



# eWorks Accelerator 2022

Project Overview

# High-Growth Accelerator

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# Foreword

The eWorks Accelerator is a startup acceleration program supporting early stage ventures with high potential in getting their products to market and growing past the concept stage. It's organized and run by eWorks, the venture creation program of the Esade Entrepreneurship Institute.

The eWorks Accelerator provides selected teams with dedicated support, mentoring from industry experts and successful entrepreneurs, access to a pack of resources valued in more than €10 000 per project and introduction to investors, potential employees and partners.

The 2022 edition saw a very international participation from Esade students, Alumni, and external teams, following the path opened in 2021 to broaden the availability of services to all entrepreneurs. The cross-contamination between founders with different backgrounds, experiences and target markets is one of the core values added provided by the program, where a system of cross-team interaction is in place.

Overall, there were 53 projects admitted, coming from 4 continents, covering a wide

range of industries and business models. In this booklet, you will find 39 one-pagers, one for each project that made it to the end. As it's common for accelerator programs, some projects decided to stop along the way, for a variety of reasons – one of the roles of the accelerator being to advise entrepreneurs about when to continue or not. Closing a project is not a sign of failure but rather maturity: it's better to fail fast and start again than to lose investor money and stakeholders' time; founders will try again building on the experience they accumulated.

We wish all of the entrepreneurs all the best moving forward, and will continue to provide them with ongoing support, as they are now all part of the eWorks Community.

Please note that data has been provided by the entrepreneurs and that names/links can change rapidly when building a fast-growing company.

## **The eWorks Team**


Jan Brinckmann

Davide Rovera

Susanna Ercolani





STARTUP NAME	Alto
WEBSITE	Website under construction. here you can access the pitch deck: <a href="https://drive.google.com/drive/folders/1HLYE7a44-vFWkypn8srzM6UcFRICkAEU">https://drive.google.com/drive/folders/1HLYE7a44-vFWkypn8srzM6UcFRICkAEU</a>
SHORT PROJECT DESCRIPTION	Alto provides an affordable and simple way to monitor your green energy production and consumption, bringing value to customers sensible to energy prices as well as to sustainability transformation.
INDUSTRY	Energy Management Systems
BUSINESS MODEL & UNIT ECONOMICS	The revenue model varies depending on the product line and the customer type. For B2C customers, the app will generate revenues through in-app advertising. Further features to be added in the future will allow to offer a Pro subscription as well as generate revenues from the sale of physical products (such as smart meters). For B2B, the initial revenue will be a on a per-project basis. After having developed a more standardized solution, we will follow a mass market business model targeting mainly SMEs.
CURRENT STATUS AND NEXT STEPS	We have completed our first validation stage and are now rolling our second validation stage aimed at defining the features of the software and choosing the initial market (B2B or B2C) and MVP development. Once we get the feedback on our validation, we will move ahead towards development GTM strategy.
FINANCIAL NEEDS (AND CONDITIONS)	After validation, we will have a more precise idea of the development costs associated with the product and how much funding we would be seeking. The cost will not be inferior to €25,000 for B2C and B2B and additional €100,000 will be the minimum amount to offer a viable solution to our customers. For B2C, we are also seeking €25,000 to cover marketing and sales effort.
TEAM MEMBERS	<div>  <div>Edoardo Martignoni Founder and CEO</div> </div> <div>  <div>Anurag COO</div> </div> <div>  <div>Ugo Mosca CFO</div> </div>
CONTACT	<a href="mailto:martignoni@alumni.esade.edu">martignoni@alumni.esade.edu</a>   <a href="mailto:anurag@alumni.esade.edu">anurag@alumni.esade.edu</a>   <a href="mailto:ugo.mosca@gmail.com">ugo.mosca@gmail.com</a>



SHORT VIDEO  
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<https://www.youtube.com/watch?v=uklYbZn7ehA&feature=youtu.be>



STARTUP NAME	ARC Finance								
WEBSITE	<a href="https://www.figma.com/proto/d4lBvqNTJrfRtlvqrwBOXb/arc-web?page-id=507%3A2&amp;node-id=544%3A4696&amp;viewport=-6720%2C-206%2C0.34&amp;scaling=scale-down-width&amp;starting-point-node-id=544%3A4696&amp;show-proto-sidebar=1">https://www.figma.com/proto/d4lBvqNTJrfRtlvqrwBOXb/arc-web?page-id=507%3A2&amp;node-id=544%3A4696&amp;viewport=-6720%2C-206%2C0.34&amp;scaling=scale-down-width&amp;starting-point-node-id=544%3A4696&amp;show-proto-sidebar=1</a>								
SHORT PROJECT DESCRIPTION	ARC provides sub-HR services whereby it provides stability and assistance against the consequences of the freedom and flexibility ethos of independent contracting work style.								
INDUSTRY	Fintech for Contract Workers								
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> <li>1. Subscription revenue per month</li> <li>2. Commission and management fees on benefits</li> <li>3. Transaction charges</li> </ol>								
CURRENT STATUS AND NEXT STEPS	<p>Traction</p> <ol style="list-style-type: none"> <li>a. We have a fully designed product and dashboard.</li> <li>b. We were a semifinalist in MIT Solve Future of Work in India and Indonesia.</li> <li>c. If we have more traction, there is a possibility of getting into Mastercard Start Path. This was discussed during our Mastercard meeting.</li> <li>d. We have validated and tested our model with over 50 ideal user profiles from various countries. Some are mentors who would serve as power users for network referrals.</li> <li>e. We are part of the Esade eWorks Accelerator program and got interviewed by the Envision accelerator.</li> </ol> <p>Short and medium term goals</p> <ol style="list-style-type: none"> <li>a. Launch a fully functional MVP by end of Q4 2022.</li> <li>b. Get revenue and expanding marketing plan.</li> <li>c. Implement ARC 2.0 to expand offerings.</li> </ol>								
FINANCIAL NEEDS (AND CONDITIONS)	<p><b>Funds deployment? SAFE like YC SAFE for 5%</b></p> <table> <tr> <td>Development costs</td><td>\$ 10,000</td></tr> <tr> <td>Technical partner onboarding fee</td><td>\$ 35,000</td></tr> <tr> <td>Legal Registration</td><td>\$ 8,000</td></tr> <tr> <td>Total</td><td>\$ 53,000</td></tr> </table>	Development costs	\$ 10,000	Technical partner onboarding fee	\$ 35,000	Legal Registration	\$ 8,000	Total	\$ 53,000
Development costs	\$ 10,000								
Technical partner onboarding fee	\$ 35,000								
Legal Registration	\$ 8,000								
Total	\$ 53,000								
TEAM MEMBERS	 <p>Adetunji Tobì Founder and Product Lead</p>								
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SHORT VIDEO  
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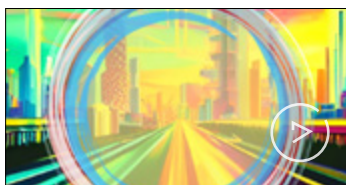
<https://drive.google.com/file/d/1AROYbp8wAWqbTax-HOVmUC0VODu6ZJdjM/view>



STARTUP NAME	Art Circles/Art Galleries DAO
WEBSITE	<a href="https://artcircles.xyz">artcircles.xyz</a>
SHORT PROJECT DESCRIPTION	A web 3.0 project which is a revolutionary Art Movement as well, reuniting traditional art galleries and institutional agents (like art curators and critics) into the blockchain.
INDUSTRY	Art & NFTs, Metaverse
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> <li>1. Eventual ICO from the Governance Token, if galleries decide democratically to go «public» and make the governance token transferable.</li> <li>2. Launching an own curated marketplace for NFTs.</li> <li>3. Launching Co-Collections of NFTs, made with the collaboration of a group of galleries, instead of launching them individually, giving them more liquidity.</li> <li>4. Offering Blockchain consulting services and technical assistance to Art Galleries (initially free of charge, if they join the DAO).</li> <li>5. Offering online courses about the NFT markets, trends, and basic practical knowledge about blockchain.</li> </ol>
CURRENT STATUS AND NEXT STEPS	We have already launched the infrastructure and interfaces necessary to vote. The DAO is technically constituted. We have been creating the IP and intangibles that make Art Galleries unique, including art-books and catalogs. We have already 5 galleries inside the DAO and we want to reach 20 during the Q4, 50 at the Q1 23', and 100 during the Q2 23'. We will focus on international Art Shows in order to grow faster.
FINANCIAL NEEDS (AND CONDITIONS)	Up to €30,000, in order to have presence in the main art shows in USA, London, Basel... Depending on the results obtained, we could seek for another round of €20,000. In exchange, investors receive NFTs from the foundational collection (we want the process to become a piece of art by itself), NFTs valued at the same amount of the investment from Artssassin as a gift (with some conditions), a participation in the DAO as investors and priority in other projects like the marketplace (a project of Art Circles) or Co-Collections (whitelists), or the right to show physical artworks in those shows where we go, as we pay for a space in those art shows that we will not use (this alone could pay off those art galleries who wish to invest in the project).
TEAM MEMBERS	 <p>Josep M. Gatnau Founder and Blockchain Analyst</p>
CONTACT	<a href="mailto:founder@artcircles.xyz">founder@artcircles.xyz</a>








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<https://opensea.io/assets/matic/0x2953399124f0cbb46d2cbacd8a89cf0599974963/95521173764286138127507543482084819758193715062641456804060462309405280436225>

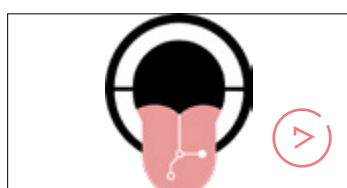




STARTUP NAME	Augmental Tech
WEBSITE	<a href="http://www.augmental.tech">www.augmental.tech</a>
SHORT PROJECT DESCRIPTION	We help people with disabilities connect to bluetooth devices without the use of hands, using a mouth-operated cursor control.
INDUSTRY	Assistive Technology (AAC)
BUSINESS MODEL & UNIT ECONOMICS	B2C hardware solutions
CURRENT STATUS AND NEXT STEPS	<p>2022/11 Finished MVP</p> <p>2022/12 Pioneer user sales, MVP testing &amp; iteration kick-off</p> <p>2022/12 Sales &amp; marketing strategies validation</p> <p>2023/04 Seed Round</p> <p>2023/10 Industrial manufacturing plan prepared for MMP</p> <p>2023/10 Product launch</p> <p>2023/12 FDA application to add bio-tracking sensors (v2.0)</p>
FINANCIAL NEEDS (AND CONDITIONS)	We are currently not looking for funds. We have a 12 months runway but are seeding for our seed round in 2023.
TEAM MEMBERS	<div>  Gabi Munoz Customer Development         </div> <div>  Tomás Vega Co-Founder Electrical Engineering         </div> <div>  Corten Singer Co-Founder Embedded Engineering         </div> <div>  Julian Castellón Mechanical Engineering         </div> <div>  Jana Marie Hemsing Electrical Engineering         </div>
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<https://drive.google.com/file/d/1rKzIzFu7eSXdObYysH5AArsDe-plLtt2F/view>



STARTUP NAME	BeeClear
WEBSITE	<a href="https://www.beeclar.io/">https://www.beeclar.io/</a> Access to pitchdeck: <a href="https://drive.google.com/file/d/1dTclBijD_rlOgSOal9hvdYKFOElneil/view?usp=sharing">https://drive.google.com/file/d/1dTclBijD_rlOgSOal9hvdYKFOElneil/view?usp=sharing</a>
SHORT PROJECT DESCRIPTION	BeeClear's dashboard provides B Corps in LatAm a tool to (1) manage their ESG-data, (2) analyse their performance, (3) create automated reports, and (4) develop their path to improvement.
INDUSTRY	ESG Industry
BUSINESS MODEL & UNIT ECONOMICS	The revenue model is two sided: (1) Monthly subscription model, where B Corps are able to choose from 3 different ESG solutions. (2) The second income stream derives from partnerships with ESG consultants. Part A: BeeClear is the technology behind the VP of the ESG consultants, and we get paid by their clients accordingly (matching our subscription model). Part B: the ESG consultants will be part of our improvement tool we offer to our clients. Our clients are able to get in contact with ESG consultants when they are in need of more hands-on assistance in creating their improvement path. We ask a 15% commission fee from the consultants.
CURRENT STATUS AND NEXT STEPS	Q3 '22: MVP No-Code ESG centralisation tool validated (by paying for it) w/ 4 clients. Q4 '22: Wireframe validation for ESG reporting and improvement tool w/4 clients Q1 '23 - Q3 '23: Sales & Marketing funnel optimisation Q1 '23 - Q3 '23: Value-based pricing strategy optimisation Q1 '23 - Q3 '23: Development BeeClear V1 (internal or external, tbd) validated w/ 4-6 clients Q3 '23: Launch BeeClear
FINANCIAL NEEDS (AND CONDITIONS)	After validation, we will have a more defined indication on the financing that is needed for the development of BeeClear V1. Talking to experts and external software organisations we expect the range to be between €50K and €100K.
TEAM MEMBERS	<div>  <div> Daniel Correal Product &amp; Development </div> </div> <div>  <div> Nicolás Maldonado ESG Expert </div> </div> <div>  <div> Job Pieterse Commercial &amp; Strategy </div> </div>
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<https://www.youtube.com/watch?v=99iYN5o60K8&feature=youtu.be>



STARTUP NAME	Bumpy
WEBSITE	<a href="https://www.wearebumpy.com/">https://www.wearebumpy.com/</a>
SHORT PROJECT DESCRIPTION	Bumpy.io is a contact management app allowing users to access all of their contacts' details, from phone numbers to social media profiles. The exchange of contact detail is facilitated by NFC technology (phone-to-phone or tag-to-phone), allowing an instantaneous exchange.
INDUSTRY	Social Media & Social Networking
BUSINESS MODEL & UNIT ECONOMICS	<p>Bumpy.io will have 3 revenue streams:</p> <ol style="list-style-type: none"> <li>1. A subscription-based model allowing users to use phone-to-phone NFC, to categorize each information and share only the ones wanted, and to access to some premium features and analytics.</li> <li>2. NFC-compatible merchandise (NFC cards &amp; stickers) will be sold on Bumpy.io's website.</li> <li>3. [optional] selling users' data to data aggregators (after anonymization).</li> </ol>
CURRENT STATUS AND NEXT STEPS	<p>Our MVP will be launched on the 5th of September 2022 to determine if users will download the app and use it, but also to see if they are willing to purchase NFC products. To adequately validate the market, we are collaborating with universities in Spain (Esade and EADA), the United Kingdom (University of Westminster, University College London, and the University of Nottingham) and Rwanda (African Leadership University) as part of the MVP marketing strategy. This app version is available only on the app store: <a href="https://apps.apple.com/us/app/bumpy-io/id1640285885">https://apps.apple.com/us/app/bumpy-io/id1640285885</a>. The MVP allows users to:</p> <ul style="list-style-type: none"> <li>→ Create their profile (basic information, description, social media...)</li> <li>→ Add friends: <ul style="list-style-type: none"> <li>• Searching for a particular name. List of recommended users.</li> <li>• Access a profile by clicking on a link that has been shared (via text, email...) or by receiving data from an NFC-tag.</li> </ul> </li> <li>→ Access a friend's profile and access its digital information (social media/platforms profiles).</li> </ul> <p>Furthermore, we are only testing the #2 Business model by selling NFC stickers at €0,5 (only at Esade Campus) in order to estimate the number of users interested in the merchandise.</p> <p>Finally, the marketing strategy of the MVP is composed of an offline strategy (events for Esade students in the first week of September) and an online strategy with ads and social media, and a presence on Instagram and TikTok, as well as a website.</p>
FINANCIAL NEEDS (AND CONDITIONS)	From October 2022, we will start a Pre-Seed investment round with the goal to raise €100,000 for 10% equity from both/either VCs and Business Angels. From this, ¼ (€25,000) will go towards product development and design, another ½ (€50,000) to marketing and the final ¼ (€25,000) towards salaries to help hire a talented CMO with relevant experience in the social networking industry.
TEAM MEMBERS	<div>  <p>Tom Constable-Maxwell Co-Founder &amp; CEO</p> </div> <div>  <p>Pierre Ben Kiran Co-Founder &amp; CTO</p> </div>
CONTACT	<a href="mailto:tom.constablemaxwell@alumni.esade.edu">tom.constablemaxwell@alumni.esade.edu</a>   <a href="mailto:pierre.benkiran@alumni.esade.edu">pierre.benkiran@alumni.esade.edu</a>





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[https://drive.google.com/file/d/1NNOm14GsjQ6Yb7IRw7klm-n\\_2euhN1qX/view](https://drive.google.com/file/d/1NNOm14GsjQ6Yb7IRw7klm-n_2euhN1qX/view)

# Cheers

STARTUP NAME	Cheers Contracts
WEBSITE	<a href="https://cheerscontracts.com/">https://cheerscontracts.com/</a>
SHORT PROJECT DESCRIPTION	One-stop platform to allow companies manage their commercial contracts in a more efficient way. Drafting, signature, and management with AI/ML, providing analytics with key information for decision making.
INDUSTRY	LegalTech
BUSINESS MODEL & UNIT ECONOMICS	SaaS company with yearly recurring memberships. Offering 4 different memberships: Free, Essential £540, Premium £1.560, and Custom.
CURRENT STATUS AND NEXT STEPS	Q3: Beta product testing. Soft launched with Start-up community and early adopters. Product iteration. Q4: Next steps: Seeking finance to grow sales, marketing and technical team. Focus on customer acquisition, product iteration and developing AI/ML.
FINANCIAL NEEDS (AND CONDITIONS)	We are aiming to raise £500K, to be used primarily to deploy marketing and sales strategy, and to hire technical team. This amount in our financial forecast would give us a runway of 12 months.
TEAM MEMBERS	<div>  <div> <p>Luciana Gasser</p> <p>CEO</p> </div> </div> <div>  <div> <p>Lucio Orazi</p> <p>COO</p> </div> </div>
CONTACT	<a href="mailto:luciana@cheerscontracts.com">luciana@cheerscontracts.com</a>   <a href="mailto:lucio@cheerscontracts.com">lucio@cheerscontracts.com</a>



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<https://www.youtube.com/watch?v=1prKeFKVAKw&feature=youtu.be>



