generalitat de Catalunya
Catalonia Trade & Investment

SILT

🌐 getsilt.com

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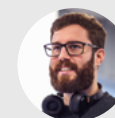
TEAM



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[in](#)



Gabriel Oliveira
Head of AI
[in](#)



Jairo Vadillo
CTO
[in](#)



Marc Soler
Financial Advisor
[in](#)

ASK THE ENTREPRENEUR | Marc Pérez

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

I was head of product at Verse, where we had to verify identities; off-the-shelf solutions were inaccessible and sub-optimal. As a user I have gone through more than 10 verification processes that could have been avoided with Silt.

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

Verification without photos. Our customers lose up to 60% of users by requiring them; it is a complicated and friction-laden process for the user.

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

The competition is keen. I have been in the market for some time and the focus is on fintech. We focus on other sectors and offer a better user experience, more benefits and, when we have more verified users, the barrier with the network effect that this will generate.

STAGEINHOME TECHNOLOGY LAB

Automated decoration you can afford

11/2020

Problem and solution

We offer an automated decoration service that applies home staging to properties for sale or rent, in a matter of seconds and at a very affordable price. This technique has been proven to offer a much faster time to market and at the initial price.

Thanks to our patented technology, we are the only company that does not need human decorators to offer decorating solutions.

It is also a much more sustainable solution, since in order to obtain the final photos, we do not need to apply an ephemeral decoration that will later be eliminated, which adds a cost to the process and generates waste.

Intellectual property

We have filed a European patent application for our technology, which comprises a method of transforming images in accordance with conditions such as style.

Market

Following a B2B approach, we first target real property professionals who sell or rent properties. We use our technology to offer decoration options with real furniture and decoration elements, and thus partner with companies in the sector.

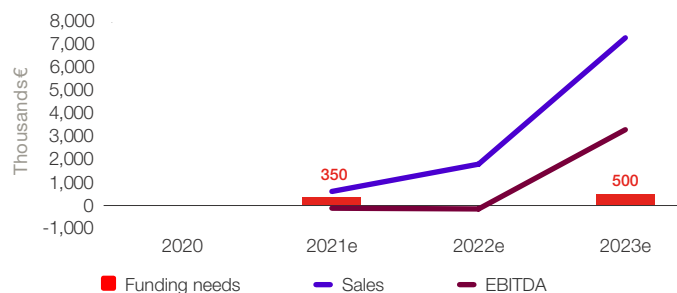
Business model

A B2B model based on a proprietary platform that allows professionals in the sector to apply home staging without the involvement of human decorators. Each decorated property is paid for automatically via a payment gateway. It is a fully scalable model that can be used in any global market.

Competition

There is no option to use our technology for automated decoration. There are virtual home staging services that always come with a human professional (www.boxbrownie.com, www.modsy.com). This confirms the existence of the demand that we wish to cater for by offering a faster and less expensive service.

Financial projections and funding needs



€12,000 monthly burn rate

We have a €280,000 open financing round (pending signature), mainly to cover salaries (representing 95% of the OPEX in the early phase, and 80% in the next few years). Through this round we would like to: (1) hire full-time staff with the same profiles as part-timers; and (2) grow the team in terms of key roles (tech lead and sales).

Milestones

- 02/2021** Patent registration.
- 04/2021** Signing of the first business agreement with the fastest-growing real estate company in recent years.
- 06/2021** Winners of the Real Estate Challenge awards from ESADE & Idealista 2021 and Iberian Curiosity Data Science based on SAS.
- 12/2021** Automated decorating MVP for real property agencies through StageInHome.com.
- 02/2022** New Furniture Shazam functionality to open new business models with the publication of furniture catalogues from retailers and furniture manufacturers.
- 09/2022** Commercial roll-out of the solution in other European markets.



5 workers



€20,000 invested by the team



€280,000 external K raised



stageinhome.com

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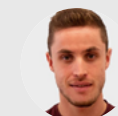
TEAM



Rafael Terradas
Founder



Saül Garcia
CEO



Martí Grau
R&D



Pau Domingo
R&D



ASK THE ENTREPRENEUR | Saül Garcia

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

Together with professionals from the interior design sector, we identified a market with a very high potential for digitalisation: home staging.

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

Speed and cost compared to current options, which depend on agendas and the availability of other companies to offer a flat for sale.

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

The need for training data, since like any AI model we need plenty of data. We are addressing this through business agreements with potential clients.

SURMILE BOX

A SaaS that takes the Tinder experience to e-commerce and helps them sell more

02/2019

Problem and solution

Low conversion and high bounce rates are a problem for e-commerce. Users do not buy products because they do not know them, and what you cannot see you cannot buy. Our product leads users to discover more products, receive recommendations based on their interests and improves e-commerce conversion rates. From 2023, third party data will be restricted by Google. Apple, for example, has already started to limit data sharing with Facebook. Everyone will need a first party solution.

Market

The SaaS industry for e-commerce has a turnover of more than €7.5 bn/year and the e-commerce total in 2020 was more than €24 M, of which €7 M have a CMS standard such as Shopify, Prestashop, WooCommerce or Magento. There are more than 100,000 business opportunities in Spain alone.

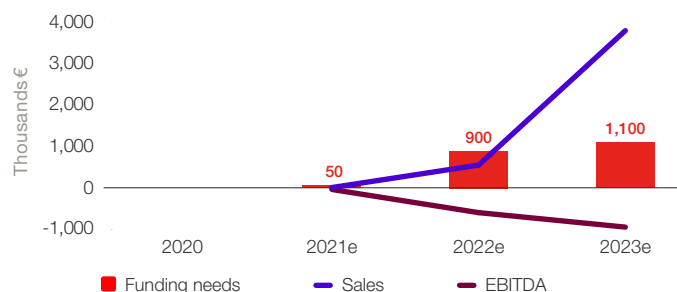
Business model

Subscription model: pay-as-you-go software available through different plans and featuring different functionalities within each plan.

Competition

There are many options within the product discovery vertical, with most companies revolving around search or improving the customer journey: Doofinder, Syte, Qualifio, Algolia.

Financial projections and funding needs



€20,000 monthly burn rate

€900,000 broken down as follows: 66% from share equity with VC, and 33% from loans and grants. 50% of the funds were used to hire talent (mostly tech staff) and grow the team, and the other 50% of funding for hiring talent (mostly tech staff) and growing the team, and the other 50% for marketing expenses related to customer recruitment.

Milestones

- 04/2021 Pre-seed round.
- 07/2021 Live product on Shopify.
- 09/2021 Live product on Prestashop.
- 12/2021 First 100 customers.
- 04/2022 Seed round.
- 04/2023 Enter the US market.



8
workers



€40,000
invested by the team



€450,000
external K raised

DISCOVERFY

discoverfy.io

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TEAM



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CEO
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Blas Segarra
CCO
[in](#)



Martin Colombo
CTO
[in](#)

ASK THE ENTREPRENEUR | Alejandro Ribo

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

We have been in the B2C e-commerce world for many years and experienced the same problems small businesses typically face. Discoverfy was designed to help them this new era when knowing one's customer will be fundamental.

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


Knowing the user and being able to do so without integration or start-up costs.

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

Multiproduct, very hardy software that offers a diverse range of solutions for small e-commerce businesses.

TAAP ME

The next generation business card. No app or special device needed to receive

 01/2021

Problem and solution

We have built a solution focused on companies that (i) use paper business cards; (ii) go to tradeshows or events; or (iii) make in-person sales calls.

Problem: sharing info with people you have just met entails using manual, messy, and paper-dependent media. Hence, opportunities to get new contacts, leads and ultimately sales are lost.

Taap changes the paradigm. Just by scanning a QR code or contactless card the other person will get your info, and you can also get theirs on your phone and upload it to your CRM platform.

Intellectual property

We have a patent whose initial examination has been approved. It is based on security & versatility of transmitting digital information through offline channels.

Market

TAM: 20 M EU companies. SAM: 2 M freelancers y 1 M Spanish companies. SOM: Target of 300,000 recurring clients by 2026 (10% share). Strategy: (i) relevant content and blogs; (ii) SEO; (iii) inbound from Taap clients via word of mouth; (iv) high RRSS engagement; (v) press, adverts, events.

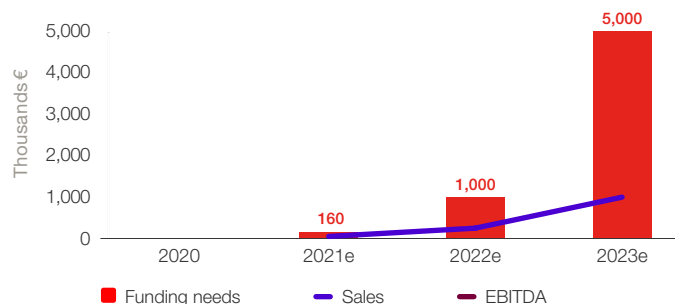
Business model

Annual subscription for 1 user account(UA): For example, a company with 200 employees will pay €2.1 k / year instead of paying €8,000 (€40 PaperCard x 200). NFC and QR tags will be sold with a margin of 40%+.

