

# Investment Forum 2018

Catalogue of companies

Barcelona  
& Catalonia  
Startup Hub



ACCIÓ



Generalitat  
de Catalunya

© Government of Catalonia  
Ministry of Business and Knowledge  
ACCIÓ, Agency for Business Competitiveness

ACCIÓ  
Passeig de Gràcia, 129  
08008 Barcelona  
Tel. 93 476 72 00  
accio.gencat.cat

Date published: July 2018



This work is licensed under the Attribution + Noncommercial + ShareAlike (by-nc-sa): commercial use of the original work or of any possible derivative works is not allowed and they may only be distributed with a licence the same as that governing the original work. The full licence can be viewed at <http://creativecommons.org/licenses/by-nc-sa/3.0/es/legalcode.ca>



Dear Colleague,

You are about to discover 50 of the start-ups with greatest standing in Catalonia, chosen from more than 100 candidates presented at the 2018 Investment Forum. They are companies operating in key sectors for the economy of the future such as life and health sciences, ICT and other crucial cutting-edge technologies for industry 4.0 including 3D printing, IoT and virtual reality.

All of them bear witness to the blossoming of entrepreneurial initiatives that have made Catalonia into one of the main European start-up hubs. They are companies which have a technological base and high growth expectations which need private investors to achieve their full potential.

### **Over 10 years driving the investment ecosystem**

At the turn of millennium the first start-ups began to emerge in Catalonia. At that time private investment was acknowledged as critical to drive the most groundbreaking projects just as in the world's leading entrepreneurial centres. Accordingly ACCIÓ sponsored initiatives to promote, establish, position and connect the country's entrepreneurial and investor ecosystem.

An example is the ACCIÓ Investment Forum, a key event in Catalonia which this year reaches its 23rd edition. Proof of the quality of the projects taking part in it is that companies which have appeared at the Forum over the last eight years have already raised over €180 million. The Forum is increasingly international and this year its guest country is France. We also provide support for private investor networks and our financing breakfasts along with more recent schemes such as backing for equity crowdfunding and the alternative financing recommender.

### **A mature ecosystem which addresses its challenges**

All these initiatives have helped build a mature local investor and entrepreneurial ecosystem which is increasingly connected internationally. It is an ecosystem which has gained in size and expertise while generating and recruiting talent and helping attract investment.

Nevertheless this ecosystem has challenges it needs to tackle including stepping up its international ties. To that end ACCIÓ runs missions to the world's leading entrepreneurial, technology and investment centres and promotes participation by start-ups in headline events such as the FY4N and the Mobile World Congress.

This connection is crucial to consolidating Barcelona and Catalonia as a European hub for private investment where it is already well positioned. Figures from venture capital firm Atomico show that Barcelona was the fourth European city by start-up capital raised in 2017, outperformed only by London, Berlin and Paris. Furthermore, venture capital industry body ASCRI says that last year €201.8 million in venture capital was invested in 115 enterprises in Catalonia.

The companies chosen in this catalogue are all set to welcome investment and improve on these results. Would you like to learn more about them?

Joan Romero i Circuns  
ACCIÓ CEO

# France, guest country 2018

## MACROECONOMIC TABLE 2017

<b>Economic growth</b> 1.8%	<b>GDP (PPP)</b> €2,288,054 M	<b>GDP per capita (PPP)</b> €35,308.9 M	<b>Inflation</b> 1.16%
<b>Unemployment</b> 9.4%	<b>Public debt</b> 97%	<b>R&amp;D/GDP</b> 2.25% (2016)	<b>Trade balance</b> - €78,641.1 M

## TRADE RELATIONS

### CATALONIA → FRANCE

France is the main destination of Catalan exports (15.8% of the total)

Main exports:

- Vehicles
- Plastic materials
- Meat (pork)

France is the main investment country for Catalonia: €2,674 million (2017)

### FRANCE → CATALONIA

Catalan imports from France account for 9.2% of the total

Main imports:

- Plastic materials
- Electrical appliances
- Vehicles

Investment by France in Catalonia: €482 million (2017)

### START-UP ECOSYSTEM

- Over 12,000 start-ups
- 233 incubators
- 51 accelerators
- 3<sup>rd</sup> European country by investment volume (€2,600 million) and 2<sup>nd</sup> by number of transactions at 831 transactions<sup>(\*)</sup>
- €2,800 million raised by venture capital funds<sup>(\*)</sup>
- 100,000 engineering graduates each year

<sup>(\*)</sup> According to Dealroom.

### FRENCH INVESTORS AND CATALAN INVESTEES



## ACCIÓ PARIS OFFICE SERVICES FOR START-UPS

- Immersion in the French ecosystem
- Search for marketing channels
- Search for partners and investment
- Search for support programmes for setting up in France
- Identification of calls, open innovation programmes, public tenders, etc.

### CONTACT INFORMATION

**Christophe Arnoul**  
[france@catalonia.com](mailto:france@catalonia.com)  
 +33 146 34 99 09  
 50, rue Saint-Ferdinand  
 75017 Paris (France)

# COMPANY INDEX

## LIFE AND HEALTH SCIENCES

Life sciences in Catalonia	7
ADmit Therapeutics	8
Amalfi Analytics	9
Arkyne Technologies	10
Atram Digital Solutions	11
Bluephage	12
Bwom Technologies	13
Dindog Tech	14
Farm Robotics and Automation	15
Innolapps	16
Laboratorios Asderco	17
Molomics Biotech	18
Nanoligent	19
Play Benefit	20

## INFORMATION AND COMMUNICATION TECHNOLOGIES

ICT sector in Catalonia	22
Airning Airclaims	23
Allympic Sportapp	24
Barspin Studios	25
Braibook	26
Compañeros de piso	27
Didactic Labs	28
Gasport App	29
Hashed Blocktac	30
Inbestme Europe	31
agencia de valores	31
Lex go app Spain	32
Llingas Solutions	33
Metrics for you	34
Mitiga Solutions	35
Motovoy motor	36
Oskisgames	37
Paited Apps	38
Rokubun	39
Sharifyapp Labs	40
Sinqro Technologies	41
Software Girona	42
Transtapp Software	43
Development	43

## OTHER TECHNOLOGIES

Industry 4.0 in Catalonia	45
3Du Engineering Solutions	46
BCN3D Technologies	47
Business Rhapsody	48
Cleandrone	49
Hstudios BCN Tracks	50
Iondroid Spain	51
Lava Locker	52
Pangea Aerospace	53
Sensorial Processing	54
Technology Barcelona	54
Shoppiday Digital	55
Sigma Industrial Precision	56
Soccer Science	57
Unlimited Engineering	58
Urban manzana	59
Venturi Unmanned Technologies	60
Venvirotech Biotechnology	61



Company founded



Monthly burn rate



K invested by the team



External K raised

# Life and health sciences



Company founded



Monthly burn rate



K invested by the team



External K raised

# Life sciences in Catalonia

 **871**  
COMPANIES (2017)

 **15,956**  
M€ TURNOVER

SUBSECTORS  
PHARMACEUTICALS  
BIOTECHNOLOGY  
MEDICAL DEVICES  
E-HEALTH

 **46,676**  
EMPLOYEES

 **7.1%**  
CATALAN GDP

EXPENDITURE R+D **3,103** M€ **23.4%** OF SPAIN'S TOTAL

 **89** RESEARCH ORGANIZATIONS

## FOREIGN INVESTMENT

**67.2%**  
OF SPAIN'S  
TOTAL CAPITAL  
INVESTMENT

**28** PROJECTS  
(2013-2017)  
**670** M€ CAPITAL  
INVESTMENT

MAIN COMMERCIAL  
PARTNERS

**SWITZERLAND | GERMANY | FRANCE | USA**

## INTERNATIONAL TRADE

**45.2%**  
OF SPAIN'S  
TOTAL  
EXPORTS

**89.8%**  
BELONG TO  
PHARMA  
EXPORTS

## INVESTMENT OPPORTUNITIES

MEDTECH R&D CENTRES  
E-HEALTH CLINICAL TRIALS  
SILVER ECONOMY PHARMA PRODUCTION  
BIG DATA LOGISTICS CENTRES  
ONCOLOGY

## INTERNATIONAL OPPORTUNITIES

CANADA, MEXICO, USA, AUSTRALIA,  
CHINA, INDIA, JAPAN,  
SOUTH KOREA, FRANCE,  
GERMANY, SWITZERLAND,  
ITALY, NETHERLANDS, UK

Source: "Accio's life sciences in Catalonia report" based on Biocat

## Recent examples of venture capital investment in companies in this area

PEPTOMYC 

€4.2 million

ANACONDA.  
BRAIN 

€15 million

 ABAC  
Therapeutics

€16 million

ALTA  
LIFE SCIENCES

healthequity

YSIOS CAPITAL

Sabadell  
Venture Capital

PONTIFAX

Debiopharm Group

Global Health Sciences

OMEGA FUNDS 

INNOGEST 

Caixa CapitalRisc 

ferrer 

## Examples of attracting foreign investment in this area

Roche 

Roche Diabetes Care has hired **50 new employees** for its offices in Sant Cugat del Vallès, all connected with the company's digital transformation.

Boehringer  
Ingelheim 

Boehringer Ingelheim is to invest **€100 million** in a new inhalers plant in Sant Cugat del Vallès.

HARTMANN 

The German instruments and medical supplies multinational will invest **€10 million** over the next two years in its Mataró and Montornès del Vallès plants.

# 1 ADMIT THERAPEUTICS

Early diagnosis of Alzheimer’s to help identify a treatment

12/2017 [admit-therapeutics.com](http://admit-therapeutics.com)

Life and health science industries

## PROBLEM AND SOLUTION

Alzheimer’s disease has an asymptomatic period that can last 20 years. Detecting it at this stage is essential to optimise clinical trials designed to identify healing drugs.

A set of epigenetic biomarkers in the blood with potential prediction of Alzheimer’s progression. There is no diagnostic test implemented in clinical practice and most of the biomarkers under development are detected in advanced stages of the disease.

## MARKET

The short-term potential market is pharmaceutical companies that are developing drugs for Alzheimer’s. The test can enable optimisation of patient recruitment in the initial stages.

## BUSINESS MODEL

Once we have got CE marking we envisage two scenarios: (1) acquisition by a MedTech or a pharmaceutical company and/or (2) central lab operations to optimise the cohorts of patients for clinical trials.

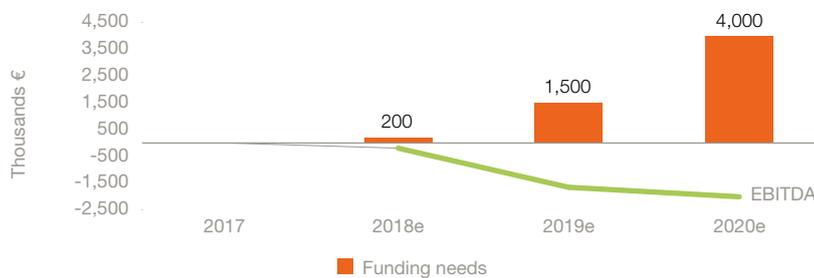
## COMPETITION

Clinical diagnosis is currently supported by radioimaging of brain β-amyloid but it is not specific to Alzheimer’s disease.

## MILESTONES

- March 2014 ● PoC completed - patent.
- December 2017 ● Non-regulatory prospective clinical study.
- December 2017 ● Setting up ADmit.
- June 2020 ● First sales for clinical trials.
- June 2021 ● Clinical validation.
- January 2022 ● CE marking.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€16,055 per month

This year we plan to close €200,000 in public grants and 3 Fs. By January 2019 we will need €1.5 million to start clinical validation. We plan to finance this round with public grants (which we are applying for) and VCs. We have €30,000 committed by 3 Fs.



## CONTACT

Marta Barrachina  
 C. Ferran Muñoz, 5-9  
 08859 Begues  
 932 607 215  
 mbarrachina@admit-therapeutics.com

## TEAM



Marta Barrachina  
CEO



Ramón Reñé  
Medical Advisory Board



Jordi Gascón  
Medical Advisory Board



## ASK THE ENTREPRENEUR

Marta Barrachina

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

The instrument needed to bring laboratory research to the market. No relationship with the potential market.

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

Get predictive value. Hence we have to conduct a clinical validation with a larger patient cohort.

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

Implementing the diagnostic test in clinical practice and developing diagnostic tests for other dementias.



€3,000



€0

## 2 AMALFI ANALYTICS

We provide easy-to-use big data and machine learning tools to solve complex clinical management problems

 07/2017  [amalfianalytics.com](http://amalfianalytics.com)

*Life and health science industries*

### PROBLEM AND SOLUTION

Current tools do not make it possible to anticipate situations so as to plan the most effective actions and decide where to allocate resources and efforts. Analyses are also slow: you have to ask technical services for them. Situations have to be anticipated to plan the most appropriate actions. At present there are no precise tools. You also need to have the information in time. At the moment asking technical services is costly and slow.

Analytical platforms based on leading university research to identify patterns and create predictive models. They are easy to use and allow the health system manager to save time and money.

### MARKET

National, regional and local health agencies. Health institutions: hospitals and primary care centres. Mutual insurers and insurers. Private and public sectors. Pharmaceutical market.

### BUSINESS MODEL

Software license + B2B SaaS maintenance or subscription. Shared risk agreements in new developments. Cross-selling (2<sup>nd</sup>, 3<sup>rd</sup> product/customer).

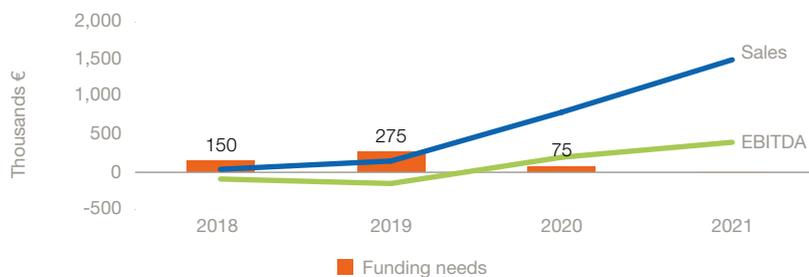
### COMPETITION

BI tools (Sap, Tableau, Pyramid, Bismart, Infomed): we do different analyses. Companies that address the diagnosis, the doctor (Savana Health, Iomed), etc.; we address the manager.

### MILESTONES

- August 2017 ● Agreements with 5 institutions to create prototypes.
- January 2018 ● CatSalut adopts a territorial analysis solution.
- April 2018 ● Hospital de Sant Pau, early adopter of risk prediction solution and intermediate care marketplace.
- June 2018 ● 3 products packaged for sale (chronic illness patterns, territorial analysis and marketplace).
- December 2018 ● 5 customers.
- Consolidation of the Data Scientists team.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €6,000 per month

5 co-developer sites will test beta products. We need €120,000 to customise them and make them usable. Presentations to sector social events, 3 national and 2 international, €10,000. Sales force with demos in 4 agencies and 20 hospitals and consortiums, €20,000.



### CONTACT

Ricard Gavaldà  
C. de Princesa Sofia, 18  
08170 Montornès del Vallès  
 665 321 426  
 [ricard@amalfianalytics.com](mailto:ricard@amalfianalytics.com)

### TEAM



Ricard Gavaldà  
CEO & CTO  




Julianna Ribera  
Medical and Business Director  




UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH



Barcelona Activa

### ASK THE ENTREPRENEUR

Julianna Ribera

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

I have over 25 years of experience in analysis and planning in the healthcare system. I know managers are flooded with indicators and want more proactive tools. Now I want to design what they need.

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

System differences in each organisation. We will parameterise ours for the most widespread ones.

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

Tools for routine use in 10% of the European sector.



€70,000



€0

# 3 ARKYNE TECHNOLOGIES

Generating electricity from plant photosynthesis

 10/2015

 bioo.tech



Life and health science industries

## PROBLEM AND SOLUTION

An energy model not based on renewable energies which impacts people's quality of life in urban environments and causes pollution and climate change.

Bioo offers a new sustainable energy source and develops market products using this technology. Its competitive advantage is based on the fact that it is greener energy and tailored to the environment.

## MARKET

We have a different market for each product developed. Our target is all people and companies concerned about and aware of the environment. Initially we will market in Central America and South America, Arab countries and Spain.

## BUSINESS MODEL

Revenue comes from the development of market products with Bioo technology. The main costs are personnel costs, prototypes and professional services, in which margins adapt to a business with great added value.

## COMPETITION

In the technological field we only have one competitor, with which we are collaborating, and in the product field we will indirectly find different competitors in each category.

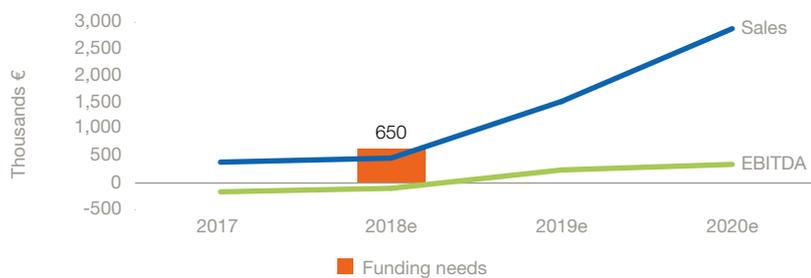
## MILESTONES

- June 2017 ● TRL8 of Bioo Ed and Bioo Pass products.
- July 2017 ● H2020 stage 2 European grant.
- October 2017 ● Patent in Spain and international PCT.

---

- May 2018 ● Verification of the technology's viability.
- December 2018 ● Verification of the technology's scalability.
- May 2019 ● Verification of the technology's integration in conventional systems.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €56,000 per month

Bioo needs €650,000 to complete the final development of Bioo Panel and for its initial mass production. We prioritise private investors supplemented by an equity loans.

## CONTACT

Pablo Vidarte  
 C. Sant Joan de la Salle, 42  
 08022 Barcelona  
 937 308 550  
 pvidarte@bioo.tech

## TEAM



Pablo Vidarte  
CEO



Javier Rodríguez  
COO



## ASK THE ENTREPRENEUR

Pablo Vidarte

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

The need to improve people's quality of life through energy innovation.

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

Energy efficiency; we will address it by investigating innovative technical solutions.

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

With increasing sales of the Bioo Panel for private use and licensing the technology.



€3,000



€250,000

# 4 ATRAM DIGITAL SOLUTIONS

We read the labels for you and tell you if you can consume a product based on your food allergies and/or intolerances

07/2017 [allergeneat.com](http://allergeneat.com)

*Life and health science industries*

### PROBLEM AND SOLUTION

Allergic and/or food-intolerant people need to read all product labels at the supermarket. They run the risk of making a mistake in this reading and suffering an anaphylactic attack. In Spain alone there are over 12 million people at risk.

Allergeneat is a mobile app which has the profile of the user's allergies in it and scans the bar code of products to detect in less than a second whether the user can consume the scanned food product.

### MARKET

20% of the population suffers from any some kind of food allergy and/or intolerance. Allergeneat reaches this group and all the people around them. It is an exponential growth market and Allergeneat also seeks to reach people with diseases such as diabetes.

### BUSINESS MODEL

We offer big data to supermarkets, brands and manufacturers to add value to the user experience and bring traceability to brand decision making. We analyse the data obtained by the app and provide health statistics which are currently not available. We will shortly launch the premium app with paid-for features for people with diseases such as diabetes, histamine problems, etc.

### COMPETITION

There are crowdsourcing apps where users can post the products they have scanned. They have DBs with fewer than 30,000 products. Allergeneat offers 99% data reliability (private DBs processed with proprietary safety algorithms) and over 100,000 product items, high speed response and optimised user experience. "Quepuedocomer?" and "Bueno para mi" are the two main ones.

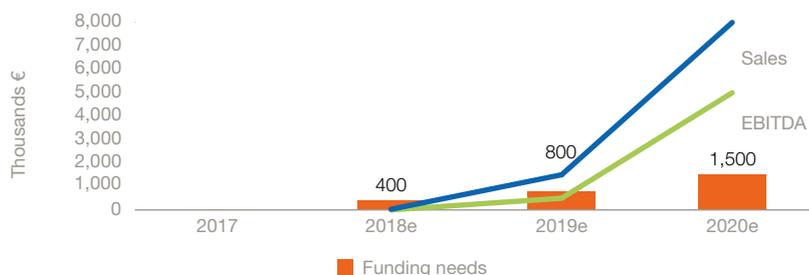
### MILESTONES

- July 2017 ● Winners of the Banco Santander Yuzz programme.
- December 2017 ● €100,000 seed investment round.
- January 2018 ● Selected as one of the best European health apps.

---

- September 2018 ● Launch of Premium version.
- December 2018 ● 20,000 users.
- Start of monetisation.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

We have closed a €400,000 early stage venture capital round of which we have €80,000 paid up. Next year we want to raise an €800,000 round to monetise quicker, expand our workforce and export the technology across Europe where we can make a great qualitative leap.