STARTUP NAME	Chillbackr
WEBSITE	<a href="https://www.indiegogo.com/projects/chillbackr-the-cardboard-ultraportable-backrest/coming_soon">https://www.indiegogo.com/projects/chillbackr-the-cardboard-ultraportable-backrest/coming_soon</a>
SHORT PROJECT DESCRIPTION	We developed an ultraportable lightweight and sustainable cardboard backrest and sunbed that folds into a backpack for easy transport.
INDUSTRY	Travel & Outdoors, Sustainability
BUSINESS MODEL & UNIT ECONOMICS	Our business model was developed around the physical product distribution: → Physical stands at concerts and events like open air cinemas → Store distribution → Ecommerce
CURRENT STATUS AND NEXT STEPS	We partnered with a manufacturer to refine the product, that now can fold into a backpack or a tote bag. We are getting ready to launch on indiegogo with 130 people following the pre-launch campaign. We are working on the design and trademark protection for Chillbakr. Chillbakr will be our international name. We do have very resistant cardboard prototypes and we aim to produce demo videos about water and weight resistance. We are doing research about other sustainable materials that can be combined with cardboard for a premium version.
FINANCIAL NEEDS (AND CONDITIONS)	We aim to 100K for 10% of the company. We want to invest it in Logistics (€10K) Marketing (€50K) Research (€15K) Business development (€15K). At the moment we generated €150 and we want to increase volumes to make the business profitable.
TEAM MEMBERS	<div>  <div>Tommaso Porfiri CEO</div> </div> <div>  <div>Cecilia Natale CMO</div> </div>
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<https://www.youtube.com/watch?v=30KzsreDnog&feature=youtu.be>



STARTUP NAME	COCO AI & E-HEALTH
WEBSITE	<a href="https://www.cocodigital.co/en">https://www.cocodigital.co/en</a>
SHORT PROJECT DESCRIPTION	<p>Access channels to health systems are broken. As a result, patients and clinics face a highly intricate process booking appointments.</p> <p>Patients lose up to 2 days trying to schedule appointments delaying an urgent attention up to 3 months risking their health and often their life.</p> <p>Clinics lose an average of €500K per year due to not having effective scheduling systems.</p> <p>Our solution streamlines this complexity:</p> <p>40% decrease in patient complaints, up to 40% more productivity per clinic, the probability of scheduling an appointment drops from 3 months to 1 week (10X reduction)</p> <p>We created a platform that enables the doctor-patient match through digital and automated channels.</p>
INDUSTRY	Healthtech
BUSINESS MODEL & UNIT ECONOMICS	<p>SaaS-based profit model that allows them to seamlessly expand their client base. Their fee structure is set up as follows:</p> <ol style="list-style-type: none"> <li>1) Set Up: One time fee when a client opts into use of the platform</li> <li>2) Monthly Subscription: Quotes are based on the following: <ul style="list-style-type: none"> <li>→ Patient volume (average number of appointments per clinic per month)</li> <li>→ Number of service modules activated within the platform</li> <li>→ Clinic &amp; Community financial status (pricing flexibility for public, low-income clinics)</li> </ul> </li> </ol> <p>COCO offers tiered monthly subscription plans.</p>
CURRENT STATUS AND NEXT STEPS	<p>COCO has received one angel round for \$150,000. Since then, COCO has been financially self-sustaining for current operations, and are operating on a slight profit margin.</p> <p>We are now in Colombia, Mexico, Dominican Republic, and Chile, and with a plan to expand operations in LATAM initially in the countries where we already have a presence.</p> <ul style="list-style-type: none"> <li>→ 2022 Q3 - Q4: COCO will establish a Mexico office. COCO already has clients and healthcare allies in Mexico that will make this possible by end of 2022</li> <li>→ 2023 Q1: COCO will enhance their operations in Central America with support of their partners in the Dominican Republic</li> <li>→ 2023 Q3 - Q4: COCO to consolidate its expanded market</li> <li>→ 2024: Expand operations further to more LMICs. The specific target countries/cities will be selected depending on the validation processes and market response to commercial strategies. Candidates include Brazil, Chile, Perú, US (Florida) or a European country, starting with Spain.</li> </ul> <p>Seeking finance to grow faster.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are looking for \$2M in a seed SAFE note for expansion and product development.</p> <p>Funds will be used for commercial and operational expansion, new module development &amp; patents, building a multidisciplinary team to analyze, structure, and utilize the population health data they have collected, and for internal exploration of new business growth.</p>
TEAM MEMBERS	<div>  <div>Robert Parada CEO</div> </div> <div>  <div>Jonnathan Pulgarín CTO</div> </div>
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<https://www.youtube.com/watch?v=yS8fMYx-Q-o>



STARTUP NAME	Cool-Markt (former Viridis)
WEBSITE	<a href="http://cool-markt.com/">http://cool-markt.com/</a>
SHORT PROJECT DESCRIPTION	The marketplace for companies and individuals conscious of the world
INDUSTRY	Climate Tech
BUSINESS MODEL & UNIT ECONOMICS	Commission based on the purchases per product
CURRENT STATUS AND NEXT STEPS	We have gathered the needs of sustainable producers. who struggle to compete with big brands in order to create a service where final customers get to know their story, benefits and contribution to Climate Action.
FINANCIAL NEEDS (AND CONDITIONS)	Currently not raising funds since all the product and strategy is done in-house and we're bootstrapping.
TEAM MEMBERS	 Cindy Moncada CEO
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[https://www.youtube.com/watch?v=C\\_ftQBfxQUw](https://www.youtube.com/watch?v=C_ftQBfxQUw)



STARTUP NAME	Coometa
WEBSITE	<a href="https://drive.google.com/drive/folders/1-Osya8Op7352mLe8IgROB2iG5-eMEtnW">https://drive.google.com/drive/folders/1-Osya8Op7352mLe8IgROB2iG5-eMEtnW</a>
SHORT PROJECT DESCRIPTION	A marketplace where peruvian entrepreneurs can find a wide portfolio with available advisors with experience in their sector and market, who can solve their specific doubts and make them discover faster in what, how and when to invest their time and money.
INDUSTRY	Consultancy Tech, Edtech
BUSINESS MODEL & UNIT ECONOMICS	20% of mark-up for transaction, minimum 10 euros. Verification and certification of advisors. Promoted (highlighted) advisors. Data market of entrepreneurs.
CURRENT STATUS AND NEXT STEPS	After having sales, we have turn buck to re-think the MVP and Lean Canvas, in order to achieve a more scalable and profitable solution. We are trying one of the top buyer-personas who will pay more for the match and advisory.
FINANCIAL NEEDS (AND CONDITIONS)	We need €10,000 in order to find a more scalable MVP. The money will be used to improve the webpage, inspire trust in the costumers and develop artificial intelligence in order to decrease manual activities.
TEAM MEMBERS	 Alonso Castro CEO
CONTACT	<a href="mailto:alonsocastroch@gmail.com">alonsocastroch@gmail.com</a>




SHORT VIDEO  
PITCH



<https://drive.google.com/file/d/1HB3Baukiah4uAvOEZaoojxHF-BcykkHkw/view>





STARTUP NAME	Fieldscore
WEBSITE	<a href="https://fieldscore.co.ke/">https://fieldscore.co.ke/</a>
SHORT PROJECT DESCRIPTION	We leverage data, technology, agent network and shop merchandise to offer Agricultural last-mile connections and solutions. People access market/customers via our network
INDUSTRY	Last Mile / Agritech
BUSINESS MODEL & UNIT ECONOMICS	<p>Fieldscore pricing model is a hybrid between a three-tiered:</p> <ul style="list-style-type: none"> <li>i) A service fee charged as unit cost to client where: 15% is Management fee that contributes to direct revenue and 5% revenue is generated from project execution budget.</li> <li>ii) Usage-based model charges where customer is charged 20% utility fee (accessing agent network and/or using our technology platform) but then bares project execution costs.</li> <li>iii) Consultancy/Advisory fees charged on client.</li> </ul>
CURRENT STATUS AND NEXT STEPS	We have created agent database and undertaken training to create capacity of the agents to offer various lastmile services, onboarded 3,000 merchant shops and currently working on closing 1-2 clients in the Agriculture insurance industry. We have served 2 paying clients by September 2022. Our next steps is investing in building application that will enable remote onboarding of agents and shops for scalability to other countries and establish full time team to help running of the business.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for \$50,000. Funds will be used for marketing and developing a mobile application for agent/shop/farmer onboarding. We intent to onboard 10-15K agrodealer shops in Kenya, onboard and create database of 20-30K farmers accessing inputs from those shops; in this project we target \$20K annual revenue from seed/fertilizer/mineral supplement companies and finance institutions targetting farmers.
TEAM MEMBERS	 <p>Daniel Mbuvi CEO/Founder</p>
CONTACT	<a href="mailto:info@fieldscore.co.ke">info@fieldscore.co.ke</a>   <a href="http://www.linkedin.com/in/field-score-770994234">http://www.linkedin.com/in/field-score-770994234</a>








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<https://drive.google.com/file/d/1mMp0watILbRtrQBfrhUetFmk-B38JGSWd/view>



STARTUP NAME	FUT10N
WEBSITE	<a href="https://www.fut10n.com/">https://www.fut10n.com/</a>
SHORT PROJECT DESCRIPTION	Football consultancy that helps clubs to hire new players, widening their market coverage and reducing the margin of error, through the combination of big data and traditional scouting.
INDUSTRY	Sport-tech
BUSINESS MODEL & UNIT ECONOMICS	<p>3 main sources of revenue in the short/mid-term.</p> <p>Full Consultancy: delivery of data-based and traditional scouting reports for an amount depending on the team budget (minimum fee around €9,000).</p> <p>Tech Consultancy: delivery of data-based reports for those clubs who prefer to do their own traditional scouting. The amount is reduced by 25% compared to service 1.</p> <p>FUT10N with the club: integration in the club's scouting team for a fixed annual fee.</p> <p>Estimated gross margin of 50% in the first year, increasing to 80% in the third year given the scalability of the business. Sales through intermediaries would reduce our margin by 5-10%.</p>
CURRENT STATUS AND NEXT STEPS	<p>FUT10N has been running for a year. During this time, we have been refining our strategy of technological and traditional scouting. In the last few weeks we have hired a data scientist and a data analyst to create the algorithms for the models we had previously built. The MVP is now ready to go to market. We have also created a first version of our website.</p> <p>We are currently at the point of going to market. We have already tested the product with Spanish clubs such as Deportivo de La Coruña, Nástic de Tarragona or UE Cornellá. In the coming days we have meetings with more Spanish clubs, as well as some international opportunities that have arisen. We are also in the process of closing strategic agreements both for the development of the company and to strengthen the social impact initiative with the aim of developing the less advanced football markets. We expect to close the first sales for this winter's transfer window.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are seeking to raise approx. €60K that will help us to develop and offer a more complete product with a differential quality in the market. Through the API we want to acquire, we will be able to add new metrics, get data from previous football seasons, and develop a model to predict potential future performance and market value.</p> <p>In addition, we will also add video-analysis, which will help us demonstrate a specific player is the perfect match for the club not only with data, but with visual information too, which is essential for them.</p>
TEAM MEMBERS	<div>  Alex Puig CSO </div> <div>  Javier Marfà CFO </div> <div>  Mateu Servent CMO </div> <div>  Pedro Meneses Data Scientist </div> <div>  Carlos Domínguez Data Analyst </div>
CONTACT	<a href="mailto:info@fut10n.com">info@fut10n.com</a>   <a href="mailto:alexpuiggil1999@gmail.com">alexpuiggil1999@gmail.com</a>   <a href="mailto:javi.marfa.07@gmail.com">javi.marfa.07@gmail.com</a>   <a href="mailto:mateuservent21@gmail.com">mateuservent21@gmail.com</a>   <a href="mailto:meneses20@gmail.com">meneses20@gmail.com</a>   <a href="mailto:c.dominguez.rodriguez90@gmail.com">c.dominguez.rodriguez90@gmail.com</a>



STARTUP NAME	Galeon Ventures
WEBSITE	Not yet available
SHORT PROJECT DESCRIPTION	A search fund focused on deep tech projects. The Galeon Ventures team will find proactively mature scientific projects from Catalan labs, organize the business and financial plan and put them in contact with investors to incorporate and scale up it.
INDUSTRY	Finance, Healthcare, Climate Tech, Sustainable Tech
BUSINESS MODEL & UNIT ECONOMICS	Galeon Ventures team in a first phase will develop the business and financial plan, the market study and the due diligence. In the second phase, it will find investors to incorporate it and/or scale up the project. For each project the amount to fundraise is 1MEur/year and the management fee will be 10% for each project. The team will be implicated for 12 to 18 months in the project as interim CEO, COO, CTO.... and then once the official CEO, etc. enters in the company, the team will be on the board with voice and vote.
CURRENT STATUS AND NEXT STEPS	The current status is to develop the business and financial plan, and the market study of the first project of Galeon Ventures deep tech search fund. Our goal is to prepare it for the first Seed round from business angels. The project is a ClimateTech platform and the clients are energy traders.
FINANCIAL NEEDS (AND CONDITIONS)	Currently, we need for our first project a micro investment from a business angel of €20K. In exchange, the investor will have 20% of the shares. The project is a Climate Tech platform aiming to predict climate variability and deliver reports and data analyzed to energy traders. It is a B2B SaaS deeptech startup. The microinvestment will be for the incorporation, legal and consultant hours for us in order to prepare the project for a pre Seed or Seed round.
TEAM MEMBERS	<div>  Miguel Torres Miranda CEO </div> <div>  Ilaria Vigo Climate Tech Partner </div> <div>  Marco Galarza CFO </div> <div>  Rafael Miñana COO </div> <div>  Marco Bianchini Sustainable Tech Partner </div>
CONTACT	torresmiranda.miguel@gmail.com



SHORT VIDEO  
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[https://www.dropbox.com/s/akduermzm5dup9h/Video\\_Galeon-Ventures\\_9Sept2022.mp4?dl=0](https://www.dropbox.com/s/akduermzm5dup9h/Video_Galeon-Ventures_9Sept2022.mp4?dl=0)



STARTUP NAME	Go-Spaces
WEBSITE	<a href="https://www.go-spaces.co/">https://www.go-spaces.co/</a>
SHORT PROJECT DESCRIPTION	Go-Spaces is an online marketplace that enables the best remote working experience for digital nomads by connecting them with curated work spaces.
INDUSTRY	RemoteTech
BUSINESS MODEL & UNIT ECONOMICS	<p>Go-Spaces is a SaaS enabled marketplace.</p> <p>(1) A 15% transaction fee is deducted from every successful booking.</p> <p>(2) A subscription fee of €49 will be charged to suppliers who use our paid reservation &amp; payment management software.</p> <p>→ Supply Side CAC: €412, LTV: €4,704</p> <p>→ Demand Side CAC: €108, LTV: €180</p> <p>The recurring revenue will be used to finance further marketplace acquisition growth.</p> <p>With sufficient supply, we will start B2B sales to remote first companies that can offer workspace credits to their employees.</p>
CURRENT STATUS AND NEXT STEPS	<p>Work so far:</p> <p>Q1 '22: Initial ideation and validation with 50+ customers in interviews. → Won IdeaUp Competition based on the pitch.</p> <p>Q2 '22: Development of fully functional and feedbacked no-code MVP &amp; Acquisition of the first 2 workspaces (1 week of active sales) + Waiting list of 30+ demand side users.</p> <p>Future:</p> <p>Q3 '22: Onboarding of 8 more spaces &amp; launch of the product to the demand side. Refinement of MVP based on feedback.</p> <p>Q4 '22: We consider demand validated with the generation of 200 transactions until year end. Sign and incorporate Go-Spaces with Co-founder CTO.</p> <p>Q1 '23: Start of the pre-seed fundraising process.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are raising €800K in a pre-seed SAFE note.</p> <p>This amount in our financial forecast will give us a runway of 18 months.</p> <p>Funds will be used for marketing, sales and salaries, in particular for hiring an engineering team to develop a solid mobile application and reservation management software.</p> <p>We are looking for strategic angel investors &amp; early stage VCs that have experience with B2C and B2B marketplaces or can make introductions to potential partners.</p>
TEAM MEMBERS	 <p>Jan Grünberg Founder &amp; CEO</p>
CONTACT	<a href="mailto:info@go-spaces.co">info@go-spaces.co</a>   <a href="https://www.linkedin.com/in/jan-gruenberg">www.linkedin.com/in/jan-gruenberg</a>








SHORT VIDEO  
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<https://www.loom.com/share/7f585f2a75ed48ccb17cd5c053b-2dac2>



STARTUP NAME	Hypact
WEBSITE	Soon available at <a href="http://www.hypact.org">www.hypact.org</a>
SHORT PROJECT DESCRIPTION	Hypact is a B2B platform for carbon management and innovation, providing corporates with a data-driven decision-making toolkit to reduce emissions in their own value chain
INDUSTRY	Carbon Management, Innovation Management, Green Technology
BUSINESS MODEL & UNIT ECONOMICS	We are building a B2B SaaS platform that scales across different industries. Hypact offers different solutions mostly depending on the size of the company and the amount of data that have to be processed by our API. At a corporate level, end-to-end solutions can be applied. Moreover, our vision is to become a central player for innovation finance in Europe, unlocking revenue streams from industrial project development and referral fees from financial institutions.
CURRENT STATUS AND NEXT STEPS	Hypact team has spent the last 3 months studying the European landscape, the market, the regulatory framework, and the customers' needs. Currently, we are looking for 3-4 pilot customers to develop our API that will take about 6 months. To this end, we are looking to incorporate 2-3 data engineers to ensure that our goals can be achieved. We plan on having paying customers after that period of time. Meanwhile, our business development team is exploring synergies and collaboration with European institutions, NGOs and Cleantech companies, to eventually launch out Partnership-for-the-Goals industrial program.
FINANCIAL NEEDS (AND CONDITIONS)	We are opening in October 2022 a Pre-Seed investment round to raise €250K from VCs and Business Angels (min ticket EUR 10K). Out of this, about half is dedicated to product development including tech salaries and Cloud services, while the other half to cover fixed costs, remaining salaries and outreach activities.
TEAM MEMBERS	<div>  <div>Marco Bianchini CEO</div> </div> <div>  <div>Andrés Jaramillo CFO</div> </div> <div>  <div>Jorge Luis Lopera CTO</div> </div> <div>  <div>Hemesh Avireddy EU Programs and Partnerships Specialist</div> </div> <div>  <div>Juliana Pareja Communication Specialist</div> </div>
CONTACT	<a href="mailto:info@hypact.org">info@hypact.org</a>