Competition

Paper printing co.: VistaPrint, 360Imprimir. Low-touch QR: qr-code-generator, qrcode-monkey. US business card QR: linlet, hihello, swop-picard, cvent. US business card NFC: Popl, V1ce, Linqapp. Taap advantages: Security when transmitting data (patent), simplicity, analytics, first mover in EU.







Financial projections and funding needs



 €3,500 monthly burn rate

We need €160,000 for a 9-month runway to create a team to execute the tech roadmap this year, and to form marketing and in-house sales departments with at least one experienced FTE, as well as a FTE to provide customer service support.

Milestones

- 01/2021**  Began to prospect the market and took pre-orders (reached 70 million people organically through YouTube, IG and TikTok videos).
- 03/2021**  Finished MVP 1.0 version of the web application software.
- 08/2021**  Preliminary patent examination approved (for a patent submitted several months earlier).
- 12/2021**  Launch MVP 2.0 version of the web application software.
- 01/2022**  Have at least 10,000 Taap users and 10 Taap success stories in large companies.
- 09/2022**  Close €1 million seed round.



2
workers



€30,000
invested by the team



€0
external K raised



 taap.co

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TEAM



José Daniel Báscones Aoiz
CEO



Marco Antonio Rodríguez
CTO

ASK THE ENTREPRENEUR | José Daniel Báscones

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

It started out of a need that I myself had at my previous job at Oliver Wyman. Everything was digitised except the sharing of my info and getting new contacts.

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

The novelty of having a different way of connecting that transmits an image of modernity, as it digitises info sharing, lead capturing processes and analytics.

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

As Europe's leading digital business card software company and being the one that has caused most SMEs and corporations to forgo paper in favour of digital solutions.

TIKETBLOK SL

Ticket sales platform that anticipates the future

 03/2019

Problem and solution

At Ticketblok we have created an intelligent and participative sales channel through which for the first time we listen to event attendees. We ask them how much they are willing to pay for tickets and bring passion into the equation. We do it with a triple objective: to build fan loyalty, fill venues and maximise organizer turnover. And to this we add another very important aspect in light of the current situation: we identify 100% of the event attendees as well as all other interested parties.

Intellectual property

We are in the process of patenting the Solomon algorithm in the US and Europe, which is what sets the ticket prices.

Market

In Spain, musical events have a yearly turnover of around €330 M, which will be a huge and growing market for the coming years. In the United States, Germany, France, Japan and the United Kingdom, the sale of tickets for shows generates a yearly turnover of more than €25,000 M.

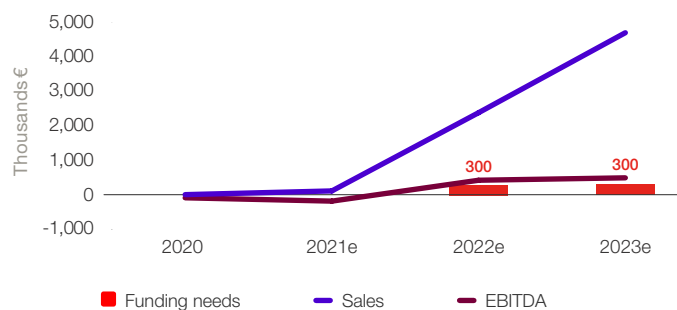
Business model

We charge a percentage of the amount invoiced to the organisers for ticket sales. The 12.90% figure is an industry standard which the various players are used to. For access, we charge a fee per ticket through Accesblok. We also receive ancillary income from sources such as insurance sales.

Competition

Ticketblok and Accesblok integrate via API to complement any system. Thus they are not in direct competition with traditional ticketing sector players. We can say that our service complements what they give to their customers.







Financial projections and funding needs



 €8,000 monthly burn rate

We are seeking €300,000 with which we hope to strengthen our position in the Spanish market, fortify our technology and reinforce our team especially in regards to sales, marketing and IT.

Milestones

- 02/2019  MVP development.
- 10/2019  Final development.
- 05/2021  Manel concert at La Mirona.
- 10/2021  First exclusive customer.
- 10/2021  First venue with Accesblok.
- 04/2022  International expansion.



11
workers



€3,000
invested by the team



€300,000
external K raised

TIKETBLOK
Take your tiket!


 ticketblok.com

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TEAM




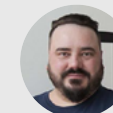
Xavi Manresa
CEO





Rafel Gimeno-Bayón
Data




Álvaro Querol
Legal




Marc Molas
CTO


ASK THE ENTREPRENEUR | Xavi Manresa

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

I have been a music promoter for more than 30 years. One of our big problems has always been setting the price of concert tickets, and the views of fans have never been taken into consideration.

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

We provide a solution that enables event attendees to set prices and create a triple WIN: for organisers, artists and fans. We bring passion into the equation.

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

The greatest risk is that inherent to the current pandemic situation. To resolve this we have used Accesblok and Stremblok to improve the product.

Deep Tech - Other technologies



Nanotechnology in Catalonia

 107

Companies

 430


Turnover (M€)

 779

Workforce








 **63%**
are SMEs

 **25%**
are startups

 **53%**
are exporters

 **32%**
have a turnover
> €1 M

Fields of use

-  Energy
-  Food industry
-  Agriculture
-  Health, nanomedicine
-  Cosmetics
-  Electronics
-  Textile industry

Value chain segmentation

- | | |
|-------------------|---------------|
| Nanobiotechnology | Nanomaterials |
| Nanoelectronics | Nanotextile |



The global nanotechnology market is expected to grow at an annual rate of 36% from 2021 to 2030

Recent examples of venture capital investments in sector companies

wallbox  wellingtonpartners KENSINGTON (SPAC)
LUXOR CAPITAL  Janus Henderson 

€270 million

 CATHAY  NYSE

Impress  CARECAPITAL  nicklebycapital 

€41 million

 UNIGA  VENUS  TAV  bynd

 PANGEA[™]
AEROSPACE  INVEREADY
Technology Investment Group  PRIMO
SPACE

€3 million

 DOZEN  CDTI  EZMC

Examples of the sector's capacity to attract foreign investment

 **BOBST**

BOBST has opened a digital inkjet demonstration facility in Barcelona. The company aims to lead the way into the label industry's future and believes that digitalisation will be the main driver.

 **HANKOOK**

Hankook has set up a permanent testing facility at IDIADA. In order to carry out tyre tests more efficiently in the future, Hankook's new test facility has been equipped with cutting edge, automated and completely paperless testing logistics that handle everything from the recording of results to storage and freight processing.




The British robotics technology company Unmanned Life is moving its main operations facility from Brussels to Barcelona. Its 15 current employees will move to Barcelona, where the company expects to hire another 20 employees next year.

ACCIÓ
Catalonia
Trade & Investment

 **Generalitat
de Catalunya**

ACCELERALIA

Democratising the world of acceleration

 10/2021

Problem and solution

Limited access to acceleration programmes and consulting services that help entrepreneurs and their projects to be more successful in the market.

The company's goal is to create a technological pathway for the professionalisation of entrepreneurial acceleration while also substantially improving business outcomes. Acceleralia enables students and entrepreneurs to create a new network of interaction between professionals, companies and institutions, thus opening the door to endless possibilities by means of a technological base that adds value to their business activities.

Market

Public institutions, with a view to promoting and vitalising entrepreneurship. Universities and higher education institutions, for end-of-degree projects. SMEs and large companies, to promote intra-entrepreneurship. Entrepreneurs in search of help turning their business plans into reality or expanding their businesses.

Business model

SaaS system, with three product levels. Monthly and per-project pricing. Digital acceleration platforms for turnkey ecosystems.

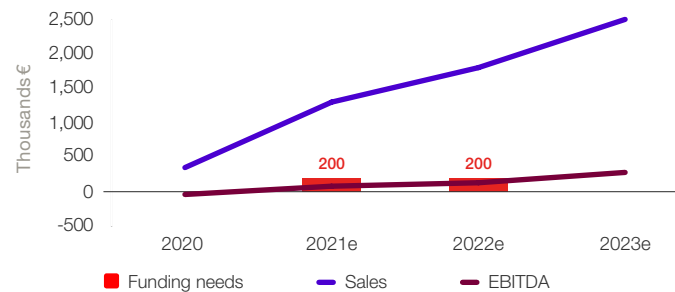
Cost structure: 80% personnel; 9% technological tools; 7% commercial operations; 4% other expenses.


Margins are slim and get reinvested, mostly in the platform's development.

Competition

No technology on the market can compete with Acceleralia. Available technologies offer only partial answers to the problems that Acceleralia solves. Noteworthy among them are applications such as Asana, Notion/Clickup, Babele, Bridge for Billions and Affinity, as well as organisations such as Lanzadera.







Financial projections and funding needs



 €25,000 monthly burn rate

A total of €400,000 is needed, 60% of which will be used for commercial and team development. In addition, 40% will be used for the onboarding of technology partners to help us develop the platform faster and make it more competitive.

