

esade

RAMON LLULL UNIVERSITY

Entrepreneurship
Institute (EEI)

B30
Circular
INNOVACIÓ PER A LA SOSTENIBILITAT



eWorks

0Waste Accelerator

2023

Project overview

Project financed by:



**Generalitat
de Catalunya**



European Union
European Regional
Development Fund

eWorks

0Waste Accelerator 2023

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Foreword

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

It's organized and run by eWorks in collaboration with the ECSI (Esade Center for Social Impact) and is part of the 'Hub B30, Beyond Circularity' project, which aims to support entrepreneurship in the sustainability space in the area around the B30 highway in Catalonia. The project is run by a consortium that includes the Universitat Autònoma de Barcelona, PRUAB, EURECAT and the municipalities of Mollet del Vallès and Cerdanyola del Vallès and Esade, seeking to go beyond circular economy, towards a model in which all waste can be transformed into raw material, again and again.

The OWaste Accelerator provides selected teams with dedicated support, office hours with successful entrepreneurs and investors, mentoring from experts in business and in sustainability, access to a pack of resources valued at more than € 10.000 per project as well as introductions to investors and other stakeholders.

The 2023 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. Nine projects made it to the end of the program, of those 2 are led by Esade Students and 7 from externals.

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.



COMPANY NAME

Bluteshi

ABOUT US

Bluteshi is the startup behind [Ganddee](#), the “Google Maps for sustainable businesses”. We’re on a mission to address unsustainable consumption worldwide, a major contributor to climate change. Ganddee gives you the data to make a difference. Use Ganddee, shop sustainably.

INDUSTRY: Mobile app. Sustainability.

BASED IN LONDON, UK.

OPERATIONS: We are distributed team, primarily operating in London, UK with a city-by-city expansion strategy. Our ambitions are global and we plan to quickly expand to key European cities (Berlin, Paris, etc.) before expanding to major cities in the US.



OUR TEAM



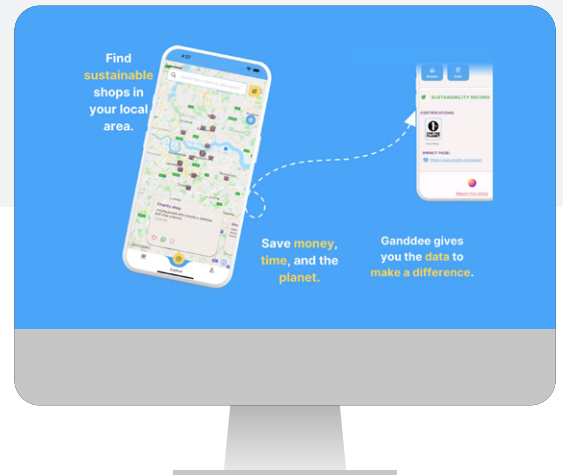
Antoine Rondelet
CEO Co-founder
[LinkedIn →](#)



Ankit Agrawal
CTO Co-founder
[LinkedIn →](#)

CURRENT STATUS & NEXT STEPS

Launched in H1 2023, Ganddee’s MVP web app in London has gathered insightful feedback from over 200 monthly users, prompting us to expand our reach with a mobile app. While Ganddee currently covers London, our scalable data infrastructure paves the way for rapid expansion, with Berlin and other major European cities next in line, followed by a planned entry into the US market. Today, our team has grown to 4 individuals on a mission to revolutionize global consumption. With over 500 London locations and a growing user base, Ganddee gained coverage in newsletters, got selected in London’s Better Futures program, while our Ganddizen community continues to grow organically. Concurrently, we’re building partnerships with local authorities and certification entities, integrating their data to amplify our respective impact. These efforts support our mission-driven growth strategy. In late 2023 and H1 2024, we plan to raise our first round of capital, develop our business offerings, and prepare for European expansion.



BUSINESS MODEL & UNIT ECONOMICS

Ganddee uses a generous freemium model to bolster both demand and supply in our marketplace. Our long-term monetization strategy includes activating premium features and subscriptions for users and especially for businesses, along with licensing our unique dataset of sustainable businesses in cities around the world. Our data helps local authorities monitor sustainable business activity in their area, supporting their sustainability and carbon emissions commitments.