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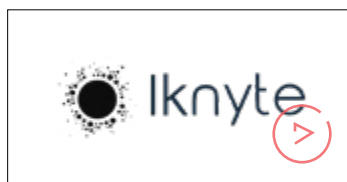
[youtube.com/watch?v=kjOOuZlaneg&feature=youtu.be](https://youtube.com/watch?v=kjOOuZlaneg&feature=youtu.be)



STARTUP NAME	Iknyte
WEBSITE	<a href="http://iknyte.com">iknyte.com</a> Our website is not public yet but it will be soon
SHORT PROJECT DESCRIPTION	Iknyte brings together simple, affordable, practical sustainability solutions from innovative creators worldwide to individuals and companies whilst providing solutions to communities in developing countries.
INDUSTRY	Sustainable Development, Sustainability, Technology, Social Impact
BUSINESS MODEL & UNIT ECONOMICS	<p>Freemium model for individuals with the additional option to donate directly to solvers.</p> <p>Companies pay a fee based on their revenue bracket to get access to Iknyte's network of solvers and solutions.</p> <p>Companies post sustainability challenges specific to their company, they sponsor solvers to develop a solution. A percentage of the challenge funding goes towards Iknyte.</p> <p>A set percentage of Iknyte revenue will go to providing sustainable solutions for communities in developing countries.</p> <p>Governmental/philanthropic organisation funding to support solutions in developing countries which helps scale Iknyte.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have focused on validating the idea and finding the right value proposition for each stakeholder. We are polishing the BM and understanding what markets are the best fit for a go-to-market strategy.</p> <p>We are in the process of carrying out extensive market research by interviewing our different target markets of; companies, individuals, nonprofits and our key partners - the solvers.</p> <p>We are creating wireframes for the platform .</p> <p>Our next step is to identify the key partners that we can work with to penetrate the market.</p> <p>We will apply for EU funding to develop our MVP and start operations.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We have identified key industry players and philanthropic funds that we plan to pitch for a donation with no strings attached. Additionally, we want to ask for 18 months of operations, however the social enterprise that we plan to build does not fulfill the common startup valuations. All in all, until we complete the market research we won't have a specific funding milestone.
TEAM MEMBERS	<div>  <p>Victor Cuadrat Co-Founder &amp; CEO</p> </div> <div>  <p>Eller Everett Co-Founder &amp; Chief Impact Officer</p> </div>
CONTACT	<a href="mailto:victor@iknyte.com">victor@iknyte.com</a>   <a href="mailto:eller@iknyte.com">eller@iknyte.com</a>







SHORT VIDEO  
PITCH



<https://drive.google.com/file/d/1oyTp3bBoTEag795WjcWFzh-G8mS1FOn49/view>



STARTUP NAME	Illumo Robotics
WEBSITE	<a href="https://www.illumo.ai/">https://www.illumo.ai/</a>
SHORT PROJECT DESCRIPTION	Illumo triples the profitability of manual pick & place for e-commerce order picking with robotic sorting.
INDUSTRY	Logistics / AI
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a monthly subscription for our software licence that includes the maintenance, support and training. The integration and face-to-face maintenance services are subcontracted to a third party.</p> <p>We estimate our gross margin to be +60% in 2023 and increase to +80% in 3 years time. A client's average ROI is 4 years. For a subscription of €3K/month, the expected LTV is €144K.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have identified that companies with high maturity order fulfillment processes that are looking to increase their margins are looking to invest in a solution like ours.</p> <p>We've done 2 POCs, received 2 LOIs and we are closing our first pilot.</p> <p>We'll sign the first pilot, install in Q1-2023 and validate the success of this pilot at the end of Q2-2023. We'll use the first contract to close a round of angels and other financings.</p> <p>While we execute the first pilot, we'll start booking the next 10 contracts. We look to book €200K (50% at the order) in 2023. We have identified 5 key warehouse solution providers that are ready to include our product in their offer once we have a first successful pilot.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We're looking to raise €450K (minimum ticket of €50K) to finance 3 software engineers, a data scientist, a support engineer and a sales assistant until 6 months after the successful pilot (January 2024), as well as €80K of hardware.
TEAM MEMBERS	<div>  <p>Andrea Inglés CEO and Co-Founder</p> </div> <div>  <p>Rémy Saintobert CTO and Co-Founder</p> </div> <div>  <p>Vincent Villanueva Software Engineer</p> </div> <div>  <p>Gérald Meurant Software and Electrical Engineer</p> </div>
CONTACT	<a href="mailto:aingles@illumo.ai">aingles@illumo.ai</a>   <a href="mailto:rsaintobert@illumo.ai">rsaintobert@illumo.ai</a>   <a href="mailto:vvillanueva@illumo.ai">vvillanueva@illumo.ai</a>   <a href="mailto:gmeurant@illumo.ai">gmeurant@illumo.ai</a>




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<https://drive.google.com/file/d/1qqWhAxRZpQAa9BXog9-pur-MpzT05D0bL/view?usp=sharing>

# KKO

STARTUP NAME	KKO
WEBSITE	<a href="https://www.kko.mx/">https://www.kko.mx/</a>
SHORT PROJECT DESCRIPTION	KKO is a technological tool (app/web) that helps Latin Americans build credit and improve their quality of life through simple and friendly UX credit card.
INDUSTRY	Fintech
BUSINESS MODEL & UNIT ECONOMICS	Free credit card + app with a premium account option. Revenue streams: Interchange fee, credit interest revenue, cellphone top-up fees, insurance (life, mobility & mobile devices, travel) and premium account.
CURRENT STATUS AND NEXT STEPS	We are currently working on our app tech. We need the app backend to integrate with credit risk engine, credit origination, KYC provider and credit management system. We are also designing a new website focused on credit so we can build a customers waiting list for MVP testing.
FINANCIAL NEEDS (AND CONDITIONS)	I'm seeking to raise US\$100,000 on a pre seed round for 10% equity. 45% product development, 15% risk management engine parametrization, 25% marketing (building a waiting list and brand awareness), 15% legal fees.
TEAM MEMBERS	 Juan Felipe Ordóñez Palafox COO
CONTACT	<a href="mailto:felipe@kko.mx">felipe@kko.mx</a>







SHORT VIDEO  
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<https://drive.google.com/file/d/1RgSfEe16eWFC2GHZ-Sx-G4L5Ko5KQBFQv/view>



## LAMP VET

STARTUP NAME	LampoVet
WEBSITE	<a href="https://www.lampovet.com/">https://www.lampovet.com/</a>
SHORT PROJECT DESCRIPTION	LampoVet is a telemedicine portal that connects pet parents to specialist veterinary dermatologists and nutritionists.
INDUSTRY	Pet Tech, Healthcare, Pet Industry
BUSINESS MODEL & UNIT ECONOMICS	One-off fee for consultation. Once the app is ready, monthly membership.
CURRENT STATUS AND NEXT STEPS	LampoVet has concluded the following tasks: successfully concluded a validation process for business hypothesis; a live MVP (a website); 8 paying customers since May 2022; creation of a blog and social media presence started in July for brand awareness. Set up 2 paid Google Ads campaigns to perform customers validation and build a customer base (from 1-09-2022 to 1-11-2022). In the short term: we are working on developing an app with basic features (by Dec 2022), deliver two webinars, one for pet parents and one for vets (by Feb 2023). LampoVet has partnered with a private vet hospital in Milan and a vet lab analysis. For the next 6 months LampoVet will collaborate with Oxford University on a pilot trial on pets health. LampoVet team is now made of 7 renown vet doctors, a CTO and a communication expert. In the long term, LampoVet wants to become a reference reality for pets nutrition and dermatology care in Italy and abroad.
FINANCIAL NEEDS (AND CONDITIONS)	AIM: €150,000 to be invested in digital marketing (30.3%), product development (25.5%) people and research (44.2%)
TEAM MEMBERS	<div>  Fabrizio D'Abate CEO         </div> <div>  Marco Proserpi CTO         </div> <div>  Giulia Filippo CMO         </div> <div>  Teodora Comerio COO         </div>
CONTACT	<a href="mailto:fabrizio.dabate@hotmail.it">fabrizio.dabate@hotmail.it</a>   <a href="mailto:info@lampovet.com">info@lampovet.com</a>





SHORT VIDEO  
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<https://www.youtube.com/watch?v=kIE9EOKYvwc>



STARTUP NAME	Lando
WEBSITE	<a href="https://www.landobricks.com/">https://www.landobricks.com/</a>
SHORT PROJECT DESCRIPTION	Lando allows clients to purchase 100€ "Bricks" of rental properties, allowing them to earn monthly rent and participate in appreciation.
INDUSTRY	PropTech
BUSINESS MODEL & UNIT ECONOMICS	5% Sales Fee on sold bricks 15% Property Management Fee Rental income of unsold bricks
CURRENT STATUS AND NEXT STEPS	Similar businesses are growing fast in the US (Arrived Homes). What do we bring to the table? We have developed the necessary legal framework to launch in the EU market. We are developing a user-friendly app. We are partnering with large players in the real estate business.  Next steps: Launch product beta.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising €300K to cover legal setup fees, software developer salaries, and one year of operations.
TEAM MEMBERS	<div>  <div> Helena Grau Miarons CEO </div> </div> <div>  <div> Artur Grau Miarons CTO </div> </div>
CONTACT	<a href="mailto:helena@landobricks.com">helena@landobricks.com</a>   <a href="mailto:artur@landobricks.com">artur@landobricks.com</a>



SHORT VIDEO  
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<https://biteable.com/watch/3731337/354ae4f15e2e-00b713279e241c8b7db8>



STARTUP NAME	LegDem
WEBSITE	<a href="https://tanayagl3.wixsite.com/legdem">https://tanayagl3.wixsite.com/legdem</a> (work in progress)
SHORT PROJECT DESCRIPTION	We connect people who need legal services with legal professionals willing to provide them. Through a user-friendly platform, at the best price, on demand.
INDUSTRY	Legal Tech
BUSINESS MODEL & UNIT ECONOMICS	<p>The revenue stream is made up of a fee charged as a % of the transaction value to the legal professionals (we are considering a 20%). Such amount will be deducted from the sums paid by the client and retained by LegDem until the effective completion of the task.</p> <p>We are also considering the possibility to implement a subscription model (freemium) for clients and, eventually, also for professionals. For the latter, considering that the validation has shown that a commission model would be preferred, we should add additional services to justify the value added.</p>
CURRENT STATUS AND NEXT STEPS	<p>We conducted validation with the target segments on both ends of the platform (users and legal professionals). We built the business model and some unit economics. We drafted a media list, an investor list and go-to-market strategy. We are working on a prototype/MVP to conduct further validation. We prepared Mission &amp; Values document.</p> <p>We need to finalise the prototype/MVP, create a logo and prepare a slide deck for pitching the project.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>At the current stage we are looking for a financial support of €50,000. €40,000 will be devoted to (i) create a technological department, led by our CTO, to develop a user-friendly and technically flawless platform embodying the values and aims of our project and (ii) maintain the platform. €10,000 will be devoted to our Go-to-market strategy which, considering that millennials are our targeted segment, will mostly focus on digital marketing. Among others, we want to start building SEO from day 1 and, for such purpose, optimizing keywords and search results/CTR via paid advertising and expert advice will be crucial.</p> <p>We are open to grant investors a call option to enter the equity in the future once the project reaches sufficient goodwill and viability.</p>
TEAM MEMBERS	<div>  <div> <p>Alessandro Tenchini Mori CEO, CMO</p> </div> </div> <div>  <div> <p>Tanay Agrawal CTO</p> </div> </div> <div>  <div> <p>Lorenzo Bottini Bongrani COO, CFO, CCO</p> </div> </div>
CONTACT	<a href="mailto:alessandro.tenchini@alumni.esade.edu">alessandro.tenchini@alumni.esade.edu</a>   <a href="mailto:tanay.agrawal@alumni.esade.edu">tanay.agrawal@alumni.esade.edu</a>   <a href="mailto:lorenzo.bottinibongrani@alumni.esade.edu">lorenzo.bottinibongrani@alumni.esade.edu</a>



SHORT VIDEO  
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<https://www.youtube.com/watch?v=zLUhbA21c1M&feature=youtu.be>





STARTUP NAME	Lofte Kesho
WEBSITE	<a href="https://www.loftekesho.com/">https://www.loftekesho.com/</a> <a href="https://tech-ish.com/2022/04/29/glovo-startup-competition/">https://tech-ish.com/2022/04/29/glovo-startup-competition/</a> <a href="https://countypress.co.ke/digital-tags-to-ease-livestock-tracing/">https://countypress.co.ke/digital-tags-to-ease-livestock-tracing/</a> <a href="https://kilimonews.co.ke/general-news/narok-county-partners-with-lofte-kesho-to-empower-livestock-farmers/">https://kilimonews.co.ke/general-news/narok-county-partners-with-lofte-kesho-to-empower-livestock-farmers/</a> <a href="https://youtu.be/y3VUmNLknhA">https://youtu.be/y3VUmNLknhA</a> <a href="https://kilimonews.co.ke/agribusiness/using-animal-identification-for-more-formal-engagement-and-investment-in-dairy-farming/">https://kilimonews.co.ke/agribusiness/using-animal-identification-for-more-formal-engagement-and-investment-in-dairy-farming/</a> <a href="https://www.youtube.com/watch?v=3OT98avHJRO&amp;t=412s">https://www.youtube.com/watch?v=3OT98avHJRO&amp;t=412s</a> <a href="https://www.pd.co.ke/third-eye/features-analysis-opinion/animal-business-just-gone-digital-132468/">https://www.pd.co.ke/third-eye/features-analysis-opinion/animal-business-just-gone-digital-132468/</a>
SHORT PROJECT DESCRIPTION	We use technology to enable farmers to access capital against their livestock as collateral. Farmers in Africa are limited in accessing capital as they lack employment and credit histories. In Kenya, East Africa only 1% of livestock as of June 2021 were used as collateral. That leaves over 62 Million cows, goats and sheep that are yet to be used as collateral by farmers to access capital. This is where Lofte Kesho comes in to create farmer-livestock profiles that unlock financial services such as loans and livestock insurance.
INDUSTRY	Agri-Fintech
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a lifetime subscription model per livestock at only \$ 35 per farmer. The average lifetime of a cow is 7 years. This \$ 35 can be paid in cash by the farmer or can be paid in installments or can be deducted from the loan that the farmer will receive from the bank. Our CAC is \$ 9.</p> <p>The \$ 35 subscription unlocks a farmer-livestock profile that has both KYC/Know Your Customer for the farmer and KYA/ Know Your Animal for the livestock. This profile is validated by a qualified, skilled, approved and licensed veterinary officer making the livestock eligible for livestock insurance. After livestock insurance, the animal is then considered a collateral that is both insurable and lendable.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have graduated from our 3rd MVP and we are ready to go fully commercial. We were able to create farmer-livestock profiles for 3 farmers across three different counties in Kenya. We tagged a total of 19 cows and collected data for both the farmer and the cows.</p> <p>We have gathered official wait list or expression of interest from 4 different farmer cooperatives with a total of more than 50,000 livestock. We also partnered with Nyeri County Government and Narok County Government to address over 1 million livestock.</p> <p>We won the glovo esade tech based competition in kenya. 100 companies participated.</p> <p>Next for us in the short term is to raise capital to provide our services to 1,000 farmers and 5,000 cows.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are seeking \$100,000 for 4% equity stake in our business. This investment will enable us to serve 1,000 farmers with a total of 5,000 cows. This investment will enable us to buy 6,000 animal identity ear tags, hire on contractual basis a team of four data collecting officers and two veterinary officers on contract. This investment will also enable our operations from the office to the various farms across 2 counties in Kenya.</p> <p>Our special condition is to receive smart money so that the investor can be part of our growth curve.</p>
TEAM MEMBERS	<div>  Bernard Njathi Founder and CEO </div> <div>  Steven Paul Business Advisor </div> <div>  Anne Mukoma Business Advisor </div> <div>  Alice Oddotte Operations Lead </div> <div>  Henry Kathumi Data Collection Lead </div>
CONTACT	<a href="mailto:bernardnjathi@gmail.com">bernardnjathi@gmail.com</a> or <a href="mailto:bernard.njathi@loftekesho.com">bernard.njathi@loftekesho.com</a>   <a href="mailto:steven.paul@loftekesho.com">steven.paul@loftekesho.com</a>   <a href="mailto:anne.mukoma@loftekesho.com">anne.mukoma@loftekesho.com</a>   <a href="mailto:alice.oddotte@loftekesho.com">alice.oddotte@loftekesho.com</a>   <a href="mailto:henry.kathumi@loftekesho.com">henry.kathumi@loftekesho.com</a>


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STARTUP NAME	Luma
WEBSITE	<a href="https://lumaev.com/">https://lumaev.com/</a>
SHORT PROJECT DESCRIPTION	Luma turns electric vehicles into energy storage, allowing EV owners to fight climate change and get rewarded for it.
INDUSTRY	E-mobility, Smart cities, Renewable Energy, Energy Storage
BUSINESS MODEL & UNIT ECONOMICS	Luma aggregates and bids the power capacity of all EVs connected to our cloud network on the European Balancing Markets, essentially substituting fossil fuel power plants and allowing more Renewable Energy on the grid. Once a bid is accepted, Luma is paid by the utility grid operator for the entire capacity regardless of whether it was needed. We estimate that we will make €5-7/day/EV by performing V1G only. Once we start V2G operations this number is expected to increase by a factor of 6. By the 5th year of operations we project €25M in revenues.
CURRENT STATUS AND NEXT STEPS	We are currently finalizing our MVP and white paper -to demonstrate our technology- and are due to complete this by mid September. Before joining eWorks, we already had an LOI with a major EV charging company in Sweden regarding a pilot project that uses our technology, and we've just signed a second LOI with a Battery Energy Storage startup for another pilot. Therefore, to bridge the gap between our MVP and the pilot projects, we are raising a round of €300K via SAFEs. We already have initial commitments from investors and early stage accelerators, and have more calls booked for the rest of the month from interested parties that believe our mission and impact statement. Our next steps are the launch of the MVP & white paper, the securing of remaining investors and grants for this pre-seed round, and the start of our talent acquisition and hiring process for the developers needed to accelerate our growth.
FINANCIAL NEEDS (AND CONDITIONS)	We are currently opening our pre-seed round of €300K, so we can hire the talent we need to scale up our existing code and successfully deploy the pilot projects we have lined up. Our goal is to start working on the deployment and certification of the pilots by the end of Q1 2023. We will be raising funds via SAFEs with Angels and early-stage VCs, as well as raising non-dilution funds via EU and Swedish grants for impact startups. As of this writing, we have secured 10% of our raise, but have two more BANS interested in contributing minority investment of 10-20% of the total each. Additionally, we are in talks with the European Institute of Technology's Urban Mobility investment branch, as we are currently admitted in an accelerator of the same entity in parallel to eWorks.
TEAM MEMBERS	<div>  <div>Luis Medina Co-Founder &amp; CEO</div> </div> <div>  <div>Martim Perestrelo Co-Founder &amp; COO</div> </div>
CONTACT	<a href="mailto:general@lumaev.com">general@lumaev.com</a>   <a href="https://www.linkedin.com/in/luis-medina-rivas/">www.linkedin.com/in/luis-medina-rivas/</a>   <a href="https://www.linkedin.com/in/martimperestrelo1998/">www.linkedin.com/in/martimperestrelo1998/</a>