### CONTACT

Quim Sànchez Orduña  
 C. de les Creus, 36  
 08980 Sant Feliu de Llobregat  
 689 014 380  
[quim.sanchez@allergeneat.com](mailto:quim.sanchez@allergeneat.com)

### TEAM



Quim Sànchez  
 CEO & Founder



José M.ª Falcón  
 CTO

### ASK THE ENTREPRENEUR

Quim Sànchez Orduña

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

It's a start-up that comes out of love. My partner was diagnosed with a number of food allergies and supermarket shopping time increased almost threefold. When I saw that there was no solution on the market, I decided to do something about this problem which some people had.

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

Someone copying the technology; we have addressed this by protecting our intellectual property.

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

Allergeneat will be working all over Europe offering new product pathways.



€10,000



€80,000

# 5 BLUEPHAGE

Ensuring microbiological quality of water and food for a better world

11/2016 [bluephage.com](http://bluephage.com)

*Food Industry*

### PROBLEM AND SOLUTION

Bacterial indicators have proved insufficient for sanitary control of water and food. As a result a new indicator based on virus of faecal origin is being implemented worldwide.

BLUEPHAGE offers its customers the fastest and most easy-to-use kit that allows analysing virus indicators for water and food. The technological innovation is disruptive as it gives a very quick response.

### MARKET

It is a market with high growth potential for water and food analysis laboratories, water supply and sanitation companies and public authorities.

### BUSINESS MODEL

The business model is based on the sale of kits in an emerging international market. We will begin with outsourced production (trade margin 30-60%) and direct sales via dealers.

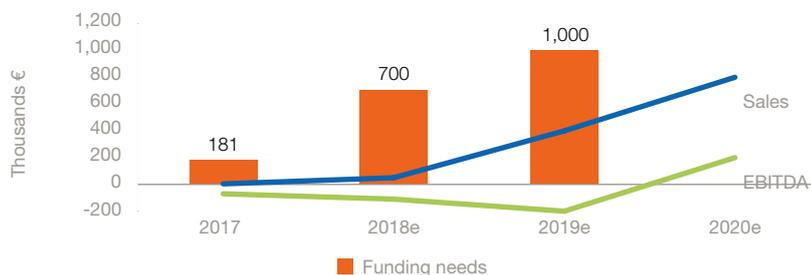
### COMPETITION

There are currently two American companies (EasyPhage and FastPhage) that have a similar product but it's not so fast or so easy to use.

### MILESTONES

- November 2016 ● Specifying the business model.
- April 2018 ● Patent awarded in the USA and final EPO award phase.
  - Completion of the concept test for the first kit.
- October 2018 ● Develop the rest of the first kits planned.
- January 2019 ● Implementation in Spain, France and the USA.
- March 2019 ● Certifying products in Europe and the USA.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€-12,000 per month

This summer we are planning to do the second funding round. We need €700,000, of which we already have €500,000 committed. With this money we can certify our kits and start selling them.



### CONTACT

Enric Queralt  
 C. de Gavà, 4, 2n 2a  
 08820 El Prat de Llobregat  
 680 991 980  
[equeralt@bluephage.com](mailto:equeralt@bluephage.com)

### TEAM



Enric Queralt  
*Founding partner & CEO*



Anicet Blanch  
*Founding partner & CTO*



Francisco Lucena  
*Founding partner*



Joan Jofre  
*Founding partner*



### ASK THE ENTREPRENEUR

Enric Queralt

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

I have always worked with water utilities and water laboratories. Helping them to improve health safety was a challenge.

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

Product certification and validation is crucial in a regulated market. We will have to do it quickly to avoid delays in turnover.

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

In 5 years' time we will be a company selling in various countries around the world, including the Third World.



€30,000



€150,000

# 6 BWOM TECHNOLOGIES

Changing healthcare for women

04/2015 [b-wom.com](http://b-wom.com)

*Life and health science industries*

## PROBLEM AND SOLUTION

Women undergo various changes throughout our lives, and although we know they exist we do not have the tools or information needed to prevent or reduce their symptoms. When these symptoms become serious, they end up becoming costly problems for the system.

B-wom is a digital coach for women's health focused on prevention. Using questionnaires we offer our users a solution with PERSONALISED ACTION PLANS (to be able to improve or prevent) and we treat health holistically (including symptoms, habits and emotions, etc.).

## MARKET

Women, mainly between 30 and 55 years old. B2C commerce: recruitment (and organic growth). B2B2C commerce: health stakeholders and companies that deliver the product (suggesting/offering it for free) to their B-wom users.

## BUSINESS MODEL

B2C commerce: monthly/six-month/annual subscription.  
B2B2C commerce: annual subscription + access to aggregated data / B-wom by Brand.

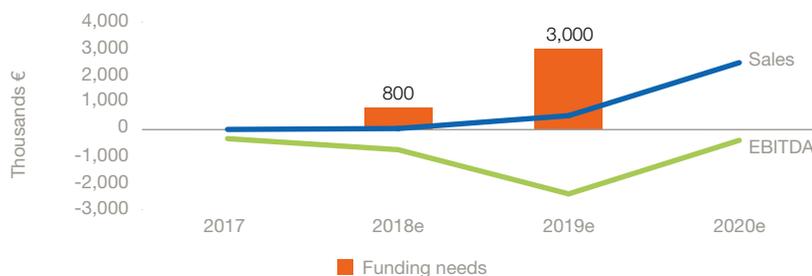
## COMPETITION

Considered one of the 45+ femtech start-ups by CblInsights, we focus on the less crowded area of intimate health. Our main competition is focussed on fertility, menstruation and pregnancy, such as Clue (€9.92 ARPU in March 2018).

## MILESTONES

- May 2016 ● €859,000 seed round with leading international investors such as Hansi Hansmann and the Runtastic founders.
- July 2017 ● 200,000 registered users.
- April 2018 ● ARPU = 7.98.
- November 2018 ● Close the first B2B2C contracts/pilots.
- December 2018 ● Growing in the American market.
- April 2019 ● Close a new funding round.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€35,000 per month

We need €1.3 million in 2018 to expand the product development team and close the first B2B2C contracts. We are looking for private investment and we already have €350,000 committed.



## CONTACT

Helena Torras  
Plaça de Pau Vila, 1, 3r A  
08003 Barcelona  
 636 727 352  
 [helena@b-wom.com](mailto:helena@b-wom.com)

## TEAM



Helena Torras  
CEO



Alba Montero  
Content Manager



Marta Ros  
CPO



Estrella Jaramillo  
CMO



Vicent Soria  
CTO

## ASK THE ENTREPRENEUR

Helena Torras

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

Helping women in all the health changes we go through in our lives. As a woman, having undergone many of the changes and previously run a 24x7 home medical service.

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

Consolidating the B2B2C market.

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

I see B-wom as a benchmark tool for women's health which supports them every day and in each stage. With this leadership position established by integrating other verticalised platforms in the app and integrating them into women's daily lives.



€25,000



€859,000

# 7

## DINDOG TECH

Wearable for professional pet health monitoring

 04/2016

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

Life and health science industries

### PROBLEM AND SOLUTION

Most of the equipment used by vets is not adapted for pets. This hampers controlling patients admitted and means lots of resources are allocated to tasks that could be automated.

DinbeatPRO is a wearable device that allows monitoring pet health in real time, thus enabling professionals to improve their supervision of their patients without stressing them and also saving over 60% in health monitoring costs.

### MARKET

DinbeatPRO is aimed at the veterinary sector, a market that grows on average by 5.7% per annum and has turnover coming to more than €776 million in Spain, €11.1 billion in Europe and €13.94 billion in the USA. We estimate that our potential market is over €500 million. We will reach veterinarians through a veterinary channel dealer and specialised online stores.

### BUSINESS MODEL

B2B business model based on product sales and monthly subscription to store data in the cloud. Our sale margin is over 66%.

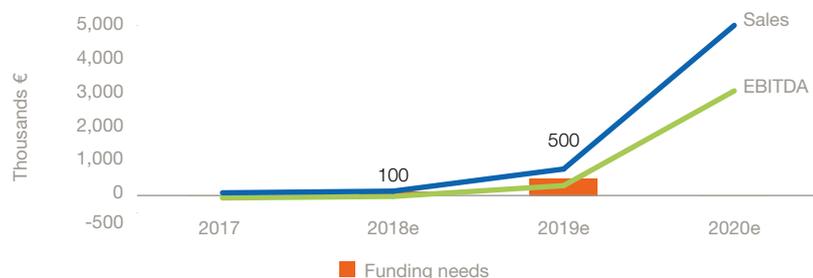
### COMPETITION

We compete with traditional veterinary equipment (multiparameter monitors, ECG, Holter monitors) that are not suited to pets.

### MILESTONES

- December 2017 ● European Commission Seal of Excellence in SME Phase 1.
- January 2018 ● We were one of the 20 start-ups financed by ACCIÓ's StartUp Capital programme out of over 270 candidates.
- February 2018 ● Validation tests with the Veterinary Hospital at the University of Murcia.
- June 2018 ● Funding round.
- July 2018 ● Start of manufacturing the first devices.
- October 2018 ● Market launch.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €10,000 per month

We need €100,000 to manufacture the first units, patent sensors and complete the development of our software in the cloud. In 2019 we anticipate a new €500,000 round for mass production and to boost growth with a view to internationalisation.



### CONTACT

Talía Bonmatí Sempere  
C. de la Llacuna, 162, oficina 208b  
08018 Barcelona  
 687 381 886  
 [tbonmati@dinbeat.com](mailto:tbonmati@dinbeat.com)

### TEAM



Talía Bonmatí  
CEO & Founder



Raúl Fernández  
CTO



David Arranz  
CMO



### ASK THE ENTREPRENEUR

Talía Bonmatí Sempere

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

I love animals and technology. This is my second start-up in the pet sector. In the previous company (a directory to put pet owners in touch with professionals) I learned a lot about the market, made contacts, went to fairs and met some of my current partners.

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

Reaching our customers efficiently. We will resolve it with a good sales team and good distribution agreements.

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

Selling on a global scale. DinbeatPRO will be the standard device for remote monitoring in veterinary clinics.



€95,000



€135,000

# 8 FARM ROBOTICS AND AUTOMATION

More animal wellbeing. Better productivity

07/2016 [faromatics.com](http://faromatics.com)

Food Industry

## PROBLEM AND SOLUTION

Intensification of breeding creates animal wellbeing problems. Farmers cannot cope due to lack of resources.

ChickenBoy is the world's first robot hanging from the roof that monitors chickens, poultry litter and equipment autonomously all day and all the time. It uses artificial intelligence to detect health problems, measure climatic conditions and warn about broken equipment.

## MARKET

There are some 100,000 units suitable for ChickenBoy and we estimate that the SAM is 1,400 units per year. We have 5 routes to market, of which we are already working in 4: direct, integrators, equipment manufacturers and consultants.

## BUSINESS MODEL

Faromatics has the following revenue streams: direct sales of units (56%), sales through dealers (27%), services and consultancy (7%) and additional modules (11%).

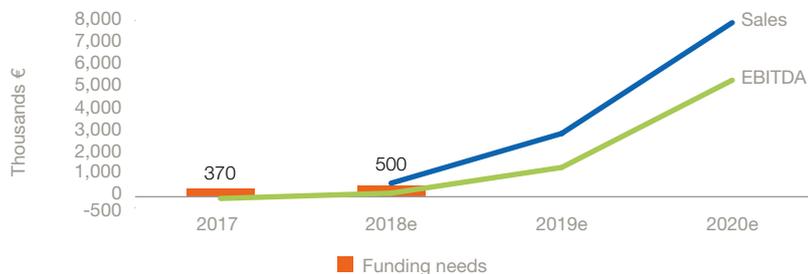
## COMPETITION

There is only one competitor in fattening chickens, Octopus Robots (France), but its functionality is disinfection. Its price is 3 to 5 times higher than ChickenBoy.

## MILESTONES

- December 2016 ● First pilot on a farm and subsequent decision to hang the robot.
- February 2018 ● Getting Startup Capital grant from ACCIÓ.
- April 2018 ● 4 units sold and 4 more in preparation.
- May 2018 ● First units sold in France and Benelux.
- August 2018 ● 30 units sold.
- November 2018 ● Presentation at EuroTier 2018.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€30,000 per month

We have started the second €500,000 funding round from a number of sources: €200,000 in external investment; €55,000 in investment from the founders; €170,000 in borrowing and €75,000 in grants. €135,000 has already been obtained. These funds will be used to finance working capital and investment needs in our sales infrastructure.



## CONTACT

Heiner Lehr  
 Rambla de l'Exposició, 59  
 08800 Vilanova i la Geltrú  
 931 597 999  
 info@faromatics.com

## TEAM



Dr. Heiner Lehr  
CEO & Co-Founder



Dr. h.c. Jörg Hartung  
Co-Founder



Daniel Rosés  
Co-Founder



Johan van den Bossche  
Co-Founder



Maurice Mergeay  
Co-Founder



## ASK THE ENTREPRENEUR

Heiner Lehr

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

I've been promoting precision breeding on a European scale for 10 years.

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

Farmers' investment capacity; we will go through integrators.

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

With a complete range of robotic products supporting aviculturists all over the world.



€195,000



€250,000

# 9 INNOLAPPS

Contact a professional psychologist immediately and anonymously



*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Anxiety and depression affect 40% of Spaniards and every five minutes a married couple separates. However, there are few people who see a psychologist due to problems of time, money or preconceptions.

Psonrie is an immediate, anonymous and affordable way to contact a professional psychologist. Whenever you want, wherever you want and in less than a minute. Through a mobile app and website, we offer 20 minute sessions that can be done by chat (€5.99) or voice call (€14.99).

### MARKET

The target audience is any Spanish-speaking person with psychological problems in daily life. The target market is 12 million users in Spain. We will penetrate the market through SEM (Adwords), SMM, SEO and referral. In addition, we are constantly working on the positioning of our website and the mobile app. We currently appear in the Top 10 on Google Play with the word 'psychologist' in Spain, Argentina and Mexico. Finally, we reward our network of psychologists with the recruitment of new active users.

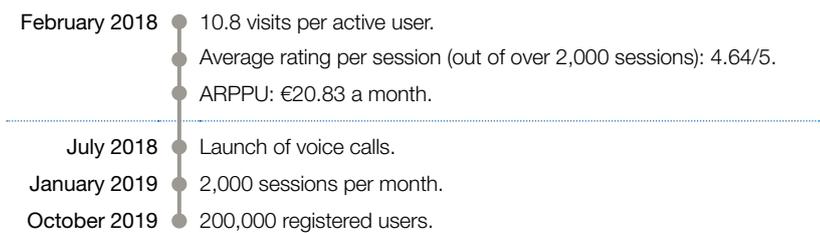
### BUSINESS MODEL

Psonrie is a social project with a scalable business model. We bill the user for the session and pay a percentage to the psychologist at 30 days, which varies by ratings and experience (average percentage: 54%).

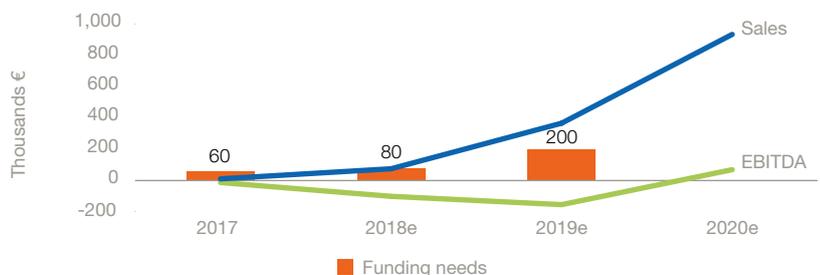
### COMPETITION

Psonrie is the only online psychology service available 24 hours a day with no waiting.

### MILESTONES



### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

€280,000 seed round, €80,000 in convertible notes (20% already achieved) to improve the product and optimise current metrics. The planned investment is marketing (55%), technology (22%), operations (15%) and infrastructure (8%).



### CONTACT

Jordi Boix Baró  
C. Sant Pere, 10  
08392 Sant Andreu de Llavaneres  
669 646 842  
jboix@psonrie.com

### TEAM



Jordi Boix Baró  
CEO



German Cano Ruiz  
CTO



Marina Ruiz Aguilera  
COO

### ASK THE ENTREPRENEUR

Jordi Boix Baró

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

My partner is a psychologist and knows all about the employment problems in this sector where people work 28 hours a week on average. Psonrie allows you to conveniently and simply supplement your working day.

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

It is a business with a little room for manoeuvre. The margin per session will increase with voice calls.

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

Psonrie will be the leading psychological counselling service in Europe and South America.



€23,000



€0

# 10 LABORATORIOS ASDERCO

Accelerate entry into the market for new cutting-edge dermatological products

03/2017 [asderco.com](http://asderco.com)

*Life and health science industries*

### PROBLEM AND SOLUTION

Patients do not have quick access to new, innovative and efficient solutions due to long regulatory and marketing processes for introducing these products in each country.

Asderco has created strategic alliances with European and Korean partners to develop a complete and consistent portfolio of products in common and infrequent diseases to cover the full spectrum of each dermatological pathology. Asderco has begun its operations with cosmetics and health products to offer solutions for patients as soon as possible.

### MARKET

The global dermatology market is expected to grow by 7.73% in the coming years, reaching \$33.7 billion by 2022. Asderco has selected some key pathologies with limited competition.

### BUSINESS MODEL

Asderco identifies and invests in innovative development of dermatological products and in outsourcing all non-critical tasks such as manufacturing, logistics or part of R&D to be able to reach the market as soon as possible.

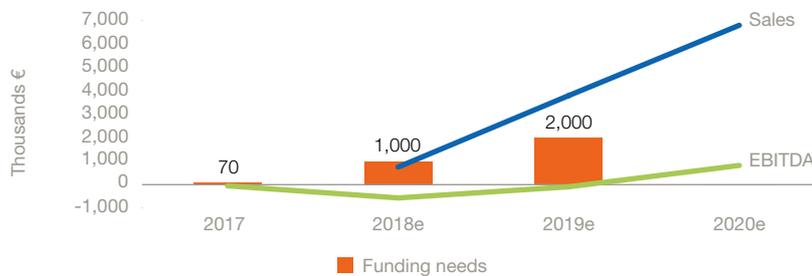
### COMPETITION

Current competitors include medium-sized and large pharmaceutical firms such as Valeant, Leo and Galderma with a dermatological franchise.

### MILESTONES

- August 2017 ● First equity loan.
- December 2017 ● Signing the first licence agreement.
- April 2018 ● Approval of the first product on the European portal.
- June 2018 ● Close agreement with a European country.
- July 2018 ● Launch of the first product on the market.
- October 2018 ● Launch in another European market.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€11,000 per month

We need to raise €400,000 by June 2018, of which we already have €100,000 committed. This round will enable us to launch the first two products. It will be funded by business angels, family offices and an industrial partner. Before the end of the year we will run another €600,000 round to internationalise.



### CONTACT

Pascal Nizet  
 Parc Científic de Barcelona  
 C. de Baldiri Reixac, 4-8  
 08028 Barcelona  
 649 825 939  
[pnizet@asderco.com](mailto:pnizet@asderco.com)

### TEAM



Pascal Nizet  
 CEO

### ASK THE ENTREPRENEUR

Pascal Nizet

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

I decided to set up the company after almost 20 years in the industry, working all over the world with pharmaceutical products and especially in dermatology.

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

The main risk is commercial and so good market research and a good marketing strategy are needed to introduce the products.

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

On the stock market and with a turnover of around €25 million.



€25,000



€100,000

# 11 MOLOMICS BIOTECH

Empowering artificial intelligence with humans to design better drugs

01/2015 [molomics.com](http://molomics.com)



*Life and health science industries*

## PROBLEM AND SOLUTION

Failure in clinical development of drugs (87%) results in very high average drug development costs (approx. €1 billion), preventing new treatments from reaching the market/patients.

Molomics technology takes advantage of extensive information, knowledge and logic (from both artificial and human intelligence) to design optimal drug candidates with novel structures which are expected to have higher efficacy and cause fewer side-effects and toxicities.

## MARKET

Currently we are working on a drug for Levodopa-Induced Dyskinesia (LID), a movement disorder strongly limiting the daily life of Parkinson's patients. LID has a potential market of €1 billion.

## BUSINESS MODEL

Molomics out-licenses its drug candidates in the pre-clinical phase for an up-front payment. As the licensee advances the drug through clinical phases, we expect milestone payments.

## COMPETITION

The only LID treatment, Osmolex ER, is hardly used by patients due to its side-effects. Only a few molecules with potential problems are in clinical phases.