Diverse revenue streams support our mission-oriented growth.

FINANCIAL NEEDS & CONDITIONS

We are currently self-financed, but have begun building relationships with potential Business Angels and VCs who share our mission of facilitating sustainable consumption. The launch of our mobile app will be followed by a fundraising round targeting 350,000 GBP to fuel our growth and European expansion. This growing market niche, fuelled by the current cost of living crisis - pushing people to reconsider their spending habits, offers a compelling investment opportunity. We are in conversations with several investors who recognize this potential and align with our mission. As we prepare to accelerate our growth, we invite you to explore opportunities with us. We’re excited about the prospects of joining forces with investors who are not only looking for solid returns but also wish to contribute to a socially impactful cause.

ECO STATION

WORK - CHARGER - FUN

COMPANY NAME

Eco Work Station

 **ABOUT US**

Empower Your Tomorrow with Eco Station: The Revolutionary Urban Charging and Communication Hub! Our vision is to transform public spaces into smart and sustainable havens, where charging your devices and connecting to WiFi becomes more than a necessity - an incredible experience!

 **INDUSTRY:** Renewable energy. Social Impact.

 **BASED IN MADRID (SPAIN).**

OPERATIONS: Operations in Spain and with the potential for worldwide growth, serving governments and companies.

SHORT VIDEO PITCH



OUR TEAM

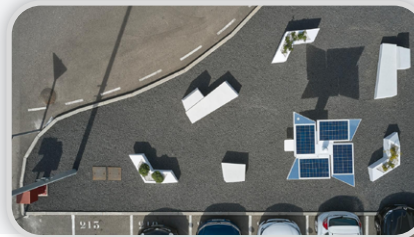


Jose Estepa
CEO

[LinkedIn](#) →



Alexandra Estepa
CCO



 **CURRENT STATUS & NEXT STEPS**

We financed, designed, and manufactured a prototype of solar street furniture that allows charging electrical devices, Wi-Fi connectivity, and weather sensors. We tested it for a year at the client's facilities and exceeded our expectations. Going forward, we would need an investment of approximately 200 thousand euros. This seed capital will allow us to manufacture a series of stations and put them to work as soon as possible. One of our business plans is rent our Stations for festivals. In Spain we have about 900, among them one of the most important is Primavera Sound with 65,000 attendees on average every day, this will contribute to publicizing our product and will facilitate the integration of our product into public roads, universities, companies, etc. We are planning the creation of a commercial team that will help us to introduce our Station at festivals of music and also to integrate them at universities, companies, and public spaces.

 **BUSINESS MODEL & UNIT ECONOMICS**

Our business model is based on B2B and B2C. We already have an MVP and are in full launch. We are seeking investment to expand and offer rental units for festivals.

- **Sale to B2B/B2C:** We target to sell a minimum of 14 units per year. Each Station at 30.000€ plus the annual subscription for inspection and maintenance at 1.980€.
- **Rental (Music Festivals):**
Pack (3 Units): transport and assembly - 3.300€
Stations's rent per day - 9.000€. Total pack: 12.400€."

 **FINANCIAL NEEDS & CONDITIONS**

We succeeded in acquiring our first customer Prologis Spain Management S.L. At the moment, we are looking to formalize the company and continue expanding around Spain. Eco Station S.L. is seeking initial pre-seed capital of 200.000€ in a Simple Agreement for Future Equity (SAFE) financing structure to facilitate the execution of deliverables in our strategic plan and help us co-found this stage. We are excited about partnering with investors aligned with our social mission.



COMPANY NAME

Folgrid

ABOUT US

At Folgrid we see a future with clean, affordable energy for everyone, that combines agriculture with solar. Our mission is to speed up the shift to a low-carbon economy with advanced micro-grid and agrivoltaic tech.

INDUSTRY: Renewable Energy. Agri-tech. Microgrids.

BASED IN BARCELONA, SPAIN.

