

esade

RAMON LLULL UNIVERSITY

Entrepreneurship
Institute (EEI)



eWorks

High Growth Ventures
Accelerator 2023

Project overview

eWorks

High Growth Ventures Accelerator 2023

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Foreword

We built the eWorks Accelerator to give a boost to startups that have High-Growth, High-Impact potential. It's part of the venture creation support offered by the Esade Entrepreneurship Institute and it's completely free of charge. Admitted teams get hands-on support, mentorship from experienced entrepreneurs and investors, plus a resource package worth over €10,000. And, of course, we connect you to investors and potential teammates.

2023 was kind of awesome. Among the participants we had Esade students and recent graduates, plus a growing number of external teams. Since 2021, we've been opening our doors wider, aiming to bring in a diverse mix of entrepreneurs. The beauty of it? Founders from all over, with different stories and goals, coming together, learning, growing and partnering together. At time of writing, two partnerships have already been established between companies that are part of the program!

We kicked off with 43 projects from all corners of the globe, covering a wide mix of industries. In this booklet, you'll see 38 of those that made it all the way. Just a heads up, as with any accelerator, some projects took a different turn. Sometimes it's better to realize early on if something isn't working and pivot. That's not failure; it's smart business. And when one door closes, another opens – these entrepreneurs will be back, even stronger.

To all our entrepreneurs, keep pushing the boundaries. We're here for you, cheering you on, and you're always a part of the eWorks family.

P.S. A quick note: the data you see here comes straight from the entrepreneurs. In the fast-paced world of startups, names and links can change in a heartbeat.



COMPANY NAME

AnTa

 ABOUT US

AnTa is revolutionizing fashion shopping in sub-Saharan Africa. Our platform virtually aggregates inventories from thousands of highly fragmented independent boutiques, curating their selections into one destination. This provides consumers a seamless way to discover greater variety and overcome inconvenience in a platform they can trust.

 **INDUSTRY:** Fashion Retail. Tech.

 **BASED IN BARCELONA.**

OPERATIONS: Operations in sub-Saharan Africa, starting with Ghana.

OUR TEAM



Elorm Mensah
Co-founder



Cherno Badjan
Technical Co-founder



Julius Amaning
Technical Co-founder

 **CURRENT STATUS & NEXT STEPS**

AnTa has:

- Validated consumer demand and boutique interest through 176+ discovery interviews.
- Recently completed product design and development of our MVP mobile app, which enables virtual aggregation of boutique inventory for a seamless shopping experience.
- Established partnerships with 32 initial boutiques ready to join the platform.

Key next steps include:

- Our technical team of 3 is focused on finalizing the mobile app and launching it on the iOS App Store and Google Play within the next 3 months.
- Concurrently, we are expanding our boutique outreach across Ghana to onboard 250 partners in our first year.
- With the app launched, we will focus on user acquisition through digital and grassroots marketing. Our goal is to hit 100,000 downloads, 50,000 registered users, and \$500,000 in GMV within the first year.
- Longer-term, we will strengthen our position as the go-to fashion destination in Ghana while expanding across sub-Saharan Africa.

The Pre-seed funding is key to executing these immediate next steps to drive viral growth.



BUSINESS MODEL & UNIT ECONOMICS

AnTa utilizes an asset-light marketplace model, generating revenues through markups, commissions, promotions, and stylist services. We aggregate inventories from boutiques without holding stock. The platform targets contribution margins of 60-70%, LTV/CAC ratio above 3x, and payback period of 6-9 months. With an omnichannel presence, low overhead by leveraging boutique inventories, and multiple revenue streams, AnTa is designed for sustainable, profitable growth. We aim to achieve \$500K+ GMV in Year 1 and capture 10% of the \$1.2 billion fashion market TAM in Ghana.



FINANCIAL NEEDS & CONDITIONS

AnTa is seeking €200K in pre-seed funding to build out our MVP and core operations, allocating funds towards product development, operations setup, and marketing partnerships. This round is targeted to provide a 6-12 month runway. We plan to raise a follow-on seed round of €500K+ in 12-18 months as we scale towards our GMV and user acquisition goals. AnTa is willing to discuss preferential valuation terms for early investors and plans to offer 5-10% equity shares in the pre-seed round. We are open to both equity and debt financing options and seek hands-on investors who can provide strategic advice. This initial funding is crucial to hitting our first-year projections of \$500K+ GMV, 250 boutique partners, and 50K users, setting us up for our Series A raise in 24-36 months as growth accelerates across Africa.