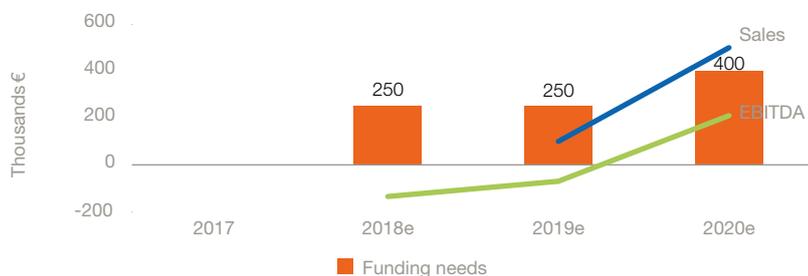
## MILESTONES

- December 2017 ● Partial experimental validation of Molomics technology.
- March 2018 ● Entering US & EU technology patent registration phase.
- June 2018 ● Successful project feasibility study of 1<sup>st</sup> Parkinson's product.

---

- December 2018 ● Drug Discovery Collaboration with a pharma company.
- June 2019 ● Successful project feasibility study of 2<sup>nd</sup> Parkinson's product.
- 2020 ● Out-license 1<sup>st</sup> Parkinson's product.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€20,000 per month

€440,000 investment to reach the above-presented objectives. €100,000 from US business angels and €37,000 in committed grant. Two ongoing grant applications, each worth €150,000.

## CONTACT

Jascha Blobel  
 Parc Científic de Barcelona  
 C. de Baldiri Reixac, 4-8  
 08028 Barcelona  
 661 544 028  
[jblobel@molomics.com](mailto:jblobel@molomics.com)

## TEAM



Dr. Jascha Blobel  
CEO



Dr. Giovanni Cincilla  
CSO



Simone Masoni  
CTO

## ASK THE ENTREPRENEUR

Jascha Blobel

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

A method to determine better drug candidates, overcoming key limitations observed in ~20 projects with pharma companies.

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

That product development fails. A 3-month project feasibility study, being both a computational and an experimental validation.

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

3 out-licensed products in clinical trials and an own product in clinical phase 2.



€3,000



€188,000

# 12 NANOLIGENT

Antimetastatic medication for colorectal cancer

03/2017

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

*Life and health science industries*

### PROBLEM AND SOLUTION

20% of patients with colorectal cancer have metastasis at the time of diagnosis. Metastasis reduces life expectancy.

First medication capable of selectively eliminating metastatic cells and thus increasing the life expectancy of patients with cancer.

### MARKET

Colorectal cancer is the third most common cancer in the world. It is a growing market expected to reach \$9 billion dollars by 2020. Our product could also be used in other types of cancer.

### BUSINESS MODEL

Carry out a first clinical trial which demonstrates the efficacy of our medication in humans and allows us to sign a licence agreement with a pharmaceutical company.

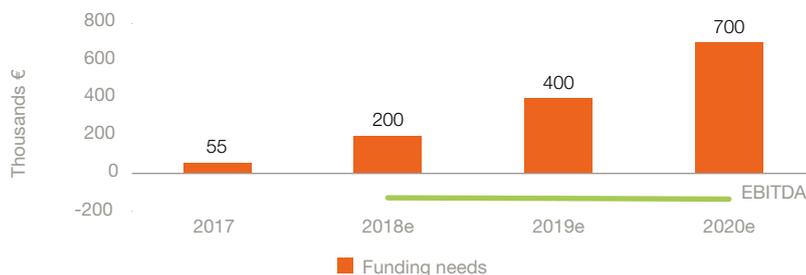
### COMPETITION

Anti-cancer drugs called ADC. However, our product is more specific for metastasis; it is more effective and has fewer side effects.

### MILESTONES

- 2016 ● Laboratory verification of the technology's efficacy.
- June 2017 ● Selected for EIT Health Catapult's European phase.
- March 2018 ● Obtaining Neotec funding.
- June 2018 ● Obtaining funding.
- July 2018 ● Signing an agreement with an investor.
- January 2019 ● Start of the preclinical regulatory phase.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€53,000 per month

First year: €200,000 in funding (out of a total budget coming to €641,000) to select the candidate product to be developed.

2<sup>nd</sup> and 3<sup>rd</sup> years: €1,100,000 in funding (out of a total budget coming to €2,793,000) to complete preclinical development.



### CONTACT

Manuel Rodríguez Mariscal  
 Av. de Can Domenech, s/n, edificio Eureka  
 Campus UAB  
 08193 Bellaterra  
 609 756 599  
[mrm@nanoligent.com](mailto:mrm@nanoligent.com)

### TEAM



Antonio Villaverde  
*PhD (CSO)*



Manuel Rodríguez  
*PhD (CEO)*



Ramón Mangués  
*PhD (Investigator)*



Esther Vázquez  
*PhD (Investigator)*



### ASK THE ENTREPRENEUR

Manuel Rodríguez Mariscal

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

We set up the company to ensure that cancer patients could benefit from the new anticancer drugs which can eliminate metastasis, designed jointly by the UAB and Sant Pau.

My previous relationship with the potential market comes from my training as a doctor in pharmacy and my experience working at two leading pharmaceutical firms: Ammirall and Novartis.

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

Demonstrate efficacy in humans. To reduce this risk we will identify the most susceptible patients.

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

Completing the clinical trial and negotiating the licence for our new medication. Starting the development of other medications with our platform.



€65,000



€0

# 13 PLAY BENEFIT

The app that helps you to have more energy in your everyday life and builds your willpower

 05/2014  [benergyapp.com](http://benergyapp.com)

*Life and health science industries*

### PROBLEM AND SOLUTION

WHO says that lifestyle-related chronic diseases are the cause of death of more than 40 million people per year worldwide. In the EU alone it involves €910 million per year.

Health and wellness app that uses gamification to train the user to have more energy and stay healthy in their everyday lives. We provide a holistic approach, blending science with tips for physical, mental and emotional wellbeing.

### MARKET

People aged 30 to 60 who realise they have to look after themselves. Usually they look for solutions online and in apps (B2C). Insurers and videogame companies which identify sedentary lifestyles in their users (B2B).

### BUSINESS MODEL

Subscription model in two channels: B2C, with a monthly, annual and “4life” subscription model, and B2B, with corporate clients by subscription volume.

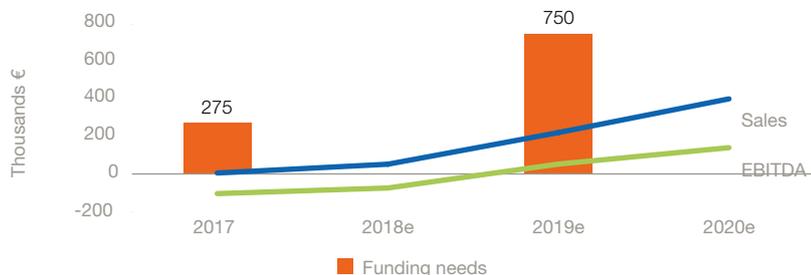
### COMPETITION

Our direct competitors are other health apps which help users in healthy lifestyle issues (Headspace, Happify, Lifesum).

### MILESTONES

- February 2017 ● Campaign on Indiegogo with 107 buyers of a digital item that doesn't exist.
- August 2017 ● Beta release for Android, start of beta-testing.
- March 2018 ● Average app use: 2:34 minutes / 57% users active monthly.
- August 2018 ● Starting studies with Hospital Clínic, Hospital las Cruces and Hospital Universitario Colombia.
- September 2018 ● Hard launch, BENERGY product on the market.
- December 2018 ● Achieving 20,000 users.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

€275,000 to finish Benergy. We have raised initial capital coming to €150,000 (private investors), €80,000 (from PlayBenefit consultancy) and €5,000 from Indiegogo. Next round €750,000 to incorporate artificial intelligence in 2019.



### CONTACT

Anna Sort  
Ronda Universitat, 31, 3-4  
08007 Barcelona  
 626 638 574  
 annasort@playbenefit.com

### TEAM



Anna Sort  
CEO  




Manel Sort  
Co-Founder  


### ASK THE ENTREPRENEUR

Anna Sort

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

A nurse and gamer, I decided to combine the two to improve health education and prevention.

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

There may be an EU regulation on healthcare devices and applications. We have excellent relationships with individuals and organisations that are at the forefront of IT healthcare.

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

Positioned in the market as a creator of trustworthy and fun health apps.



€50,000



€150,000

# Information and communication technologies



Company founded



Monthly burn rate



K invested by the team



External K raised

# ICT sector in Catalonia

 **15,077**  
COMPANIES

 **15,914**  
TURNOVER  
2015 (M€)

 **115,600**  
EMPLOYEES

**FOREIGN INVESTMENT 2013-2017**  
LEADING ICT FDI DESTINATION IN SPAIN

**105**  
PROJECTS  
**42,5%**  
OF STATE TOTAL

**5th** EUROPEAN  
REGION  
IN JOBS  
CREATED

**TECHNOLOGICAL  
OPPORTUNITIES**

  
ROBOTICS

  
CIBERSECURITY

  
BIG DATA

  
INDUSTRY 4.0

  
3D PRINTING

  
INTERNET  
OF THINGS

  
ARTIFICIAL  
INTELLIGENCE

  
CONNECTED  
VEHICLE

  
5G

  
DRONES

  
BLOCKCHAIN

  
SMART  
MATERIALS

  
SMART CITIES

  
VIDEOGAMES

  
E-COMMERCE

**BEST LOCATION FOR THE ICT SECTOR**

 STRATEGIC  
LOCATION

TALENT  
ATTRACTION 

 BUSINESS MIND

FAIRS AND  
CONGRESSES 

 INNOVATION AND  
ENTREPRENEURSHIP

QUALIFIED  
STAFF 

**MAIN TRADE PARTNERS**

 EXPORTS  
FRANCE, GERMANY & ITALY  
IMPORTS  
CHINA, GERMANY & THE NETHERLANDS

**LEADING ICT EXPORTING  
REGION IN SPAIN (35%)** 

Source: "The ICT industry in Catalonia. Sector snapshot"

## Recent examples of venture capital investment in companies in this area

 TravelPerk

€17 million

 TARGET  
GLOBAL

 SPARK

 FINCAPITAL

 Sunstone

 Red Points

€20 million

 Northzone

 MANGROVE  
CAPITAL PARTNERS

 8<sup>th</sup> EIGHT ROADS

 Sabadell  
Venture Capital

 Typeform

€35 million

 GENERAL  
ATLANTIC

 Point Nine  
THE ANGEL VC

 Index  
Ventures

 connect

## Examples of attracting foreign investment in this area

 SATELLAGIC

The company specialising in high resolution image microsatellite technology is setting up its European headquarters in the 22@ and expects to hire up to **100 employees**.

 Microsoft

Microsoft has chosen Barcelona as the venue for a design centre and quantum laboratory which will be part of its worldwide Quantum Labs network.

 Nestlé

Nestlé is reorganising its global information technology operations and is to transfer part of them currently carried out in Switzerland to its Global Digital Hub in Esplugues de Llobregat.

# 1 AIRNING AIRCLAIMS

Your travel companion whenever you have a problem at the airport

07/2016 airning.com

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Handling flight problems with airlines to find solutions to incidents and get compensation.

Online platform where you can make a claim for any air travel incident easily and quickly and handle it without having to do anything.

### MARKET

Every year over €5 billion are not claimed in Europe due to difficulties in handling a claim with the airline. Use of offline (direct advertising at airports) and online (social media) marketing actions.

### BUSINESS MODEL

Traditionally we have had a no win, no fee policy, i.e. a successful outcome means 25% of the amount recovered. We are now implementing new avenues: B2B, flight insurance, etc.

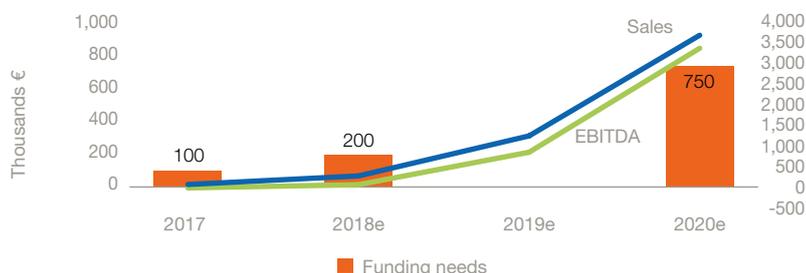
### COMPETITION

Our main competitors are Airhelp and Reclamador, although Reclamador handles any incident, not just air travel ones.

### MILESTONES

- November 2017 ● Exhibitors at the NOAH Conference London 2017.
- April 2018 ● €750,000 in claims managed in a year and a half and over 3,500 customers.
  - Incubation in Barcelona Activa by the UPF, selected at Btravel Pro.
- December 2018 ● Reach a million and a half claims managed and 5,000 customers.
  - Close funding round and implementation of SaaS software for companies and travel agencies.
- May 2019 ● Entry into the South American market.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€8,000 per month

We need €200,000 to accelerate our growth. It will be allocated as follows: marketing (€60,000); process automation, SaaS software creation and website improvement (€75,000); mobile app (€10,000) and working capital expenses (€55,000).



### CONTACT

Xavier Trallero Guillot  
 C. Almogàvers, 165  
 08018 Barcelona  
 675 367 873  
 xtrallero@airning.com

### TEAM



Xavier Trallero  
Co-Founder



Aleix Fajardo  
Co-Founder



### ASK THE ENTREPRENEUR

Xavier Trallero Guillot

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

We have always liked travelling, and as a result of a problem with a flight we decided to help people with their flights.

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

The most important risk is customer recruitment, so we will run geolocated ads at airports.

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

Throughout Europe, solving UX problems with airlines and helping people get compensation.



€6,000



€110,000

## 2 ALLYMPIC SPORTAPP

We leverage social media's influence to increase eShop sales

06/2016  **athlepic.com**

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

When the user sees a product on social media and likes it, there is no way to get more information about it. Brands miss out on sales, users get frustrated and influencers cannot monetise their activity.

With Athlepic, you click the product in the photo where you see it and access full information: brand, model, price, technical specifications, user reviews, price comparison and even purchase it.

### MARKET

It provides solutions to 3 groups: users, who want to buy and compare products on social media in the same place; brands, who need to know the real impact of their products; and influencers, who want to monetise their activity.

### BUSINESS MODEL

Commission per sale, positioning through brands on the comparison site, marketing and advertising, and monthly subscriptions to access metrics.

### COMPETITION

Instagram, Facebook and Pinterest: they experiment with buying buttons so they confirm the business model, but the big difference is specialisation.

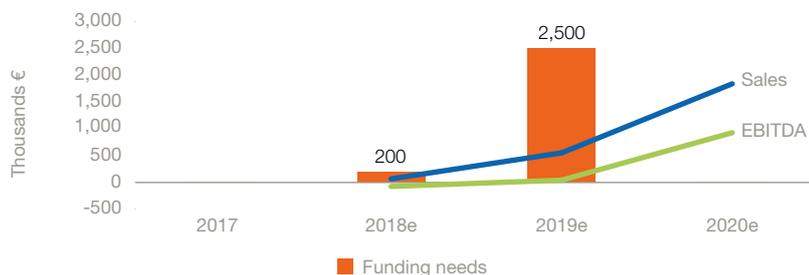
### MILESTONES

- September 2017 ● Incubated at Barcelona Activa.
- October 2017 ● Launch of the Android app on the market.
- November 2017 ● €110,000 in investment from FFF and ENISA.

---

- April 2018 ● Launch of the iOS app on the market.
- July 2018 ● €200,000 in private and public investment.
- December 2018 ● Add new sports to the app.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €3,000 per month

The start-up needs €200,000 in funding this year: 50% for marketing, 35% for development and 15% for fixed costs. Our goal is to do this round with public and private funding.



# Athlepic

### CONTACT

Guillermo Marcet Señor  
 C. de la Llacuna, 162-164  
 08018 Barcelona  
 ☎ 697 289 216  
 ✉ gmarcet@athlepic.com

### TEAM



Guillermo Marcet  
CEO  




Olivier Jacob  
Consultant  




Pablo Bosch  
CCO  




### ASK THE ENTREPRENEUR

Guillermo Marcet Señor

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

On several occasions I tried to buy products I saw on social media but couldn't. This was frustrating. I noticed that other people were having the same problem and I thought that brands were missing out on sales.

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

Instagram has brought out the option to buy through its images; we will address this by specialising in the sports vertical and unique features that generalist networks do not have.

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

World leaders in sports social selling.



€3,000



€60,000

# 3 BARSPIN STUDIOS

Action and extreme sports videogames in emblematic cities

 12/2014  [barspinstudios.com](http://barspinstudios.com)

*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

At present there is great and growing demand for action sports video games combined with a lack of realistic games in this genre. In addition there are no developers specialised in this niche and production costs are high.

Barspin Studios is developing an IP environment for action sports with high quality videogames created by specialised teams. All the IP will reuse resources and scalable technology that will make it possible to cut production costs.

### MARKET

Videogames are the cultural product with the highest forecast growth worldwide and over 2.2 billion users. Estimated targets will be achieved by activating a pre-existing community and other specific social media actions.

### BUSINESS MODEL

The business model is based on a premium system in which the user pays to download the game, combined with a DLC system in which the user can buy more content after the game is launched. 70% margin.

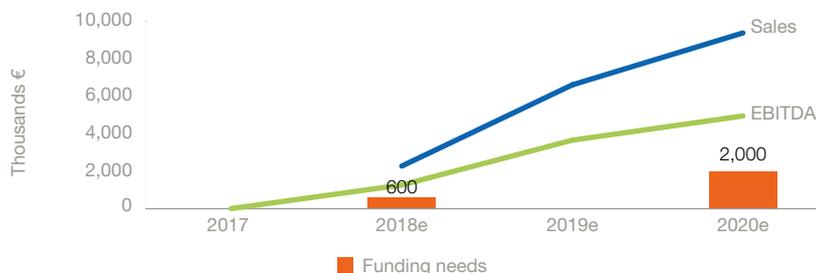
### COMPETITION

Our competitors can be classified into two types: small independent studios and large developers. Barspin Studios is based on the points that make it more competitive.

### MILESTONES

- September 2016 ● Over 4,000 advance bookings of the videogame.
- December 2016 ● 150,000 followers on social media and forums.
- December 2017 ● Top 5 worldwide at Steam Greenlight, the leading platform, compared to 17,000 videogames.
- September 2018 ● Get €150,000 from the remaining round for €600,000.
- November 2018 ● Closing with a publisher/distributor before September.
- December 2018 ● Launch of the final version in late 2018.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €65,132 per month

We've begun a €600,000 funding round with the aim of completing development of the IP's first game, ensuring market success through a marketing strategy and initiating pre-production of the next videogame. €450,000 has already been committed by a family office in Barcelona.



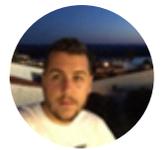
### CONTACT

Lluís Castro Menéndez  
 C. Àvila, 99, 4t 2a  
 08018 Barcelona  
 633 790 304  
 lcastro@bmxthegame.com

### TEAM



Carles Canales Menéndez  
CEO  

Lluís Castro Menéndez  
CMO  




David Garcia Borràs  
COO  


### ASK THE ENTREPRENEUR

Lluís Castro Menéndez

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

Business opportunity in a poorly satisfied niche market.

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

Meeting users' expectations. We will address this by fine-tuning development based on feedback.

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

Positioned as the main leader in action and extreme sports videogame studios.



€3,500



€50,000

# 4 BRAIBOOK

Where some see only dots, others read stories

07/2015 [braibook.com](http://braibook.com)

*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

Blind people need Braille to read and write, but Braille books are very expensive, are very heavy and only 5% are converted to Braille. For example, 'Harry Potter and the Half-Blood Prince' weighs 6 kg and costs \$150.

The solution we have developed is a device that works like a Kindle but is a converter of digital texts into Braille. Thus the price of books is similar to the one for the "normal" version, we have access to all documents published online and we can carry hundreds of books in our pocket.

### MARKET

250 million people have severe visual impairment, 60 million of them are blind, and about 10% can read Braille. We reach users through associations, foundations and schools.

### BUSINESS MODEL

Our business model is the development of Braille products for all levels, from devices for learning to devices for schools. We see to design and marketing and manufacture is conducted by a third party.

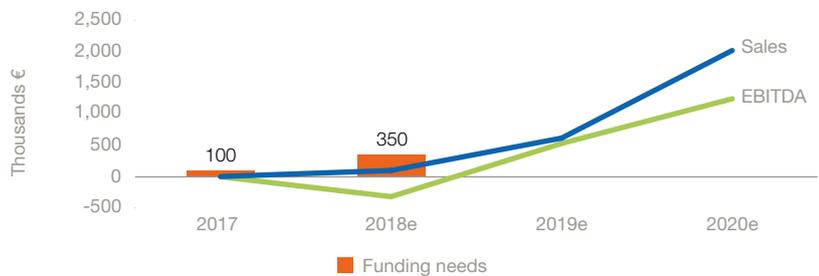
### COMPETITION

At the moment our product does not have any direct competition since it is a totally innovative product. The most similar are the Braille lines by Humanware and VFO.