OPERATIONS: Barcelona, Spain.



OUR TEAM



Oriol Sánchez
CEO and system thinker
[LinkedIn →](#)



Justo Albarran
CTO and product wizard
[LinkedIn →](#)

CURRENT STATUS & NEXT STEPS

Currently, Folgrid is in the early stages of development. We've successfully designed an innovative agrivoltaic micro-grid system that combines solar energy and farming. Our next step is to launch a pilot project in Spain to test and validate our solution.

In the short term, we aim to: Deploy our pilot project on a farm near two towns in Maresme (Spain), providing clean energy to 15 households. Collaborate with local experts to fine-tune our system's performance and economic viability. (UPC Agro-engineering, IRTA). Explore sustainable financing models that benefit both farmers and energy consumers. Seek partnerships with communities interested in our proposal. Secure pre-seed funding to support the pilot phase.



In the medium term, our goal is to expand to rural Africa, where millions of off-grid households and farms could benefit from our sustainable energy solution.

BUSINESS MODEL & UNIT ECONOMICS

Folgrid generates revenue by selling agrivoltaic micro-grid systems to farmers and communities, as well as by selling surplus energy.

In Spain, our initial market, there are over 1.5 million farmers and rural communities. In rural Africa, our potential market is even larger, with millions of off-grid households and farms seeking reliable energy solutions. These vast markets represent significant growth opportunities for Folgrid.

FINANCIAL NEEDS & CONDITIONS

We are seeking €50,000 in our Pre-Seed round to finance our pilot project in Spain. This funding will support the initial deployment, testing, and validation of our agrivoltaic micro-grid system. Conditions for investment include:

- **Equity:** We're open to offering equity in Folgrid as Secure Agreements for Future Equity.
- **Sustainable Impact:** Investors who align with our mission of promoting clean energy access and sustainable agriculture. They must be able to provide knowledge and experience to the project.
- **Long-Term Vision:** Partners who share our vision for scaling this solution globally.

The funds will be used for equipment, project setup, and initial operational costs. With this investment, we aim to demonstrate the viability of our solution, attract further financing, and continue our journey towards a greener, more sustainable world.



COMPANY NAME

Mission:Water

ABOUT US

MISSION:WATER, an impact startup, tackles clean water access and plastic waste with sustainable TETRAPAK water boxes. Partnering with businesses, we fund free water bottles through advertising, striving to offer clean water, promote sustainability, and encourage social responsibility.

✂ **INDUSTRY:** Engagement Marketing.

📍 **BASED IN BARCELONA, SPAIN.**

OPERATIONS: Operations in Spain with the first market being Barcelona



OUR TEAM



Brentan Marianayagam
CEO
[LinkedIn →](#)



Lukas Hedtheyer
COO
[LinkedIn →](#)



Jeroen Donia
CMO
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

We already secured our first customer. We are in talks with two more potential customers in Barcelona, Also, we have settled an agreement with our supplier LY Company in Malaga, Spain, who will be supplying us with the bottled tetrapaks which contain certified high quality Spanish spring-water and the printed advertisements on the boxes. Once we secured the first 3 deals, we will go into production. 10 weeks after the order we will start launching the first campaign in Barcelona. Currently we are conducting visits to different Retail Spaces in Ciutat Vella, Barcelona for our first Mission:Water store, where people can pick up their free water bottles. It will be the first zero-priced store in Barcelona! We will be launching by the 01.01.2024 and Barcelona will be our first market.



BUSINESS MODEL & UNIT ECONOMICS

Through B2B collaborations, we customize 500ml TETRAPAK water boxes with our partners' advertisements, distributing them to the public in Barcelona. Each campaign involves the distribution of 21,700 boxed waters, with a donation of 10 cents per unit to support water well construction in Benin, West Africa, through our partner organization, Benin-Direkt. Our campaigns typically generate €18,000 in revenue while incurring costs of €8,000.