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STARTUP NAME	Mentalenty
WEBSITE	<a href="http://www.mentalenty.com">www.mentalenty.com</a>
SHORT PROJECT DESCRIPTION	We enable families to strengthen their wellbeing. In our App we educate both parents and children on emotional management, and we let them practice directly by having 5 min. daily conversations about their feelings and emotions.
INDUSTRY	Mental Health Tech / Digital Health
BUSINESS MODEL & UNIT ECONOMICS	<p>We have three sources of revenue with our mobile application.</p> <ol style="list-style-type: none"> <li>1. At the core we target parents through a B2C freemium subscription model.</li> <li>2. Health insurance companies cover our product.</li> <li>3. We sell our product to companies that offer mental health services to their employees.</li> </ol> <p>For that reason, our various revenue sources are able to function independently.</p>
CURRENT STATUS AND NEXT STEPS	<p>We started working together this summer and already reached 100+ highly interested parents in Germany with our in-depth interviews and pilot-tests. We identified our early-adopters and the customer's needs and pains are very clear.</p> <p>In Q4 '22 we will launch our content strategies to build a community through social media and start gaining traction. Simultaneously, we are developing the mobile application with 2 focus groups; families with and without current mental challenges.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>To be fair, we are currently not looking for funds. More importantly; we're looking for talented people that want to change our future!</p> <p>If you're also beyond excited to make mental wellbeing a lifestyle for everyone and think you can share a great contribution, we're more than happy to be in contact ☺</p> <p>Send us a (preferably nice) message at +31 6 46217362</p>
TEAM MEMBERS	<div>  <p>Tom van Meurs CEO &amp; Co-Founder</p> </div> <div>  <p>Marie-theres Klemp CSO &amp; Co-Founder</p> </div>
CONTACT	<a href="mailto:tomvmeurs@gmail.com">tomvmeurs@gmail.com</a>   <a href="mailto:klempmarietheres@gmail.com">klempmarietheres@gmail.com</a>



STARTUP NAME	Menti
WEBSITE	<a href="http://mentispace.tilda.ws">http://mentispace.tilda.ws</a> Please note: under development and domain will change
SHORT PROJECT DESCRIPTION	Mental health care experience that meets you where you're at. Technology that will improve the quality of life through the formation of the habit of recording and analysing thoughts and emotions.
INDUSTRY	Mental Health / E-Health / Telehealth / Telemedicine
BUSINESS MODEL & UNIT ECONOMICS	Two sources of revenue: → A membership fee monthly, yearly or lifetime → Business owners pay to implement mindfulness programs for their employees
CURRENT STATUS AND NEXT STEPS	We developed a no-code MVP and now running validation stage with the 50+ focus group that we acquired through student communities. Our next stage is to acquire more people through other channels and test hypothesis, collect data and conduct interviews with the users. Subsequently, build a GTM strategy and start development of mobile application.
FINANCIAL NEEDS (AND CONDITIONS)	We seek for €100,000. Funds will be used for development of the application, marketing and sales and salaries in particular for hiring a data analytics and engineering team. We are looking for strategic angel investors & early stage VCs that have experience in Telehealth industry.
TEAM MEMBERS	<div>  Minaya Babayeva CEO </div> <div>  Victor Barinov Psychologist </div> <div>  Eugeny Voronin Full-Stack Developer </div> <div>  Anastasia Ossokina Content Manager </div>
CONTACT	<a href="mailto:babaeva.minaya@gmail.com">babaeva.minaya@gmail.com</a>   <a href="mailto:barinov.vm@mail.ru">barinov.vm@mail.ru</a>   <a href="mailto:eugeny.voronin@gmail.com">eugeny.voronin@gmail.com</a>   <a href="mailto:ps.osokina@gmail.com">ps.osokina@gmail.com</a>



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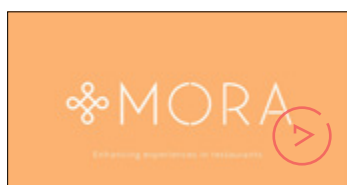
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STARTUP NAME	<b>MORA</b> Experience Enhancer for Restaurants
WEBSITE	Prototype: <a href="https://xd.adobe.com/view/3070ece9-3ab6-42ca-9295-bb422244da9-6523/?fullscreen&amp;hints=off">https://xd.adobe.com/view/3070ece9-3ab6-42ca-9295-bb422244da9-6523/?fullscreen&amp;hints=off</a> Example of Restaurant "Bubba Burgers"
SHORT PROJECT DESCRIPTION	An experience enhancer for restaurants. A platform that connects customers with restaurants' on-site services and empowers them to take control of their own experiences.
INDUSTRY	Hospitality Industry, Food & Beverage, Operation Management: Guest Experience
BUSINESS MODEL & UNIT ECONOMICS	Two sources of revenue: → Software as a service for restaurants. Monthly fee for the use of our platform → GMV from payment gateway. Transaction fee (%) for every payment made within our platform
CURRENT STATUS AND NEXT STEPS	For over one year, we run a robust market research involving more than 100 people related to the restaurant industry. Subsequently, we built a prototype that allowed us to validate the need for a digital mobile order & payment system in restaurants. Our next steps are to build the product that will allow us to perform real tests and generate revenue. We have 3 restaurants interested in starting the pilot in Barcelona, Lima and New York.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for €93,000 in exchange of 5% of equity. The initial pre-seed investment will be used to build the product (focusing on our MVP) allowing customers to visualize, order and pay in restaurants from their smartphone directly from their table.
TEAM MEMBERS	<div>  <div>Jorge Herrera Carvallo CEO</div> </div> <div>  <div>Raffaella Cuba Noriega CMO</div> </div>
CONTACT	<a href="mailto:jorgeherrercarvallo@gmail.com">jorgeherrercarvallo@gmail.com</a>   <a href="mailto:raffaellaacn@gmail.com">raffaellaacn@gmail.com</a>



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# OneSpot

STARTUP NAME	OneSpot – urban on-demand deliveries for strong brands.
WEBSITE	<a href="https://www.one-spot.de">https://www.one-spot.de</a>
SHORT PROJECT DESCRIPTION	We offer last mile fulfilment services for premium brands with a focus on customer experience and sustainability. Our primary mission is to disencumber urban logistical traffic and advance the future of commerce by providing green, fast and customer-centric deliveries in cities.
INDUSTRY	Last Mile / Logistics & Supply Chain / Smart City / Urban mobility / B2B
BUSINESS MODEL & UNIT ECONOMICS	Our pricing model is a hybrid between a three-tiered SaaS and a usage-based model. The customer pays a flat rate for service (including storage in our MFC) determined by the sales amount and size of the deliverable products, plus a variable fee per delivery.. There are three constillations for the service rate + delivery fee.
CURRENT STATUS AND NEXT STEPS	Pilot kicked off in August, over 30 deliveries completed in 12 days for three different customers. Next, we are validating our DTC-segment and the desired impact on sales for our DTC customers. We will test three German cities in parallel until the end of the year and will scale to a total of 7 cities in Germany by the end of 2023, forecasting €2.3M revenue at 29% warehouse utilisation.
FINANCIAL NEEDS (AND CONDITIONS)	For our extended pilot phase, we are actively raising an angel & venture round of €400K on a CLA until the end of October. In March, we will close the official Seed round (predictively approx. €3M)
TEAM MEMBERS	<div>  <div> Kevin Eyber Co-Founder &amp; CEO </div> </div> <div>  <div> Salim Bouhorma Co-Founder &amp; CTO </div> </div> <div>  <div> Conrad Peto-Madew Co-Founder &amp; CMO </div> </div> <div>  <div> Jona Roßmann Co-Founder &amp; CPO </div> </div>
CONTACT	<a href="https://www.linkedin.com/in/k-eyber/">https://www.linkedin.com/in/k-eyber/</a>   <a href="https://es.linkedin.com/in/bouhormq">https://es.linkedin.com/in/bouhormq</a> <a href="https://de.linkedin.com/in/conrad-peto-madew">https://de.linkedin.com/in/conrad-peto-madew</a>   <a href="https://www.linkedin.com/in/jona-roßmann-1a065a1b4">www.linkedin.com/in/jona-roßmann-1a065a1b4</a>





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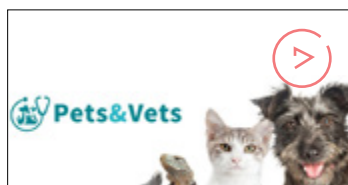
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STARTUP NAME	Pets&Vets
WEBSITE	<a href="http://petsnvets.com/">http://petsnvets.com/</a> Please note it is temporarily unavailable (work in progress)
SHORT PROJECT DESCRIPTION	Online directory of veterinarians for pet owners to confirm appointments with the professional of their choice, access a complete health portal, among other features and benefits.
INDUSTRY	Pet Tech
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a 2-tiered B2B SaaS Subscription model*</p> <p>Free tier: a landing page for vets to increase their online visibility (MVP per se)</p> <p>Paid Version (€69/month): will offer a platform for them to digitalize their agenda and manage their availability and appointments on real time, customized technical support, market trends, etc.</p> <p>*Freemium: will be offered to our first 10 early adopters so that they can test it while we gather their feedback and adapt the product based on their needs.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have validated our idea and identified customer needs and pain points for both users of our platform (veterinarians and pet owners) by conducting several interviews and surveys.</p> <p>We currently have our first LOIs signed by some vets as well as got signed two key partnerships that will support us from a social impact perspective.</p> <p>Next steps during Q4 2022 are going to be to legally incorporate the company and launch our MVP in the market in order to start tracking the first metrics and continue developing our product as it grows.</p>
FINANCIAL NEEDS (AND CONDITIONS)	At the moment we are not looking to dilute highly now as we have the MVP, ability and funding for now. We are currently bootstrapping (up to €100K) and our funds will be mainly invested in our go-to-market strategy supported by dedicated marketing campaigns with the aim of generating the first leads as well as grow our community in terms of users.
TEAM MEMBERS	<div>  <p>Lorena García Martos CEO &amp; CPO</p> </div> <div>  <p>Estefanía López-Cepero Lora CTO</p> </div>
CONTACT	<a href="mailto:petsnvetsbcn@gmail.com">petsnvetsbcn@gmail.com</a>



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STARTUP NAME	ReFresh
WEBSITE	<a href="https://refreshapp.co/">https://refreshapp.co/</a>
SHORT PROJECT DESCRIPTION	ReFresh is the conversational app to share your thoughts on what is happening to you with people like you. With no data breach.
INDUSTRY	Social Media & Social Networking
BUSINESS MODEL & UNIT ECONOMICS	B2C : Monthly subscription model (€1.25-1.32) for unlimited access to all of the app's features, after a one-month trial period. Based on our research, the expected amount of users during first quarter after launch is 20.000, which leads to €77,400 profit in first quarter. Expected profit margin is 10% per user. Main target is 16-25 y.o. students and graduates who would like to share their emotional challenges with other people like them.
CURRENT STATUS AND NEXT STEPS	<p>We produced a new design for our application (with all prototypes) and started to develop it. The same goes for the website, which already had over 150 pre-registrations..</p> <p>We conducted primary and secondary research and improved the business plan by defining the pain point through conducting SWOT analysis. We also created a formula, which takes into account GDP per capita, Prevalence of mental health illnesses and population for each country in order to define main markets to launch. We also created a mindmap with all possible user scenarios (with CJM), and created a detailed Excel table with marketing strategy calculations.</p>
FINANCIAL NEEDS (AND CONDITIONS)	Our app requires investments in app development and marketing in order to launch our MVP ReFresh version. We will require €190,000 in Pre-seed round, where 50% will be allocated to marketing to gain customer base, 45% to app development and 5% to other expenses. As for the app development, we have found the team who will be able to develop our application and the prices were calculated by them. So, with this funding we will be able not just to successfully launch our platform, but build an inclusive movement in our society and make people's life better.
TEAM MEMBERS	<div>  <div>Mikhail Slavin CEO-Strategy &amp; Sales</div> </div> <div>  <div>Dmitrii Kopenkin CTO-IT &amp; AI Developer</div> </div> <div>  <div>Leonid Neofitov Product Designer</div> </div> <div>  <div>Mikhail Oganyants CCO-Finance &amp; Strategy</div> </div> <div>  <div>Marcel Egea CMO-Marketing &amp; SDGs</div> </div>
CONTACT	<a href="mailto:refreshkurgan@gmail.com">refreshkurgan@gmail.com</a>   <a href="mailto:kopenkin.da@gmail.com">kopenkin.da@gmail.com</a>   <a href="mailto:neofitovlv@gmail.com">neofitovlv@gmail.com</a>   <a href="mailto:mikhail.oganyants@alumni.esade.edu">mikhail.oganyants@alumni.esade.edu</a> <a href="mailto:marcel.egea@alumni.esade.edu">marcel.egea@alumni.esade.edu</a>



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# SendMe.

STARTUP NAME	SendMe.
WEBSITE	<a href="https://www.send-me.com.mx/">https://www.send-me.com.mx/</a>
SHORT PROJECT DESCRIPTION	We will be the easiest app to split bills, pay your friends and request payments. Focusing on Mexican university students.
INDUSTRY	Fintech - Peer to peer payments
BUSINESS MODEL & UNIT ECONOMICS	We are a platform that will generate revenue by selling tickets for small and medium events charging an 8% to the organizers, we will offer the tickets and the audience reports and insights. Furthermore, we are going to give the possibility to the event's organizers to boost their marketing by offering packs of positioning and notification to users in the zone.
CURRENT STATUS AND NEXT STEPS	By now our business model and strategy is clear, we have performed around 50 interviews and have found our beachhead market: private university Mexican students. We have also found the clear pain points, how we solve them and designed the UX and UI in the entirety. We built a team and found a great CTO. We also found a way of entering the market without legal barriers. Now, we have 1 clear goal - have the MVP in the market as fast as possible. We also got into the Spanish accelerator Demium. In the short-medium term we want to launch our MVP and have our first 500 users, we will spend a big time in improving and listening to our users before beginning to scale. Once we have a proper fit and have adapted the product, we will begin to perform marketing and scaling campaigns through ambassadors and the use of our influencer contacts in social media.
FINANCIAL NEEDS (AND CONDITIONS)	We are looking for €100,000. The money will be used for the following Team: We will need to start paying for the best talent (€28,500 5 team members 12 months) and installations (€2,857). Marketing: to create a network effect, we will implement a strong marketing campaign. We will pay ambassadors a fee of €5 for every added user. We will also pay influencers we have already contacted. (€12,000 for paid advertising + €16,000 for Influencer campaigns). We will organize events. These events will have a fixed amount of cover, the goal will be to gain users while making some profit (€12,000). Licenses / legal: We have contacted 2 of the best legal buffets in Mexico regarding Fintech, we will need an investment to get the needed license of an IFPE. Still awaiting cost (around €8,000). Cushion / others (€20,643).
TEAM MEMBERS	<div>  <p>Javier Escarrá Co-Founder &amp; CMO</p> </div> <div>  <p>Rodrigo Graciano Co-Founder &amp; CEO</p> </div> <div>  <p>Niclas Wenzel Product Manager</p> </div> <div>  <p>Francesco Vigo COO</p> </div> <div>  <p>Adrian Nuta CTO</p> </div>
CONTACT	<a href="mailto:javier.escarra@alumni.esade.edu">javier.escarra@alumni.esade.edu</a>   <a href="mailto:maxrodrigo.perez@alumni.esade.edu">maxrodrigo.perez@alumni.esade.edu</a>   <a href="mailto:niclas2066@gmail.com">niclas2066@gmail.com</a>   <a href="mailto:francesco.vigo@alumni.esade.edu">francesco.vigo@alumni.esade.edu</a>



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# SIMOONS

STARTUP NAME	SIMOONS
WEBSITE	<a href="https://simoons.vallhebron.com/simoons/en/">https://simoons.vallhebron.com/simoons/en/</a>
SHORT PROJECT DESCRIPTION	SIMOONS provides a virtual environment for clinical simulation training. Our mission is to make simulation-based clinical training more efficient and accessible.
INDUSTRY	Clinical Simulation, Healthcare
BUSINESS MODEL & UNIT ECONOMICS	SIMOONS offers daily, monthly and yearly licenses that provide access to virtual clinical scenarios. SIMOONS also offers virtual simulation instructor training.
CURRENT STATUS AND NEXT STEPS	<p>SIMOONS has 8 different virtual environments for professional clinical simulation training: COVID-19 Emergency room, ICU, Pediatric Emergency and ICU, Nephrology-Dialysis Unit, Patient Safety, Acute Cardiology Care Unit, Neonatology. All of them are available in Spanish and translation to English is currently in progress. Development of 3 modules of Virtual Reality scenarios in progress. SIMOONS has already been licensed to scientific societies and medical courses.</p> <p>2023 portfolio includes updates to existing modules and the development of 2 new modules: Clinical laboratories and Obstetrics/Gynecology scenarios. 2023-2024 portfolio includes the development a Learning Management System (LMS) for the management of SIMOONS students and instructors.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We seek for €200,000. Current financial needs derive from: 1) Production: Clinical Laboratories and Ob/GYN modules and the creation of a LMS platform (50%) , 2) Product Optimization (10%) and 3) Recruitment of talent: Business Developer Manager to help export SIMOONS out of Europe and platform maintenance technician (40%). Business angel preferred.
TEAM MEMBERS	<div>  Ignasi Maspons strategy/operations         </div> <div>  Dra. Mónica Rodríguez Director         </div> <div>  Dr. Jordi Bañeras CEO &amp; Founder         </div> <div>  Mireia Arnedo Project Manager         </div> <div>  Laura Millán Coordinator         </div> <div>  Rafa Tourón Multimedia Designer         </div> <div>  Lucía Maneiro Marketing Manager         </div> <div>  Meritxell Jiménez Coordinator         </div>
CONTACT	<a href="mailto:ignasi.maspons@vallhebron.cat">ignasi.maspons@vallhebron.cat</a>   <a href="mailto:monica.rodriguez@vallhebron.cat">monica.rodriguez@vallhebron.cat</a>   <a href="mailto:jordi.baneras@vallhebron.cat">jordi.baneras@vallhebron.cat</a>   <a href="mailto:mireia.arnedo@vallhebron.cat">mireia.arnedo@vallhebron.cat</a>   <a href="mailto:laura.millan@vallhebron.cat">laura.millan@vallhebron.cat</a>   <a href="mailto:info@psicovr.com">info@psicovr.com</a>   <a href="mailto:luciamaneiro@psicovr.com">luciamaneiro@psicovr.com</a>   <a href="mailto:meritxell.jimenez@vallhebron.cat">meritxell.jimenez@vallhebron.cat</a>