### MILESTONES

- December 2017 ● €50,000 equity loan from Enisa.
- February 2018 ● Validation by ONCE.
- May 2018 ● 3 international distributors during the first month of negotiations.
- July 2018 ● Concept test in the United Kingdom.  
Mass production process.
- October 2018 ● Close the investment round and concept test in the US.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

€350,000 to open up the international market, hire staff to develop ecommerce in books and develop BraiBook2 with Wi-Fi. At present we have already raised some €120,000 from private investors.



### CONTACT

Carlos Madolell  
 Rambla de Sant Nebridi, 39  
 08222 Terrassa  
 658 659 544  
[c.madolell@braibook.com](mailto:c.madolell@braibook.com)

### TEAM



Carlos Madolell Domenech  
President



Eric Sicart Benavent  
Business Developer



Luis Peris Vidal  
CTO



### ASK THE ENTREPRENEUR

Carlos Madolell

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

One day I was on a coach reading an eBook and next to me there was a blind person who was sitting there doing nothing, even though it was a 5-hour trip.

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

Lack of resources, which we will resolve with a funding round and sales, and inexperience, which we will address by hiring a senior CEO. We will also have to be patient because it is a very innovative product.

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

BraiBook will be a prominent company in the industry, with a large workforce of specialised professionals who will make BraiBook into an established company with a validated business model and steady and growing revenue. In addition, BraiBook will be a benchmark for education in Braille, with technological products supported by international associations and institutions.



€30,000



€72,000

# 5 COMPAÑEROS DE PISO

We connect people looking for and offering accommodation, and we do it with artificial intelligence

07/2017 [depisoenpiso.com](http://depisoenpiso.com)

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Rental accommodation is growing more and more. In addition there are the elderly (retired people) with little purchasing power who live alone. If you decide to share accommodation, you need to find the ideal companion.

We have set up a network of virtual assistants using artificial intelligence that allows people to offer the ideal accommodation. The advantage is that this intelligence connects to our big data and offers customer service through social media.

### MARKET

Young people (under 35) who want to live away from their parents' home. Elderly (retired people) who live alone and have little purchasing power.

### BUSINESS MODEL

Freemium / premium, collaborative economy model. People contact us through our social media for free. However, to secure accommodation we charge 20% of the first monthly payment through the website.

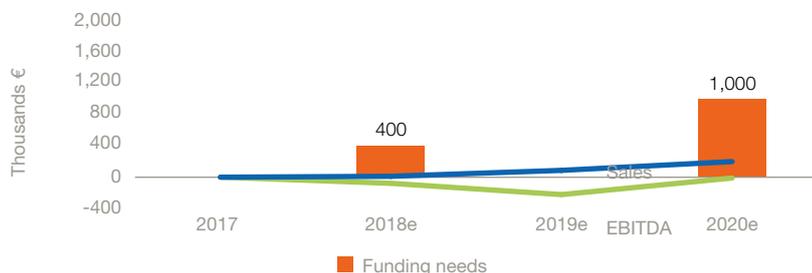
### COMPETITION

Uniplaces and Spotahome: centred on exchange students. Badi: app focused on Tinder-style matching.

### MILESTONES

- March 2018 ● Launch of the 1<sup>st</sup> phase of our AI.
- April 2018 ● Over 45,000 people have found their flatmates.
- May 2018 ● CAU: €0.
- July 2018 ● First €10,000 billed.
- Website redesign to increase conversion.
- October 2018 ● Launch of supplementary products for recurring invoicing.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€200 per month

We need €400,000 by October 2018 to continue expanding throughout Spain and in 3 cities in Latin America. We envisage a round with private investors and supplemented with some kind of borrowing.



### CONTACT

Víctor Domínguez F.  
C. de Sant Gregori, 89, 7è 3a  
17007 Girona  
 622 615 325  
 victor@depisenpis.com

### TEAM



Víctor Domínguez F.  
CEO



Ruben Graf G.  
CSA



Carles Gomez S.  
CTO

### ASK THE ENTREPRENEUR

Víctor Domínguez F.

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

When I was a student I experienced the difficulty of finding a flat.

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

We are heavily dependent on social media. Hence we adapt to the latest trends.

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

Connecting people looking for accommodation in Latin America.



€10,000



€0

# 6 DIDACTIC LABS

Helping teachers do what they do best, even better

 06/2015

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

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Teachers need to teach, but they waste a lot of time handling a large number of other tasks: marking, planning classes, attendance, dealing with families, e-learning, newsletters and reports, etc.

Additio is an app for teachers which helps them to get organised, focus on teaching and be in touch with students and families to engage them in the educational process. It's simple and contains lots of features, all designed to make the teacher's life easy.

### MARKET

There are 300 million teachers and over 1 billion students worldwide. We propose to reach the most technologically savvy through 3 main channels: distributors, app stores and marketing campaigns.

### BUSINESS MODEL

Our business model is SaaS. We receive €20 per teacher per year and €1 per student per year. The app can be hired by teachers as well as by entire educational organisations (at all levels). We have about 30,000 subscriber customers.

### COMPETITION

TeacherKit (Dubai), Remind (San Francisco), iDoceo (London), Schoology (San Francisco). School platforms are also competitors.

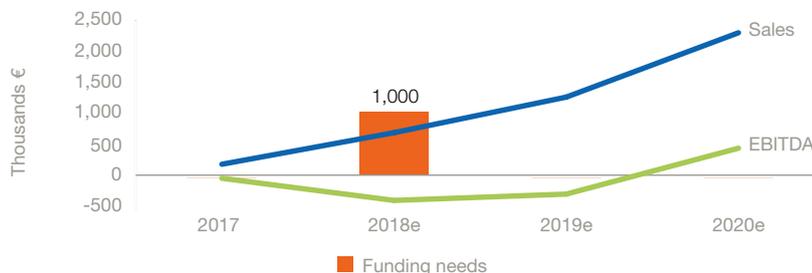
### MILESTONES

- September 2017 ● 20,000 teachers with paid-for subscriptions.
- January 2018 ● Recognised by Google as one of the 9 best SIS in the world integrated with Google.
- April 2018 ● 30% international users.

---

- November 2018 ● 40,000 teachers with a subscription.
- December 2018 ● Gatherings of client schools and strategic integrations.
- March 2019 ● Team and office in Mexico.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €16,000 per month

In 2018 we want to do a €1 million round to accelerate growth (marketing and sales) internationally, increase subscribers to the SaaS and consolidate the product team. Round with private investment (BA, VC) + credit + current partners.



## Additio App

### CONTACT

Jordi Corominas i Sacrest  
 Parc Científic i Tecnològic de la UdG  
 C. Emili Grahit, 91, edifici N. Monturiol P1B03  
 17003 Girona  
 ☎ 636 476 051  
 ✉ [jordi@additioapp.com](mailto:jordi@additioapp.com)

### TEAM



Jordi Corominas  
Co-Founder  




Juan Ruiz  
Co-Founder  




Montse Rocas  
Co-Founder



### ASK THE ENTREPRENEUR

Jordi Corominas i Sacrest

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

The educational sector is exciting and very stimulating. I'd been a teacher and Montse has been producing teaching material for over 30 years.

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

Developing a product that covers a very broad range of features and being able to discern what is really significant to add it so as not to lose focus. To control it we look at user feedback very carefully.

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

With a team of 70 or more people who are enthusiasts about transforming education worldwide. Our products, as a leading market tool in at least 7 different countries.

  
€400,000

  
€0

# 7 GASPORT APP

Connecting cheap petrol stations with nearby drivers

06/2016 [gasport.es](http://gasport.es)



*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Fuel sales fall by 30%, competition increases by 20%, and margins are reduced. Regular drivers seek to save on petrol. The self-employed and SMEs want a single and digital invoice for VAT purposes.

Mobile platform that helps: (1) independent petrol stations to promote themselves and increase their sales, and (2) regular drivers to save €300 a year and halve the time they take to refuel.

We capture and retain nearby customers for cheap petrol stations.

### MARKET

Market to be served: €6.5 trillion a year in Spain with 2,000 cheap service stations. US x 15. We capture the interest of petrol stations by registering refuelling by our drivers in the area and providing the information before visiting them.

### BUSINESS MODEL

Petrol stations pay a monthly fee for the modules they use, including a maximum for monthly conversions of our users. On top of this we charge for additional conversion packages.

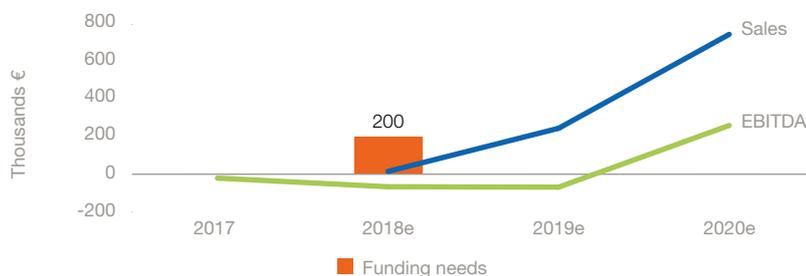
### COMPETITION

Multi-brand comparison apps: Gasolineras España, GasAll. Brand: MiBP. Brand refuelling: Waylet, Cepsa Pay. Multi-brand: Automatric, Smarfuel.

### MILESTONES

- February 2017 ● FbStart-Fbk grant.
- April 2017 ● 15,000 downloads.
- December 2017 ● Mobile payment pilot and promotions.
- September 2018 ● 1-month user retention at 60%.
- November 2018 ● €5,000 MAUs.
- December 2018 ● Agreement with 20 petrol stations in Barcelona province.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€6,500 per month

€200,000 by November 2018 for (1) in-house product development, (2) marketing and partnerships to grow in users and (3) expand B2B sales, telemarketing to recruit petrol stations. The round will be a combination of business angels and crowdfunding as we bring B2C value.

### CONTACT

Francesc Ribas Framis  
 C. de la Llacuna, 162  
 08018 Barcelona  
 677 912 232  
 francesc.ribas@gasport.es

### TEAM



Francesc Ribas  
CEO



Yunier Córdova  
CMO



Cristian Marceau  
CTO



Javier Gómez  
CXO



### ASK THE ENTREPRENEUR

Francesc Ribas Framis

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

I've been a low cost customer for years and commute by car.

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

Petrol stations don't want to be in a comparison app. We resolve the problem by generating prior visit volume.

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

European leader in petrol/charging station customer recruitment and loyalty and in connected cars.



€69,000



€38,000

# 8 HASHED BLOCKTAC

Blockchain to certify education

 04/2018  **blocktac.com**

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

University qualifications and certificates can be easily faked. Issuing them is a slow and complicated process and we always depend on the universities to validate them instead of owning our certificate.

It is an integral solution that stores the digital signature of educational certificates in blockchain so they are unalterable, cannot be faked and are always accessible. The university does not have to verify their validity. The student is finally the owner of their certificate.

### MARKET

84 Spanish universities and 893 Latin American universities. In Spain alone 500,000 certificates are issued per year. It is accessed directly and through regional distributors.

### BUSINESS MODEL

The university is charged an amount for a certificate stored in blockchain (the university passes this amount on to the student along with other fees, just as it does with other costs).

### COMPETITION

At present there are no competitors in the domestic market or in Latin America, only pilot schemes in some European countries.

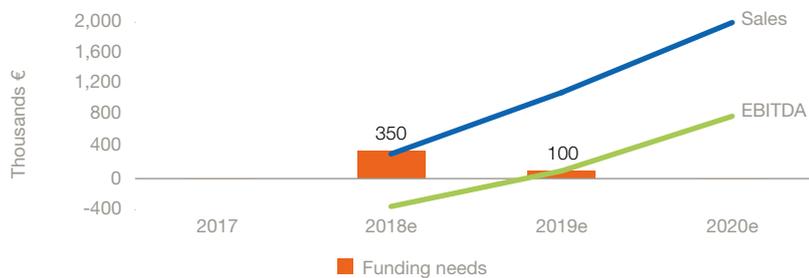
### MILESTONES

- January 2018 ● Unique and operational solution.
- February 2018 ● First distribution agreement in Spain.
- April 2018 ● First distribution agreement in Latin America.

---

- June 2018 ● Expand the solution to other markets.
- July 2018 ● Contract with 10 Spanish universities.
- August 2018 ● Close distribution agreements in 5 Latin America countries.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €12,000 per month

€350,000 by September 2018 to complete the technological and staff structure, set up an international sales network and modify the app to gain access to new economic sectors.



### CONTACT

Francisco Guillén  
C. de la Marinada, 14  
08230 Matadepera  
 677 757 300  
 fg Guillen@blocktac.com

### TEAM



Francisco Guillén  
CEO



Enrique Lizaso  
COO

### ASK THE ENTREPRENEUR

Francisco Guillén

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

Knowledge of the sector and its needs – I have over 30 years of experience in university management – and the emergence of disruptive technology which dovetails perfectly with the sector and has been recommended by the EU.

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

Ignorance of the technology and the inevitable appearance of competitors. The answer? Speed and training.

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

The main supplier of blockchain certificates in Spain and Latin America.



€25,000



€0

# 9 INBESTME EUROPE AGENCIA DE VALORES

The new way of investing

 12/2016  [inbestme.com](http://inbestme.com)

## Sustainable mobility industries

### PROBLEM AND SOLUTION

Lack of efficient savings and investment solutions. Ignorance and lack of financial culture. Psychological biases when investing.

Automated portfolio management (robo-advisor). Comprehensive, fully delegated and digitised management that is low cost, very efficient and easy to use and totally digital.

### MARKET

Savers aged 35-55. Millennials. 6.5 billion AUM. We will reach this market through SEO, paid ads, PR, referral and offline media campaigns.

### BUSINESS MODEL

Around 0.5% commission on the amount managed (75% cheaper than traditional services). Expected margin from 80-85%.

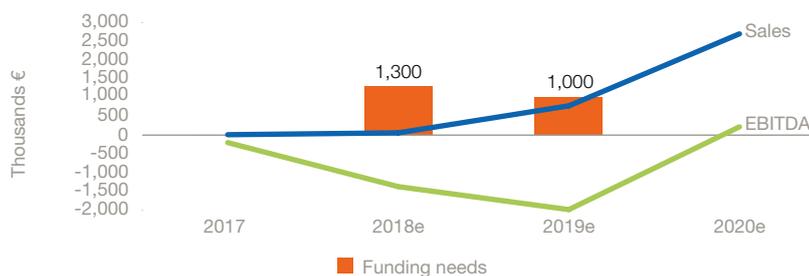
### COMPETITION

Banking, traditional financial asset management services, other robo-advisors.

### MILESTONES

- February 2017 ● Authorisation by the National Securities Market Commission.
- Technology completed, although it is constantly evolving.
- February 2018 ● €8.5 million under management. 225 clients achieved. 23,000 MAU.
- June 2018 ● Aggressive media campaign. Agreements with other financial services.
- June 2019 ● Have €100 million under management.
- December 2019 ● Internationalisation of the service.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €25,000 per month

We need €1,300,000 to recruit customers, of which €300,000 is committed by current partners. We are in contact with various VC and business angel networks.



### CONTACT

Jordi Mercader Nieto  
C. d'Aribau, 125, 2n 1a  
08006 Barcelona  
 931 575 633  
 [jordi@inbestMe.com](mailto:jordi@inbestMe.com)

### TEAM



Jordi Mercader  
CEO  




Juanjo Massó  
Co-Founder  




Jordi Martínez  
Co-Founder  




Joan Albalade  
Co-Founder  


### ASK THE ENTREPRENEUR

Jordi Mercader Nieto

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

To provide efficient solutions to people close to me and then to thousands of other people. I was connected with it as a private investor.

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

Not achieving minimum assets under management. We will address this by ensuring recruitment in 2018 and 2019.

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

With 38,000 clients. 950 million AUM.



€1,000,000



€0

# 10 LEX GO APP SPAIN

The Legal Marketplace - specialist lawyers near you

 01/2017  [lexgoapp.com](http://lexgoapp.com)



*Sustainable mobility industries*

### PROBLEM AND SOLUTION

The complexity of finding a specialist lawyer nearby. We aim to be the legal marketplace that connects users seeking legal services with lawyers looking for clients.

Platform that enables geolocated searching for specialised lawyers. As a member of the public you will find a specialist lawyer nearby. As a lawyer you will gain more clients without leaving your office.

### MARKET

Spain, although we already have clients in Mexico. Legal services in Spain come to €10 billion. Some 7 million potential users require legal services. We reach the market with campaigns for users and lawyers.

### BUSINESS MODEL

The lawyer pays for each request they receive, previously validated by LexGoApp. Maximum of 3 lawyers per request. After payment the lawyer receives contact information. Payment per visit from €10 to €50 per lawyer. Recurring plans from €50 to €500.

### COMPETITION

Elabogado.com; easyoffer.com; abogado365.com

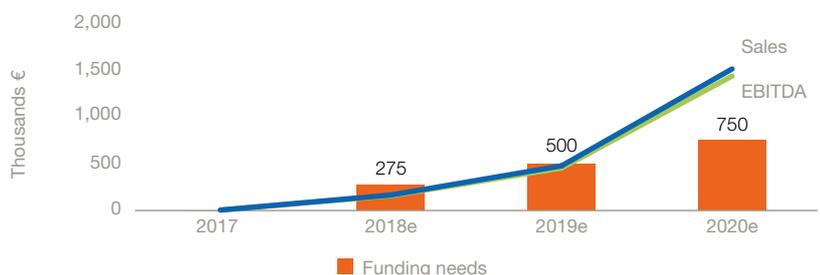
### MILESTONES

- February 2018 ● 1,500 registered lawyers.
- March 2018 ● €6,000 in monthly turnover and 180 customers.
- April 2018 ● 2,000 requests handled and 465 transactions.

---

- September 2018 ● International expansion in Mexico.
- €10,000 in monthly turnover.
- December 2018 ● 5,000 registered lawyers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €9,000 per month

We are looking for €250,000. We currently have €20,000 committed for sales and marketing, product development and team.

### CONTACT

Ernest Iguacen  
Pl. Pau Vila, 1, planta 3, oficina 3A3  
08003 Barcelona  
 646 479 969  
 [ernest@lexgoapp.com](mailto:ernest@lexgoapp.com)

### TEAM



Ernest Iguacen  
CEO  


### ASK THE ENTREPRENEUR

Ernest Iguacen

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

Along with the other founders, we saw the opportunity to set up a platform in a market with growing demand using a model validated by other competitors and owing to the founding team's proven expertise in legal marketing and recruiting new clients.

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

At present we enable contacts, but our vision is to be a middleman in the legal gross market and handle payment to the lawyer by collecting the fee from the user.

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

Recognised as one of the benchmark legal players and a first-class "law firm" with lawyers and clients worldwide.



€20,000



€120,000

# 11 LLINGAS SOLUTIONS

Listen to music free of charge and legally



*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

Users do not have an app where they can listen to music from the best streaming music platforms free of charge and legally.

Cross-device platform for listening to music free of charge and legally. To do this we use integrations with YouTube, Spotify and Apple Music whereby music artists monetise each play.

### MARKET

The target market for users in Spain is 16.7 million (men and women aged 18 to 65). MusicList is a highly scalable product which is currently used by users in over 150 countries.

### BUSINESS MODEL

- Based on a scalable business model, it is currently billing:
- B2B (60% mark-up): media, music producers and commercial brands.
- B2C (35% mark-up): merchandising.

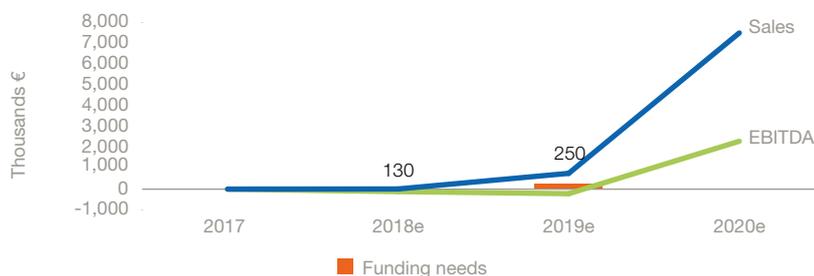
### COMPETITION

Shazam (bought by Apple for \$400 million), Topsify, Playlists.net (bought by Warner Music) and LastFM (bought for \$280 million).

### MILESTONES

- 2017 ● 984,000 unique users without marketing investment.
- March 2018 ● Award for the best investible project at Keiretsu - Barcelona Stock Exchange Forum.
- April 2018 ● Users from over 150 countries.
- October 2018 ● Maintain growth in Latin America (15% of users).
- December 2018 ● 1.8 million unique users.
- Over 55,000 songs on the platform.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€0 per month

We need €130,000 in funding to grow by 85% in unique users in 2018, consolidate the team and consolidate the technological product to tackle growth in 2019.