Milestones

- 11/2020**  MVP completion.
- 09/2021**  Having 500 projects running simultaneously on the platform.
- 09/2021**  Cervera grant from CDTI awarded for the application of an invertibility index with artificial intelligence (AI).
- 12/2021**  Launch of the first pledge fund to be used in support of the company's growth strategy.
- 03/2022**  Introduction of an intelligent virtual assistant to support AI users.
- 04/2022**  Completion of platform using Laravel code for data study.



15
workers



€210,000
invested by the team



€0
external K raised



ACCELERALIA
acceleration platform



[acceleralia.com](https://www.acceleralia.com)

CONTACT

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EQUIP



Joan Anton Guardiet
CEO


ASK THE ENTREPRENEUR | Joan Anton Guardiet

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

We want each project to go to market in record time and with all the flexibility that the platform offers: convenience, location and also contact with people outside one's immediate circle.

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


The stability of our newly formed team. Our solution is to minimise staff turnover and structural changes. We will also promote corporate growth plans and offer stock options to key people.

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

As a venture builder of accelerators focused on a single vertical and customer typology. We will have a platform fully tailored to the prototype customer.

ALLREAD MACHINE LEARNING TECHNOLOGIES

We read what you need!

 03/2019

Problem and solution

The port industry relies on OCR technology for many tasks, including the monitoring of multimodal transport flows. Despite the trend towards digitisation and robotisation, few ports are fully equipped with these technologies. Furthermore, existing solutions fall short of being satisfactory and entail high costs and hardware needs.

Building on the unique features of our highly robust reading technology, we developed the next generation of deep learning-based OCR software for freight assets. With minimal hardware requirements, it allows ports to effectively track cargo with an ordinary CCTV camera, irrespective of its location.

Market

AllRead reading software can be used across a multitude of verticals. OCR has been shown to have many applications in the automotive, healthcare, government, finance, and other spheres. After concluding its market analysis and customer discovery phase, AllRead decided to make the sea cargo industry its priority target market.

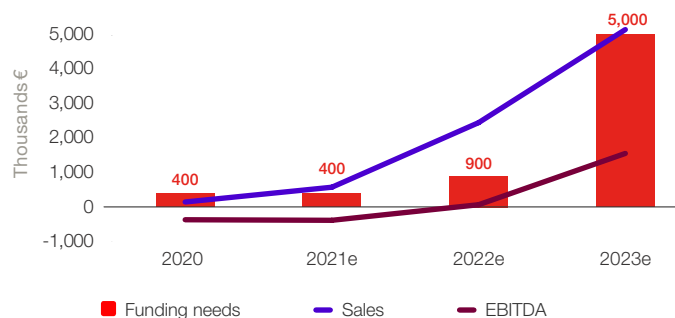
Business model


Our business models are based on recurring billing, and our customers go through an onboarding phase before the start of their licenses/subscriptions. Our portfolio comprises SaaS subscription and on-premise license options. Human resources account for 90% of our costs.

Competition

We have identified 3 competitors operating in AllRead's target industry. They all offer similar solutions that can detect and read assets in sea cargo facilities: Camco (legacy player), Adaptive Recognition (software provider) and Anyline (mobile OCR startup).

Financial projections and funding needs



 €50,000 monthly burn rate

To continue with our strategy of standardising our product, and to scale up in sales, we will have to onboard 7 employees over the next few months, with the aim of having some 40 employees by year-end 2022. In this regard, we have launched an investment round, which between public and private funding should capture €1 M - €1.5 M by Q1 2022. 90% of these funds will be earmarked for hiring talent.

Milestones

- 12/2020** 📌 €144,000 turnover.
- 06/2021** 📌 €100,000 annual recurring revenue.
- 09/2021** 📌 17 employees.
- 12/2021** 📌 €570,000 turnover.
- 12/2021** 📌 €400,000 annual recurring revenue.
- 03/2022** 📌 24 employees.



17
workers



€3,000
invested by the team




€450,000
external K raised




CONTACT

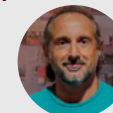
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TEAM




Miguel Silva-Constenla
CEO




Adriaan Landman
COO




Marçal Rossinyol
CTO


ASK THE ENTREPRENEUR | Miguel Silva-Constenla

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

I studied physics, specialising in AI. I am also a serial entrepreneur with a history of open tech startups (3 of them +€10 M exits).

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

Undoubtedly its ease of implementation and robustness, and the fact that it is not hardware dependent. These advantages are sure to deliver a fast ROI to our customers.

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

The biggest risk is that our technology may lose ground as we focus on offering the best product. We have strong internal R&D to keep this from happening.

ARS ATHLETICS IBERIA

Play for the planet

02/2021

Problem and solution

We recover tennis racket strings and turn them into technical garments for the tennis world, with the peculiarity that our garments are eco-designed and we do not mix in other fibres. Hence they are 100% and infinitely recyclable at the end of their useful life.

We take advantage of waste material that, for more than 40 years, has been disposed of in landfills and incineration plants and transform it into technical and mechanically recyclable garments.

Market

Brand of tennis and paddle technical clothing for amateur, semi-professional and professional players.

The close relationship that we have established with leading tennis clubs and specialised shops enables us to have our string collection containers there and to recruit players.

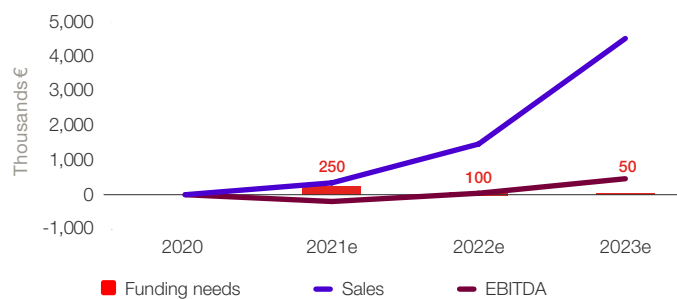
Business model

Innovative business model focused on tennis clubs where we appeal to the sensitisation, communication and ecological awareness of the end customers - players. Margin exceeding 55%, with direct access to customers. At the beginning, more than 60% of sales were DTC, with the support of shops and clubs. Negotiation with big brands for joint collections.

Competition

In the world of tennis, no clothing brand makes use of this waste material. They use a percentage of rPET in their products (e.g. Nike and Adidas) but mix it with other fibres, which makes recycling impossible. Furthermore, they do not have a system for collecting garments.

Financial projections and funding needs



€30,000 monthly burn rate

In the short term, we need €250,000 to launch the first collection, structure marketing actions and start the expansion of our business model to the rest of Spain and France.

Milestones

- 03/2021** First time ever that racquet strings could be recycled and used for clothing.
- 06/2021** 12 collection agreements with the most prominent clubs in Barcelona.
- 09/2021** Agreement with Decathlon to collect string material from all their stores nationwide.
- 10/2019** Entered into a collaboration agreement with Babolat.
- 11/2021** Brand launch.
- 11/2021** First promotional event at the Reial Club de Tennis de Barcelona.



3
workers



€30,000
invested by the team



€0
external K raised

CONTACT

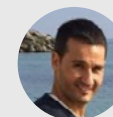
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TEAM



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François Devy
CFO
[in](#)



Isaac Nogués
CCO
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ASK THE ENTREPRENEUR | Francesc Jiménez

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

Learning that tennis racquets are strung with a high quality PET material that gets thrown away and is perfect for making sportswear. What's more, I play tennis.

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

The material we use to make clothing items; that they are 100% technical and have a full range of features; and that customers are the protagonists of a circular and infinite recycling process.

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

Expanding into Europe and the US, with new open lines of recycling and clothing for outdoor and maritime environments.

BETTAIR CITIES

Mapping Air Quality

09/2017

Problem and solution

Air pollution is a public health problem that causes 1 in 9 deaths in the world today. Traditional monitoring stations are very expensive (CAPEX and OPEX), and cities either lack or have few of them. Bettair provides cities, ports, airports, industrial sites, etc. with their first-ever opportunity to map pollution with a previously unimaginable density using sensors that are much less expensive, that can operate in the same accuracy range as conventional stations and that do not require calibration, with the end goal of evaluating the impact of mitigation actions.

Intellectual property

Having obtained two freedom-to-operate reports concluding that we are not infringing any patents, we are now in the process of patenting our technology.

Market

Our customers are cities, ports, airports, government entities, universities, cleantech companies, etc. We engage in direct sales or do business through distributors.

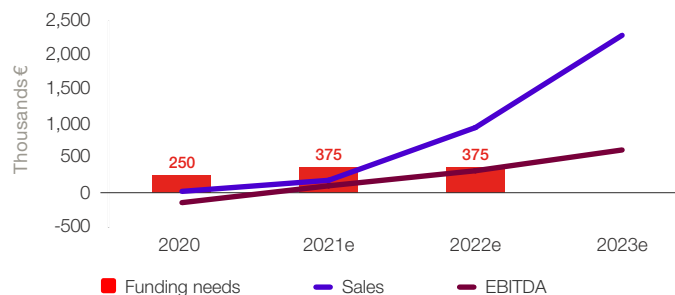
Business model

Each device is priced according to its configuration, which takes into account its purchase price as well as factors relating to data transmission and data access via a software platform or API. The sensor cartridge, where all sensors are integrated, must be replaced every two years.