SHORT VIDEO  
PITCH

SIMOONS



<https://www.dropbox.com/s/vkbcz6x324bwspq/SIMOONS%20-%20Pitch%20investor%20Eworks.MP4?dl=0>



STARTUP NAME	T-Nite
WEBSITE	<a href="https://www.linkedin.com/company/t-nite/">https://www.linkedin.com/company/t-nite/</a>
SHORT PROJECT DESCRIPTION	Our objective is to innovate the nightlife of everyone through new technologies. Currently working in a shot dispenser machine to provide more selling points and avoid queue time in the bar.
INDUSTRY	Entertainment, Nightlife
BUSINESS MODEL & UNIT ECONOMICS	Our project revenue is based on the leasing of the shot vending machine. We would rent the shot machine to bars and nightclubs, by providing services and a product and having a commission over a certain amount of consumption.
CURRENT STATUS AND NEXT STEPS	Currently, we are looking for a mechanical engineer in order to make the machine work throughout an automatic dispenser mechanism. What we have done so far is the creation of a 3D render model of our design. Also, we have created a well established team organization and market research of this industry.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for €20,000 for purposes including the constitution of the company and production of the first MVP.
TEAM MEMBERS	<div>  <div> <p>Boris Toledo</p> <p>Co-Founder and CEO</p> </div> </div> <div>  <div> <p>Sebastien Andrews</p> <p>Co-Founder and CCO</p> </div> </div> <div>  <div> <p>Marc Montaner</p> <p>Co-Founder and COO</p> </div> </div>
CONTACT	<a href="mailto:borisandres.toledo@alumni.esade.edu">borisandres.toledo@alumni.esade.edu</a>   <a href="mailto:sebastien.andrews@alumni.esade.edu">sebastien.andrews@alumni.esade.edu</a>   <a href="mailto:marc.montaner1@alumni.esade.edu">marc.montaner1@alumni.esade.edu</a>




SHORT VIDEO  
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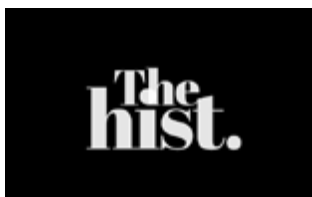
STARTUP NAME	Tasse
WEBSITE	N/A
SHORT PROJECT DESCRIPTION	Tasse is a B2B SAAS Marketplace that connects smallholder farmers to all parties of the agricultural value chain. We provide data driven solutions using data analytics to help create an efficient value chain that increases outputs for all parties, reduce food waste and promote Fairtrade.
INDUSTRY	Agritech & Agriculture Industry
BUSINESS MODEL & UNIT ECONOMICS	<p>Our revenue Model consist of:</p> <p>Stage 1: Commission charge of 5% from third parties; 3% market price commission</p> <p>Stage 2: Subscription for buyers to access inventory management system, Data Analytics. Certification fee per transaction to buyers</p> <p>Stage 3: Sell data on Agricultural yields based on seasons to NGOs and Government.</p> <p>Stage 4: Carbon credit commissions through transactions made from carbon farmers and large corporations</p>
CURRENT STATUS AND NEXT STEPS	At this moment, I have been able to determine the market to enter, which is Kenya; our target customer, which are local and international medium size exporters and food processors. I have been able to identify a niche market of carbon farming as a point of differentiation with my competitors. I have done a competitive analysis and have concluded that there is a market that can be penetrated. Next would be to identify my position and point of departure. Also work on a marketing strategy which will include pricing strategy as well. I will need to go to Kenya to do on the ground research to better understand farmers and buyers need. Lastly I will build a simple MVP and test and alter product with the feedback of my customers while in Kenya. I will look more into carbon farming and possibly pivot to that.
FINANCIAL NEEDS (AND CONDITIONS)	At the moment, we need €10,000 to go to Kenya for 1 month to do a ground market survey with farmers and local food processors, build and test out our MVP to validate our idea.
TEAM MEMBERS	 <p>Jainaba Njie CEO</p>
CONTACT	<a href="mailto:jainaba.njie@alumni.esade.edu">jainaba.njie@alumni.esade.edu</a>



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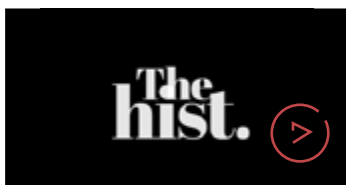
<https://www.youtube.com/watch?v=DZa60agN9wA.&feature=youtu.be>



STARTUP NAME	The Hist
WEBSITE	<a href="http://www.thehist.es">www.thehist.es</a> Pitch Deck: <a href="https://www.canva.com/design/DAFL0LqURn4/HF6eSNRfUM9dAK_OI3wFOg/watch?utm_content=DAFL0LqURn4&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink">https://www.canva.com/design/DAFL0LqURn4/HF6eSNRfUM9dAK_OI3wFOg/watch?utm_content=DAFL0LqURn4&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink</a>
SHORT PROJECT DESCRIPTION	The Hist is a streaming platform where freedom of expression is on demand in a space that ensures the quality and prestige of informatives.
INDUSTRY	Media and Communications
BUSINESS MODEL & UNIT ECONOMICS	We offer a freemium model, where users can enter the platform at no cost, thanks to the income received from social advertising. Likewise, journalists will offer a monthly subscription that will have a series of advantages for users, such as, for example, eliminating ads or being able to participate in communities.
CURRENT STATUS AND NEXT STEPS	During this period of time, we have started a marketing and communication strategy through social networks, and we have also carried out different recruitment strategies to obtain new content creators and journalists within the platform. At the same time, we have reformulated the entire business plan, business model, financial plan and executive summary; focusing on developing a financial projection close to our current situation. As a result, we have our first MVP and clients doing content on the platform. In the future, we want to grow the content creators and final users by our organic marketing strategy based on social media and our landing page. Also, we are so interested in developing the final product, developing our back-end with Amazon Web Service and growing our team by hiring full-stack developers. Additionally, we want to achieve more content creators, growing the news on video format that we have at the moment (15 daily videos of different creators), and final users, growing the 850 users that we have now to 1700 users, that are interested to join to the platform.
FINANCIAL NEEDS (AND CONDITIONS)	Our initial goal is to raise €25K to be able to incorporate the company before 19/11 and thus be able to access two types of public aid: NEOTEC and ENISA. Likewise, our goal is to raise a total of €150K to be able to hire more programmers to focus on the exclusive development of the back-end of the platform and the necessary upgrades. Also, project an investment through marketing and communication to be able to scale the business easily. We offer from 5% to 8% of the equity, the conditions will be defined depending on the final investment that we acquired.
TEAM MEMBERS	<div>  <div> Paloma Rodiles Marin  CEO and Founder </div> </div> <div>  <div> Ari Daniele  CTO </div> </div> <div>  <div> Oriol Trigo  CFO </div> </div>
CONTACT	<a href="mailto:palomarodiles@thehist.es">palomarodiles@thehist.es</a>   <a href="mailto:aridaniele@thehist.es">aridaniele@thehist.es</a>   <a href="mailto:orioltrigo@thehist.es">orioltrigo@thehist.es</a>



SHORT VIDEO  
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<https://www.youtube.com/watch?v=4yZyLpzbH1c&feature=youtu.be>






STARTUP NAME	Tokenize-IT (soft landing Spain)
WEBSITE	<a href="http://tokenize-it.com/">http://tokenize-it.com/</a>
SHORT PROJECT DESCRIPTION	We provide LegalFinTech Solutions to Web3 Companies, Governments and NGOs, with services of analysis, evaluation, design, code development and audit of models leveraged in DLTs.
INDUSTRY	Legal-Fin-Tech consultancy on Web3 projects
BUSINESS MODEL & UNIT ECONOMICS	Our business model was developed under a one-stop-shop approach since we offer an integrated service that involves diagnosis, advice, design, and development. The way of marketing our services, although it is based on an integrated service to digitize, within the framework of distributed ledger technologies, processes, organizations, and business models, we anticipate the possibility that the client acquires the service segmented in such a way that, we can sell: 1. diagnosis and advice; 2. design; 3. development.
CURRENT STATUS AND NEXT STEPS	<p>We have diagnosed, designed, and developed more than ten cases so far. Currently, we are in the analysis and evaluation stage, possessing five ongoing projects under development and evaluating another six prospective clients.</p> <p>Last month we rented our main office in Córdoba, Argentina, and hired more than ten employees with the idea of moving forward and rapidly escalating. On the other hand, our procedural representative in Europe has been attending several conferences and is planning to keep doing it, trying to position our company in the European / Asian Market. She is also doing all the due diligence to register our trademark in Europe.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We have reached the break-even point fully funded by our paying clients. Our present stage is venture capital, we are looking for funds to keep growing and escalating.</p> <p>The funding that we are looking for is aimed at increasing our infrastructure, renting another office, and hiring more employees to continue running our service, having the opportunity to expand it in new markets such as Europe and Asia.</p> <p>We estimate that we will need €300,000 for our complete legal structure to be set and our business model to be operating properly.</p>
TEAM MEMBERS	<div>  <div>Sebastián Heredia Querro CEO</div> </div> <div>  <div>Martín Bertoni CBO</div> </div> <div>  <div>Francisco Sylvestre Begnis CCO</div> </div> <div>  <div>Andrés Nicolás de León CLO</div> </div> <div>  <div>Diego Alberione COO</div> </div> <div>  <div>Gabriel Alberione CIO</div> </div> <div>  <div>Jorge Atala CTO</div> </div> <div>  <div>Nicolás Pinto CFO</div> </div>
CONTACT	<a href="mailto:shq@tokenize-it.com">shq@tokenize-it.com</a>   <a href="mailto:martin@tokenize-it.com">martin@tokenize-it.com</a>   <a href="mailto:francisco@tokenize-it.com">francisco@tokenize-it.com</a>   <a href="mailto:andres@tokenize-it.com">andres@tokenize-it.com</a> <a href="mailto:diego@tokenize-it.com">diego@tokenize-it.com</a>   <a href="mailto:gabriel@tokenize-it.com">gabriel@tokenize-it.com</a>   <a href="mailto:jorge@tokenize-it.com">jorge@tokenize-it.com</a>   <a href="mailto:nicolas.pinto@tokenize-it.com">nicolas.pinto@tokenize-it.com</a>


SHORT VIDEO  
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<https://www.youtube.com/watch?v=YReuoKxCleA&feature=youtu.be>



STARTUP NAME	X-tract
WEBSITE	N/A
SHORT PROJECT DESCRIPTION	X-tract is an AI-powered tool that boosts lawyers' efficiency in legal discovery by identifying key information and suggesting relevant legal references for guidance
INDUSTRY	Legal Tech
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> <li>1. We offer a free package with basic features for document viewing and annotation.</li> <li>2. The second package, is a subscription-based with freemium offering advanced automations and OCR.</li> <li>3. The third is the main source of revenue. It is subscription-based with freemium in a higher price. It offers advanced analysis and extensive legal research features for a limited number of documents.</li> <li>4. To surpass the limited number of documents, we are implementing a consumption-based model for additional documents to be analyzed.</li> </ol>
CURRENT STATUS AND NEXT STEPS	<ul style="list-style-type: none"> <li>→ We had discovery interviews with industry experts to validate our idea</li> <li>→ We built prototype to test with potential users</li> <li>→ We already had multiple tests to validate our product with users</li> <li>→ We are now testing and iterating till we reach our first paying customers</li> <li>→ We have the first version of our business plan</li> <li>→ Currently we are planning on building the MVP and checking the best options to build it with the least resources</li> </ul>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are aiming for an investment of €600,000 to cover a period of 18 months</p> <p>80% for hiring engineers to work on AI and software development.</p> <p>5% for admin work for incorporating the company</p> <p>15% as marketing budget</p> <p>We are looking for pre-seed investors with a minimum investment ticket of €20,000. We expect our pre-seed BAs and VCs to be mentoring our team and adding significant value to our growth.</p>
TEAM MEMBERS	<div>  <div>Omar Ghorab Founder and CEO</div> </div> <div>  <div>Moataz Hammouda Co-Founder and CTO</div> </div>
CONTACT	xtract.smartlaw@gmail.com



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<https://www.youtube.com/watch?v=nvSNA8D-KIY&feature=youtu.be>



STARTUP NAME	Yuuth
WEBSITE	<a href="https://yuuth.co/">https://yuuth.co/</a>
SHORT PROJECT DESCRIPTION	A platform to centralise and facilitate access to resources, tools and information, allowing companies to connect with a young, high lifetime value, target audience.
INDUSTRY	Information services (B2C)
BUSINESS MODEL & UNIT ECONOMICS	<p>Yuuth works by charging a setup fee of €25 and monthly fee of €50, which represents the brand image and the awareness generated on the consumer. Additionally, we charge 1,5% - 2% commission on sales generated to partners.</p> <p>The website attracted 265 users that visited 4,40 pages on average in 1-and-a-half weeks worth of organic promotion for only one university. Average screen time of 3:03 minutes and 93 clicks from which 32 were in our partners' content.</p>
CURRENT STATUS AND NEXT STEPS	<p>After validating the market need with the MVP, the platform was launched on LinkedIn and Instagram on August 22nd and in 10 days garnered 174 followers combined and 50 newsletter sign-ups. We will leverage on off-line marketing methods as we have free access to the audience. And ambassadors who will promote using word-of-mouth. We acquired a partnership with Simplr, and we are looking to partner with companies like Tropic Feel (Clothing), Goin (Personal finance) and Andjoy (Gym).</p> <p>Furthermore, we are searching for a CTO to improve the website for an enhanced customer experience, automate, and secure discount management to allow scalability and the number of partnership deals closed by 30%. Next year, we'll expand to a new university every 4 months. With each incorporation, we would add 650 users and expect a 15% monthly increase on the user base. We hope that by 2024 we will charge universities to set up their domain and improve their student life.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We achieved this by investing a total amount of €50 for the website editor software. The current website is done with no code in WordPress and it is financed by an Esade professor.</p> <p>With the next steps we expect to incur in the following costs:</p> <p>€4,800 for the new website and database (Coded from scratch one time project) + €50/month for maintenance</p> <p>€120/year for hosting services</p> <p>€820 Marketing expenses for next year</p> <p>€500 in UI and marketing courses for the founding team</p> <p>We will invest €500 in our knowledge as a team. Therefore, we are seeking for a Business Angel with a hands-on approach and expertise in the industry to invest €6,340. This will be used to boost the number of partners in the platform, the amount and rotation of content displayed, and the user base.</p>
TEAM MEMBERS	<div>  Alejandro Barrientos Finance         </div> <div>  Ángeles Carranza Managing Partnerships         </div> <div>  Diego Colin Marketing         </div> <div>  Julia Pilka Acquiring Partnerships         </div>
CONTACT	<a href="mailto:josealejandro.barrientos@alumni.esade.edu">josealejandro.barrientos@alumni.esade.edu</a>   <a href="mailto:mariadelosangeles.carranza@alumni.esade.edu">mariadelosangeles.carranza@alumni.esade.edu</a> <a href="mailto:diegodavid.colinvargas@alumni.esade.edu">diegodavid.colinvargas@alumni.esade.edu</a>   <a href="mailto:julia.pilka@alumni.esade.edu">julia.pilka@alumni.esade.edu</a>





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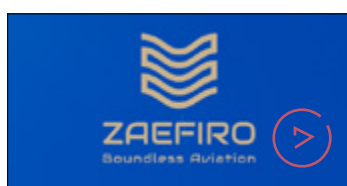
<https://www.youtube.com/watch?v=GX9Q7s-wRHs>



STARTUP NAME	Zaefiro
WEBSITE	<a href="https://zaefiro.com/">https://zaefiro.com/</a>
SHORT PROJECT DESCRIPTION	Zaefiro is an Italian venture operating within the aviation industry as a two-sided marketplace matching passengers and private pilots by offering unique flight experiences directly designed by our pilots.
INDUSTRY	Non-commercial Aviation Services
BUSINESS MODEL & UNIT ECONOMICS	<p>Commission Based</p> <p>Zaefiro connects the needs of private pilots, passengers and aircraft owners through an intuitive platform. The final price quoted to the passenger includes a 9% commission fee on top of the cost-shared aircraft rental.</p> <p>Asset Free</p> <p>Zaefiro does not own the aircrafts and it operates similarly to a charter broker via its digital platform.</p> <p>Freemium</p> <p>PlusWings program grants us exclusive relationships with the pilots. With a small periodic commission, PlusWings grants them higher visibility on the platform and other benefits.</p>
CURRENT STATUS AND NEXT STEPS	Our MVP is ready and online. We have conducted test flights in Palermo and Milan. The next step is to attract pilots and passengers to our website. Our strategy to achieve this is two-fold: on the one hand, we plan to contact and create partnerships both with aeroclubs and airfields to obtain registrations from their pilots. On the other hand, in order to get passengers on board, we plan to develop a digital advertising campaign and build partnerships with targeted hotels to get visibility among their guests.
FINANCIAL NEEDS (AND CONDITIONS)	We are aiming to raise €300K for 10% equity in order to: hire 2 employees and a CTO, finance the advertising campaign and cover the business expenses needed for partnership development.
TEAM MEMBERS	<div>  <p>Federico D'Anna Co-Founder &amp; CEO</p> </div> <div>  <p>Stefano Battaglio Co-Founder &amp; COO</p> </div>
CONTACT	<a href="mailto:federicodanna@zaefiro.com">federicodanna@zaefiro.com</a>   <a href="mailto:stefanobattaglio@zaefiro.com">stefanobattaglio@zaefiro.com</a>



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[https://drive.google.com/file/d/1S3IzfdC0qMHaAxJf\\_Abym-MRHgVaitRxB/view](https://drive.google.com/file/d/1S3IzfdC0qMHaAxJf_Abym-MRHgVaitRxB/view)

# eWorks EdTech Accelerator 2022

Project Overview



# Foreword

The eWorks EdTech Accelerator is a startup acceleration program supporting early stage projects in the education space. It is organized and run by eWorks, the high-growth venture creation program by the Esade Entrepreneurship Institute.