### CONTACT

Jordi Pallarés  
C. de Bosch i Gimpera  
08034 Barcelona  
686 266 583  
jordi@musiclist.es

### TEAM



Jordi Pallarés  
CEO  
[in](#)



Eduard Beguer  
COO  
[in](#)

### ASK THE ENTREPRENEUR

Jordi Pallarés

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

The company came out of a personal need. Previous relationship with the sector: setting up a start-up in sports and music (reaching break-even in the 6<sup>th</sup> month).

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

Being dependent on a single music streaming platform. We address it by integrating with as many music platforms as possible to diversify and reduce the risk.

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

MusicList will be established as the world's music aggregator with the most content and most used by unique users.



€3,000



€0

# 12 METRICS FOR YOU

Control and optimise your online advertising regardless of your channels

10/2017 metricfy.com

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Controlling investment in several online advertising channels at the same time is hard because the customer interacts with a number of channels at the same time and does not have information about the role and the value provided by each channel in the sale.

A platform that consolidates channel information and user activity on the web-site. This information is processed by algorithms to provide information about the role of each channel and thus optimise the channel mix.

### MARKET

The analytical market for digital marketing is \$1.7 trillion and we will attract our customers through inbound marketing and online sales demos.

### BUSINESS MODEL

SaaS with monthly subscription. The main costs are development and marketing. We estimate a 60% mark-up.

### COMPETITION

Dashboards: Supermetrics and funnel.io (does not have proprietary script). Optimisers: Convertro and Impact radius, focused on large corporations.

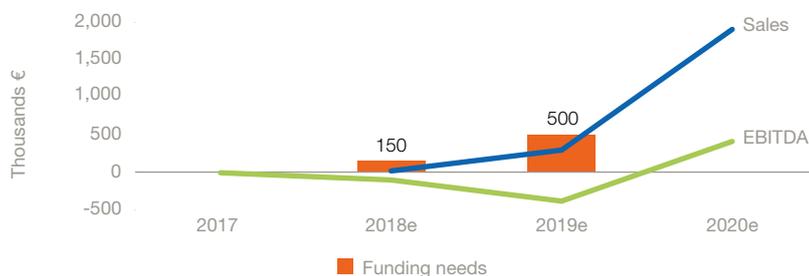
### MILESTONES

- September 2017 ● Development of the channel integration platform and proprietary script.
- March 2018 ● Commercial launch of the channel consolidation dashboard.
- April 2018 ● Launch of the beta testers programme for optimisation based on algorithmic attribution models.

---

- July 2018 ● 30 beta testers for the optimisation product.
- October 2018 ● Development and launch of the optimisation product.
- December 2018 ● 50 dashboard customers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€8,000 per month

At present we are looking to close a €150,000-€200,000 round to complete development of our product and find market fit. We currently have €105,000 committed.



### CONTACT

Ignacio Sanz  
 C. de Provença, 498, 5è 2a  
 08025 Barcelona  
 620 388 016  
 ignacio@metricfy.com

### TEAM



Ignacio Sanz  
CEO



Guillermo Blasco  
CTO



Isabel Garcia  
CXO



### ASK THE ENTREPRENEUR

Ignacio Sanz

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

The team was set up in an incubation programme and we decided on the idea based on our profiles.

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

Having a stand-out product. Hence we have a beta tester programme.

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

As an international leader in the democratisation of digital marketing analytics.



€75,000



€0

# 13 MITIGA SOLUTIONS

Experts in volcanic hazards

02/2018 [mitigasolutions.com](http://mitigasolutions.com)

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Atmospheric dispersion of hazardous substances (e.g. volcanic eruptions, sandstorms) influences society and many economic markets, and poses a variety of problems for the aviation industry.

SORT-ATM is the first user-friendly High-Performance Computing software which can provide operational (24/7) solutions for Air Traffic Management (ATM) during emergency situations involving atmospheric natural hazards. SORT-ATM includes unique HPC weather & atmospheric dispersion models, flight plan and ATM configurations and aircraft specifics.

### MARKET

1) Aviation industry (airlines, airports, ANSPs); 2) Insurance and reinsurance industry; 3) Engine manufacturers. We are reaching the market via two sales channels: a) direct to end-users; b) pseudo value-added resellers.

### BUSINESS MODEL

SaaS business model including:

- 1) MITIGA-VIEWS: Early Warning System for atmospheric hazards.
- 2) MITIGA-SAP: Stochastic Analysis Package.
- 3) MITIGA-Edose: Engine Dose Subscription.

Cost structure (40% personnel, 40% R&D, 20% CPU & others). Margins = 65%.

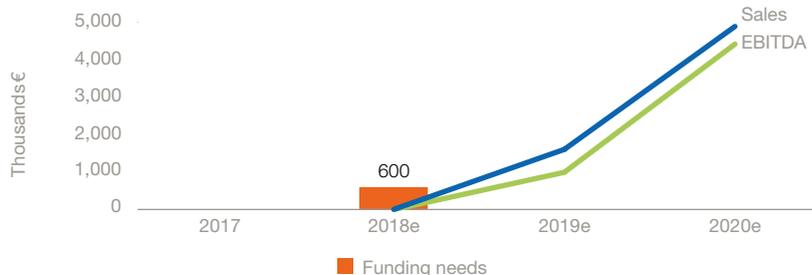
### COMPETITION

No commercial product available in the market. Companies that could become potential competitors include Meteorological Agencies and the Weather Channel (IBM)

### MILESTONES

- July 2017 ● Competitive call H2020 Eurolab4HPC (Award to Best Business Prototype) / VALUNI ACCIO.
- January 2018 ● Selected as one the top 10 most disruptive start-ups in Spain by ESADE.
- February 2018 ● Best start-up in Barcelona by Barcelona Activa.
- September 2018 ● Early adopters program with 2 airlines and the largest engine manufacturer in the world.
- December 2018 ● Investment round.
- January 2019 ● MITIGA products operational.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€15,000 per month

Mitiga aims to secure €600,000 in a round (20% committed) for i) the development and implementation of improvements identified during our Early Adopters Program ii) expand the team (technical and management), and iii) for the commercialization of our technology.



### CONTACT

Dr. Alejandro Martí  
 C. Jordi Girona, 31  
 08028 Barcelona  
 646 305 035  
[alejandro.marti@mitigasolutions.com](mailto:alejandro.marti@mitigasolutions.com)

### TEAM



Dr. Alejandro Martí  
CEO



Dr. Jose Maria Cela  
VP Institutional Relations



Dr. Mauricio Hanzich  
CTO



Dr. Arnau Folch  
CSO



### ASK THE ENTREPRENEUR

Dr. Alejandro Martí

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

Bridge the gap between science and market. I worked as a researcher and business developer in the market for over 10 years.

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

Entry barriers: we broke them down with brokers and by means of an early adopters program.

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

We plan to acquire a significant market share during the first 5 years. Exploit commercialization for the next few years and then sell the company to a bigger player.



€8,000



€75,000

# 14 MOTOVOY MOTOR

Your motorcycle ready in an hour with pickup and delivery from your mobile

07/17 [motovoy.com](http://motovoy.com)

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

We don't have time to look after our motorcycle. Garages are expensive, not transparent, slow and with opening hours that don't fit in with our schedule. A service that takes care of your motorcycle when you need it (vehicle inspection, oil, brake pads, etc.) including pickup and delivery from your mobile. Motovoy opens a central garage per city also with capacity for fleets and motorcycle sharing.

### MARKET

In Barcelona alone there are 280,000 motorcycles, of which 125,000 have to pass the vehicle inspection test this year. 80% of our target rides a scooter and we reach them with local actions and digital advertising.

### BUSINESS MODEL

The average repair cost is €55 with a 50% gross margin. We reach BE in 2021 by opening in the biggest European cities by number of motorcycles and customers are managed by a contact centre.

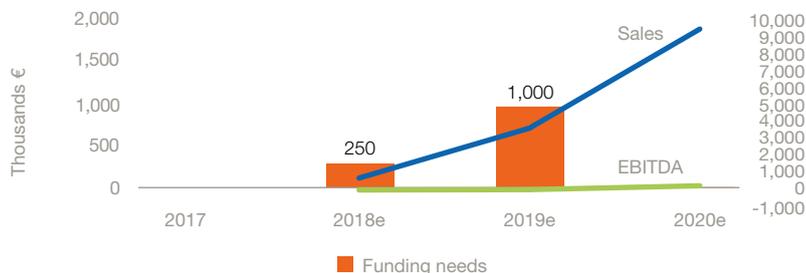
### COMPETITION

Existing fast car repair networks – Norauto, Midas, Rodi – are also starting to repair motorcycles. Conventional garages are also competition. But none of them have Motovoy's service and customer orientation.

### MILESTONES

- March 2018 ● Development of the garage app and mobile apps.
- April 2018 ● Opening the first Motovoy centre at Carrer Pallars, 133, in Barcelona.
- Winning the Catalan Regional Police fleet maintenance tender.
- September 2018 ● Reaching 1,500 monthly services.
- Maintenance of one of the motorcycle-sharing fleets in Barcelona.
- November 2018 ● Opening in Madrid.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€28,000 per month

In the first quarter of 2018 we closed a €250,000 pre-round and are now looking for €450,000 to consolidate in Barcelona and open in Madrid.



### CONTACT

Nina Alastruey  
C. Riera de Targa, 73  
08339 Vilassar de Dalt  
 932 203 320  
 [nina@motovoy.com](mailto:nina@motovoy.com)

### TEAM



Nina Alastruey  
Co-Founder & CEO



Carlos Povedano  
Co-Founder & COO



### ASK THE ENTREPRENEUR

Nina Alastruey

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

I saw the need in the previous start-up. Passing the vehicle inspection test, brake pads, tyres, servicing, etc. take up a lot of time. Both Carles and I know the potential market; he's from fast car repair and I come from mobile apps.

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

Having enough funding to open in a number of cities at the pace we want.

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

The leader in Europe and about to open in another continent.



€90,000



€125,000

# 15 OSKISGAMES

We do what we love and that's videogames

 07/2017  [oskisgames.com](http://oskisgames.com)



*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

During the day children, young people, workers and the elderly have times of excitement and boredom and need to escape and have fun playing on their mobile or tablet.

Ahà! Colors is a logic puzzle game created by a 14-year-old boy with over 1,500 levels and 22 unique gaming mechanics that grab the player in short games lasting 2 minutes. It is a game for anyone regardless of age and gender.

### MARKET

The videogame sector is the world's most lucrative, with more than 2.2 billion players who will generate \$108.9 billion in 2018, of which 42% will be for mobile video games.

### BUSINESS MODEL

The game is free to download. Monetisation is based on integrated purchases in the app with coins, energy, clues and non-intrusive ads.

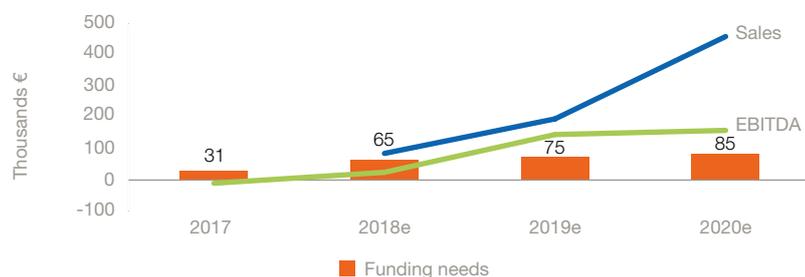
### COMPETITION

Candy Crush and Cut the Rope are the two international competitors. Main differences: the game's basic mechanics and graphic style.

### MILESTONES

- September 2017 ● Start of the project at the SeedRocket incubator in Barcelona.
- December 2017 ● Validation of the game in Mexico.
- March 2018 ● Second soft launch in Mexico.
- June 2018 ● Publication of the game for iOS and Android.
- December 2018 ● Publication of the game for Nintendo Switch.
- March 2019 ● Launch of a new game.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €8,000 per month

We have €31,000 from private investors and €45,000 in an equity loan from ENISA. We need €100,000 to complete development of the game and conduct the marketing plan.

### CONTACT

Rita Salavert Otal  
C. de la Llacuna, 162-164  
08018 Barcelona  
 644 377 168  
 [rita@oskisgames.com](mailto:rita@oskisgames.com)

### TEAM



Rita Salavert  
CEO  


**SeedRocket**

### ASK THE ENTREPRENEUR

Rita Salavert Otal

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

Make this young lad's dream come true by bringing all his video games to life so that everyone can play them.

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

Protecting the idea. We will register the game's art and source code in the Barcelona Intellectual Property Register.

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

Successfully expanded internationally and with more logic puzzle games marketed on other platforms such as the Switch console and DS through the website.



€3,000



€31,000

# 16 PAITED APPS

Making digital training possible

03/2016 [coachstudio.net](http://coachstudio.net)

*Cultural industries and experience-based industries*

## PROBLEM AND SOLUTION

Coaches and clubs in team sports still rely on pen-and-paper to handle their daily work: supervise teams, plan training provide feedback, share information, etc. This leads to inefficiency and slower coach and player development.

Coach Studio is a web-based solution that helps coaches and clubs to manage their work in a single integrated platform where all data are interconnected. It allows coaches and club coordinators to access their data from everywhere and share them with staff and players.

## MARKET

Customers are coaches and clubs in team sports (football, basketball, handball and futsal). The potential market is 150,000 coaches and clubs in Spain, 2 million in Europe and 1.8 million in North America.

## BUSINESS MODEL

Software-as-a-Service and marketplace. The strategy to acquire users is through partnerships with team sport federations and B2B sales to clubs. Currently, Coach Studio has 1,300 users subscribed to a paid plan.

## COMPETITION

The main competitors are: Sportplan, XPS Network, Fastdraw and SportSession-Planner. Coach Studio is the most advanced solution.

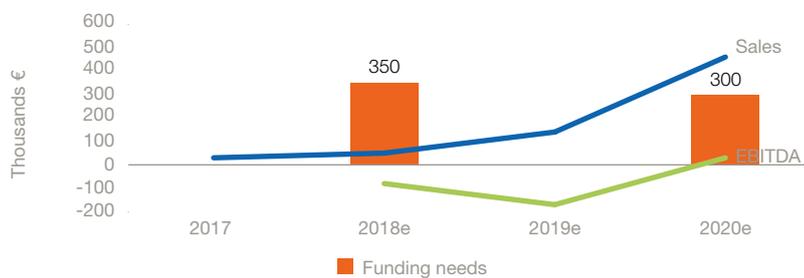
## MILESTONES

- July 2016 ● Partnership agreement with the Catalan Basketball Federation.
- October 2016 ● Launch of the first version. Initial customers.
- November 2017 ● Winner of Indecat prize Empresa i Esport.

---

- July 2018 ● Marketplace of training resources for coaches.
- September 2018 ● Partnership with a 2<sup>nd</sup> basketball federation.
- December 2018 ● 2,500 users subscribed to a paid plan.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

€200,000 from private capital and €150,000 from Enisa. The company is applying for funding in an SME Instrument call. The capital will be invested in marketing, sales staff and further development of the platform.



## CONTACT

Sergi Cortés  
 C. Grassot, 70  
 08025 Barcelona  
 650 559 365  
[contact@paited.com](mailto:contact@paited.com)

## TEAM



Sergi Cortés  
 CTO



Mónica de Mier  
 CEO

## ASK THE ENTREPRENEUR

Sergi Cortés

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

The lack of digital tools targeted to the real needs of coaches and club coordinators. I was a coach and club coordinator myself.

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

To change habits from pen-and-paper to digital. We will solve it with a strong focus on user engagement.

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

As the no. 1 team sport training platform worldwide by number of users. Global and international company.



€30,000



€0

# 17 ROKUBUN

We democratise precision geolocation

 02/2015  rokubun.cat

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

At present precision geolocation solutions, which are essential for technologies such as autonomous cars and drones, are expensive and difficult to operate. They do not allow scalability.

Rokubun offers a post-process geolocation solution with decimal precision in order of magnitude and at a cheaper price than other similar solutions. Our solution, PEGASUS, will offer the same accuracy in real time.

### MARKET

Our main target is autonomous cars where navigation solutions are a crucial component. To access such a demanding market we will establish agreements with Tier 1 or 2 companies which allow us to bring our technology to manufacturers.

### BUSINESS MODEL

Licence of the algorithm which will run in each car and subscription to the Positioning-as-a-Service (PaaS) with very low operating costs and a base of millions of users (extremely scalable). Estimated 75% margin.

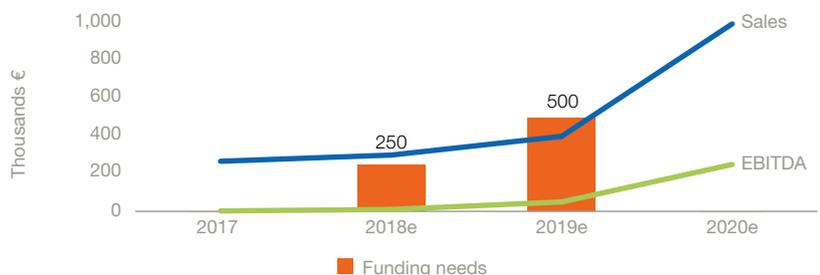
### COMPETITION

Other (fledgling) solutions: Skylark (California) and Sapcorda (Europe). In no case they are an end-to-end and portable solution like ours: they only provide PaaS.

### MILESTONES

- April 2015 ● Business incubation programme at the European Space Agency (ESA).
- February 2018 ● ARGONAUT + JASON commercial launch.
- April 2018 ● 1<sup>st</sup> important customer (world's 4<sup>th</sup> largest drones company).
- August 2019 ● PEGASUS demonstrator (coverage in Catalonia).
- December 2019 ● Operating agreements with international Tier 1 firms.
- August 2020 ● Get 1 million users.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €21,000 per month

In order to accomplish PEGASUS we need €750,000 in 2018 and 2019 for technical and business development expenses, mainly human resources, marketing and commercial expenses.



### CONTACT

Xavier Banqué Casanovas  
C. Roc Boronat, 117, 2n  
08018 Barcelona  
 935 511 491  
 xavier.banque@rokubun.cat

### TEAM



Xavier Banqué  
CEO  




Miquel Garcia  
PhD, CTO  




### ASK THE ENTREPRENEUR

Xavier Banqué Casanovas

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

The thrill of creating something on my own. No relation with the end market but a lot of experience in space industry technology R&D.

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

Market access is critical and we need to address it through Tier-1 firms by demonstrating the solution.

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

World leader in the new satellite navigation paradigm: accurate and affordable positioning.



€37,500



€0

# 18 SHARIFYAPP LABS

The live Smart Cities map

 10/2017  [sharifyapp.com](http://sharifyapp.com)

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

In the current era of “I want it right now”, we still do not have a way of knowing what’s going on right now around us. People do not have a way to say “I want to find people to play a game with right now” or “I want to know what music is available nearby”, and businesses cannot communicate it either. There is no tool to share what is happening right now in big cities. Users and businesses do not have the chance to reach a person who is looking for something to do in a specific place and time.

Create an open-sourced live map. The first live map in which business, users and brands can share any event in just three clicks – what, where and when – free of charge and openly.

### MARKET

\$20 billion digital advertising market and 33 million offline networking users. Addressed to millennials in large metropolitan cities: more than 1 million inhabitants.

### BUSINESS MODEL

Provision of a premium event for the business or brand that promotes an event, offer or product launch. B2D data integrations: real-time content providers in large cities.

### COMPETITION

Sharify’s benchmark in the navigation industry is Waze (acquired by Alphabet), the real-time map in which drivers share traffic information. Sharify is the social Waze.

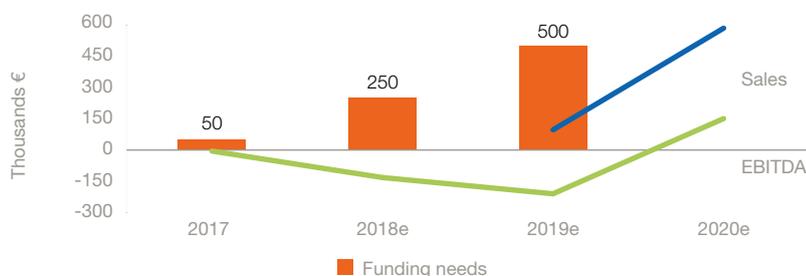
### MILESTONES

- September 2017 ● In-house product development.
- December 2017 ● €50,000 business angels round and Ouisharefest 2017 finalists.
- February 2018 ● 15 affiliated businesses in Barcelona and over 1,500 active users.

---

- June 2018 ● Launch of the platform’s V1.
- December 2018 ● Geographic scalability by cities.
- June 2019 ● Launch of the platform for global publishers.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €5,000 per month

The current round is €250,000 from private capital for hiring talent and a marketing campaign.