Competition

AQmesh (UK), eLichens (FR), Clarity (US), Aeroqual (NZ) and other firms, although their sensors need frequent calibration thus limiting their operation to professional sectors. We do an in-house calibration and then apply post-processing algorithms that make our technology very accurate.

Financial projections and funding needs



€65,000 monthly burn rate

We are currently negotiating a < €1 M investment round, and we already have a committed national strategic partner from the air quality sector. We are considering opening a second investment round in the second half of 2022 in order to drive growth and scale faster internationally.

Milestones

- 05/2019** White Paper demonstrating the precision and accuracy of Bettair® technology.
- 01/2020** Public funding > € 2M.
- 03/2021** First sales of products with CE certification.
- 10/2021** Close of private investment round.
- 11/2021** Conclusion of trade agreements with international distributors.
- 12/2021** Patenting of technology/methodology.



15
workers



€20,000
invested by the team



€2,500,000
external K raised

bettair[®]
Mapping Air Quality

bettaircities.com

CONTACT

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TEAM



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Leonardo Santiago
CTO
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Francisco Ramirez
CSO
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ASK THE ENTREPRENEUR | Josep Perelló

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

Our expertise in sensors, IoT and machine learning gave us the potential to create a new technology product to solve a public health problem.

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


The fact that we operate in the same accuracy range as conventional stations but with much more affordable technology that does not require calibration.

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

Marketing our technology worldwide, with offices and facilities in the US and Asia in order to better service these markets.

COLORSENSING

ColorSensing, the ultimate smart packaging solution to cut down on food waste

 06/2018

Problem and solution

Every year >1.3 M tonnes of food are wasted (\$990B). Much of this is caused by a lack of information. In the supply chain of packaged foods, manufacturers pay the cost of undetected leaks or sealing errors, cold chain breaks, product returns, and excessively preventive expiry dates to cover the uncertainty arising from such factors.

Our smart label, a QR code with hidden colour-changing inks, captures key information on food quality and safety (CO₂, O₂, temperature, etc.) from the package to prevent these problems. We only need a picture to transform the colours of these into data - anytime, anywhere.

Intellectual property

We filed a PCT application in 2018. It is currently in national phases covering 11 territories.

Market

Worldwide, the losses that we can keep packaged meat manufacturers from incurring amount to about €7 bn. We are also targeting fish and ready meal manufacturers. While their production and turn-over figures are very high, their slim margins mean that any cost reduction will greatly impact their P&L.

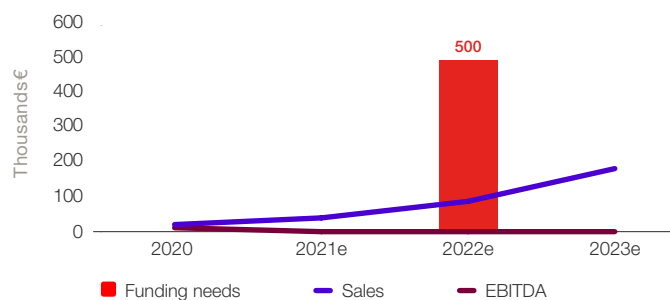
Business model


We do not manufacture the labels, industrial packaging printers do. Thus, our business model is B2B SaaS. We provide the printers with the printing files and process the label readings from manufacturers and retailers. We charge a fee of 20% of the potential savings.

Competition

Our main competitors are Insignia Technologies (CO₂), Sensor Spot (O₂) and OnVu (temperature), who offer confusing colour-changing labels. What makes us different? Our solution is digital, multiparametric and does not alarm or confuse the consumer since our colour changing inks are hidden in a QR code.

Financial projections and funding needs



 €20,000 monthly burn rate

€500,000 for food contact certification, product industrialisation, pilots with previously committed food providers and international patent extension. We have another €200,000 in public funding approved.

Milestones

- 01/2018** Patent filed.
- 06/2021** Functional prototype of the label: 2 smart inks developed and the API allocating the algorithms to make the SW service operational.
- 09/2021** +10 Lol for pilots.
- 03/2022** Label industrialisation for our MVP.
- 12/2022** Food contact certification.
- 04/2022** Pilots with previously committed food providers.



7
workers



€33,000
invested by the team



€51,000
external K raised



ColorSensing

tracking true colors




color-sensing.com

CONTACT

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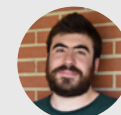
TEAM




María Eugenia Martín
CEO




Dani Prades
CSO




Ismael Benito
CTO


ASK THE ENTREPRENEUR | María Eugenia Martín

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

Being a spinoff, our driver was having a technology and trying to find a real unmet need that could be resolved with it. To achieve this we used customer discovery.

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

The fact that it is digital and multiparametric. These aspects make it highly flexible.

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

Finding the right ink manufacturer. We are looking for several options through packaging printers, which are their customers and our partners.

DEEP DETECTION

Detect whatever you want: multi-energy x-ray cameras for industrial inspection

 07/2020

Problem and solution

There is a global demand for two unmet needs in inspection markets: the detection of low-density objects and characterisation. Photonai is a photon counting, multi-energy x-ray camera designed to step-change industrial inspection capabilities from the perspectives of quality and safety. It detects foreign bodies, defects and flaws at higher resolution and lower transmitted energy than is currently possible in manufacturing. This means even small pieces of currently undetectable objects, such as plastics, can be identified. It can also differentiate between materials to measure the composition of raw materials and products.

Intellectual property

Photon counting patents in the US, Europe, Japan and China enable us to obtain ultra-sharp images during high-speed processes.

Market

The industrial x-ray camera market (\$1 bn) in global F&B can be penetrated very quickly due to the presence of standard form factors and interfaces. We focus on 2 growing markets: industry and security. We already have 10 recurring worldwide customers that are very keen to participate in our pilot programme.

Business model

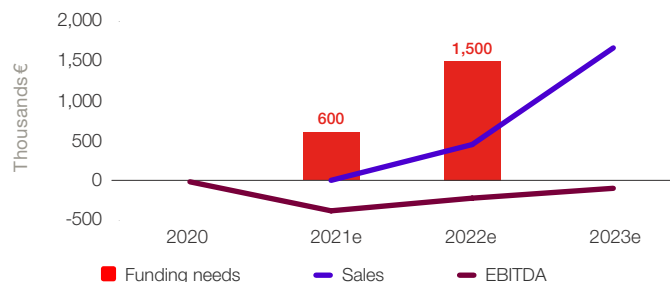
Our business model is very clear. We sell cameras and hardware to companies that manufacture x-ray machines. We will be in the market next year with two camera models.

A second revenue stream will come from our SMART Module. This AI hardware module will help us provide smart and personalised solutions to our customers.

Competition

Most camera manufacturers operate in several market segments. Standardisation in F&B is a benefit that Deep Detection can leverage since it permits market entry with low stock keeping complexity. Ex: Detection Technologies, Direct Conversion, X-Next, Hamamatsu.

Financial projections and funding needs



 €5,000 monthly burn rate

We are seeking €600,000. Pre-investment valuation: €2 M. Objective: to validate the technology with customers and pre-sales. We seek 12-15 months of financing to fast-track commercialisation. In addition, we hope to obtain about €400,000 in grants and soft loans.

Milestones

- 12/2018** Specific development of the ERICA chip, designed for inspection in high speed inline production processes.
- 07/2020** Accelerated project at The Collider, from Mobile World Capital and creation of the spin-off.
- 08/2021** Multispectral camera prototype: currently fully funded, industrial pilot manufacturer. R&D 128,000. Pre-commercial. 2018-2021.
- 09/2021** Pre-seed funding round: €600,000.
- 03/2022** Pilot programme: Industrial validation and first customers.
- 07/2022** Expansion.



3
workers



€3,000
invested by the team



€300,000
external K raised




 deepdetection.tech

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TEAM




David Ciudad
CEO





Colin Burnham
COO




José Gabriel Macías
CSO




Mokhtar Chmeissani
Principal investigator


ASK THE ENTREPRENEUR | David Ciudad

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

I was looking for a new technology challenge, and it came about thanks to Collider and IFAE. I have management experience in industry and spin-off enterprises.

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


It is a highly disruptive hardware product that, by taking advantage of AI, will provide real-time inspection information to our customers.

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

We are a hardware, industrial, B2B company, and therefore "unattractive" to many investors. We are looking for investors worldwide.

ESEA TECNOLOGÍA DE PROPULSIÓN

Portable propulsion so that nothing can stop you!

 02/2019

Problem and solution

eSEA is a compact and portable electric aquatic motor that goes wherever you go to help you practice your favourite sport. It integrates very easily with any board or light craft such as paddleboards, kayaks, etc., thus enabling you to enjoy a unique experience with an added safety bonus. Design and production in BCN. It has an innovative remote control technology that offers 3 speeds and two hours of autonomy. In addition, its functionality can be customised using an app, etc.

eSEA is the philosophy of the electric bike brought to the nautical world.

Intellectual property

We have protection covering both our trademark and utility model.

Market

Potential market with exponential growth at a global level. Our goal is to reach the market by combining direct sales through our online store with strong distribution agreements. Our target is based on 3 segments: individuals, professionals and government entities.