WEBSITE

Coming soon



CONTACT

hello@antafrica.com



COMPANY NAME

Avson

 **ABOUT US**

We create business continuity. We design strategies with all the alternatives and necessary actions in case of disruption, allowing activity to be recovered.

 **INDUSTRY:** Resilience & cybersecurity.

 **BASED IN MADRID, BARCELONA AND ZARAGOZA. HQ IN MADRID.**

We are based in Spain. Our target market starts with Spain and expands progressively and thoroughly across Europe and other countries.

OUR TEAM

Pablo
Martínez Gallur
CEO

 **CURRENT STATUS & NEXT STEPS**

We officially launched the business in July 2022 and are currently working with more than 15 industrial companies and 8 public entities, including Hospitals, City Councils, Government Agencies, etc. We are specialized in the water and critical infrastructure industry, where we have essential clients throughout the country but we continue to open sectors month after month. In recent months we have achieved a contract to incorporate 40 young people in training and work modality as well as 10 professionals to the team. The next steps are based on the consolidation of the operational structure, loyalty of current customers, development of the brand image and international expansion to Switzerland, Saudi Arabia and Andorra (where we have collaborators who will facilitate entry).

 **BUSINESS MODEL & UNIT ECONOMICS**

B2B & B2G. We implement business continuity, information security and critical infrastructure projects, performing annual maintenance. Our main clients are private and public entities.

We also have specific activities such as audits, crisis management or training.

We have not required financing, we use our own resources obtained from the signed contracts and we will begin international expansion in Q4 of 2023 from which we expect to obtain exponential growth in billing.

 **FINANCIAL NEEDS & CONDITIONS**

Not needed at the moment, we use our own resources from the contracts already signed.

bonappó

COMPANY NAME

Bonappo

 ABOUT US

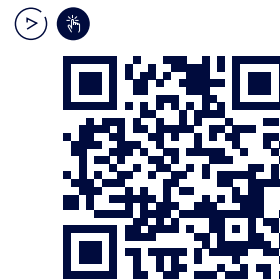
Bonappo is a social media app where people can find and connect with restaurants over more than just food, supporting the restaurants' story and brand.

 **INDUSTRY:** Social Media.

 **BASED IN BARCELONA.**

OPERATIONS: Initial operations in Spanish Markets, specially in Barcelona for market validation. Once KPIs for users and partnered restaurants is met, we would expand to Madrid, Marbella and then abroad, only onboarding capital cities. For example Lisbon would be next after Spain.

SHORT VIDEO PITCH



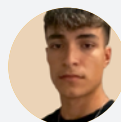
OUR TEAM



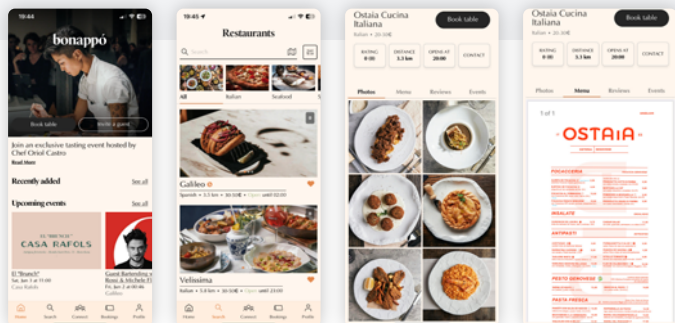
Puyan Sabur
CEO



Tanya Mzembi
COO



Kenneth Gomez
CTO



CURRENT STATUS & NEXT STEPS

Current status: MVP has been completed. Over 100 restaurant profiles and 6 letters of intent (representing 20 restaurants)

Next steps:

- **Mid August** the social media campaigns on LinkedIn, Instagram and TikTok will start, to start organically gaining followers on all platforms and using Esade/ Hubspot credits got Google and LinkedIn ad's
- **Mid Q3** - in September the app will be made available to download on App Store for IOs users only
- **October** - host a soft launch event in Barcelona in collaboration with partner restaurants



BUSINESS MODEL & UNIT ECONOMICS

B2C subscription model that will be charged to the users from €4.99/month or €39.99/annual

Additional would be:
commission from the reservation cost split between cover manager & Bonappo.