### CONTACT

Gemma Prenafeta Ribera  
 C. Almogàvers, 165  
 08018 Barcelona  
 645 852 981  
 [gemma@sharifyapp.com](mailto:gemma@sharifyapp.com)

### TEAM



Gemma Prenafeta  
CEO



Diego Gaspar  
CTO



### ASK THE ENTREPRENEUR

Gemma Prenafeta Ribera

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

Both my partner and I had had the experience of working abroad and having no way of knowing what was happening around us at that time.

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

Adding the time dimension to the map is the main challenge, which we have resolved by including a time bar on it.

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

As the live map par excellence for big cities worldwide.



€3,000



€50,000

# 19 SINQRO TECHNOLOGIES

Sinqro is the Amadeus of the hospitality and food sector

10/2015 [sinqro.com](http://sinqro.com)



## Food Industry

### PROBLEM AND SOLUTION

Sinqro enables a restaurant to use a single point-of-sale (POS) app to receive orders and bookings from multiple marketplaces and from its own website or app as well as hire multiple delivery companies and place product orders at local suppliers.

Without Sinqro they have a major productivity problem since they have to use a device or app for each marketplace, service provider or software solution they hire.

### MARKET

Global. Customers: restaurants and food stores + order and booking sale marketplaces + delivery companies + hospitality suppliers (fresh produce and other).

### BUSINESS MODEL

Transactional: we get a commission for each order, booking or service request that goes through the platform.

SaaS: monthly payment for the use of extra apps and services contracted by restaurants, marketplaces, delivery companies and hospitality suppliers.

### COMPETITION

We have a lot of partial competitors, but strictly speaking we have no competitors as we have not found any Food GDS operating. The focus of the industry is in the B2C channels.

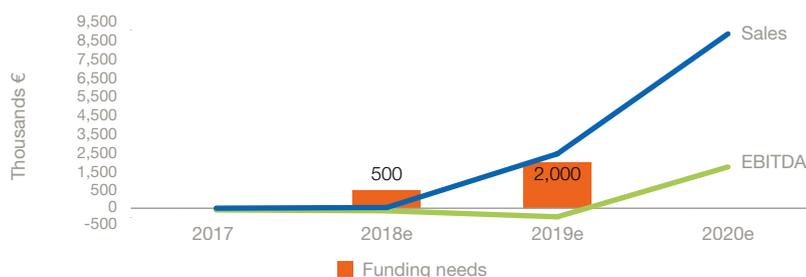
### MILESTONES

- March 2018** ● Over 25 restaurants operating (3 months of acquisition). Churn rate 0%.  
● Customers in the other 3 business units (marketplaces, delivery and suppliers) which accept the model and decide to join Sinqro.
- May 2018** ● Executives from the top 5 POS hardware businesses join as partners who validate the model and have the contacts and knowledge to turn Sinqro into the standard it needs to be.

---

- January 2019** ● Having integrated or be integrating more than 60% of POS software (SP).
- March 2019** ● Having integrated more than 40% of marketplaces (SP).
- May 2019** ● Operating in other European countries.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€5,000 per month

The round will be €627,000. We have raised €127,000 in convertible notes and now we need €500,000 to acquire businesses and furnish teams to handle integrations that we have already accepted and to find new ones

### CONTACT

Miguel Lobato  
C. Tecnologia, 17, edifici Canada  
08840 Viladecans  
 645 804 819  
 [m.lobato@sinqro.com](mailto:m.lobato@sinqro.com)

### EQUIP



Miguel Lobato  
Founder & CEO



Víctor López  
COO



### ASK THE ENTREPRENEUR

Miguel Lobato

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

I thought that the restaurants “would go crazy” having to work with more than 6 devices every day. I have been CTO at Restoin (premium food delivery) and Stuart (on-demand delivery). Both sold to Le Groupe La Poste (FR).

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

Scalability is very important for us and face-to-face business acquisition would break it down, so we have a business unit dedicated to partnerships in order to handle it.

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

Operating globally and sold to a big player.



€40,000



€187,000

# 20 SOFTWARE GIRONA

All-in-one for the complete management of your restaurant

 09/2015  [mycheftool.com](http://mycheftool.com)

Food Industry

### PROBLEM AND SOLUTION

Lack of control, time and knowledge in running the business. Meagre information for compliance with regulations and laws. Apps not adapted to the sector's needs.

Cloud app adaptable to all types of devices and operating systems featuring a simple interface to speed up the user's learning curve. Constant updates of the app for new industry regulations, laws and needs and complete analysis to optimise and improve the business's commercial indicators.

### MARKET

Horeca channel establishments. We reach them by advertising on Google.

### BUSINESS MODEL

Mycheftool is a free app that earns profits through add-ons in the app with monthly payment and advanced analytics.

### COMPETITION

There are several apps in the sector but they all focus on a specific functionality, are very expensive and overly technical or incomplete.

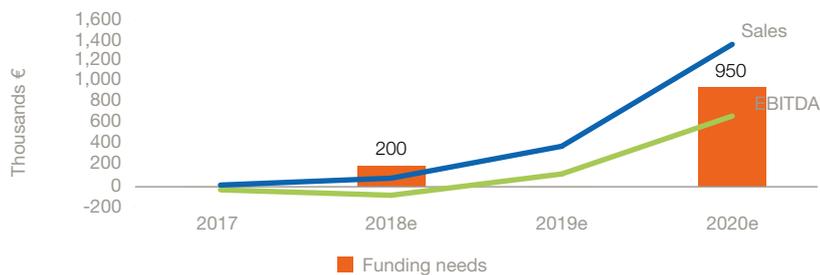
### MILESTONES

- December 2017 ● 100% increase in turnover.
- Opening of new markets: Mexico and Chile.
- March 2018 ● 2,800 users.

---

- June 2018 ● New markets: Argentina and Belgium.
- September 2018 ● 8% conversion of users to paid-for.
- December 2018 ● New update of the app and new sources of income.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €500 per month

Mycheftool seeks €200,000 in funding to achieve 40,000 users, our conversion target and development of the new big data business model.



### CONTACT

Adrià Bosch Vidal  
 Carretera de Sils, 39  
 17430 Santa Coloma de Farners  
 666 229 164  
 [info@mycheftool.com](mailto:info@mycheftool.com)

### TEAM



Adrià Bosch Vidal  
 CTO  




Xavier Garriga Torras  
 CEO  


### ASK THE ENTREPRENEUR

Adrià Bosch Vidal

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

Both of us as founders come from families in the restaurant business. When we saw their needs, we created Mycheftool to help them streamline their business.

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

A totally online app in very offline businesses. We address this by creating a new app with partially offline modules.

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

As the Amazon of the restaurant business.



€90,000



€0

# 21 TRANSTAPP SOFTWARE DEVELOPMENT

Flyshionista, your passport to style!

06/2016 [flyshionista.com](http://flyshionista.com)



*Sustainable mobility industries*

### PROBLEM AND SOLUTION

Due to brand strategies and logistics costs, fashion consumers cannot always find products from anywhere in the world in their market even through e-commerce portals.

Flyshionista is the first P2P distribution network for fashion and style, an app that connects style hunters with travellers around the world. Some users can buy and receive items from anywhere in the world; others can make money by transporting products on their trips.

### MARKET

Fashion and style connoisseurs, collectors, searchers for exclusive items. Frequent travellers. We use digital marketing and in-person activities to connect with key communities.

### BUSINESS MODEL

- 1) In-app transactions: commission for each transaction.
- 2) In-app advertising: advertising for fashion houses.
- 3) In-app affiliate marketing: revenue per agency for each purchase.

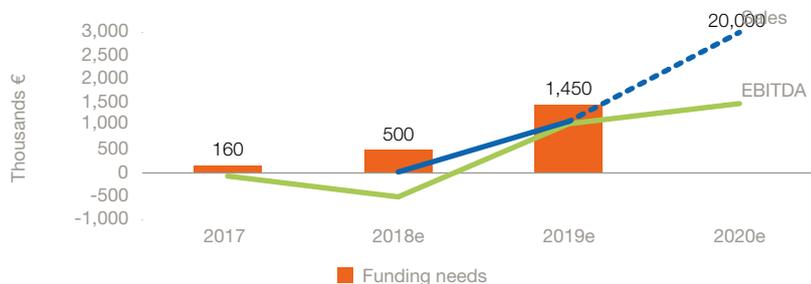
### COMPETITION

Global peer-to-peer distribution services: Grabr, Airmule, Socio Transit.

### MILESTONES

- June 2017 ● First round €107,000 (70% BA) and ENISA €50,000.
- January 2018 ● Launching iOS / Android app.
- March 2018 ● 1,000 registered users - CAC: €1.20 - €430 average order.
- May 2018 ● Launch in the USA.
- June 2018 ● Expansion in the United Kingdom, Italy, Germany, Nordic countries and France.
- December 2018 ● 150,000 downloads.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€20,000 per month

We are looking for €500,000 in 2018. Use: user growth, expanding team, customer service and app improvement. Business angel financing; €30,000.

### CONTACT

Xavier Castillo Martín  
C. de Casanova, 195, entl. 3a  
08036 Barcelona  
 637 791 737  
 [xavier.castillo@flyshionista.com](mailto:xavier.castillo@flyshionista.com)

### TEAM



Xavier Castillo Martín  
CEO



Elena Panizza  
CMO



### ASK THE ENTREPRENEUR

Xavier Castillo Martín

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

The entrepreneurial spirit of the two partners, having travelled around the world several times and with significant experience in fashion marketing.

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

Handling disputes, which we will tackle with a dispute manager to resolve disputes between users.

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

As the main global fashion and style peer-to-peer network and the virtual meeting point for lovers of fashion and style from anywhere in the world who are looking for new items and the latest trends.



€13,000



€112,000

# Other technologies



Company founded



Monthly burn rate



K invested by the team



External K raised

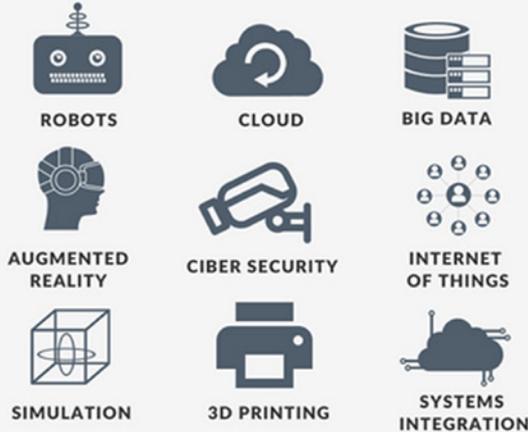
# Industry 4.0 in Catalonia

 **365**  
COMPANIES

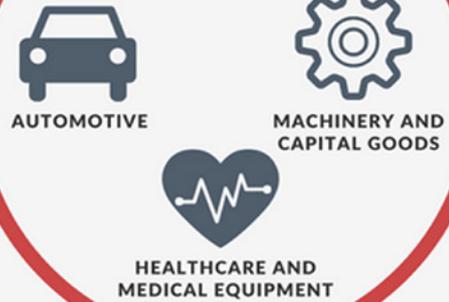
 **1,224**  
REVENUE (M€)

 **23,000**  
EMPLOYEES

## MAIN TECHNOLOGIES



## THE MOST DIGITAL SECTORS



XXXXXXXXXXXXXXXXXXXXXXXXXXXX

## FUTURE CHALLENGES



## COUNTRIES WITH MORE OPORTUNITIES

USA, CANADA, MEXICO, FRANCE, UNITED KINGDOM, ITALY, POLAND, UNITED ARAB EMIRATES, CHINA

Source: "Industry 4.0 in Catalonia" report

## Recent examples of venture capital investment in companies in this area

		
€1.2 million	€2.5 million	\$8.3 million
		

## Examples of attracting foreign investment in this area

		
HP has announced new investment and jobs at its world 3D printing business headquarters.	Both companies have announced they are setting up a non-recyclable waste treatment eco-plant to produce methanol for the chemical industry.	The Californian electric car hire firm has set up its first facility outside the United States in el Poblenuu and plans to create 60 jobs.

# 1 3DU ENGINEERING SOLUTIONS

Additive manufacturing solutions for the aeronautical industry

01/2016 [3du-solutions.com](http://3du-solutions.com)

*Industrial systems*

## PROBLEM AND SOLUTION

The air transport industry aims to improve energy efficiency by reducing fuel usage and polluting emissions. Likewise it wants to cut high inventory and maintenance costs while increasing revenue by enhancing the user experience. Innovative, lightweight and customised designs of aircraft cabin interior parts made with additive manufacturing technologies. A leading airline in Europe could reduce fuel usage by more than €1 million and polluting emissions by 4,000 tonnes of CO<sub>2</sub> per year.

## MARKET

Airlines, aircraft maintenance companies and seating manufacturers; we are working with all three segments. Contacts from previous work environments, fairs and events in the industry.

## BUSINESS MODEL

Sale of aircraft interior parts with added value, B2B model. Our strategy is to implement recurrent manufacturing of spare parts and new models which are optimised and aligned with demand.

## COMPETITION

Conventional market for plane seats (Recaro, Zodiac) and 'private label' spares. Aircraft manufacturers such as Airbus do not make interiors.

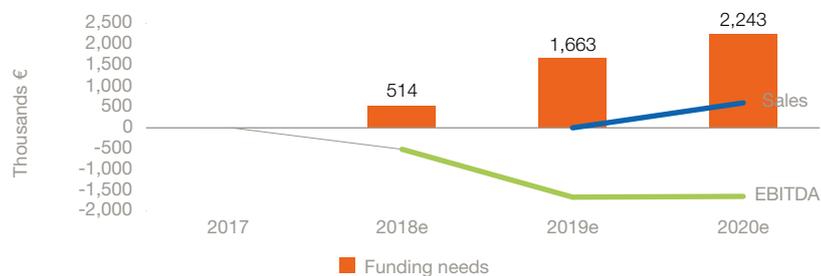
## MILESTONES

- March 2017 ● First demonstrator manufactured.
- June 2017 ● Obtaining EU H2020 SME Instrument.
- January 2018 ● Letter of intent from the first early adopter.

---

- July 2018 ● Funding achieved.
- June 2019 ● Start of recurring manufacturing pilot.
- December 2019 ● First effective sale.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€3,000 per month

We need €2.18 million to get the product ready for mass production. Sources of financing: 70% from public programmes, 15% equity loans, 15% (€325,000) from private investors. The main costs are the test environment and product verification and development.



## CONTACT

Agnès Rosell Medir  
C. Roc Boronat, 117, 2, edifici MediaTic  
08018 Barcelona  
 930 240 762  
 [info@3du-solutions.com](mailto:info@3du-solutions.com)

## TEAM



Cristina Martín  
COO



Agnès Rosell  
CEO



## ASK THE ENTREPRENEUR

Agnès Rosell Medir

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

Our background is aeronautics and air transport and our passion is 3D printing.

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

The entry barrier is aeronautical certifications; we will work with regulatory agencies and expert partners.

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

With a platform established for efficient and recurring aeronautical design and manufacture.



€3,000



€50,000

## 2 BCN3D TECHNOLOGIES

Helping creative and innovative people change the world with the best possible user experience when it comes to giving shape to their ideas

06/2018  [Bcn3dtechnologies.com](http://Bcn3dtechnologies.com)

### Industrial systems

#### PROBLEM AND SOLUTION

Lack of understanding of the 3D printing process that ends in frustration. What's needed is mentoring during the process and products that help make good decisions when considering projects and leveraging the full power of 3D printing.

A range of products that combine hardware (3D printers), software (focused on the properties of what you want to print) and data collection and machine learning that allows you to connect all machines and users with each other and with the manufacturer to deliver a better manufacturing solution.

#### MARKET

The market is conventional industries, such as automotive and engineering, but increasingly training centres, medicine, architecture, etc. BCN3D has a distribution network that reaches all continents but can be expanded.

#### BUSINESS MODEL

Revenue mainly comes from the sale of 3D printers and their consumables and components. The new range of products is expected to include software products that generate scheduled and recurring income.

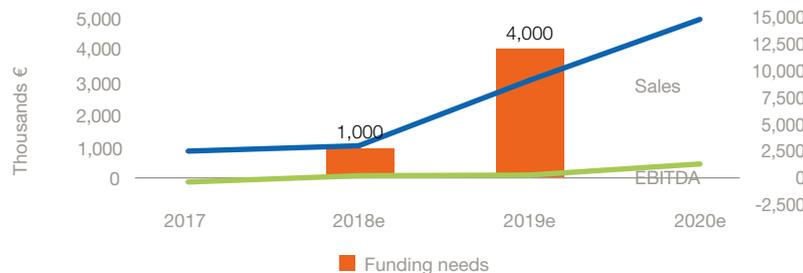
#### COMPETITION

We are considered the natural alternative to Ultimaker. Other appealing companies are Makerbot, Zortrax, Raise 3D.

#### MILESTONES

- May 2015 ● Launch of the BCN3D Sigma product.
- December 2016 ● €2.5 million in turnover.
- December 2017 ● Launch of the BCN3D Sigmax product.
- January 2018 ● The distribution network reaches all continents.
- October 2018 ● Launch the company, funding its operational needs.
- May 2019 ● Design next generation products.
- December 2019 ● Expand the distribution network and the company's website even more to maximise sales of future products.

#### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €0 per month

Currently BCN3D needs €1 million to start operating independently (spin-off from the CIM-UPC) and begin designing new products.



#### CONTACT

Xavier Martínez Faneca  
 C. d'Esteve Terradas 1, planta 2, edifici RDIT,  
 campus Mediterrània  
 08860 Castelldefels  
 636 040 742  
 xmfaneca@bcn3dtechnologies.com

#### TEAM

 Xavier Martínez CEO 	 Eric Pallarés CTO 	 Marc Felis Marketing 
 Pol Domenech Sales 	 Jose Antonio Ortega Production 	 Roger Uceda Technological Advisor 



#### ASK THE ENTREPRENEUR

Xavier Martínez Faneca

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

The project came about at the CIM Foundation (a manufacturing technology centre at the UPC). We set up the group which has become BCN3D to try to bring 3D printing to the largest audience possible. I had worked in 3D printing on an industrial scale at the CIM Foundation so I knew the technology and part of the market we are currently working on.

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

In a rapidly evolving market where the greatest danger is being technologically backward. Although 3D printing is an industry with years of tradition, innovative products that are quickly welcomed by the market can still be made.

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

Established as a leader in 3D desktop printing, selling widely around the world, having made a significant contribution to the industry and making technology evolve with new products.



€25,000



€1,500,000

# 3 BUSINESS RHAPSODY

Ad Vitam Gaudium

01/2016  [vermutissimo.com](http://vermutissimo.com)

Food Industry

### PROBLEM AND SOLUTION

Alcohol beverages have positive (socialisation) and negative (excessive drinking) aspects and combining both of them is tough. Consumers also want new flavours and companies in the industry need to innovate.

Vermutissimo (our 1<sup>st</sup> brand) consists of six unique fruit and natural spices recipes that transform vermouth into an exceptional cocktail. The Nespresso of drinks (without a machine!). Easy and fast. It has advantages for the consumer, the proprietor, food and vermouth brands.

### MARKET

Over 10 billion annual consumptions in Western Europe. We reach it through food chains, hospitality dealers and direct online sales to the consumer.

### BUSINESS MODEL

60% gross margin which allows investing in communication and promotion and remunerating the shareholder.

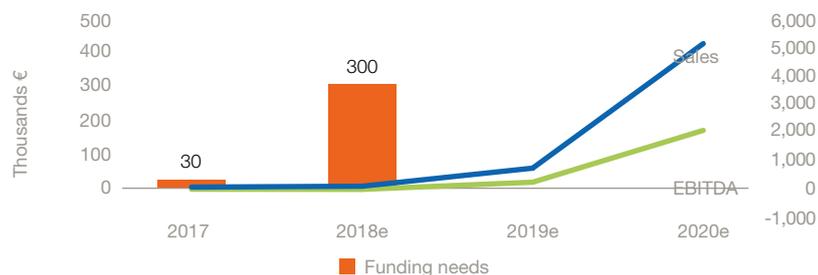
### COMPETITION

Opn (Pernod Ricard's digital cocktail library) and Bartsian (from Suntory-Beam). We are the healthiest, easiest and cheapest for the consumer.

### MILESTONES

- November 2016 ● Positive test results and start of development.
- February 2017 ● First production run for 15,000 capsules.
- August 2017 ● Second production run for 45,000 capsules.
- May 2018 ● Agreement with vermouth brands.
- July 2018 ● Development of new brands.
- October 2018 ● Introduction into food chains and internationalisation.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €12,000 per month

€185,000 to complete developing brands in addition to Vermutissimo and expanding brand marketing and recognition in 2018. €85,000 in an ENISA loan and €100,000 from an external investor.