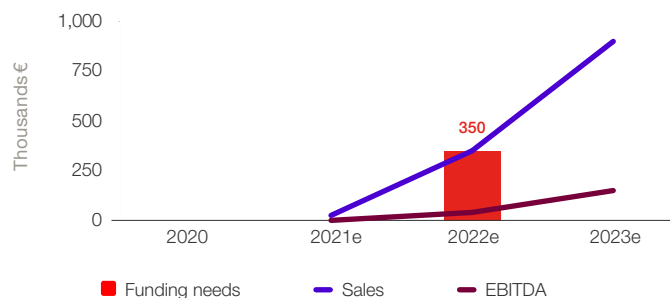
Business model


Revenue comes from the sale of our product, replacement parts and accessories. Our average target margin is 40%. Company with a limited structure, supported by local specialised services.

Competition

Within our market segment and application there is currently no established competition. Our main competitor is Scubajet.







Financial projections and funding needs



 €10,000 monthly burn rate

We need €350,000, of which €150,000 will be focused on leveraging our brand and product in Europe, €150,000 on funding component supply and manufacturing, and finally €50,000 on further innovating our product.

Milestones

- 2019**  eSea Basic prototype.
- 2021**  eSEA Pro prototype and propellant customisation via an app.
- 2021**  National market launch.
- 2021**  Guarantee stock for the 2022 campaign.
- 2022**  Nationwide launch, achieve maximum presence on beaches.
- 2023**  Exceed €1 M in sales.



2
workers



€450,000
invested by the team



€0
external K raised




 electric-sea.com

CONTACT

Fran Martín


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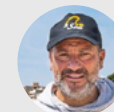
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08754 El Papiol

TEAM



Íñigo Barrón
CEO




Fran Martín
CCO


ASK THE ENTREPRENEUR | Íñigo Barrón

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

Passion for innovation and water sports, in addition to the enormous opportunity offered by a market in full growth within this sector.

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

The experience is amazing and the extra measure of safety it offers is key.

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

Because we are creating something new and different, we have to create the need for it in the market. It is therefore essential to be able to show it widely.

FEEDER

Feeder analyses your target's emotions through facial recognition

02/2021

Problem and solution

A lack of qualitative analytics in the marketing sector results in 21% of marketing budgets being wasted. Marketing teams spend 33% of their time managing these data, a factor that negatively affects 26% of marketing campaigns globally. Feeder offers a qualitative analysis tool based on measuring the emotional reactions of the public to campaign content. Our tool enables market studies to be conducted via mobile phone in a way that is much simpler and less expensive than options offered by other platforms in the sector.

Market

Our target is mainly marketing agencies and different types of content creators (influencers, brands, designers, etc.). We reach them through growth marketing, and the considerable interest in this trend is making sales easier.

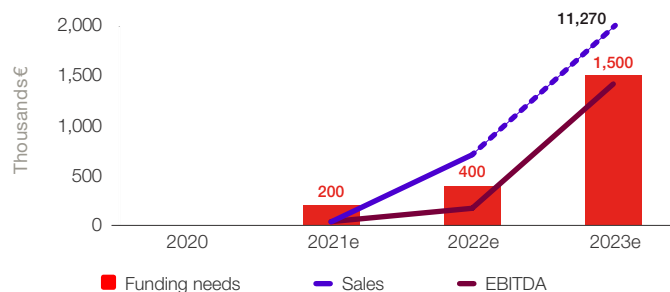
Business model

We have a monthly subscription model based on a cost-per-second calculation. Depending on the type of subscription taken out, access to the tool and the per-second cost may improve. This would give us a margin exceeding 97%. Our costs mainly cover investments in technology, staff, marketing and sales.

Competition

There are other market research solutions based on technology and artificial intelligence, but Feeder is the only one offering emotional analysis carried out in a very versatile and inexpensive way and in real time. Our main competitors are Real Eyes, Cool Tool, Zinklar, iMotions and Attest.

Financial projections and funding needs



€1,800 monthly burn rate

€200,000 to be used mostly for technology, marketing and operations, with the aim of boosting growth in the local market and funding API development. No commitment has yet been obtained, but there is interest and progress has been made with respect to 2 potential investors for a sum of €100,000.

Milestones

- 12/2020** Presentation of Feeder at Web Summit and launch of the beta app.
- 06/2021** Feeder Metrics presentation at 4YFN (part of MWC).
- 07/2021** First paying customer (who arrived after reading about us in the press).
- 11/2021** Pre-seed round closure: €200,000.
- 03/2022** Firm foothold in the US market.
- 05/2022** Publication of Feeder API.



8
workers



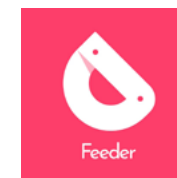
€9,000
invested by the team



€20,000
external K raised



Demium.



getfeeder.com

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TEAM



Pablo Filomeno
CEO



Mauro Gadaleta
CTO



ASK THE ENTREPRENEUR | Pablo Filomeno

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

After working in my potential market for 15 years, I have seen for myself the real need to qualitatively test campaigns.

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

The tool's ease of use and results can help you supercharge your campaigns in a matter of hours.

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

There may be doubts in the area of technological ethics, which is why we need to know how to apply our commitment to ethics to data privacy.

GROOTS HYDROPONICS

The green revolution

01/2019

Problem and solution

The current food production system is unsustainable and inefficient. We grow in controlled environments using vertical farming technology with the aim of optimising the use of space and maximising plant quality. We avoid the use of pesticides; we recycle water and nutrients and prevent nitrogen pollution from the sun and water sources; we use less land to grow more thus contributing to food security without the need to expand the agricultural frontier.

Intellectual property

We have registered a patent for the Boombi system.

Market

Our main customers are distribution and food chains that want to add new agricultural products of superior quality and better organoleptic properties that will have a sustainable impact: retailers of large-scale distribution. We now have more than 150 shops in Barcelona.

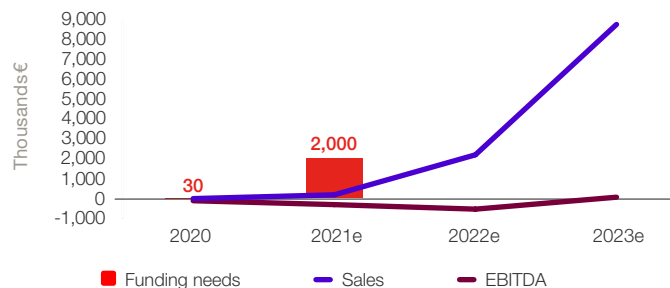
Business model

We market plants produced in two formats: ready-to-consume packaging and cones with live plants. These products are sold directly to the retailer at a price of €1.3 per product, which represents a gross margin of 42%. Wholesalers sell our products at a RRP of €1.98.

Competition

Our main competitors are traditional agricultural companies such as Diquesí and Florette, which sell most of the fresh herbs in supermarket chains. However, these companies do not produce locally, and they use pesticides and still face sustainability challenges.

Financial projections and funding needs



€40,000 monthly burn rate

We are seeking €2,000,000 for the assembly and adaptation of a new building to increase the productive capacity of Groots and thus meet the growing demands of retailers with whom we have established business partnerships. These funds will also be used to grow our team and for national expansion (Madrid).

Milestones

- 07/2021** €100,000 turnover.
- 08/2021** €25,000 record monthly turnover.
- 09/2021** Presence in 120 shops in Catalonia, including 50 Bonpreu locations.
- 10/2021** Presence in 100 Bonpreu locations.
- 12/2021** €211,000 in annual turnover.
- 06/2022** Presence in Madrid.



20
workers



€25,000
invested by the team



€600,000
external K raised



groots

groots.eco

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TEAM



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Environmental engineer
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Alessandro Calcagno
Economist
[in](#)



Joaquim Bas
Chemical engineer
[in](#)

ASK THE ENTREPRENEUR | Carlos Gómez

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

The company was founded with the intention of developing a food production method that is more sustainable than traditional agriculture.

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

The sustainability of the farming method, because the customer sees it as a future alternative to traditional agriculture and its well-known problems.

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

In 5 years we want to be the national leaders in sustainable food and for our brand to be associated with the values of sustainability and social commitment.

HEALTHY SPACES TECHNOLOGY SL

We care for people's wellbeing by creating healthy spaces

 11/2019

Problem and solution

Blava Healthy Spaces is a platform that cares for people's wellbeing and improves their relationship with indoor spaces. By analysing environmental quality, it fosters healthier, more inspiring and productive lives.

At Blava we believe in a people first movement. This is why we offer solutions that put people at the centre and create safe and trust-inspiring spaces.

Taking care of our spaces is no longer optional. Our platform is aimed at public and private sector companies that seek innovative ways to handle their relationships with employees and/or customers.

Market

We are a B2B service. We use content marketing to attract leads, and we work with a range of sales channels.