FINANCIAL NEEDS & CONDITIONS

We want to get access to 100.000€ in order to expand our operations in Barcelona and to the next cities and make Mission:Water a known brand in Europe. The money will be used to scale our operations to different cities and offer our product to wider audience. With that being said, the second city that we will tackle is Madrid, Spain. The money will be used for our costs in logistics and marketing. This includes renting commercial space to use it as a Mission:water store, transportation and also storage facilities. In terms of marketing, we will use 35% of the money to advertise our brand on all platforms and produce merchandise in combination with events & guerilla marketing for our personal brand awareness.



WEBSITE <https://missionwater.webflow.io/>



CONTACT

missionwater@spainmail.com



COMPANY NAME

MOOD Inc.

ABOUT US

MOOD is developing sustainable daily consumer items to help sustainable conscious consumers make sustainable lifestyle easy with accessible, affordable, and aesthetic sustainable consumer goods.

INDUSTRY: FMCG. Sustainability. Social Impact.

BASED IN TAIPEI.



OUR TEAM



Yurou Cheng
 Founder & CEO
[LinkedIn →](#)



Nguyen Thuy Minh Tu
 CFO
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Current status:
Product development stage; Pre-seed round closed; Validated

- 1) Opening the first shop by November 2023.
- 2) Product lines under developing
- 3) Branding and Marketing



BUSINESS MODEL & UNIT ECONOMICS

B2C - Speciality Retailer of Private Label Apparel

MOOD conveys sustainable lifestyle by optimizing customer experience in physical stores and providing convenient online shopping experience.

In MOOD we sell houseware, stationery, home fabric, and healthy local food. More products are developing to cater to consumer needs.

MOOD is a chain brand. The first physical store is in Taipei, Taiwan. Once we finish expanding in Taiwan, we are looking forward to going to the Vietnamese and Korean markets.



FINANCIAL NEEDS & CONDITIONS

Pre-seed round closed.
 Registered company with the capital of €150.000.



WEBSITE <https://www.instagram.com/inc.mood/> · Official Website in progress



CONTACT yurou.cheng@alumni.esade.edu

REKLOSET

COMPANY NAME

Rekloset

 **ABOUT US**

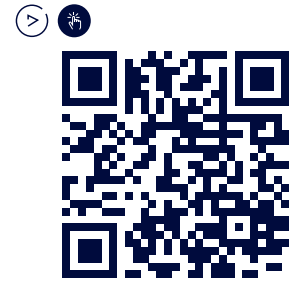
Rekloset champions circularity and conscious consumption, offering high-quality women's and kids clothing while reducing waste and empowering shoppers with excellent pre-loved pieces and clothing swaps.

 **INDUSTRY:** Sustainable Retail. Circular economy. Tech.

 **BASED IN BRUSSELS, BELGIUM. ONLINE AND PHYSICAL STORE.**

OPERATIONS: Starting with the Benelux region but planning to grow within Europe.

SHORT VIDEO PITCH



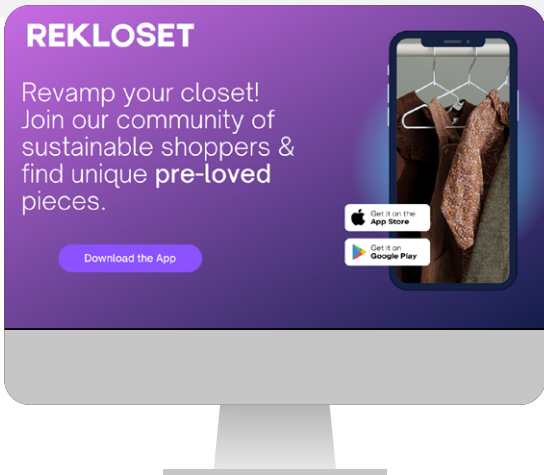
OUR TEAM



Rebeca
Díaz

Founder

[LinkedIn](#) →



CURRENT STATUS & NEXT STEPS

- The idea has been shaped after validation. We are now pivoting and validating a new approach, which is the clothing swap. The second-hand interest has been validated. The differentiator, compared to other second-hand shops, lies in the quality of clothing and the swap possibility. Moreover, we aim to create a seamless customer experience both online and in a physical store.
- Next steps:
 1. Obtaining inventory via circle and community and factory sales. Attending one factory sale mid September.
 2. Testing the swap concept by creating a group.
 3. Obtaining advice for opening a company in Belgium and info on aides available.