The eWorks EdTech Accelerator provides selected teams with dedicated support, mentoring from industry experts and successful entrepreneurs, access to a pack of resources valued in more than €10,000 per project and introduction to investors.

After a successful first edition in 2022, that was inspired by the change of pace brought to online education by the COVID-19 pandemic and by innovations in the EdTech space, a second edition took place over summer 2022, setting a course that Esade wants to keep in the future, providing support to the innovators that are setting the building stones on which the future of education is being built.

The program, coordinated by Lucas Siebeneicher, admitted a total of 17 projects, of which 4 from Alumni, 1 from a current student and 12 from external entrepreneurs. Following, you will find a one-pager per each project with the key information. Please note that data has been provided by the entrepreneurs and that names/links can change rapidly when building a fast-growing company.



## The eWorks Team

Jan Brinckmann

Davide Rovera

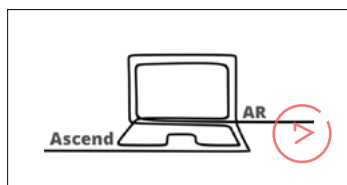
Lucas Siebeneicher



STARTUP NAME	AscendAR
WEBSITE	<a href="https://depauljuan.wixsite.com/ascendar">https://depauljuan.wixsite.com/ascendar</a>
SHORT PROJECT DESCRIPTION	In order to incentivize education in developing countries, we are focusing on helping talents from vulnerable environments to get jobs in a competitive manner.
INDUSTRY	EdTech
BUSINESS MODEL & UNIT ECONOMICS	<p>The main revenue stream comes from companies, we coach the bottom part of the organizational pyramid in order to prepare talents for the future jobs, getting a monthly salary for each talent coached, for the period of one year.</p> <p>On the other hand, we are coaching and preparing talents with high purchasing power to get competitive jobs.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have already worked with 3 talents with high purchasing power, and are currently working with an NGO mentoring 10 talents coming from vulnerable environment.</p> <p>We are still on a due diligence with SENA and Soy Startup LATAM in Colombia, so that we can start working with talents coming from a Government's NGO. (Companies are required to hire X% of those talents, their AVG period in the company is of 6 months, we want to work with them and show the results after the coaching sessions with us).</p> <p>In Argentina we are in touch with 3 different NGOs as mentors for the next Alumni's batch.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are currently seeking for 100k EU as pre-seed investment, in exchange for 5% equity; to set our tech platform in a proper manner and to devote 100% of our time in the project.</p> <p>Nowadays we are working with a network of 8 coaches, that are working with us for free, but we need to profesionalize the network and start paying for the service offered.</p> <p>Revenue stream is with months of delay, we will use the money to sustain the project for 3 years, time enough to start generating the needed revenue to keep on with the generated profit.</p>
TEAM MEMBERS	<div>  <p>Juan de Paul Founder - CEO</p> </div> <div>  <p>Juan Daniel Moros Co-Founder - CTO</p> </div>
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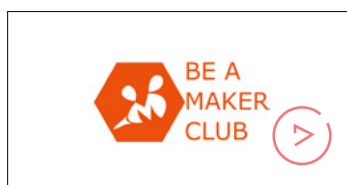
<https://www.youtube.com/watch?v=aQ-XX771HR8&feature=youtu.be>



STARTUP NAME	Be A Maker Club
WEBSITE	<a href="http://www.beamakerclub.com/">http://www.beamakerclub.com/</a>
SHORT PROJECT DESCRIPTION	Reducing the time it takes to learn computer aided design software from days to minutes
INDUSTRY	Education, Government, Manufacturing
BUSINESS MODEL & UNIT ECONOMICS	Monthly subscription fee for mesh editor, fees for access to experts and facilitation fee for fabrication
CURRENT STATUS AND NEXT STEPS	We have completed 4 pilots and currently building out version 1 of our Magik platform.
FINANCIAL NEEDS (AND CONDITIONS)	For our launch, we are raising a seed round of \$2.4 million on a pre-money SAFE. We will use it to on-board new team members in technology, operations, community and partnerships.
TEAM MEMBERS	<div>  <div> Zef Neemuchwala CEO </div> </div> <div>  <div> Maxine Kennebrew Head of Operations </div> </div>
CONTACT	<a href="mailto:zef@beamakerclub.com">zef@beamakerclub.com</a>




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<https://vimeo.com/680229652>

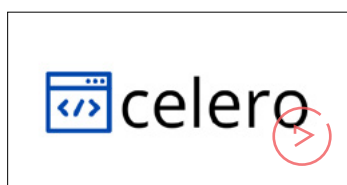




STARTUP NAME	Celero
WEBSITE	<a href="http://www.celeroedu.com">www.celeroedu.com</a>
SHORT PROJECT DESCRIPTION	Ed - career platform that aims at hand to make tech education more accessible for the people in developing countries and some non-English speaking markets (Middle East, Soth America, Spain, Turkey, South Asia) more accessible. We reach this goal by taking off all the obstacles the people in those markets face. On the other hand, we are aiming to connect our graduates with mainly tech companies in developed countries mainly in Europe and US.
INDUSTRY	EdTech
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> <li>1. By selling the courses based on Saas business model (monthly subscription)</li> <li>2. Partnering with the tech start-ups getting paid when they hire Celero's graduates</li> </ol> <p>So far the platform hasn't generated any revenue. Right now we are offering free modules to our students, about 50 people signed up for free classes. After finishing it, the customer would be asked to pay.</p>
CURRENT STATUS AND NEXT STEPS	<p>Now I am on a stage where I provide free lessons (module 1) to potential customers.</p> <p>Short term: The goal is to convert those customers to paid customers. We are really aiming to convert around 5% + of those free class takers. More importantly, the focus now is to get feedback from those free classes, regarding the platform, UX, and IX, the quality of classes, and what else they would like to see on the platform.</p> <p>Mid-term: Would like to continuously adjust the platform to have a better match of what customers would like to have. The main focus would be on increasing the leads and conversion rate. Focus on marketing would be necessary at this stage to increase awareness and credibility.</p> <p>Long term: Creating new revenue streams. Supporting recruitment of the graduates, cooperating with tech companies or tech departments from partner companies to get paid by delivering task/projects, establishing incubators and investing in the projects, and so on.</p>
FINANCIAL NEEDS (AND CONDITIONS)	Looking for 100K in investment in exchange for 5% in equity, we are flexible and open to negotiations. Those funds will go on hiring the first employees, increasing marketing activities, adjusting the existing platforms, and improving customer experience.
TEAM MEMBERS	 <p>Teymur Mammadov Founder</p>
CONTACT	<a href="mailto:hello@celeroedu.com">hello@celeroedu.com</a>





SHORT VIDEO  
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<https://youtu.be/H1vUTuWYJzM>



STARTUP NAME	Daktika
WEBSITE	<a href="https://www.daktika.com/">https://www.daktika.com/</a>
SHORT PROJECT DESCRIPTION	We are a platform for IT teachers that provides auto-correction of exercises, personalization using auto-assignment with AI and progress tracking in real-time of each student.
INDUSTRY	EdTech, Future of Work
BUSINESS MODEL & UNIT ECONOMICS	We are a B2B SaaS Platform with subscription based revenue model with different tiers based on quantity of students and teachers: a free subscription with up to 5 students; and paid subscriptions for Coding Bootcamps, Coding Academies and Universities.
CURRENT STATUS AND NEXT STEPS	We have a working MVP currently online, have conducted a pilot with 25 students with Fundación Esplai at T-Systems, and have signed a Letter of Intention with Iron Hack. We are also at the final steps of the investment process at Demium to get a pre-seed investment.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed investment of €300K in order to have a team of 3 software developers to further develop the current platform, to hire a UX/UI designer and to create a sales and marketing team.
TEAM MEMBERS	<div>  <div>Adriana Cervantes Co-Founder and CEO</div> </div> <div>  <div>Jorge Miralles Fernández Co-Founder and CTO</div> </div>
CONTACT	<a href="mailto:adriana@daktika.com">adriana@daktika.com</a>   <a href="mailto:jorge@daktika.com">jorge@daktika.com</a>



SHORT VIDEO  
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<https://www.youtube.com/watch?v=G5mTg8KK6Sk&feature=youtu.be>



STARTUP NAME	FractalUp
WEBSITE	<a href="https://about.fractalup.com/">https://about.fractalup.com/</a>
SHORT PROJECT DESCRIPTION	FractalUp.com gives Social Network as a Service (SNaaS): all-in-one platform from videoconferences to chats integrated with custom LMS/CRM to monetize your communities through your gamified content.
INDUSTRY	EdTech, MarTech, Future of Work, InsurTech & FinTech.
BUSINESS MODEL & UNIT ECONOMICS	<p>We are a B2B Platform (SaaS) with freemium, that includes: unlimited space &amp; users. We are flexible so that you decide when and how to grow your community with VIP features in 100% White Label. We offer two options so you choose the most cost-effective one, according with your 'Buyer Persona'; these are:</p> <p>[1] Pay per user. [2] Pay As You Go (PAYG).</p> <p>The minimum engagement is one month, see: <a href="https://about.fractalup.com/pricing">https://about.fractalup.com/pricing</a></p>
CURRENT STATUS AND NEXT STEPS	<p>NOW:</p> <p>[1] +1.3M USD ARR (2021). 10x ARR growth YOY and 5x YOY customer growth YOY with 20+ full time employees. [2] Sales Partnership with main Telcos in Latam. [3] Global SDG Ambassador to the United Nation (UN). [4] Sales in the UK, Mexico, Chile &amp; Peru in: FinTech, InsurTech, MarTech &amp; EdTech. [5] Bootstrapped with 100% Cap Table shows responsible growth. [6] \$513K in R&amp;D grants and Tax Reduction. [7] Alliance with Ministers of Education.</p> <p>SHORT TERM:</p> <p>[1] Move our HQ to London in Q1-2023. FractalUp has been selected by the UK government's Global Entrepreneur Programme (GEP). [2] Accreditations from top Universities. [3] New Key Sectors under PoCs in Spain.</p>
FINANCIAL NEEDS (AND CONDITIONS)	Our Blue Ocean Strategy takes a systematic approach to making the competition irrelevant (based on our constant tech vigilance). We will open the round from the UK in Q2-2023 for an equivalent of Series B in order to have BDMs in +33 key cities and x20 the sales in new sectors. In the meantime, we are looking for strategic partnerships under revenue share agreement, or alliance with key players in Europe & USA. Also having MoU with Universities in R&D and/or empowering their Alumni Network is a way to explore and grow together by creating their digital community from the past to the newest generations.
TEAM MEMBERS	<div>  <p>Marcos C. Vargas Co-Founder, CEO</p> </div> <div>  <p>Lester P. Vargas Co-Founder, CTO</p> </div> <div>  <p>Steven R. Vargas, Co-Founder, CSO</p> </div> <div>  <p>Katerin Huamanchumo Head of Human Resources</p> </div> <div>  <p>Andrea Mendoza Head of Quality Assurance</p> </div>
CONTACT	<a href="mailto:marcos.vargas@fractalup.com">marcos.vargas@fractalup.com</a>





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<https://youtu.be/Oo0iVmaAryI>



STARTUP NAME	LearnerOn.Net
WEBSITE	<a href="https://learneron.net/">https://learneron.net/</a>
SHORT PROJECT DESCRIPTION	AI-aided, self-service Learning Experience Platform for company & lifelong learners, and “tool of mass instruction” for Talent leaders. A stepping stone for Learning Organizations.
INDUSTRY	EdTech, Future of Work
BUSINESS MODEL & UNIT ECONOMICS	B2B SaaS: monthly subscription fee per user, with scale and early-bird discounts. At a later stage, possibly also B2C Freemium and B2B integrations with third-party services, such as Learner testing & diagnostics.
CURRENT STATUS AND NEXT STEPS	Our B2B solution is on the market, we have signed our first commercial customers and at present our main focus is on further iterations of the product-market fit and on further generation of early sales. In the near term, we are about to experiment with digital leads generation and also settling the product in such shape and user adoption, that will allow for scaling. And then, we will scale. Besides this, we will keep tinkering with further deployment of AI to make human learning a pleasurable experience, and will explore partners and alliances ecosystem.
FINANCIAL NEEDS (AND CONDITIONS)	Our fundraising goal at present is to raise USD 750k seed via SAFE (so far, LearnerOn has been funded by founders and angel investor) at USD 4m pre-money cap. The investment would be used primarily for product and sales, aiming at having tens of commercial customers in 2023 and an equity round around the 2023 year-end.
TEAM MEMBERS	<div>  Vladislav Severa Founder, CEO </div> <div>  Michal Kecera Co-Founder, CTO </div>
CONTACT	<a href="mailto:vladislav.severa@learneron.net">vladislav.severa@learneron.net</a>





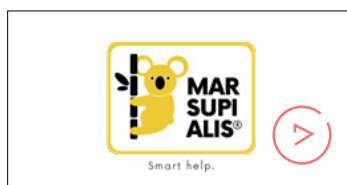
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<https://www.loom.com/share/b9e362c820b84c3a-998ca5a6585c5b2b>



STARTUP NAME	Marsupialis
WEBSITE	<a href="https://marsupialis.com/">https://marsupialis.com/</a>
SHORT PROJECT DESCRIPTION	Marsupialis is the marketplace providing families and businesses with expert help from young vocational students, while promoting world-class education, youth employment and the right balance between family and work life.
INDUSTRY	EdTech (child education and care)
BUSINESS MODEL & UNIT ECONOMICS	<p>Pay per contact or pay per service.</p> <p>Parents either a) pay to unlock the contact details of a selected professional they have been able to interact internally with or b) pay for a service subscription where Marsupialis hires the professionals who will provide either tutoring or childcare services. Here, the company also oversees the services offered and takes care of contractual paperwork.</p> <p>Further hassle-free services such as insurance or payments are available at premium fees.</p>
CURRENT STATUS AND NEXT STEPS	<p>After the first six months since its launch and with no paid promotion. Marsupialis was already making c. 2,500 in revenues monthly in the Barcelona region. The platform has been iterated to adjust to the insights from the users and the market as a whole since then (more security and tools for interaction between parents and professionals, mostly). 100% funded by the founders so far.</p> <p>Marsupialis has raised awareness and started to build a brand among the segments it has addressed its value proposition (both customers –parents– and user's –child carers and tutors).</p> <p>Next steps:</p> <p>We are currently seeking for further investment to put an ambitious marketing plan into action and continue to improve our profiling and matching resources. A better UX is being worked on as well as compliance with (new) labour regulations.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>Marsupialis is determined to raise 300K € (corresponding to 10-15% of total shares) in private investment to finance its:</p> <p>→ Q4 2022 and 2023 Marketing plan.</p> <p>→ Team member's salaries of the full-time CEO and CTO, as well as a team of 4 (development and marketing).</p>
TEAM MEMBERS	<div>  <div> Albert Saborido Rebés CEO </div> </div> <div>  <div> Zoraya Tourki Lerin CFO and Legal Director </div> </div>
CONTACT	<a href="mailto:albert@marsupialis.com">albert@marsupialis.com</a>


SHORT VIDEO  
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<https://youtu.be/S1iDF2peyJE>



STARTUP NAME	MegaMinds
WEBSITE	<a href="https://gomegaminds.com/">https://gomegaminds.com/</a>
SHORT PROJECT DESCRIPTION	MegaMinds is a social learning platform that utilizes gamified virtual worlds and simple creation tools to empower teachers and engage students.
INDUSTRY	EdTech - K12
BUSINESS MODEL & UNIT ECONOMICS	We have multiple revenue models: First is a monthly subscription that we sell to both teachers and schools. Second is a Marketplace where we take a 30% commission on educational worlds created and sold by teachers to other teachers. This revenue share model compels teachers to build more and better worlds, which in turn scales our content offering and increases B2B school sales. Lastly, partnership opportunities also exist with school adjacent businesses as both platform users and content providers.
CURRENT STATUS AND NEXT STEPS	<ol style="list-style-type: none"> <li>1. Private Beta - we conducted a Private Beta this spring where we saw promising early results. Teachers reported "sky-high levels of engagement", and some students even "begged" to do their homework in MegaMinds.</li> <li>2. Public Beta - we opened our Beta to the public on August 18th and have seen tremendous early interest. Hundreds of teachers have signed up, and we are growing faster than expected.</li> <li>3. Product Development - we have completed our base product, and are developing our virtual classroom authoring (Classroom Editor) and publishing (Classroom Store) tools over the next three months.</li> <li>4. Official Launch - we plan to monetize and implement our subscription plan and Classroom Store when we officially launch the platform in November.</li> <li>5. Fundraising - we will be raising our Pre-Seed round in late September / October.</li> <li>6. Q1 2023 - we plan to develop and launch our Data Analytics System and MegaMinds Live (live tutoring classes sold in the Classroom Store) which will drive up LTV and get our Growth Engine going.</li> </ol>
FINANCIAL NEEDS (AND CONDITIONS)	We are raising 1M USD to complete development of our V1 platform and to introduce it into the US market. We plan to use 70% of the funds on Product Development to hire a Backend Developer, a UX Designer, a 3D Designer, and a Customer / Partnerships Manager. We plan to spend 30% on marketing to launch our V1 product and bring our MegaMinds Live tutoring product to market. This round would allow us to reach \$300K ARR by the end of 2023 and develop early footholds in the Digital Instructional Media and Online Tutoring markets.
TEAM MEMBERS	<div>  Eric Tao Co-Founder, CEO </div> <div>  Roman Miletitch Co-Founder, CTO </div> <div>  Maureena Mark Co-Founder, CLO </div> <div>  Edvard Ødegaard Lead Developer </div>
CONTACT	Eric Tao: <a href="mailto:eric@gomegaminds.com">eric@gomegaminds.com</a>