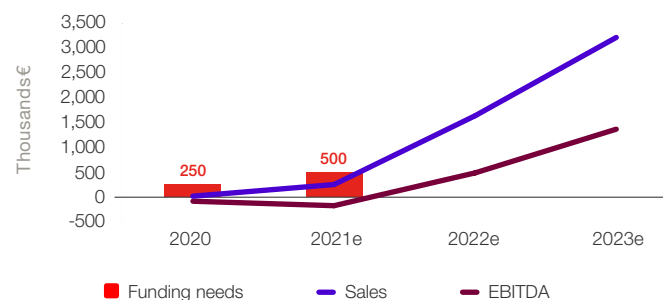
Business model


Our business model is pay-per-use. The costs of the platform are basically those for manufacturing sensors (hardware), to which we apply a moderate margin. Our margin is greater in the service layer.

Competition

Other similar solutions on the market: Awair (US), uHoo (APAC), Foobot (US), Orpheus (ES), inBiot (SP).

Financial projections and funding needs



 €15,000 monthly burn rate

To reach the market we need €250,000 for the manufacture of hardware, improvements to the platform and implementation of the marketplace, and for sales (marketing and sales force).

Milestones

- 06/2020** Development of the first sensor pilot and version of the platform.
- 01/2021** CDTI entry. Team onboarding and kick-off. First pilots operating with end customers (paid).
- 03/2021** Release of the first version of the new industrialisable sensor and first stable version of the platform.
- 11/2021** Marketing of Blava. Marketing and sales actions.
- 01/2022** €20,000 in MRR (focus on sales).
- 06/2022** Release of marketplace of solutions.



6
workers



€50,000
invested by the team



€0
external K raised

blava
HEALTHY SPACES


 blava.hspaces.io

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TEAM



Joan Balés Rubio
CEO



ASK THE ENTREPRENEUR | Joan Balés

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

Improving workspaces with technology and data analytics. 20 years in the technology sector and 10 years in start-ups and technological product creation.

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

Inspiring confidence in customers and employees. Investing in the team is investing in the company. Alignment with health and the environment for a sustainable world.

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

Thousands of companies around the world working to improve the health of employees and customers to create healthy, productive and inspiring work environments. We will be part of the emotional salary, which will be increasingly important for recruiting and retaining talent.

INMERSIA COMPUTERS

InmersiaLens, the new generation of augmented reality glasses for everyday use!

📅 07/2020

Problem and solution

Professionals, creatives and gamers need a way to access content from anywhere and at any time, yet they are currently limited by screen sizes.

InmersiaLens is the next generation of AR smart glasses for everyday use. InMirror lens technology provides an unprecedented level of immersion in a highly compact form factor, making our lenses indistinguishable from conventional ones. InmersiaLens gives you an infinite workspace anywhere, along with a new world of immersive applications and shared experiences.

Intellectual property

InMirror lens technology is in a European patent application process being handled by Hoffmann Eitle, and the patent will be registered within the next few months.

Market

Inmersia targets a young profile with medium to high purchasing power and an interest in new technological trends. Taking advantage of the product's novelty, the first campaigns will focus on video marketing aimed at an early-adopter profile with experience in AR and VR.

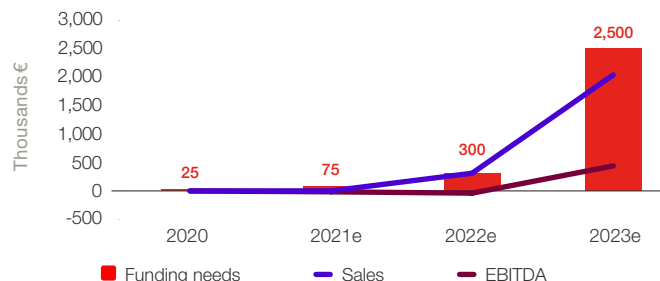
Business model

In the short term, income will come mainly from the sale of oilseeds, with a profit margin of 50%. In the medium term, as the user base grows, the software revenue (shop, ads...) will be more relevant and exceed hardware inputs, extending the customer lifetime value.

Competition

Current AR glasses do not meet the needs of the average user: they are either too bulky for everyday use, like Microsoft HoloLens or Magic Leap One, or they do not offer a sufficiently immersive experience justifying their cost, as in the cases of Google Glass and Vuzix Blade.

Financial projections and funding needs



⚙️ €4,500 monthly burn rate

We are raising a €300,000 round for March 2022 with the participation of several business angels. We will invest in completing the development of the InmersiaLens product prior to industrialisation, strengthening our intellectual property strategy through the submission of 3 more patent applications and launching our first Kickstarter campaign in late 2022, from which we expect a turnover of €312,000.

Milestones

- 09/2020** Finalists in the Barcelona Activa pre-acceleration programme, and close of a €25,000 first round.
- 02/2021** Startup Capital grant from ACCIÓ.
- 04/2021** Start of the European patent process and access to the incubation programme sponsored by the Optics and Photonics Research Centre, UPC.
- 09/2022** Pre-sale campaign of 600 units on the Kickstarter platform.
- 01/2023** Development of the first InmersiaLens Light product completed. Start of the industrialisation and development of the first apps.
- 09/2023** Market launch of the first InmersiaLens Light product, with sales of 3,400 units and a turnover of €2 M.



2
workers



€50,000
invested by the team



€100,000
external K raised

ACCIÓ Generalitat de Catalunya
Catalonia Trade & Investment



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TEAM



Guillem de la Torre
CEO



Otman Mahyou
CTO



ASK THE ENTREPRENEUR | Guillem de la Torre

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

The founders were working together in the industry when we saw the need for a new disruptive tool to make people's lives easier.

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


What sets InmersiaLens apart is its ability to offer a very immersive experience using conventional and affordable eyewear for everyday use.

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

To overcome the technological challenge, partnerships have been created with prestigious suppliers and technology centres that will support its development.

MAPSI PHOTONICS

Mapsi Photonics, your mid-IR company!

 06/2021

Problem and solution

Mid and far infrared filters are used for gas detection and thermal vision. Current technology, which has been in use for more than 50 years, has limitations in regards to the filter production process. In that frequency range a great deal of precision and resolution are lost. Mapsi Photonics filters are made of silicon, as opposed to today's filters which are made of a range of exotic materials and undergo a much more precise, careful and expensive production process. Our filters are distinguished by their superior optical performance and lower cost.

Intellectual property

We are the authors of two patents held by UPC and for which Mapsi Photonics has an exclusive operations contract.

Market

The Total Addressable Market (TAM) is the global IR market, valued at approximately \$600 bn. The Service Addressable Market (SAM) is the market for mid and far infrared (MIR) and far infrared (LIR) devices, valued at \$10 bn. The Service Obtainable Market (SOM) is the \$750 M market for MIR/LIR filters.

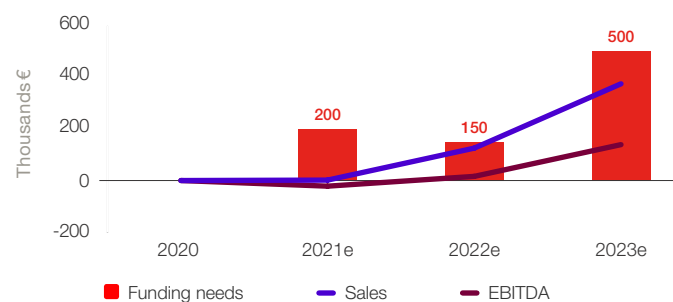
Business model


It will mostly comprise companies that buy the filters to integrate them into their systems, typically gas sensors and thermography cameras. The average price will be approximately €350 with costs of 19%, which we expect to bring down to 14%. The current margin is 81%, and the target is 86%.

Competition

Multilayer technology has been used to make optical filters for more than 50 years. All of our competitors (Iridian Spectral Technologies, Andover Corporation, Spectrogon, Northumbria Optical Coatings) use multilayer filters. We have not found any competitors with a different technology.

Financial projections and funding needs



 €5,213 monthly burn rate

We started our first investment round in February/March 2021 with a target of €350,000. We have already raised €50,000 from FFF, and we have €150,000 committed in VC.

We have obtained €40,000 in public funding and are waiting for a response from ENISA.

We are seeking €50,000 - €75,000 in complementary funding.

Milestones

- 06/2021**  €50,000 in convertible loans raised.
- 07/2021**  Applications from ENISA, StartUp Capital, ActPhast, Samsung Mobile Advance.
- 09/2021**  Pre-agreement VC of €150,000.
- 10/2021**  Technology transfer contract with UPC finalised.
- 11/2021**  VC investment agreement made.
- 11/2021**  Technical team expanded.



2
workers



€30,000
invested by the team



€50,000
external K raised

mapsi photonics


 mapi.es

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TEAM



David Cardador
CEO




Daniel Segura
CTO




Jordi Llorca
Advisor

ASK THE ENTREPRENEUR | David Cardador

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

Throughout my PhD studies with our co-founder Dani, we saw that the devices we were making had commercial viability. Positive patent report.

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

Disruptive optical filter (porous) with better optical and physical performance (more durable). It is also less expensive.

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

We need to convince customers to switch technologies. We will conduct a casual, modern sales campaign touting lower prices.