BUSINESS MODEL & UNIT ECONOMICS

- **B2C** - We acquire clothing from our community by buying from them items in mint condition with tags or gently used. Consignment pieces and keep 30%-50% depending on the item. Also we do swap bundles for several price points and sell advertisement space on the website or newsletter.
- **B2B** - Partner with small/medium brands for resale programmes. Sell & export to other countries the second-hand clothing.
- **Market size:** Only the second-hand clothing in Belgium is approx \$1 Billion. In Europe it's approx \$26 Billion. The global second-hand market in 2021 was \$96 Billion, expected to grow by 122% by 2026.



FINANCIAL NEEDS & CONDITIONS

We are bootstrapped and looking for government grants in Belgium and beyond to start with operations. In our first phase, we are only looking for public funding. For our second phase, we seek to establish partnerships with business angels and investors supporting circular and sustainable businesses to scale conscious consumption across Europe.



WEBSITE Prototype [here](#)



CONTACT rebeca.diaz@esade.alumni.edu



COMPANY NAME

SDG Assessment

ABOUT US

©SDG Assessment app - the app for streamlined ESG and SDG reporting and verification. Simplify, track and showcase your progress with compliant, verified data backed by 12 years research.

INDUSTRY: Sustainability. ESG. Reporting and verification. Finance. Construction. Government.

BASED IN UK (ONLINE).

OPERATIONS: Operations in UK, Luxembourg, Portugal, Spain, Trinidad & Tobago, Australia, Jamaica, USA.



OUR TEAM



Dr Lowellyne James
CEO
[LinkedIn →](#)



Sian Young
COO
[LinkedIn →](#)



Taal Baloch
CTO
[LinkedIn →](#)



Kirwyn Cambridge
CSO
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

©SDG Assessment has been nominated as a finalist for the QBE Insurance AcceliCITY Resilience Challenge 2022. Luxembourg House of Financial Technology Catapult Kickstarter Fall Edition 2022 and Nova SBE Haddad Entrepreneurship Institute Accelerator. We have completed a PoC project with an NGO, demonstrating our capability to deliver sustainability/ESG for SME customers. Presently, we are in negotiations with a major European pharmaceutical provider and the Government of the Republic of Trinidad and Tobago the richest economy in the Caribbean for a pilot projects of our Enterprise Level solution in Quarter 4 2023.



BUSINESS MODEL & UNIT ECONOMICS

Our target is to achieve 22% of the European ESG Software market by 2027, building initially from the Spain, Portugal, UK and other selected English-speaking jurisdictions e.g. USA diversifying into the Middle East and Asia by 2025. Our Serviceable Available Market is \$0.2B and it is formed by the European ESG Software market. We estimate that this market is growing at 13.2% per year. Using an Annual Recurring Revenue Model we offer 3 packages to customers Level 1 \$484 targeted at the SME market. Level 2 \$4844 targeted at fast-growing companies and Enterprise Level solution packages start at \$25000.



FINANCIAL NEEDS & CONDITIONS

To realise our mission, vision, and objectives within the first 3 years of our operations, ©SDG Assessment seeking an initial pre-seed capital of \$2M in a Simple Agreement for Future Equity (SAFE) financing structure to facilitate the execution of deliverables in our Strategic Plan. ©SDG Assessment will commit 50% of projected expenditure to standard setting, cybersecurity, business continuity management, and research and development (R&D) to ensure software application quality which meets customer expectations and differentiates our app from its competitors.

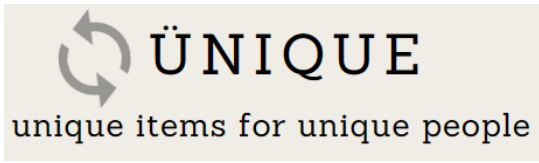


WEBSITE <https://www.sdg-assessment.com/>



CONTACT

contact@SDG-Assessment.com



COMPANY NAME

Ünique

ABOUT US

Ünique, the first design brand that specializes in upcycled and recycled furniture and decoration. We transform outdated pieces into unique design masterpieces, all while reducing solid waste and promoting sustainability. To do so, we employ people coming from disadvantaged background.