The subscription includes a free beverage, starter, or dessert for each meal at our partner restaurants.



FINANCIAL NEEDS & CONDITIONS

Currently bootstrapping and will continue to bootstrap until traction and market validation KPIs are met in Barcelona. After which we would be looking for funding to scale operations to other capitals.

With seed funding for €250K to the next two capitals in Europe.



WEBSITE <https://www.bonappo.com/>



CONTACT

psabur@bonappo.com



COMPANY NAME

Buysend

ABOUT US

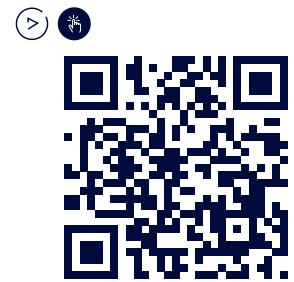
Buysend secures transactions of digital assets between strangers online. Born to allow worldwide users to sell and acquire digital assets by generating verified offers and providing a safe escrow system payroll.

INDUSTRY: Fintech. Tech and decentralized transactions solution.

BASED IN BARCELONA & UK.

OPERATIONS: Operations anywhere with internet reach, marketing strategy will mainly focus on Europe at the beginning.

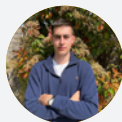
SHORT VIDEO PITCH



OUR TEAM

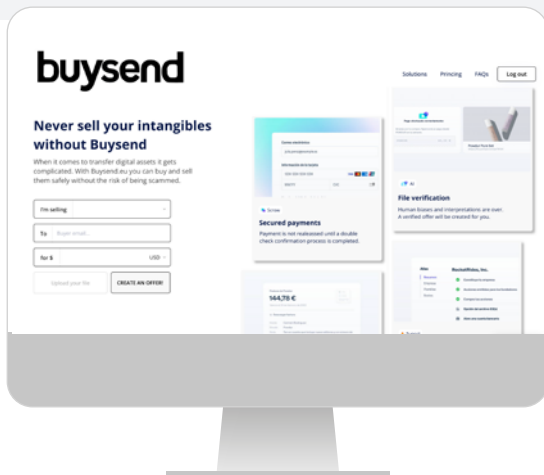


Arnau Salat



Biel Salat

Roger Bajona



CURRENT STATUS & NEXT STEPS

Idea validated.

MVP under development.

Seeking to get more precise feedback from first adopters.



BUSINESS MODEL & UNIT ECONOMICS

B2C and B2B.

(1) Retention for each transaction made. The retention rates will vary depending on the amount of technology deployed on granting each transaction, according to the type of asset transferred.

(2) Subscription model for habitual users.

(3) Specific subscription model for companies willing to acquire datasets through a more complete solution.



FINANCIAL NEEDS & CONDITIONS

We are currently bootstrapping to build our first MVP development. Funding might be considered once the first MVP is deployed to embrace a more ambitious go-to-market strategy. From 500k euros to be spent on marketing and development team.



WEBSITE <http://buysend.eu/>



CONTACT

salatarnau@gmail.com



COMPANY NAME

Cause

📁 ABOUT US

No-code platform where anyone can easily create, run and share apps to help achieve any personal goal which requires data gathering and analysis.

✂️ **INDUSTRY:** Digital Health & Wellbeing.

📍 **BASED IN BARCELONA.**

OPERATIONS: Operations in Europe, UK, US.

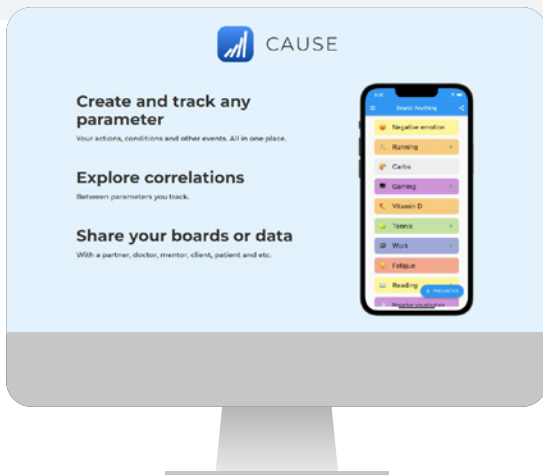
OUR TEAM



Daniil Galkin
Co-founder
[LinkedIn →](#)



Stanislav Shevchenko
Co-founder
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Done:

- (1) MVP released, more than 15 apps created in the fields of baby raising, negative emotions control, allergy diagnosis, eating and sleep habits, and etc.
- (2) 32 interviews conducted to understand basic drags and motivations for data gathering related apps: with end users and experts.