SHORT VIDEO  
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<https://www.youtube.com/watch?v=V2KnG9PYpig&feature=youtu.be>



STARTUP NAME	Metakids
WEBSITE	<a href="https://www.canva.com/design/DAFNMLLeY5LO/119kHnE8Mh4XWJqZntDGqQ/edit?utm_content=DAFNMLLeY5LO&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton#4">https://www.canva.com/design/DAFNMLLeY5LO/119kHnE8Mh4XWJqZntDGqQ/edit?utm_content=DAFNMLLeY5LO&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton#4</a>
SHORT PROJECT DESCRIPTION	Foster kids with the culture of goals
INDUSTRY	EdTech, Edutainment
BUSINESS MODEL & UNIT ECONOMICS	Memberships, SAS, brand marketing B2B, talent development services
CURRENT STATUS AND NEXT STEPS	<p>Current status: Mapping, analyzing and adjusting project processes. Deep Interviews, interview candidates</p> <p>Next steps: We are seeking for funds in order to develop our MVP version of our software.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We are currently seeking for 100k EU as pre-seed investment, in exchange for 8% equity: to build our web, hire career coaches, run targeted ads (marketing) to grow user base, create and design content.
TEAM MEMBERS	<div>  <p>Ilya Soto Innovacion and Finance</p> </div> <div>  <p>Erwin Olvera Systems and Ops</p> </div>
CONTACT	<a href="mailto:ilyasoto@gmail.com">ilyasoto@gmail.com</a>



SHORT VIDEO  
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STARTUP NAME	PAFIU SIA
WEBSITE	<a href="https://www.pafiusia.com/">https://www.pafiusia.com/</a>
SHORT PROJECT DESCRIPTION	Based on the learning patterns approach, our app allow the students' whole development through school cooperative projects designed to fit their needs.
INDUSTRY	EdTech
BUSINESS MODEL & UNIT ECONOMICS	PAFIU SIA App is intended for schools, as the application will be used by teachers and students aged 10-16. Apart from the app, we offer a wide range of on-site workshops for schools, teachers, students and families. We have developed an intervention plan. In the 1st phase, we are focused on working with Catalonia schools. Once is integrated in Catalonia, the aim is to move on and expand the business to the rest of Spain. In the 3rd phase, we will start working with schools in Latin America and the rest of Europe.
CURRENT STATUS AND NEXT STEPS	<p>We have presented our project to the Autonomous University of Barcelona (UAB) and we have achieved its support and recognition.</p> <p>Furthermore we have designed the technology in which our educational methodology will be applied. We also have designed a wide range of activities, school projects and workshops that will be found in the platform.</p> <p>We have hired an external talented team that has proposed an MVP's functional design for the platform.</p> <p>In a short-term time frame, we are seeking for funds in order to develop a final MVP version of our software. We are contacting schools and foundations and offering different on-site activities that will help us to present our project starting in September. Once our MVP is built, we will offer a free pilot test to obtain feedback from schools and professionals in order to improve the app.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>As a pre-seed investment, we are seeking for 70k EU aimed for the payment of the MVP's development.</p> <p>Once the pilot test has been put into practice, our aim is to carry out in more of 40 schools in Catalonia by the end of 2023. This will allow us to surpass the initial investment.</p> <p>Regarding our team, we are school and university teachers currently working and devoting our out-of-school time in this project. We intend to work 100% on this project once it is possible.</p> <p>In order to finance this service, we are carrying out a crowdfunding campaign addressed to future potential customers (schools), families and educational foundations. Apart from other rewards, the participant schools will obtain a free beta version that will be useful as a pilot test.</p>
TEAM MEMBERS	<div>  <p>Jordi García Founder and CEO</p> </div> <div>  <p>Reinaldo Martínez Founder and CEO</p> </div> <div>  <p>José Morales Cofounder. Activities Developer &amp; designer</p> </div> <div>  <p>Sergio Martínez Cofounder. Activities Developer &amp; Designer</p> </div> <div>  <p>Lluís Alcaraz Cofounder. Activities Developer &amp; Designer</p> </div>
CONTACT	<a href="mailto:info@pafiusia.com">info@pafiusia.com</a>






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STARTUP NAME	Prickle Academy Rwanda
WEBSITE	<a href="http://www.prikklerwanda.org">www.prikklerwanda.org</a>
SHORT PROJECT DESCRIPTION	We trigger unemployed youths and professionals in Rwanda to turn their skills and education into decent jobs, through immersive, fun and hands-on learning.
INDUSTRY	EdTech, Future of Work
BUSINESS MODEL & UNIT ECONOMICS	Our current revenue streams are in 2 parts:  B2B: Companies looking for quality talents, for their projects, pay us an administrative fee to make the match.  B2C: Participants pay to attend our monthly coaching and career workshops and pay a monthly recurrent post-workshop subscription to have access to lifetime career, matching and professional support.
CURRENT STATUS AND NEXT STEPS	Current: We've created a community with 120+ potential customers (participants), worked with 1 Irish company and matched 16 talents for paid projects. We're in partnership conversation with 2 higher institutions in Rwanda, to start working with talents coming from the Universities. We have piloted our MVP and evaluating the outcome phase. Next Steps: Get more partners (educational institutions and companies) and accelerate the growth of our potential customers (participants). Then, upgrade and deploy more personalized workshop (through web app) and move into pivot into a product-led growth (attracting both B2C and B2B clients).
FINANCIAL NEEDS (AND CONDITIONS)	As pre-seed investment, we are raising \$130K, over the next 12 months - use of funds will focus on product and sales - to build our web app, hire career coaches and support team, run targeted ads to grow user base to 3000.
TEAM MEMBERS	<div>  Damilola Fasoranti Founder/Catalyst Coach </div> <div>  Rachael Arowolo Operations/Admin </div> <div>  Damascene Tuyisenge Business Development </div>
CONTACT	<a href="mailto:fash@prikklerwanda.org">fash@prikklerwanda.org</a>


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<https://www.youtube.com/watch?v=vNqrJq1XKhM&feature=youtu.be>



STARTUP NAME	StartKidsUp
WEBSITE	<a href="https://www.startkidsup.com/">https://www.startkidsup.com/</a>
SHORT PROJECT DESCRIPTION	We help kids aged between 6 and 12 years old to develop their self-esteem, leadership and soft skills through an Entrepreneurship Extracurricular Activity.
INDUSTRY	Innovative Education
BUSINESS MODEL & UNIT ECONOMICS	<p>B2B Business Model. We sell entrepreneurship courses to schools as:</p> <ul style="list-style-type: none"> <li>- An extracurricular activity: one afternoon per week, from October to June, students make progress creating their startup (activity paid by families and billed to the schools)</li> <li>- School workshops: within school hours, we provide in-class workshops to the students with the assistance of their teacher (paid by schools)</li> <li>- Trainings to teachers: we provide Entrepreneurship based on Design Thinking trainings to teachers (paid by schools)</li> </ul>
CURRENT STATUS AND NEXT STEPS	<p>Since we started 6 months ago, 200 kids have already been trained by StartKidsUp. We have conducted 5 workshops in co-working spaces of Barcelona and 6 workshops in 2 schools (monetized).</p> <p>From September 2022 to June 2023 we will be offering StartKidsUp as an hour weekly extracurricular activity to 10 groups of 10 students in 5 international schools of Barcelona.</p> <p>We are currently closing more deals to offer 8 hour workshops in three additional schools.</p> <p>We have developed a 20 hours curriculum designed by entrepreneurs, educators and Design Thinking specialists.</p> <p>We have made B2C test A/B to learn how to sell this innovative activity to parents. Concluding that parents care more about the development of their children's self-esteem rather than creativity.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We are currently seeking for 50k EU as angel investors, in exchange for 3% equity; to invest in a team member that helps us to enter within more schools while improving our current Entrepreneurship curriculum.
TEAM MEMBERS	<div>  <p>Aida Galera Founder &amp; CEO</p> </div> <div>  <p>Berta Baldrich Business Development &amp; Entrepreneurship Guide</p> </div> <div>  <p>Albert Figueras Entrepreneurship Guide</p> </div> <div>  <p>Sandra Zafra Entrepreneurship Guide</p> </div>
CONTACT	<a href="mailto:infostartkidsup@gmail.com">infostartkidsup@gmail.com</a>











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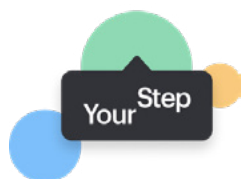
<https://www.youtube.com/watch?v=2UMrkOFwZXI>



STARTUP NAME	Wyblo srl
WEBSITE	<a href="https://wyblo.com/">https://wyblo.com/</a>
SHORT PROJECT DESCRIPTION	If you run training, you need Wyblo! Wyblo is the Learning Experience Platform designed to simplify administrative processes and ensure continuous improvement of quality and connections.
INDUSTRY	EdTech, Future of Work
BUSINESS MODEL & UNIT ECONOMICS	Wyblo srl is made up of a software (Wyblo) and a complementary ecosystem (for now Ecosistema Formazione Italia) which is both a go-to-market to find new clients for the software, as well as it generates revenues. B2B Enterprise; monthly or annual recurring subscription. Other revenue streams include: transaction fees on purchases made on the Wyblo platform (e-commerce); donations, sponsorship and later we will introduce a membership and marketplace for the Ecosystem side of our business. Lastly, services and consultations.
CURRENT STATUS AND NEXT STEPS	Wyblo is the people-centered Learning Experience Platform that automates administrative paperworks and operations to enable training organizations to save time and enhance quality through real-time analytics on feedback. This value proposition is enhanced by the Training Ecosystem we are growing: the space where the training industry can meet, learn, and exchange among each other; this ecosystem would soon become the one-stop-shop for all those training companies: from the tech services (provided by Wyblo), to marketing and other services (Wyblo partners). Next, we'll continue developing our enterprise software solution to cover more and more use cases, and increase the average ticket size. Simultaneously, we are enlarging our ecosystem base to attract by the end of the year 350 organizations. Reach €150k ARR by the end of the year; €600k ARR by 2023. Lastly, we'll start planning a €1.5M round.
FINANCIAL NEEDS (AND CONDITIONS)	Current round: €700k at €4.5-5M post-money valuation. Investment by convertible note or equity based on the reciprocal needs (open for other options). We could defer the round and raise €1.5M by March 2023. The use of funds would focus on development velocity to full-fill our current market demand (€200k on-hold potential revenues). So, hiring new developers. On the other side, we'd use 10-20% in ads to grow our user base. This round would allow us to reach €600k ARR by the end of 2023 and 1.500 members and reach 75% awareness rate of the Training Ecosystem in Italy. All of this would create the foundations for an expansion and scaling strategy.
TEAM MEMBERS	<div>  Kevin Giorgis CEO </div> <div>  Cesare Gamberi CDO </div> <div>  Vito Mannina CTO </div> <div>  Stefano Marchese COO </div> <p>Other full-time members:</p> <div>  Madeleine Prothero Head of Community </div> <div>  Davide Barbara Full Stack Developer </div> <div>  Ariadna Dahnovici Customer Success </div> <div>  Manuel Corato Sales &amp; Business Development </div>
CONTACT	<a href="mailto:kevin.giorgis@wyblo.com">kevin.giorgis@wyblo.com</a>


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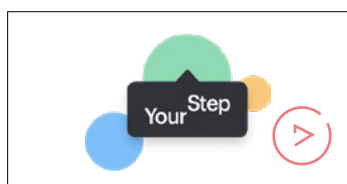
<https://www.youtube.com/watch?v=eRhmhgrecObc>



STARTUP NAME	YourStep
WEBSITE	<a href="https://www.yourstep.ai/">https://www.yourstep.ai/</a>
SHORT PROJECT DESCRIPTION	YourStep provides an individualized and entertaining daily academic guidance for school pupils.
INDUSTRY	Edtech - K12
BUSINESS MODEL & UNIT ECONOMICS	<p>Our principal revenue stream is from a monthly <b>license</b> per student to schools. With these fixed incomes we are also working to have another line of variable income through a <b>marketplace</b> of paid learning resources in which we take a commission per user.</p> <p>We want to exploit these two methods through schools and directly towards students by doing a product-led growth strategy.</p>
CURRENT STATUS AND NEXT STEPS	<p>For this new academic year, we have closed 6 schools with which we will start working in September. Our strategy is to grow in 2 ways.</p> <p>The first, organically within the school, expanding to all the courses and to schools that are part of their collegiate groups.</p> <p>The second and main one, pivoting towards a product-led growth strategy in order to reach students directly and thus grow the platform in users much faster.</p> <p>Until now we have obtained the support of institutions such as AWS or UNIR, and reached the finals of entrepreneurship competitions such as ActuaUPM of the Polytechnic University of Madrid. To finish the Virgen de Europa school, one of the most innovative schools in Spain works as a lift for the project at a national level, putting us in contact with schools and the entire educational environment in Spain.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are currently seeking 100k as pre-seed investment in exchange for 7% equity in order to develop the transition towards the product-led growth strategy.</p> <p>To date we have raised 200k in convertible note format through a round of friends and family, but we want to start professionalizing our investors in order to take advantage of all the knowledge and experience they can offer.</p> <p>We are clear that this change in strategy towards product-led growth is going to be a turning point in our growth. During this last year we have learned that B2B sales in schools are slow and costly; with this new strategy we will be able to grow more faster and more efficiently.</p>
TEAM MEMBERS	<div>  Bernardo Benshimol Toro CEO </div> <div>  Alejandro Carrera Santos COO </div> <div>  Rodrigo Brechard Alarcia, CTO </div> <div>  Yibei Wang Chen Full Stack Developer </div>
CONTACT	<a href="mailto:bbenshimol@yourstep.ai">bbenshimol@yourstep.ai</a>



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<https://www.youtube.com/watch?v=B9-5ymtyo68>



# OWaste Accelerator 2022

By eWorks  
Project Overview

# Foreword

The OWaste Accelerator is a startup acceleration program supporting early-stage innovative and sustainable businesses with a positive environmental impact.

It is organized and run by eWorks and the Esade Center for Social Impact (ECSI), and is part of the project 'Circular B30', which aims to overcome the circular economy and move towards a model in which all waste can be transformed into raw material.

Along with the Universitat Autònoma de Barcelona, PRUAB, EURECAT and the municipalities of Mollet del Vallès and Cerdanyola del Vallès, Esade is contributing to the impact of waste reduction and circular economy. Specifically, Esade is seeking to support entrepreneurship in the sustainability space in the B30 highway area.

The OWaste Accelerator provides selected teams with dedicated support, encounters with successful entrepreneurs, mentoring from experts in business and in sustainability, access to a pack of resources valued at more than € 10,000 per project and introduction to investors and other relevant stakeholders.

The 2022 edition, coordinated by Linda Castellazzi, admitted 11 projects from around the world working on reducing waste by using resources more wisely, transforming waste into raw material or boosting a more sustainable lifestyle.

After 3 months of hard work, lots of mentoring sessions and long nights, on Oct 19th, 2022, a selection of teams will present their projects in a hybrid Demo Day to investors, press, other startups and entrepreneurs.

Following, you will find a one-pager per each project with the key information. Please note that data has been provided by the entrepreneurs and that names/links can change rapidly when building a fast-growing company.

## The eWorks Team







Jan Brinckmann

Linda Castellazzi

Davide Rovera

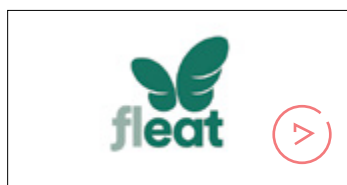




STARTUP NAME	Fleet
WEBSITE	<a href="http://www.fleet.it/">http://www.fleet.it/</a>
SHORT PROJECT DESCRIPTION	The app Fleet allows any kind of food sellers and consumers to fight the food waste through the sale of yummy unsold food with huge discount.
INDUSTRY	Food tech and Waste Management
ENVIRONMENTAL IMPACT	<p>Every year, 1/3 of the food produced in the world is wasted. This entails:</p> <ul style="list-style-type: none"> <li>→ The waste of over 1.3 billion tons of food, which becomes garbage;</li> <li>→ The production of 8% of all greenhouse gas emissions;</li> <li>→ The waste of natural and environmental resources.</li> </ul> <p>Fleet will reduce the food waste and the negative effects above, by giving a second life to the unsold food, with the purpose to reach the goal of a "Zero Waste World".</p>
BUSINESS MODEL & UNIT ECONOMICS	Fleet has a clear business model based on two different sources of revenues: 1. a fee up to 25% on each purchase made by the consumer on our app and 2. an annual subscription fee of EUR 39 charged to every food stores.
CURRENT STATUS AND NEXT STEPS	We are launching the app on the Italian market, starting from Rome. We will focus on Rome for the first months, then we will go to other Italian big cities and cities with important and crowded universities; then we will go abroad. In order to penetrate the market we will first onboard food sellers and then consumers living in those areas, through social network and other marketing strategies. We will partner with big food retail chains and propose to big companies the use of our app for their employees as a welfare measure. As next steps, we will further develop our app with new attractive additional features (such as: food sharing between consumers, donation through the app to non-profit organizations; Fleet green token to be used for new purchases in the app and for donating in favor of other green projects; count-down offers of food). We will also establish our non-profit organization which will directly donate food to poor people.
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are looking for a first investment of approximately 200k from an industrial or financial investor. In exchange we are available to give the investor a portion of 10% of the corporate capital.</p> <p>We are using the 200k for (i) increasing our presence on the Italian market through specific marketing campaigns, (ii) consolidating our team and (iii) developing our app with many new features we already have in pipeline (such as food sharing between consumers; donation through the app to non-profit organizations; Fleet green token to be used for new purchases in the app and for donating in favor of other green projects; count-down offers of food).</p> <p>After that, we will surely need further investments in order to consolidate the Italian market and go abroad.</p>
TEAM MEMBERS	<div>  <p>Guido Palombi Founder, Legal and Management</p> </div> <div>  <p>Manilo Caputo Founder, CEO and Finance Manager</p> </div> <div>  <p>Melania Battaglia CMO</p> </div> <div>  <p>Leonardo Cianchi COO</p> </div> <div>  <p>Priscilla Cerruti Sales Manager</p> </div> <div>  <p>Alessandro Clarioni Finance</p> </div> <div>  <p>Carla Vichi Administrative Office Manager</p> </div>
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SHORT VIDEO  
PITCH