✂ **INDUSTRY:** Furniture and Interior Design.

📍 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: The project will kick off in the Barcelona and Catalonia areas and scale internationally in Europe, the USA, and LATAM (Brazil).



OUR TEAM



Alessia Bascucci
Founder
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Market test validation is ongoing. Currently discussing a possible partnership with local public institutions and consortium related to solid waste management for the raw materials supply chain; searching for production suppliers and also in contact with ACCIÓ for the first public funding to start production in 2024. The next short-term steps include achieving strategic partnerships and funding, consolidating the team to face the next stage of development, prototyping and go-to-market strategy.



BUSINESS MODEL & UNIT ECONOMICS

B2C - B2B with a direct producer-to-consumer system to generate income. Online and physical stores to buy our products restyled.

Future B2B2C business model option once production and value chain are in place and focus on sustainability, people and planet strategy.

Our income streams are:

1. Final sales to private consumers and businesses
2. Sale of services to public administrations related to solid waste
3. Income from public funding to train people at risk of social exclusion



FINANCIAL NEEDS & CONDITIONS

We are looking for public funding to start with the production. After that, we will look for further funding opportunities both at the public and private levels (crowdfunding, VC specialized in Impact investing, Social ventures and Business angels for women entrepreneurs). The initial investment needed 350K to start production, staff, marketing and sales, location and fixed costs. We are looking for connections with the public administration and furniture-retail business partners.



WEBSITE

Coming soon



CONTACT

alessia.bascucci@hotmail.com

wellow

ESG made easy, for all to follow

COMPANY NAME

Wellow

ABOUT US

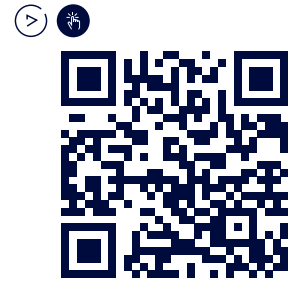
Wellow: Maximizing ROI for Tech Companies Through Innovative HR Solutions.

INDUSTRY: HRTech.

BASED IN ISTANBUL (TURKEY) & MUNICH (GERMANY).

OPERATIONS: Turkey and EU.

SHORT VIDEO PITCH



OUR TEAM



Derya İzgür
CEO

[LinkedIn →](#)



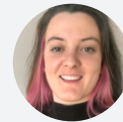
Ozan Kurt
CTO

[LinkedIn →](#)



Melis Lekesiz
CPO

[LinkedIn →](#)



Ece Dinçer
UX

[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Current situation:

- Beta testing in Turkey
- 200 vendors added
- 5 PoC firms confirmed:
 - 1 Unicorn
 - 1 Corporate VC with 6 startups
 - 2 scale-ups
 - 1 start-up

Next steps:

- developing an inside ESOP calculator
- integrating an emissions calculator
- establishing in EU



BUSINESS MODEL & UNIT ECONOMICS

B2B: SaaS

Subscription fee: 3 euros per employee monthly

Marketplace Commissions:

- 35 % SaaS Apps
- 20 % Corporate Trainings
- 50 % Benefit Workshops
- 10 % Co-working spaces & transportation
- 5 % 1 to 1 services



FINANCIAL NEEDS & CONDITIONS

"200K euros as SAFE

- 11% product development
- 33% marketing & sales
- 43% new hires
- 13% capex"



WEBSITE

<http://www.wellow.io/>



CONTACT

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esade
RAMON LLULL UNIVERSITY

Entrepreneurship
Institute (EEI)

B30
Circular
INNOVACIÓ PER A LA SOSTENIBILITAT

Project financed by:



Project supported by:

**The Rambla
of Innovation**

esade
RAMON LLULL UNIVERSITY

Center for
Social Impact

eWorks

www.esade.edu/eworks

Do Good. Do Better.