OIMO BIOPLASTICS

We make packaging nature can handle

07/2019

Problem and solution

The problem our customers have is that very few biodegradable bioplastic solutions are available, and many of them are not as biodegradable as they claim to be. There is a lot of confusion, as the most widely used bioplastic, PLAN, is not environmentally biodegradable; it biodegrades only under very specific conditions. Given that most plastic ends up in the environment (15 million tonnes in the sea every year) and is not recycled, we market a new bioplastic that environmentally biodegrades in any situation, including in the sea. The solution is industry-ready.

Intellectual property

A patent has been applied for.

Market

The worldwide bioplastic market was valued at \$21 bn in 2017, and in 2018 it was growing at a CAGR of 18.8%. Oimo's primary target market is beverage secondary packaging, valued at €759 M per year. Oimo's long-term goal is to serve 10% of the market.

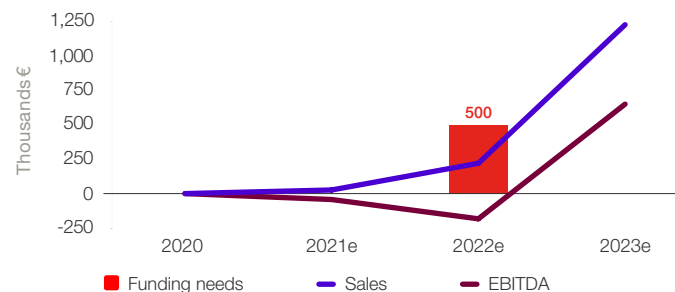
Business model

Within our business model we have 3 lines: 1) Development projects to provide specific solutions using our biomaterial to a need that differs from that of a traditional manufacturer; 2) Sale of semi-finished product (pellets); 3. Licensing the final product (royalties).

Competition

Our main competitors are Sulapak, Lactips, Kompuestos and Tipa. The main differences are biodegradability, competitive pricing and speed of scale-up.

Financial projections and funding needs



€17,000 monthly burn rate

We will need €500,000 to accelerate and implement the planned projects and investments: mainly for investments in R&D, raw materials costs and appropriate certifications. Another sum will go to marketing and to covering the costs of attending trade fairs in the sector.

Milestones

- 01/2021 Prototype development at TLR stage 7-8.
- 05/2021 Launch of the R&D service.
- 06/2021 First contract signed with the world's leading ring manufacturer.
- 01/2022 Obtain new customers.
- 02/2022 Expand the Oimo team.
- 04/2022 Close investment round.



5
workers



€3,000
invested by the team



€487,000
external K raised

ACCIÓ

Generalitat
de Catalunya

Oimo



oimo.co

CONTACT

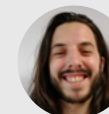
Robert Nadal

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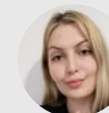
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08028 Barcelona

TEAM



Albert Marfà
CEO & co-founder



Clara Elisabeth Hardy
CMO & co-founder



ASK THE ENTREPRENEUR | Albert Marfà

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

The fact that a plastic with a very short shelf life will nonetheless take many years to decompose.

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


The product's capacity for biodegradability, given that few products now on the market have these characteristics.

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

Slow technology adaptation. The way we plan to counter this is by offering a complementary R&D service. We support companies throughout the process.

PÒSSUMS TECH AND COMMUNICATION

Nearer is better

 09/2020

Problem and solution

Suppliers of products and services do not have a local marketplace in Catalonia for selling their products that enables users to contract services on the same platform. We offer a platform that integrates the sale of products manufactured and/or sold in Catalonia with services contracting (telephony, insurance, cleaning, etc.), based on location criteria that enable end customers to pick up products in-store or receive their purchases at home.

Market

Everyone in Catalonia who purchases goods and services. Products can also be purchased from other parts of Spain or even from abroad, but these are not our priority customers.

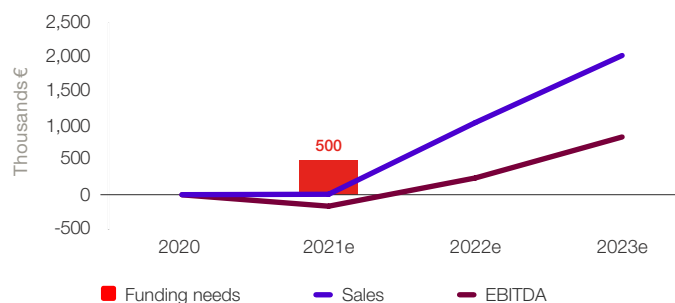
Business model


Two main revenue streams: supplier customers and user customers. Supplier customers pay €50/month (plus VAT) for having their own shop on the platform, plus 5% of each sale in the first year. Service companies pay €25/month (plus VAT). Premium users pay €36/year.

Competition

Amazon and Spanish marketplaces that sell over the internet.

Financial projections and funding needs



 €2,000 monthly burn rate

€500,000 within a period of six months: to provide the company with the necessary structure to handle rapid growth and carry out promotional mass media campaigns; to implement new IT development modules; to lay the foundations needed to establish our own logistics. The round will be structured as a capital increase of the company.

Milestones

08/2021  Opening of the supplier area and creation of the first shops.

10/2021  Opening of the platform to consumers and becoming operational in Beta phase.



12
workers



€3,000
invested by the team



€36,000
external K raised




 amazcat.cat

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TEAM



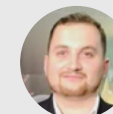
Andreu Mas
Managing Director





Jordi Cantó
Vice President and Co-Chief
Commercial Officer




Jordi Roura
Treasurer and Co-Business
Manager



Àlex Bulau
General Manager


ASK THE ENTREPRENEUR | Andreu Mas

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

I had been thinking for some time about how to link advertising content with the sales of products and services. The pandemic shutdown accelerated the idea.

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

A guarantee of seller - buyer interaction in spite of being in a large marketplace.

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

As a benchmark by virtue of having pioneered a new way of selling over the internet.

PROCESS TALKS

Digitalisation of SME processes

12/2020

Problem and solution

The digitalisation of processes in SMEs is something that current technologies do not address, since there is no automation software that considers their limitations in regards to technical, financial and personnel capabilities and resources. This means that most SMEs today miss out on growth opportunities because their operations are slow, manual and error-prone. Our AI-based software enables SMEs to automate their processes quickly and easily, allowing them to allocate human resources to more creative and business-oriented tasks.

Intellectual property

Yes. We have submitted the European patent “Automatically Evolving a Process Model” (PCT/EP2021/064772).

Market

98.9% of companies in Europe are SMEs. To access this market we will use a combined strategy based on outbound and inbound marketing, incorporating growth hacking actions, SEO/SEM, presence in international forums and commercial actions.

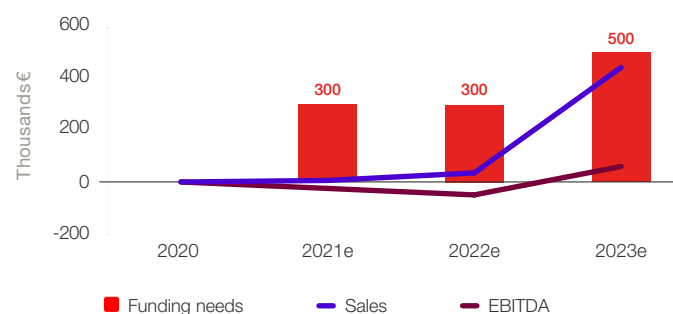
Business model

Our model will be pay-per-subscription to our SaaS automation ecosystem. Several subscription options will be offered. Since it is a SaaS, the costs are basically operational and comprise payments to staff (developers, marketing/sales, call centre, etc.).

Competition

Competitors include DPA/iBPM software options: Camunda, SAP-Sig-Navio, Appian, Pegasystems. They are designed for large corporations with technical profiles that make them capable of using them. There are also integration apps such as Zapier, Integromato, etc. that are unable to cover basic SME processes.

Financial projections and funding needs



€17,000 monthly burn rate

We are considering a €300,000 - €500,000 pre-seed/seed round. This money will be used to strengthen the development team and hire strategic staff with development profiles, while also incorporating profiles from areas such as marketing, sales and operations. We are in talks with several investors, but no investments have yet materialised.

Milestones

- 03/2021** First technology module developed.
- 04/2021** First customers and early adopters of the technology's initial version.
- 06/2021** Winners of the Scale-up Champions Pitch competition.
- 07/2022** First full version of the technology.
- 12/2022** 25 organisations use Process Talks to automate processes.
- 02/2023** Global campaign to expand the technology.



4

workers



€3,000

invested by the team



€487,000

external K raised

processtalks.com

CONTACT

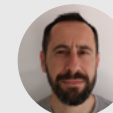
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TEAM



Josep Carmona
CEO



Lluís Padró
NLP Lead



Marc Solé
Product Mgr



Josep Sánchez
Technical Lead



ASK THE ENTREPRENEUR | Josep Carmona

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

I have done research in this field over the last 20 years and worked with several companies in this sector. I know the problem.

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

Making something really that is difficult and profitable so easy.

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

Going into a very competitive market where the solutions provided can be imitated. We have a patent that covers part of what we do.