### CONTACT

Enric Martori i Arxé  
 C. Telers, 5 B  
 08221 Terrassa  
 ☎ 600 933 142  
 ✉ [enric.martori@alumni.esade.edu](mailto:enric.martori@alumni.esade.edu)

### TEAM



Enric Martori  
Co-Founder



Oriol Martori  
Co-Founder



### ASK THE ENTREPRENEUR

Enric Martori i Arxé

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

Wanting to innovate in the industry after 25 years at a multinational.

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

Speeding up the expansion of distribution.

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

Vermutissimo and the other brands at every gathering in homes and in all hospitality establishments.



€75,000



€30,000

# 4 CLEANDRONE

Cleaning the world!

 09/2015  [cleandrone.com](http://cleandrone.com)

## Industrial systems

### PROBLEM AND SOLUTION

Owners of solar plants and tall buildings have to use inefficient and risky cleaning and inspection techniques. Current methods call for a lot of labour, use a lot of water and can be hazardous.

We propose a single asset management solution consisting of drones, coupling stations and proprietary software. This system is totally autonomous (and therefore does not require manpower) and scalable so it can be extended to other services, including security, safety and other types of inspections.

### MARKET

We are currently targeting the solar market (we have experience in it) and facility management (for high-rise buildings). The forecast is that the solar market will be €3.7 billion and the facility management market €2 billion by 2020.

Our goal is to capture 1.2% of this global market by 2024 using our marketing strategy. We have been in the solar industry for more than 15 years and we have lots of contacts in the facility management segment. We also have letters of interest from the big companies such as ISS.

### BUSINESS MODEL

In the first two years of marketing we will use a service offer model with the intention of gradually moving towards a system sale model. We deliver a more than 80% reduction in our customers' operating costs and we charge a percentage of this savings.

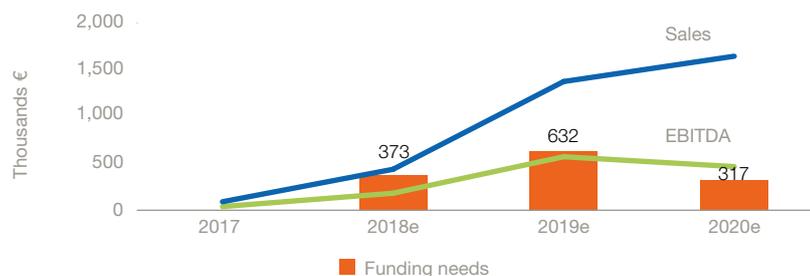
### COMPETITION

Companies based on drones (Aerial Power) and surface robotics (Serbot) are our main competitors. The main difference is our superior cleaning quality without using labour and without wearing away glass.

### MILESTONES

- April 2015 ● Patents to preserve technology applied to the EU and the USA.
- October 2016 ● Agreement signed with the largest solar operations and maintenance company in the EU (Lightsource).
- December 2017 ● Receiving from a letter of interest from the world's largest facility services company (ISS).
- December 2018 ● Develop a fully autonomous prototype system based on our current semi-autonomous drone.
- October 2019 ● A totally autonomous system tested in real conditions in both the solar and buildings industry.
- June 2020 ● Get CE marking and start marketing the product.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €31,000 per month

€1.3 million to be distributed over three phases until July 2020. Hiring employees and starting marketing activities.



### CONTACT

Ricard Pardell

C. del Segre, 2, nau 11, polígon industrial Can Calopa  
08174 Valldoreix

 935 836 153

 [rpardell@cleandrone.com](mailto:rpardell@cleandrone.com)

### TEAM



Ricard Pardell  
CEO



Aleix Figueres  
COO



Jordi Rebull  
CTO



### ASK THE ENTREPRENEUR

Ricard Pardell

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

While inspecting a solar module testing facility I had the idea of increasing the efficiency of dirty solar panels by cleaning them with drones.

I have more than 15 years of experience in the solar industry. Aleix, our COO, has 4 years of experience in the drones sector.

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

The most important risk to mitigate is customer scepticism. We have an extensive plan to overcome this risk: we provide customers with data on the benefits of using our system, starting as a service model to present the system to the customer.

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

In 5 years' time we see the company as a leader in the sale of drone systems for solar panel and facility management companies worldwide.



€367,000



€0

## 5 HSTUDIOS BCN TRACKS

We care for sound, YOUR sound

 05/2015

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

*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

Music is an unappreciated asset. Brands are not aware that the strategic use of sound is very important to make them stand out. They do not define and manage their sound identity as they do with their visual one.

Composition of brand identity based on its essence using proprietary methodology and neuromarketing techniques that scientifically support the outcome of the capacity to connect and convey emotions to the end customer through sound.

### MARKET

Companies, brands with audiovisual communication, branding and advertising agencies and producers, videogame companies. We will reach them through marketing campaigns.

### BUSINESS MODEL

Consultative sale and subsequent maintenance. Low structural cost. Revenue per project and recurring for maintenance as well as for copyright when there is public communication.

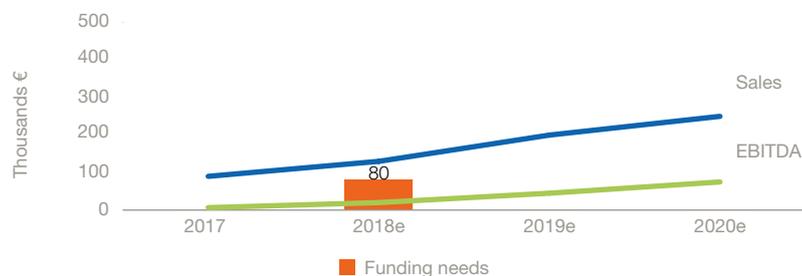
### COMPETITION

Sixième are competitors nationwide. We are different from them because we have comprehensive solutions, a music production chain and collaborating musicians.

### MILESTONES

- October 2015 ● Creation of proprietary audio branding methodology.
- April 2016 ● First multinational audio branding - Wolters Kluwer.
- March 2018 ● Setting up the Barcelona Creative Network.
- July 2018 ● Barcelona Creative Network event.
- May 2018 ● Publication of the Might and Magic game - Ubisoft.
- December 2018 ● Major music publication.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €7,000 per month

€80,000 to upgrade sound software, marketing to recruit customers and advertising, stabilise ERP and get the office ready to grow.

# BCNTRACKS

### CONTACT

Òscar Beà i Torras  
C. de Verdi, 217, baixos  
08024 Barcelona

 620 927 355

 [oscar@bcntracks.com](mailto:oscar@bcntracks.com)

### TEAM



Marcel Botella  
Audio branding,  
creation and production



Òscar Beà  
Managing Director



Xavier Romeu  
Creation, production and postproduction



### ASK THE ENTREPRENEUR

Òscar Beà i Torras

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

The synergies and complementarity between the partners. More than 20 years of experience directly in our market, supplemented by experience in management and administration.

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

The market's immaturity, which means a lot of advertising and communication is needed.

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

A leader in audio branding in our market. Hub for musicians contributing creativity to advertising.



€300,000



€0

# 6 IONDROID SPAIN

We bring the future of mobile computing to everyone

06/2016 [ionikai.com](http://ionikai.com)

*Sustainable mobility industries*

### PROBLEM AND SOLUTION

End users are frustrated by the tech friction produced by battery life and fluidity in their mobile devices. Mobile companies are always fighting for penetration (differentiation) and finally chip manufacturers' cost performance is increasing rapidly (death of Moore's law).

Active AI is a self-learning technology (software + hardware) that you don't need to train. It is self-optimized for extreme fluidity and battery life and to deliver a uniquely tailored best-in-class user experience.

### MARKET

\$480 billion, 1.5 billion mob units/year, 4.3% annual growth. We have some connections with big companies.

### BUSINESS MODEL

FRAND License Model (we do NOT produce the chips; we license the technology to big companies so they can use it in their own chips). We get a small license fee on each chip using the technology of 1.5% of the value of the chip, i.e. \$0.30 (avg. chip price \$20).

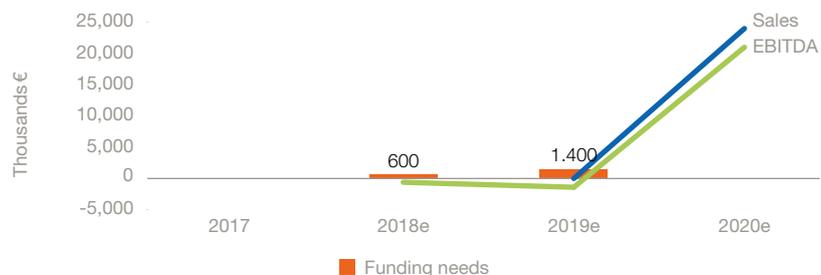
### COMPETITION

Chip designers: ARM, INTEL  
 Chip manufacturers: Qualcomm, Mediateck, Samsung, Huawei, etc.  
 Current solutions: New hardware (smaller lithography = expensive) and DSP (special chips = specific case).

### MILESTONES

- December 2016** ● 90,000 users (25,000 unique), 1,800 beta testers (pre MVP software).
- March 2017** ● We were invited to talk at Linaro Connet 17 Bud - Energy awareness the next step.
- October 2017** ● Pre-Acceleration Barcelona Activa, MVP software (Fluidity ≈ 100, +55% Battery).
- June 2018** ● €500,000 VC money.
- March 2019** ● MVP hardware + patent portfolio.
- January 2020** ● First commercial phones with our technology running.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€40,000 per month

€2 million (€600,000 + €1.4 million) of private funding (VCs) - We need the first €600,000 to develop the product, start with the patent strategy and start going to events and meeting up with possible clients.



IONIC AI

### CONTACT

Unai Ruiz-Capillas  
 Plaça de Pau Vila, 1  
 08039 Barcelona  
 690 720 151  
[unai.ruiz@ionikai.com](mailto:unai.ruiz@ionikai.com)

### TEAM



Unai Ruiz-Capillas  
 CEO



Carlos Lloret  
 CSA



Anna Klevtsova  
 CLA



### ASK THE ENTREPRENEUR

Unai Ruiz-Capillas

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

Personal frustration with my everyday technology. We talked to top people in the industry and a professor with a direct connection to big companies.

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

We need to reach the market fast. We need money to start phase 2 of the project and start negotiations with big players.

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

As one of the top leaders implementing the technology where computers will adapt to people's needs and do stuff for them.



€3,001



€0

# 7 LAVA LOCKER

All your purchases and services self-managed at one point in your building

 06/2013

 [mayordomo.io](http://mayordomo.io)

*Industrial systems*

## PROBLEM AND SOLUTION

Every day professionals shop more online but find it difficult to coordinate receiving purchases due to lack of time. Offices and communities spend more and more resources on managing and reconciling both needs.

A smart locker that connects workers with local services through an integrated platform or marketplace. It makes it possible to take delivery of all online purchases from any logistics operator and connects the company's profits with the worker. It is the only open system and 100% customisable focused on the worker.

## MARKET

There are 5,378 offices and buildings in Spain with over 200 workers. Serving this market is worth €2.1 billion per year. The objective is to connect with facility managers and realtors to serve the end user.

## BUSINESS MODEL

Monthly fees for renting the smart locker to the company, fees for services provided between 5% and 45%. The main costs are the manufacture of the locker and management and design of the software.

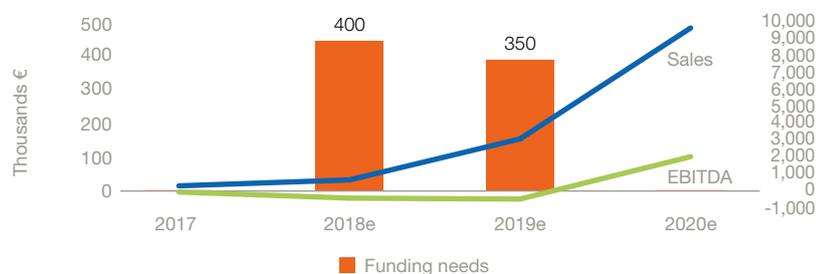
## COMPETITION

The Spanish Post Office and Amazon have package delivery lockers but they do not adapt to each building, they only offer a distribution channel for their own products and will never offer work-family life balance services.

## MILESTONES

- September 2015 ● €225,000 in private investment for the development of the product.
- September 2016 ● First smart locker installation at Bayer and Endesa.
- December 2017 ● 35 lockers and 25,000 orders managed.
- October 2018 ● 100,000 orders managed and 40 local service providers.
- April 2019 ● 100 smart lockers installed in offices.
- January 2020 ● Expansion in France, Germany and Italy.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €0 per month

750€750,000 for product development (more innovative and user-friendly software) and for expanding the locker network in 2018 and 2019. With €300,000 already committed by private investors from the opening round in December 2017.



## CONTACT

Edward Hamilton  
Passeig de Sant Joan, 64  
08009 Barcelona

 931 126 757

 [edward@mayordomo.io](mailto:edward@mayordomo.io)

## TEAM



Edward Hamilton  
Founder & Director



Tomás Selva  
Director



## ASK THE ENTREPRENEUR

Edward Hamilton

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

I founded Lava Locker, smart lockers for dry cleaners. Then we identified the needs of the market and we developed Mayordomo Taquillas Inteligentes.

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

Other competitors are entering the market. The most useful, easiest and most user-friendly product will gain more market share. We focus precisely on user-friendly innovations.

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

As a leader in work-family life balance services for office workers with the development of the technology. As a "virtual butler".



€82,500



€525,000

# 8 PANGEA AEROSPACE

A new era for space

02/2018 [pangeaaerospace.com](http://pangeaaerospace.com)

*Industrial systems*

### PROBLEM AND SOLUTION

The microsatellite and nanosatellite industry is expanding but the companies manufacturing them have a problem with getting into space. At present these companies have to wait between 2 to 4 years to launch their satellites. We want to offer a low cost, fast and flexible launch.

We are developing a reusable launcher with a 150 kg cargo capacity. At the moment we use two technologies that allow us to lower the cost of getting into space (reuse of the first stage and an up to 10% more efficient first stage aerospike engine).

### MARKET

Our customers are microsatellite and nanosatellite companies such as Planet and Spire. We can directly sell satellite cargo space to these companies or sell the launcher to brokers.

### BUSINESS MODEL

We will sell satellite cargo space for orbital launch at a price of between €20,000 and €26,000 per kg (launch price between €3 million and €4 million).

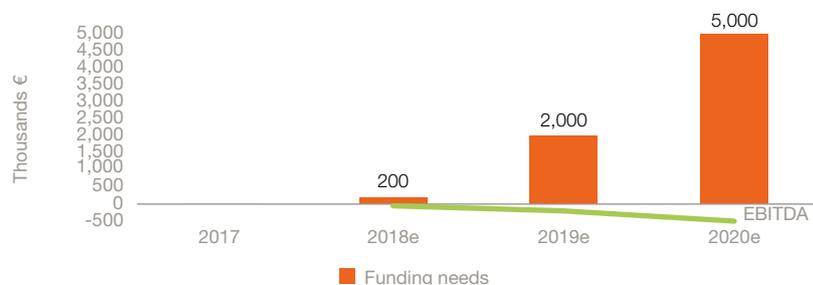
### COMPETITION

Rocket Lab (€32,000 per kg), PLD Space (€38,000 per kg) and Vector (price to be determined). None of these launchers focus on reuse.

### MILESTONES

- January 2018** ● Constitution of the board with J. J. Dordain (former Director General of the European Space Agency - ESA) and Y. de Escatha (former President of the CNES, the French Space Agency).
- February 2018** ● Creation of the design script for the rocket and numerical launch models and study of freedom of operation for the recovery system.
- April 2018** ● Pre-acceleration programme for high technological impact projects at MediaTIC Barcelona Activa.
- June 2018** ● Private funding for the project's start phase.
- August 2018** ● First prototype of the landing system and its patentability.
- October 2019** ● First prototype of the aerospike engine in 3D metallic printing.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€3,000 per month

We are completing a first €200,000 seed round with business angels specialising in space and mentors which will allow us to patent the recovery technology (€60,000 committed). Over the next 2 years we need €2 million to validate both technologies and create the patents required to protect us.



### CONTACT

Adrià Argemí  
 C. de Pau Claris, 177, entl. 2a  
 08037 Barcelona  
 680 336 807  
[adria.argemi@pangeaaerospace.com](mailto:adria.argemi@pangeaaerospace.com)

### TEAM



Adrià Argemí  
CEO



Xavier Llairó  
COO



Federico Rossi  
Head of propulsion



Rasmus Bergström  
Head of recovery



Nicola Palumbo  
Head of mechanics



### ASK THE ENTREPRENEUR

Adrià Argemí

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

A passion for astronautics and the conviction of being able to be innovative in such a conservative industry.

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

Only being an R&D company in the early years. We have an IP strategy for protecting ourselves and asserting our differentiating technologies.

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

Having increased our TRL up to 8-9, starting the industrial phase and getting ready for marketing.



€37,200



€0

## 9 SENSORIAL PROCESSING TECHNOLOGY BARCELONA

We develop technology to transmit sensoriality to the human body

06/2017

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

*Design industry*

### PROBLEM AND SOLUTION

All audiovisual experiences are incomplete due to the lack of immersive sensory technology.

We improve audiovisual content by making it into an entirely new experience. We shift from playing our favourite game to plunging into it, from watching a movie to experiencing it, and from listening to feeling.

### MARKET

In the first stage we develop a gaming chair that incorporates sensoriality and delivers a complete immersive experience.

### BUSINESS MODEL

We develop hardware and software technological products which surround the audiovisual content. We make money from both the physical products and the software licences.

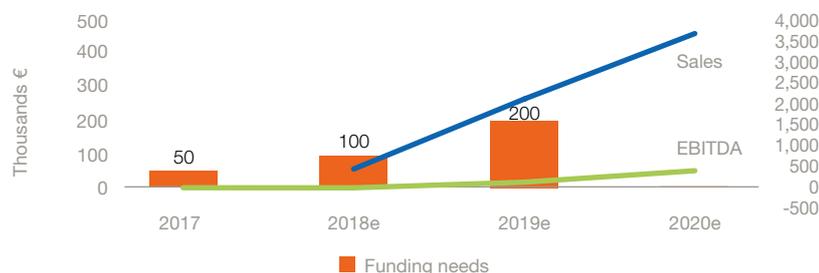
### COMPETITION

Our chair is an exclusive product without any competitors in today's market.

### MILESTONES

- June 2017 ● Getting the patent.
- July 2017 ● €50,000 capital increase.
- April 2018 ● Prototype of the validated chair.
- March 2019 ● Product scalable to other sectors.
- January 2021 ● Pioneers and leaders in sensory technology.
- January 2022 ● Positioned as one of the five best global companies using sensory technology.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €23,000 per month

We are looking for €100,000 for 2018 and €200,000 for 2019 to cover working capital and product promotion needs. The planned structure is 50% private capital and 50% equity loan.



### CONTACT

Sergi Tena

Gran Via de les Corts Catalanes, 672, 2n 1a  
08010 Barcelona

627 970 016

stena@sptech.com

### TEAM



Victor Orlach  
CTO



Alfons Echegaray  
CPO



David Casanova  
CFO



Sergi Tena  
CEO



**ACCIÓ**  Generalitat de Catalunya

### ASK THE ENTREPRENEUR

Victor Orlach

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

Using body perception as another component of the sensory experience by introducing new virtual and augmented reality formats.

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

Not interpreting the evolution of market needs correctly. Showing our progress to validate the hypotheses.

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

Consolidated in the European market and expanding in the Asian and US markets and also developing new products which include sensoriality.



€30,000



€40,000

# 10 SHOPPIDAY DIGITAL

Earn money with your shopping

01/2017

[shoppiday.es](http://shoppiday.es)

*Sustainable mobility industries*

## PROBLEM AND SOLUTION

Users are tired of getting emails featuring special deals. Discounts have lost their appeal and closed loyalty programmes are of no interest either.

Cashback platform on which instead of points users earn money in cash when they shop. They have the freedom to buy any article from a brand or merchant and with the same experience as other buyers.

## MARKET

Spain's online market stands at €20 BnM and offline at €210 BnM. Cashback penetration coming to 10% and 15% respectively (€1.95 billion and €31.5 billion).

## BUSINESS MODEL

Commission (CPA) for every purchase made by a user in any of the stores on the platforms. We share this CPA with the user and it is the cashback they get.

## COMPETITION

BeRuby, Cashbackdeals. None of these works on the high street merchant side and are not local. BeRuby is Spanish (Madrid) but the founders are based in the USA.

## MILESTONES

- January 2017 ● Technology 100% in house.
- December 2017 ● €1.5 million in GMV (Gross Merchandise Volume) reached since launch. 7% conversion ratio. 4 purchases per month per buyer.
- May 2018 ● 630 online stores and 900 stores in 9 cities in Spain.
- June 2018 ● Surpass and maintain monthly €200,000 GMV. Achieve exponential growth in buyer users.
- July 2018 ● Improve platforms, both the website and the app.
- January 2019 ● Internationalisation in France and Italy.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



€40,000 per month

We are looking for €700,000 in 2018 to invest in user recruitment and improve the website and app platforms, and also to grow the team in some key positions.