<https://www.youtube.com/watch?v=wfUTyOlaoss>



STARTUP NAME	Gaia
WEBSITE	<a href="https://gaiadao.money/">https://gaiadao.money/</a>
SHORT PROJECT DESCRIPTION	A web3 fund advancing regenerative finance by making impact investments more attractive.
INDUSTRY	Blockchain & Decentralized Finance
ENVIRONMENTAL IMPACT	We incentivize capital flow towards climate projects. Our goal is to strive towards a regenerative financial system where planet preservation is financially rewarding.
BUSINESS MODEL & UNIT ECONOMICS	<p>Gaia has the same business model as a traditional fund:</p> <ul style="list-style-type: none"> <li>→ Management fees</li> <li>→ Performance fees</li> <li>→ Trading fees</li> </ul>
CURRENT STATUS AND NEXT STEPS	<p>We launched our MVP back in January and managed to reach a market cap of \$90,000+ the week following launch. Around 60 users hold \$GAIA tokens in their personal crypto wallets.</p> <p>We conducted marketing test which produced a positive ROI of 320%.</p> <p>We are looking to improve our website UI and tokenomics, incorporate and raise awareness via advertising.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are looking to raise \$85,000.</p> <p>We will use the funds for three main objectives:</p> <ul style="list-style-type: none"> <li>→ Hire a CTO</li> <li>→ Marketing campaign</li> <li>→ Legal advice and incorporation costs</li> </ul>
TEAM MEMBERS	<div>  <p>Lucas Lorek Chief Executive Officer</p> </div> <div>  <p>Francois Boesinger Chief Investment Officer</p> </div> <div>  <p>Adam Michel Chief Sustainability Officer</p> </div>
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SHORT VIDEO  
PITCH



[https://youtu.be/Vz\\_q\\_VYqZ50](https://youtu.be/Vz_q_VYqZ50)





STARTUP NAME	Melamine Film (spin-off of Agood Services & Management)
WEBSITE	<a href="https://www.agood-services.com/">https://www.agood-services.com/</a>
SHORT PROJECT DESCRIPTION	Transforming the Melamine Paper industry waste into reusable material providing a circular economy model and reducing waste and carbon footprint.
INDUSTRY	Chemical Distribution & Consultancy
ENVIRONMENTAL IMPACT	Our project eliminates more than 80% of waste sent by our customers to landfill and their carbon footprint and produces positive environmental impact reducing the need for Raw Materials involved in production.
BUSINESS MODEL & UNIT ECONOMICS	Currently the revenue funds are our own and we hope to find grants or financing to grow the project to an industrial level. We have 1 confirmed customer already sending 1st order and 5 more pending to receive samples. We have many expansion ideas to other markets but we would like to go step-by-step. All our customers have shown great interest in our project and involved all their sustainable, purchasing and technical team to our meetings. In next market expansion we hope to double customers involved or even more.
CURRENT STATUS AND NEXT STEPS	We have been able to successfully produce samples of white & coloured MIP (Melamine Impregnated Paper Waste) in powder form and already homologated in 1 customer with 1st production order in our hands of 2MT. We expect to expand this model not only in the same industrial market but into others already testing our development.
FINANCIAL NEEDS (AND CONDITIONS)	<p>Depending on customers choices we have different needs:</p> <p>A) We can offer production process in our facilities which means covering patent costs, lab testings, marketing, trainings and machinery investment. Investment expected will be around 1M€ to raise the production plant.</p> <p>B) We can offer an InSite project which means also Lab testings, patent costs, marketing + Industrial Plant design, trainings, investment for prior purchases, etc. (production in customers plant). In this case we will offer an Industrial Plant Engineering project</p> <p>Depending on the volume expected to be transformed we should also show different InSite options depending on quantities, capacity, space, etc.</p> <p>Regarding this last point, we don't know how much it could cost yet because we are still testings in industrial plants but cost could be around 1,5 M/€ investment with fast return due to customer economical coverage.</p> <p>In both cases Raw Material will be provided by customers so there's no cost of RM-.</p>
TEAM MEMBERS	<div>  <p>Arnaud Aguilà Co-Founder, Marketing &amp; Sales Manager</p> </div> <div>  <p>Gerard Aguilà Co-Founder &amp; Financial Manager</p> </div>
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SHORT VIDEO  
PITCH



<https://vimeo.com/745446263>





STARTUP NAME	retoornado
WEBSITE	<a href="http://www.retoornado.com/">http://www.retoornado.com/</a>
SHORT PROJECT DESCRIPTION	We implement reusable packaging loops in our customer processes so they focus on their activities while maintaining packaging competitive costs, and reducing waste and emissions from single-use packaging.
INDUSTRY	Entertainment, Food & eCommerce Sector
ENVIRONMENTAL IMPACT	<p>The amount of single-use packaging generated is, in Spain, about 1.5 Million tonnes per year, equivalent to 113 football stadiums full of single-use plates, cups and bottles, etc.</p> <p>Our solution will have a dramatic impact in:</p> <ul style="list-style-type: none"> <li>→ Reduction of single-use packaging waste (average life expectancy of a food package is about 125 uses)</li> <li>→ CO<sup>2</sup> emission cut by 60%-80% by container.</li> </ul>
BUSINESS MODEL & UNIT ECONOMICS	We are a B2B company that generates revenue from two streams. The first is by developing and selling reusable packaging containers for the entertainment, food and e-commerce industries. Our second stream is to offer an "all-in-one" solution that includes transport, cleaning service, tracking and impact metric technology so our customer can reintroduce the packaging into their value chain. From our MVP, we expect to reintroduce the item at least at the same price as a new single-use one.
CURRENT STATUS AND NEXT STEPS	<p>i3d, a sustainable packaging company with 14 years of experience, that develops recyclable and compostable packaging, launched in 2019 a reusable water bottle: rebootle®.</p> <p>In 2020 we certified by ITENE a reusable container (PPHL®) for food industry.</p> <p>In 2021, i3d created a spin-off to manage the rebootle brand and the reusable packaging ecosystem, under the brand retoornado (certified BCrop). Sales on rebootle from 2021 to 2022 increased by 500% (selling in USA, EU and Australia).</p> <p>Next steps:</p> <ol style="list-style-type: none"> <li>1. With a market size in Spain of 300M€, we have agreements to initiate our MVP for the all-in-one service with 4 customers: Veritas, Massimo Dutti, Repot &amp; ElCorteIngles. We will be operative shortly.</li> <li>2. Introduce to the market 4 new reusable products and achieve our turnover goal.</li> <li>3. Development of retoornado app to track our customers' environmental impact (&amp; gamification tool).</li> <li>4. Obtain from our current MVP in Barcelona all the required metrics (productivity, costs, new investments, etc) to scale up.</li> </ol>
FINANCIAL NEEDS (AND CONDITIONS)	<p>250k€ that will give us the required push to achieve our growth plans to consolidate our impact in the Barcelona area and be ready to replicate in other Spanish cities.</p> <p>We offer a stake of 20% and seek to increase to 8x the sales of reusable products &amp; washing services to achieve our 500k€ turnover goals.</p> <p>Also, we are now applying for a 200k€ ENISA credit granted only if the 250k€ capital increase is raised.</p> <p>We are looking for business angels who are committed to our social and environmental impact that are willing to contribute with their know-how to improve our venture, values and goals.</p>
TEAM MEMBERS	<div>  <p>David Esteban CEO and Founder</p> </div> <div>  <p>Oriol Tribó Co-Founder and COO</p> </div> <div>  <p>Lucas Giraldo CCO</p> </div>
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SHORT VIDEO  
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<https://www.youtube.com/watch?v=V36Mo7nTiQc&feature=youtu.be>



STARTUP NAME	Reverti
WEBSITE	<a href="https://reverti.es/">https://reverti.es/</a>
SHORT PROJECT DESCRIPTION	Pursuing to increase the reusability of the crystal containers. Based on RFID and AI, providing a highly optimized circular economy model.
INDUSTRY	Logistics & Retail
ENVIRONMENTAL IMPACT	With the increase of bottle reusability the energy consumption of the bottle glass use can be reduced to 5% of the current recycling methodology, Reducing the impact on the environment and with an optimized logistics a reduced price in line with the new legislation that will be implemented by the European Union.
BUSINESS MODEL & UNIT ECONOMICS	Offering the cleaning and logistics services of the bottles for our customers, lower costs and legislation requirements will be fulfilled, at the same time that incorporates to their products a highly valued green friendly mark.
CURRENT STATUS AND NEXT STEPS	We have recently launched our website with information about the project which will allow to connect with the beverage producers and the retail vendors. Bottle collecting will be done with customized containers (patented from the UPC) that ensure the integrity of the bottles and optimize the space. Bottle tracking will be done with the identifier implemented in the bottle together with readers installed at critical points of the logistics. With all the data collected a proprietary IA will optimize the distribution reducing the cost and time. First prototype of the bottle has been done and while the reader is in progress, in the next few months a full prototype and a pilot experiment will be ready.
FINANCIAL NEEDS (AND CONDITIONS)	Our focus is to finish all the prototypes and implementation in 6 months and go to market in 1 year (ready for the legislation change). With a first inversion of €100k the following steps can be done: 40% - Platform development 40% - Washing machinery acquisition 10% - Logistics 10% - Miscellaneous
TEAM MEMBERS	<div>  <div> Minerva Porté Co-Founder and CEO </div> </div> <div>  <div> August Arnal Co-Founder and CTO </div> </div>
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STARTUP NAME	SORTEX
WEBSITE	-
SHORT PROJECT DESCRIPTION	Our project aims to identify and sort out different types of textile fibers using hyperspectral image and artificial intelligence.
INDUSTRY	Textile Industry and Waste Management
ENVIRONMENTAL IMPACT	Through the proper identification of different types of textile fiber, we can facilitate the reuse and the recycling process of textile waste. Our project aligns with the objectives of re-use and recycling that marks the new Spanish waste law and the European directives on waste.
BUSINESS MODEL & UNIT ECONOMICS	Our business model is in development. We offer a comprehensive system of identification and classification of textile waste streams. We are also valuing the possibility of offering the AI needed to identify the textile depending on the market needs.
CURRENT STATUS AND NEXT STEPS	We are currently at PRL 3 aprox. We are studying the exact needs of the market in order to offer the product/service that the industry needs. Although laws define objectives of reuse and recycling textile, specifications of how the industry should reach them is yet to come
FINANCIAL NEEDS (AND CONDITIONS)	Our focus currently is to validate the product/service that the industry needs. If validated, our financial needs for the first year would be approximately of 90.000€, including legal formation of the company, infrastructure, business development, and working staff, among others.
TEAM MEMBERS	<div>  <div>Rafael Valdés Arnal Co-Founder &amp; CTO</div> </div> <div>  <div>Gemma Rius Suné Co-Founder &amp; CTO</div> </div> <div>  <div>Ivan Hortigüela Bolsa Co-Founder &amp; Legal and Communications Manager</div> </div>
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# SUSTEIN

STARTUP NAME	Sustein
WEBSITE	<a href="http://www.susteinlab.com/">http://www.susteinlab.com/</a>
SHORT PROJECT DESCRIPTION	Upcycling of healthcare waste into construction materials: boards for carpentry and thermal insulation panel, the 2 components to build enclosures.
INDUSTRY	Green Building Material Manufacturing
ENVIRONMENTAL IMPACT	100% of healthcare waste goes to landfill and incineration. That means a global material footprint of +40Million/Ton/Year of single-use plastic and the exploit of +40M/Ton/Year of natural resources to supply the demand. In Spain, we produce +/-50.000Ton/Year, which would allow us to build +12.000 Houses of 80m². Sustein board has x12 less amount of CO <sub>2</sub> embedded than a wood compress board.
BUSINESS MODEL & UNIT ECONOMICS	We have a B2B manufacturer model in the Green-Building-Material market, we generate a revenue in two phases. First we collect the healthcare waste from the waste managers and we achieve a 50%-50% win from the costs of landfill avoided + the raw material. Secondly, we manufacture and we sell to retailers and architecture & design, and carpentry companies in a niche of those who have Innovation or Sustainability>Price, with margins over 70%.
CURRENT STATUS AND NEXT STEPS	We partner with waste managers who help us with: collecting the waste (supply) from hospitals, logistics, and licenses. Once sterilized, the technical and manufacture part is established with patent-pending technology defined through a trial and error with the first prototypes. By working for so long in the industry, we have connected the product with our network of carpentry designers, architects and construction companies with a Sustainability over Price mentality, to close the system in Barcelona. With the first investment, we ignite phase 1: Sterilize the first 2 Tons of healthcare waste and send it to the laboratory. Now with the first batch of products certified, we will give life to the first projects. By the moment, we have architects and facade offices as early adopters with agreements able to make use of the production we could have. We are in the look for an industrial co-founder. The main next step is the laboratory. Once the products are done, we will improve the landing-page & brand, legal documents, increase meaningful collaborations to have constant flow, and improve the economies of scale.
FINANCIAL NEEDS (AND CONDITIONS)	We are looking for two different investment rounds: 1) 55.000€ for Laboratory & certified products, first batch, collaborations for second production and travel expenses, legal documents, LifeCycleAssesment & Patent cost. Once the product is on the market, installed, and tangible, we go for the second round. 2) 125.000€ After renting production we head into a more profitable approach of having the hot press to manufacture, 2 salaries, warehouse and construcciones, machinery. (Industrial providers of machinery will tell the possibility of extending a rented manufacture production for longer)
TEAM MEMBERS	 Simon Gonzalez Bromberg CEO
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STARTUP NAME	ValuePot
WEBSITE	<a href="https://docs.google.com/presentation/d/1prcJn37zb3dPwvJn1PL1NrjaFnrWeS3D/edit#slide=id.p1insert">https://docs.google.com/presentation/d/1prcJn37zb3dPwvJn1PL1NrjaFnrWeS3D/edit#slide=id.p1insert</a> <a href="https://docs.google.com/presentation/d/1uanNQslTm5QrtksYT0GOuAOstxFS3-lpDPM5c0uidq8/edit?usp=sharing">https://docs.google.com/presentation/d/1uanNQslTm5QrtksYT0GOuAOstxFS3-lpDPM5c0uidq8/edit?usp=sharing</a>
SHORT PROJECT DESCRIPTION	Valorization of potato peel waste through pellet conformation for different industry applications
INDUSTRY	Manufacturing Industry
ENVIRONMENTAL IMPACT	<p>The accumulation of waste, although biodegradable, means a high cost for nature. The revalorization of biomass waste contributes to the local circular economy.</p> <p>Pellets production from potato peel will replace wood pellets, reducing the amount of waste generated by the potato processing industries, deforestation and carbon emissions. In addition, direct impact on Sustainable Development Goals (SDG) like Sustainable Consumption and Production (SDG12), Climate Action (SDG13) and Sustainably Manage Forest (SDG15) will be achieved.</p>
BUSINESS MODEL & UNIT ECONOMICS	Our main source of revenue will be the equestrian sector. Once we start producing, we can reach at least 1% of the market. In Spain, there are about 10.000 competition horses that need the best product to enhance their rest for a better riding performance. Each horse bed requires around 2tn/year of pellets. The price of common wood pellets is around €250/tn. Although ValuePot pellets are 8% more expensive, we ensure a better quality resulting in better horse healthcare.
CURRENT STATUS AND NEXT STEPS	<p>This month we will obtain our first prototype and the comparative analysis with wood pellets. We receive raw material from collaborators in the potato industry. As we do not own a pelletizer, we will need a small investment to pay an enterprise to get a sample of our product.</p> <p>Four of the biggest potato industries of Spain are located in the same region (Vallès, Catalonia), which will help us to establish and develop the facilities to begin with the production.</p> <p>In Spain there are 837 equestrian centers, 14% of them in Catalonia. We already contacted users that would like to test the final product.</p> <p>Therefore, with a small investment, we will move from a 5 MRL status to a 7 MRL in a short period of time, where we could start making profits.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>To start, we will need 100.000€ to implement the facilities (rent, energy cost, staff salary, machines). Machine cost is 60.000€, but it will be amortized in a short period of time. The raw material will be provided by potato industries without fee, which reduces the manufacturing costs.</p> <p>We will receive incomes from direct sales to final consumers (equestrian sector and other pet owners) and indirect sales via other intermediary enterprises (veterinary centers, supermarkets, among others). Grants and investment will help to deploy the production, the website and increase the advertising.</p>
TEAM MEMBERS	<div>  <div> María Ribaya CEO, Co-Founder </div> </div> <div>  <div> Lucía Yohai CTO, Co-Founder </div> </div> <div>  <div> Isabel Corrales Product Manager, Co-Founder </div> </div>
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<https://drive.google.com/file/d/11eyxPhb9h1KESJpmSVebT-IGw-bh2NfAE/view>



STARTUP NAME	Youkoala
WEBSITE	<a href="http://www.youkoala.com/">http://www.youkoala.com/</a>
SHORT PROJECT DESCRIPTION	The shared wardrobe for children's clothing
INDUSTRY	Circular Economy & Children Fashion
ENVIRONMENTAL IMPACT	Children change up to 6 sizes in the first year of life, parents buy clothes for them that are often used only once or twice. It's a waste of money. Besides, 73% of the garments are not recycled (Source: Ellen MacArthur Foundation). On Youkoala parents don't buy clothes but rent them only for the time that they need. Youkoala manages the clothes so that they are correctly recycled when they reach the end of their useful life.
BUSINESS MODEL & UNIT ECONOMICS	Parents pick on <a href="http://www.youkoala.com">www.youkoala.com</a> the clothes that they need, they add them to the basket and when they checkout they create a monthly subscription (the price depends on the items that they pick). It's a subscription that ends when the items are returned. We only use clothes that new, in shops cost at least 30€.
CURRENT STATUS AND NEXT STEPS	Q4 2022: Bug fixing of the site (85% completed), go-live of the project with free PR and customer acquisitions. We will start in Barcelona where we will directly deliver the products to the customers to collect their feedback and learn from them. Before December the service will be extended to all of Spain. We are looking for one person to work on the management of the warehouse
FINANCIAL NEEDS (AND CONDITIONS)	We want to raise 100k €. 1/3 will be used to buy clothes, customer acquisition, and 1 salary. The rest will be used for: rent and clothes management. Ideally, the investment would be raised as a convertible note otherwise in shares with an evaluation that must be agreed with the investors.
TEAM MEMBERS	<div>  Vincenzo Rusciano CEO </div> <div>  Livio Pedretti CTO </div>
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<https://www.youtube.com/watch?v=KjCpUx04d9E>



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