QBEAST ANALYTICS SL

Big data free from the unnecessary

07/2020

Problem and solution

97% of data teams (data scientists, engineers, etc.) work below their capacity. The explanation for this is that professionals struggle with big data platforms that are slow and complex. Managers consider that making changes in this environment to be very costly in terms of time and effort. Qbeast introduces a key idea: eliminate the unnecessary in a way that does not waste time and money calculating data and insights that our brain cannot distinguish. Our new technique called data leverage enables you to achieve quality results with a fraction of the data.

Intellectual property

Patented technology and tech transfer agreement with BSC.

Market

Investment in big data platforms for medium-sized and large companies: €1 M/year. Digital companies or companies in transition to digitalisation make or should make a significant investment in these technologies, and European companies with Spark are early adopters. Qbeast has direct access (SAM €320 M).

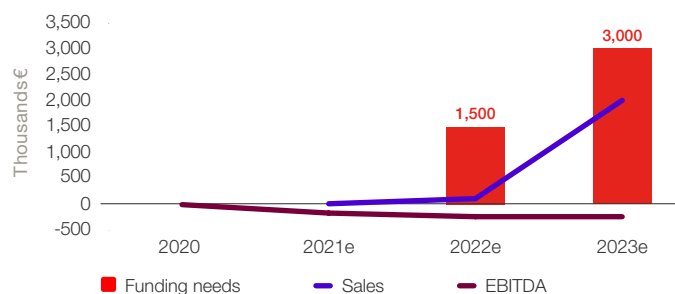
Business model

Qbeast's core technology is an open source technology promoted by the Qbeast team. The short-term objective is to create a community and obtain high quality use cases with a view to developing high value-added commercial solutions by 2023.

Competition

Snowflake, Google BigQuery and Amazon Redshift are competitors with a vendor lock-in. Qbeast will integrate with others such as Tableau, Databricks and Amazon EMR.

Financial projections and funding needs



€40,000 monthly burn rate

Within the framework of an open source strategy, money is needed to achieve a SaaS model with a good product-market fit in an estimated time of 2 years. In this period, feedback and community are prioritised over sales. We need about €5 M - €10 M€ to reach this target.

Milestones

- 07/2020 Creation of spin-offs with BSC-CNS.
- 12/2019 Industrial pilots with CaixaBank, Fiat and Telefónica.
- 03/2021 Closing round with Invready and Banc Sabadell.
- 01/2022 Open source tool/community traction metrics.
- 02/2022 MVP SaaS monetisation tool.
- 07/2022 New data standard.



10
workers



€35,000
invested by the team



€600,000
external K raised



qbeast.io

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 0817 Barcelona

EQUIP



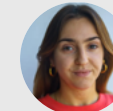
Cesare Cugnasco, PhD
CEO
[in](#)



Clemens Jesche
CBDO
[in](#)



Pol Santamaria
CTO
[in](#)



Paola Pardo
Lead Engineer
[in](#)



Nicolás Escartin
COO
[in](#)

ASK THE ENTREPRENEUR | Cesare Cugnasco

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

At BSC, within a European context, the data needed to perform a simulation slowed the process. A new way of indexing and using DBs was needed.

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


The ability to perform high-value data analyses up to 100 times faster.

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

Having achieved a clear milestone in the market, with good metrics and a good portfolio of international customers, and with the best engineering team in Europe in Barcelona!

QOOB MOBILITY HUB

QOOB is a service platform designed to improve micromobility

 11/2019

Problem and solution

The growth of micromobility in cities is unstoppable. At QOOB we saw that public buildings and spaces do not have the infrastructure needed to help VMP owners get around the city or to park and charge their vehicles safely.

QOOB is a micromobility platform for VMP that provides charging and storage services using IOT technology. We offer solutions to the challenges that come with this new form of mobility in regards to the safeguarding of vehicles and belongings. We provide our own universal charging system and offer a wide range of services.

Intellectual property

The Spanish Patent and Trademark Office has granted us the utility model, and we have expanded the application to France, Italy and the United States.

Market

1 M electric scooters are currently on the streets of Spain, and it is estimated that 2.2 M Spaniards are thinking of buying one in the near future. As a B2B business, QOOB targets all types of buildings where these vehicles are used.

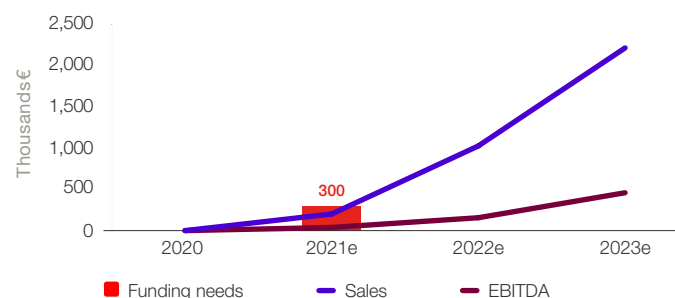
Business model


QOOB is a B2B business with 3 revenue streams: 1) The sale or rental of charging stations. 2) Subscription fee for access to MaaS. 3) Administrative commission on all transactional payments made through the app for parking/rental services (by the minute), as well as for repairs and other charges.

Competition

There is no other global solution like QOOB, which complements its VMP parking and charging offer with a rider services platform. Other Spanish companies that offer parking spaces (without charging) include Pbox and Yupcharge, but they lack technology.

Financial projections and funding needs









 €3,000 monthly burn rate

We are currently initiating a €300,000 financing round with a pre-money valuation of €2 M. The investment will mainly be used to grow our team and make certain developments to improve hardware.

We are in advanced talks with specific investors and will participate in 2 important investment events (Connected Mobility HUB and B-Venture), where we hope to close the round.

Milestones

- 10/2020**  Collaboration contract with CBRE Spain for the installation of QOOB in their properties.
- 02/2021**  Integration of QOOB within the Merlin HUB app.
- 09/2021**  More than 100 QOOB stations installed.
- 03/2022**  Internationalisation: Italy and Portugal.
- 10/2022**  More than 1,000 active users.
- 01/2023**  More than 5,000 QOOB stations installed.



4
workers



€40,000
invested by the team



€0
external K raised

qoob



qoobers.com

CONTACT

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TEAM




Eduard Albors
CEO




José Bauzá
COO




Joaquim Sant
CTO


ASK THE ENTREPRENEUR | Eduard Albors

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

As an architect and office design specialist, I have seen first-hand the growth in the use of VMPs for commuting.

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

Technology (MaaS) is mainly what makes customers value our product over other solutions.

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

There is still some scepticism regarding the provision of micro-mobility services. We resolve this by offering demos of our product and listening to users.

TAILORED FINANCE

Our goal is to help you achieve your goals

 12/2019

Problem and solution

The pandemic and technological evolution have changed the way organisations interact with their employees. Physical facilities and face-to-face channels are being replaced by online platforms, which leads to an emotional disconnection from the company and a loss of pride associated with being a part of it. FINDOIT is an emotional pay platform that companies make available to their employees in order to help them improve their financial expertise, take better decisions and achieve life goals based on personalised action plans.

Market

FINDOIT is a B2B2C platform. We target companies with more than 100 employees (13,094 in Spain), representing a total of 6,737,652 employees, 30% of whom are FINDOIT's target customers (2,014,557). Our market share will be 3% (60,436).

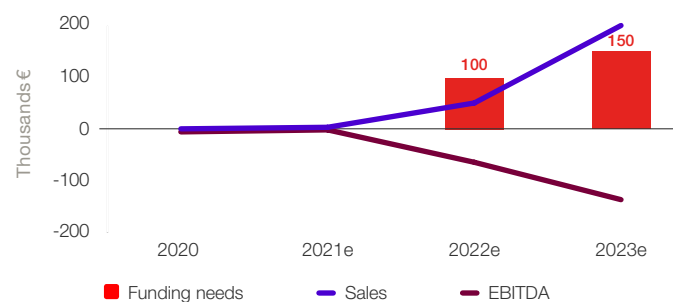
Business model

Our business model is to receive a commission from the financial institution for the volume of savings as well as a commission for the company depending on the number of employees who join the programme or platform.

Competition

Hastee, Goin, Coinscrap, Livetopic, Inveert.







Financial projections and funding needs



 €600 monthly burn rate

A €100,000 funding round in 2022 and a €150,000 round in 2023 to be used for marketing, specifically to create sales traction and hire developers to accelerate development of the platform.

Milestones

- 01/2020**  AccelGrow acceleration programme.
- 10/2020**  ISDI Start acceleration programme.
- 11/2020**  MVP creation.
- 10/2021**  MVP validation.
- 12/2021**  Onboarding of financial partner for product acquisition.
- 03/2022**  Corporate traction and onboarding.



3
workers



€31,000
invested by the team



€0
external K raised

FINDOIT

 findoit.app

CONTACT

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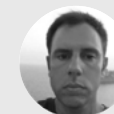
TEAM




Fèlix Laencuentra
CEO




Joey Masip
CTO




Arian Ribell
Advisor


ASK THE ENTREPRENEUR | Fèlix Laencuentra

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

My desire to provide a solution to the problem of financial education and planning that I had noticed in my more than 20 years working in the sector.

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

It is an innovative, digital, automated and personalised option that helps them achieve what they really want to.

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

As a benchmark in financial planning and a marketplace for personal goals.

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