GANAR DINERO CON TUS COMPRAS

## CONTACT

Ricardo Ruiz Magdalena  
 Pl. de Pau Vila, 1, 1A  
 08039 Barcelona  
 ☎ 683 139 506  
 ✉ [ricardo.ruiz@shoppiday.com](mailto:ricardo.ruiz@shoppiday.com)

## TEAM



Juan Luis Rico  
CEO



Ricardo Ruiz  
Online & Local GM



Victor Guardiola  
CTO



Miguel Vicente  
Chairman



Gerard Olive  
Board Member

## ASK THE ENTREPRENEUR

Ricardo Ruiz Magdalena

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

The belief that you could find a way of doing things better and that companies as well as customers and suppliers could make a good living. 3 management posts at Vente-privee, Letsbonus and Showroomprive.

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

Capital intensity and continuing to demonstrate the model's drive.

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

Internationalised and with a domestic or international industrial partner which has committed to it.



€480,000



€1,030,000

# 11 SIGMA INDUSTRIAL PRECISION

Better Machines for Longer

09/2017 sig-ip.com

Industrial systems

### PROBLEM AND SOLUTION

The failure of a piece of equipment in any industrial process entails unforeseen stoppage of the process. Production comes to a halt and resources and energy are wasted. In addition, the costs for repair and resuming the process can be very high and competitiveness is lost.

A predictive maintenance platform based on electrical analysis. We can anticipate problems and maintain optimum equipment performance based on continuous analysis and our artificial intelligence in the cloud. A cost-effective plug & play solution to reach every corner of the industry.

### MARKET

Critical equipment in production centres, large facilities and infrastructures (water, metro, telecommunications). On a global scale and starting in Spain, expanding in Europe and ending up in the rest of the world. Direct sale and through specialised partners.

### BUSINESS MODEL

Sale of electrical sensors and recurrent analysis, data presentation and prediction services. Average margin on units coming to 45% and 90% on recurring services.

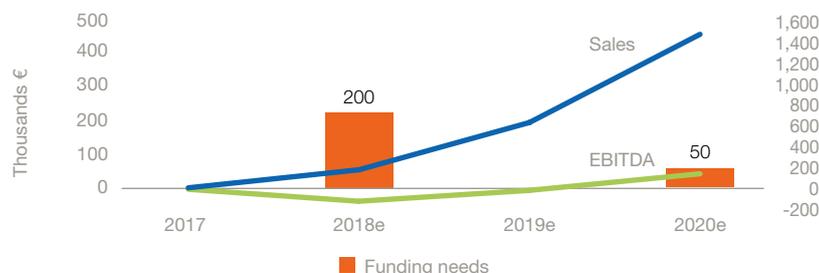
### COMPETITION

At the local level, small businesses with more complex solutions in terms of sensors and without artificial intelligence. Internationally, start-ups in the US and other countries focusing on large multinationals. Large industrial groups that allocate resources to developing solutions but with no clear focus and slow growth.

### MILESTONES

- January 2018 ● Agreement with Ricard Bosch, Professor of Electrical Engineering at the UPC, to accelerate the development of electrical analysis models. 2 PhD students.
- March 2018 ● Confirmation of purchase of pilots by Metro Barcelona, Coty, Barcelona Provincial Council and other industrial companies.
- May 2018 ● Installation of the first pilot in Barcelona Metropolitan Transport and other committed clients.
- May 2018 ● First version of the cloud system interface.
- June 2018 ● Evaluation of the results of the installation in Metro Barcelona.
- September 2018 ● First predictions of the artificial intelligence system.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€3,000 per month

€200,000 in the first year to accelerate the development of the platform in the cloud, do the tests with industrial equipment and marketing actions. We are looking for a business angel or venture capital and to leverage the investment with an ENISA or CDTI loan.



### CONTACT

Patricio Sáez  
 Av. Ernest Lluch, 32, TCM2 Tecnocampus  
 08302 Mataró  
 683 136 183  
 psaez@sig-ip.com

### TEAM



Patricio Sáez  
CEO



Ramón Serra  
CTO



Carles Paul  
Scientific Director



### ASK THE ENTREPRENEUR

Patricio Sáez

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

I had been in industrial business development and when I saw the technology which Carles and Ramón were working with I thought it was an incredible opportunity.

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

No longer having the sensor we work with. We plan to develop a proprietary model that's more appropriate for our platform.

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

Completely internationalised and a worldwide leader in industry 4.0.



€50,000



€0

# 12 SOCCER SCIENCE

Accelerating footballer intelligence through virtual reality

11/2016  **soccerdream.com**

*Cultural industries and experience-based industries*

### PROBLEM AND SOLUTION

Football clubs in China and the US cannot find the way to accelerate their organisations and reach the level of the main clubs in Europe. They pick out three topics: lack of knowledge, tools and an assessment process.

SoccerDream is virtual reality training software to train football intelligence and bring it up to the level of the top European clubs. It provides a whole host of advantages: research certified by the University of Beijing, a unique algorithm, customised training plans, instant feedback and consistent assessment.

### MARKET

The main markets are China and the US as they need to quickly accelerate their football level. SoccerDream is sold through dealers who are already selling technology for enhanced club performance.

### BUSINESS MODEL

B2B model in which clubs pay a €10,000 annual fee per pack (SW licence plus standard HW). The hardware costs about \$500. Once we have the algorithm ready the software will have a nominal cost.

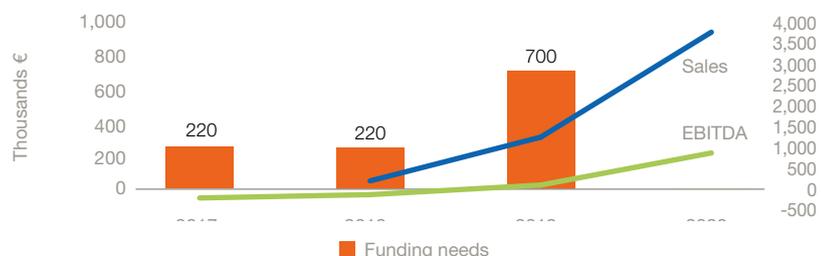
### COMPETITION

Each one with their strengths and focus in the football ecosystem and virtual reality: Beyond Sports, Mi Hiepa Scout, StriVR and Virtual Reality Soccer Training.

### MILESTONES

- June 2017 Inclusion in the VIVEX & HTC accelerator.
- December 2017 Research and validation with the University of Beijing, the Government of China and HTC.
- March 2018 First customer in China (1<sup>st</sup> division club) worth €57,000.
- June 2018 Signing a contract with the right distributor in China.
- September 2018 Inclusion of a top player.
- December 2018 Get 10 customers in the Chinese market.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €25,000 per month

Once the 2018 round has closed, we will be looking for €700,000 by January 2019 to accelerate growth in sales and show SoccerDream's scalability.



### CONTACT

Andreu Bartolí García  
 Gran Via de Carles III, 84, planta 3  
 08028 Barcelona  
 666 785 343  
 andreu.bartoli@soccerdream.com

### TEAM



Andreu Bartolí  
CEO



Miquel Farrerons  
Football Director



### ASK THE ENTREPRENEUR

Andreu Bartolí García

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

Football has always been my passion. I come from the world of start-ups and I was eager to set up a new one. I met Miquel, who has enormous soccer knowledge, and we decided to create SoccerDream with the aim of bringing Barcelona's football to the entire world.

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

The main risk is that virtual reality is a technology which is too advanced for the industry in which we want to sell. We will address this problem by making sure that the software works through the search, showing that lots of clubs use it and making it clear they cannot afford to miss this boat.

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

I see millions of players adding to their training with SoccerDream. This translates into turnover standing at tens of millions of euro which will come from the 5 main soccer markets.

  
€100,000

  
€375,000

# 13 UNLIMITED ENGINEERING

Charge your life!

06/2016  rideunlimited.co

Sustainable mobility industries

### PROBLEM AND SOLUTION

Transport in cities is overcrowded with cars and motorcycles which pollute the air we all breathe and moreover are expensive and inefficient for many users.

Modular and connected transport platform based on ultra-light electric vehicles. We manufacture modular powertrains adaptable to various vehicles (bicycles, scooters, skateboards) that share components such as their battery.

### MARKET

Electric mobility, mainly in Europe and the USA. Approximately 340 billion urban pedestrians. The main niches are skateboards, scooters and electric bicycles.

### BUSINESS MODEL

B2C and B2B sales (original equipment manufacturing) of high-margin hardware. The hardware/software combination opens up potential revenue sources.

### COMPETITION

Bosch, E-Twow, Xiaomi, Boosted Boards and Mellow Boards.

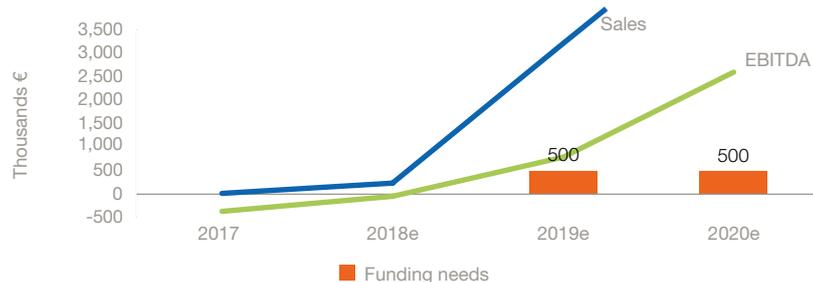
### MILESTONES

- September 2016 ● Crowdfunding campaign (€462,000 from 672 presold units).
- February 2018 ● Production of the first batch of 400 units.
- March 2018 ● Getting a €230,000 ENISA Emprendedores equity loan.

---

- September 2018 ● Development of connectivity for fleets.
- October 2018 ● Production of a second batch of 1,000 units.
- December 2018 ● Launch of the eScooter crowdfunding campaign.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €20,000 per month

€500,000 seed round to make the second batch of 1,000 units and launch of the eScooter crowdfunding campaign.



### CONTACT

Carlos Eduardo Kübler Pietri  
 C. de la Indústria, 54-62, local 6  
 08013 Barcelona  
 634 817 111  
 carlos@rideunlimited.co

### TEAM



Carlos Kübler Pietri  
CFO



Juan P. Viera  
CTO & CFO



Alejandro Veloz  
Electronic Engineer



### ASK THE ENTREPRENEUR

Carlos Eduardo Kübler Pietri

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

The personal need for last-mile transport (multimodal). We are a group of engineers with experience in the transport and technology sectors. We designed a lightweight and versatile vehicle to combine with public transport and reduce total daily commuting time.

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

The product not standing out. We have a design plan for innovative products that are technically complex and hard to imitate.

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

We will be the leading brand for ultra-light electric vehicles in Europe and the USA. We will have launched scooters, bicycles and skateboards.



€35,000



€264,000

# 14

## URBAN MANZANA

Manzaning is the marketplace that allows you to buy fresh and nutritional products from local stores and markets with home delivery

 12/2015  [manzaning.com](http://manzaning.com)

*Food Industry*

### PROBLEM AND SOLUTION

There are 90,000 stores and 1,300 municipal markets in Spain, 60% of which do not have a website. It is an industry in crisis due to failure to adapt to new technology and the uncoupling of a young, connected digital customer with no free time and who cannot find quality fresh produce online.

Marketplace available via an app or website that puts the store in touch with the customer to enable the sale and home delivery (in 60 minutes or scheduled).

### MARKET

The food market in Spain has a turnover of €67 billion (2015) and e-grocery bills €441 million. Online food sales are growing by 73% while demand for eco, bio and local produce is up by 40% (2017).

### BUSINESS MODEL

Fee (annual or monthly) and commission: between 12% and 18% for each transaction performed through our platform. In the end the customer pays for shipping depending on the amount of the transaction. That way we always ensure positive unit economics and a margin between €2 and €8.

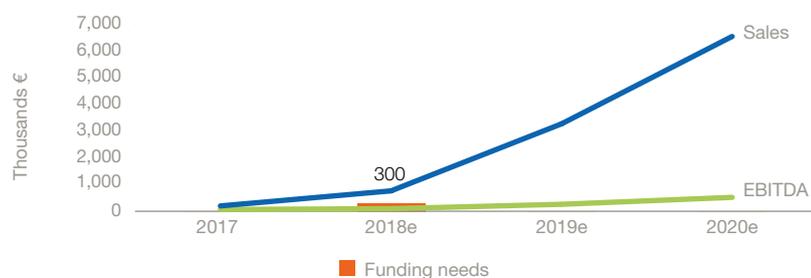
### COMPETITION

Instacart model (Deliberry, Lola Market), online supermarket (Ulabox), small players (Esdemercado). Differences: product quality, direct chat with store and stall, deliveries in 60 minutes or scheduled, outsourced logistics and we do not need a personal shopper.

### MILESTONES

- April 2018**
  - €320,000 transacted (12,000 orders).
  - 44% recurrence; 9 orders per recurring customer.
  - Exclusivity contract with 6 municipal markets.
- September 2018**
  - Adding 4 more markets.
- December 2018**
  - User growth and acquisition.
  - Optimisation of transport costs (improvement of the margin).

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €18,000 per month

Open round: €300,000; currently €200,000 is covered (€100,000 available). This is a growth round to position ourselves as a leading solution in Barcelona, break even in April 2019 and roll out in new cities.



**MANZANING**

### CONTACT

Eva Tomàs  
C. de la Reina Victòria, 2 bis, àtic  
08021 Barcelona  
 619 279 746  
 [eva@manzaning.com](mailto:eva@manzaning.com)

### TEAM



Eva Tomàs  
Founder & CEO



Jaume Viñals  
Co-Founder



### ASK THE ENTREPRENEUR

Eva Tomàs

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

I have worked in large companies on the outskirts of Barcelona for over 10 years. The commute and timetable meant I couldn't shop in my usual stores or at the markets. As an online buyer I looked for a solution, and since I couldn't find one and I saw the opportunity, I decided to create it.

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

Growing while maintaining good margins: we do that by retaining stores and customers, giving discounts for large purchases (free delivery from €65) and making the logistics model efficient through working closely with municipal markets. Increasing the average purchase and cutting costs is the key to profitability in a commission model.

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

Well-established position in Barcelona and the main Spanish cities and expanding internationally in Europe and Latin America.



€60,000



€350,000

# 15 VENTURI UNMANNED TECHNOLOGIES

We enhance aerial inspection of electrical and oil & gas grids and cut costs with unmanned aircraft

09/2016 [venturi-utech.com](http://venturi-utech.com)

Industrial systems

### PROBLEM AND SOLUTION

Aerial inspections are needed to identify incidents in energy infrastructures with helicopters costing up to €250,000 per month and €3,000 per hour plus a high human risk.

We provide a drone which can get information for the customer safely and at a lower cost.

Power grids: identifying hot spots, plant pruning and felling. Oil & Gas: surveillance and exploration (topography).

### MARKET

Worldwide there are 5,900,000 km of power grids (42,000 in Spain) and 3,500,000 km in Oil & Gas (11,000 km in Spain). Their turnover is €7.67 billion and €30 billion respectively.

### BUSINESS MODEL

Domestically, operational service with a partner for data processing (HEMAV). Internationally, renting the system.

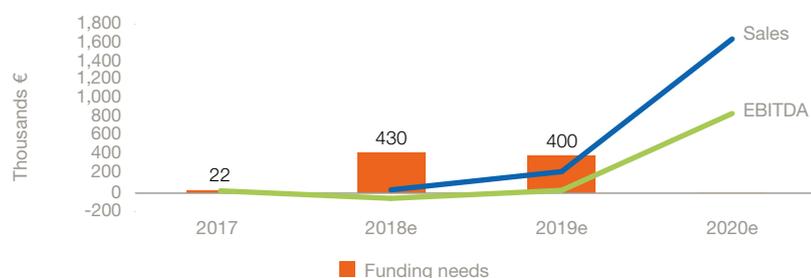
### COMPETITION

Currently inspection services are carried out with manned helicopters (over €3,000 per hour). Drones provide greater quality but have a higher cost. Venturi is committed to technological differentiation.

### MILESTONES

- February 2018 ● Awarded a Startup Capital grant (20 selected from over 250).
- March 2018 ● Fully functional full-scale prototype.
- April 2018 ● Validation of product-market fit (more than 5 IBEX35 companies interested).
- June 2018 ● Seed investment round.
- August 2018 ● Construction of two commercial units.
- September 2018 ● Go-to-market, Gastech Barcelona exhibition.

### FINANCIAL PROJECTIONS AND FUNDING NEEDS



€15,000 per month

The funding will be allocated largely to marketing the first units. Most of the development has been accomplished with public grants and the entrepreneurial team's capital. We hope to raise between €180,000 and €220,000 from private sources. Based on the metrics obtained we will work for another round in 2019.



### CONTACT

Juan Hita García  
C. d'Esteve Terradas, 1, edifici UPC - RDIT, oficina 115  
08860 Castelldefels  
675 20 60 69  
admin@venturi-utech.com

### TEAM



Nicolás Marí Hernández  
CMO



Juan Hita Garcia  
CEO



Oleguer Gabernet Garriga  
COO



Miquel Mulet Autonell  
CTO



Eric Domingo Domenech  
Flight Operations Manager



### ASK THE ENTREPRENEUR

Nicolás Marí Hernández

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

The team was making aircraft and we saw a business opportunity.

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

Even though we are a young team, our advisers give us the experience needed to address challenges.

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

Operating our systems on a global scale and opening up new business verticals.



€22,000



€0

# 16 VENVIROTECH BIOTECHNOLOGY

From waste to value

 04/2018  [venvirotech.com](http://venvirotech.com)

*Chemical, energy and resources industries*

## PROBLEM AND SOLUTION

Studies show that by 2025 there will be more plastic in the sea than fish. An alternative are bioplastics which are biodegradable in the environment. However, the sale price of these compounds is very high and hence they are not competitive in the market.

VEnvirotech produces bioplastics which are biodegradable and compatible with the human body and made from organic waste such as agri-food waste, sewage, slurry, etc. That enables us to offer bioplastics with the same features as conventional oil plastic with a 50% reduction in the market price.

## MARKET

VEnvirotech has two very different markets: organic waste management and plastics and bioplastics. We get to these markets because we deliver profitable organic waste management and we provide a quality product at market price that is in demand.

## BUSINESS MODEL

Revenue comes from the sale of bioplastic production plants tailored to the customer's waste and which operate with the VEnvirotech method combined with manufacture and sale of the bioplastic obtained in the production plants.

## COMPETITION

There are 25 companies leading the marketing and mass production of these bioplastics around the world. The most important are BioOn, Metabolix, Imperial Chemical Industries and British Petroleum.

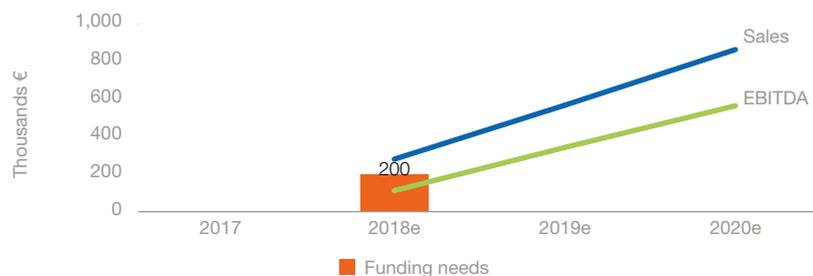
## MILESTONES

- January 2017 ● Potential customers are already indicating the need for both products.
- June 2017 ● 1<sup>st</sup> Santander Group Nacional Explorer Gathering Award.
- April 2018 ● 1<sup>st</sup> Círculo Ecuestre Barcelona "Jove Relevant" Award and first contract with an agri-food company.

---

- May 2018 ● First funding round.
- September 2018 ● Start-up of the first plant with partners.
- January 2019 ● Start of production.

## FINANCIAL PROJECTIONS AND FUNDING NEEDS



 €9,700 per month

VEnvirotech needs €200,000 for the start-up of the first bioplastics production plant using waste. We want to fund the round with capital from private investors that bring not only money but also value to the company.



## CONTACT

Patricia Aymà Maldonado  
C. de Francesc Macià, 40  
08620 Sant Vicenç dels Horts  
 610 928 758  
 [patricia.ayma@venvirotech.com](mailto:patricia.ayma@venvirotech.com)

## TEAM



Patricia Aymà Maldonado  
CEO



Noelia Márquez Alfaya  
Business Developer



## ASK THE ENTREPRENEUR

Patricia Aymà Maldonado

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

I studied producing bioplastics with waste and I think that the market needs technology as efficient and profitable as this one.

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

Biological processes have variable stability. We address it through the VEnvirotech scientific production method which enables efficient and steady work over time.

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

VEnvirotech will be the leading biotech company in sustainable packaging.



€3,000



€8,000