What are we doing:

- (1) We are building basic features open-source platform to officially release in March 2024
- (2) Approaching scientific researchers to be of use for them
- (3) Approaching well-known experts as possible app creators



BUSINESS MODEL & UNIT ECONOMICS

(1) B2C (freemium model):
end users can use their data gathering for free and will be charged for Data Analytics and Insights over their data according to the calculation capacity expended. We expect that on average a paying user brings €5 of revenue monthly.

(2) B2B:
health, research and other institutions willing to use Cause for their clients will pay for support, white-labeling and additional customization.



FINANCIAL NEEDS & CONDITIONS

We're looking to raise €450K (minimum ticket of €50K) to finance the development team of 6, data science engineer and the marketing team of 3 (support included) until 9 months after official launch in March 2024, as well as €70K for apps creators motivation.



WEBSITE <https://thecause.app/>



CONTACT

dangalkin@hey.com



COMPANY NAME

Cocoon

ABOUT US

Affordable, personalized co-living for like-minded seniors, integrating 24/7 care, wellness tech, communal spaces, and more, to ensure dignity and happiness in elderly life.

INDUSTRY: Healthcare.

BASED IN MARBELLA (SPAIN).

OPERATIONS: Operations in Spain with plans to expand to Portugal, France, Greece, Italy and all of Europe.



OUR TEAM



Ayla Assad
Co-founder and head of Estate



Julie Rawlinson
Head of Care



Karim Assad
Product Head and co-founder



CURRENT STATUS & NEXT STEPS

Cocoon has firmly established its presence in Spain, laying a strong foundation. We've crafted our brand voice and guidelines, conducted thorough market research, and developed a compelling value proposition. Our Minimum Viable Product (MVP) is in progress, complemented by a robust legal framework. We've assembled a dedicated core team and formed a strategic alliance with the GHP Group, positioning us for quality-driven growth. Collaborations with partners like Aiudo and Binah have expanded our network. In the short-to-medium term, Cocoon is focused on solidifying our company structure, implementing efficient systems and procedures, and finalizing legal agreements. We've signed agreements for five homes (Level 1 and 2) and are poised to launch our Beta version. Research continues to drive innovation, and we're actively expanding our team to meet our goals. Our upcoming endeavors include intensified public relations efforts, social media engagement, and SEO strategies. Cocoon is on an exciting trajectory towards redefining eldercare with technology-driven solutions.



BUSINESS MODEL & UNIT ECONOMICS

COCOON generates revenue through monthly rental fees paid by residents in their senior co-living properties. Additional income sources include care fees for services like telemedicine and concierge services. The platform may also receive commission fees from property owners for promoting their properties and partnering with senior care services, earning referral fees for resident referrals.



FINANCIAL NEEDS & CONDITIONS

COCOON is seeking EUR250,000 in funding to propel our growth. The allocation plan includes product enhancement to improve user experience, robust marketing for broader reach, and team expansion for technical and customer support. We welcome investors who align with our vision to revolutionize eldercare with innovative technology, focusing on people's well-being. We are open to equity investments or convertible loans, valuing strategic partners who bring industry expertise and networks to accelerate our mission. Your support will play a vital role in our journey to reshape the eldercare landscape.



WEBSITE <https://www.cocoon.services/>



CONTACT

alya.assad@cocoon.services



COMPANY NAME

CyberFarm

ABOUT US

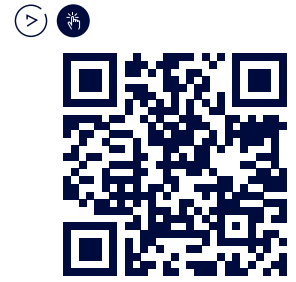
Artificial Intelligence based software optimizes the performance of dairy farms through dynamic forecasting and a hypothesis testing function using a simulation feature.

INDUSTRY: Agtech. AI. B2B. Software.

BASED IN LONDON (UK).

OPERATIONS: Operations in Turkish and Middle Eastern market.

SHORT VIDEO PITCH



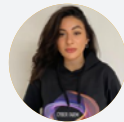
OUR TEAM



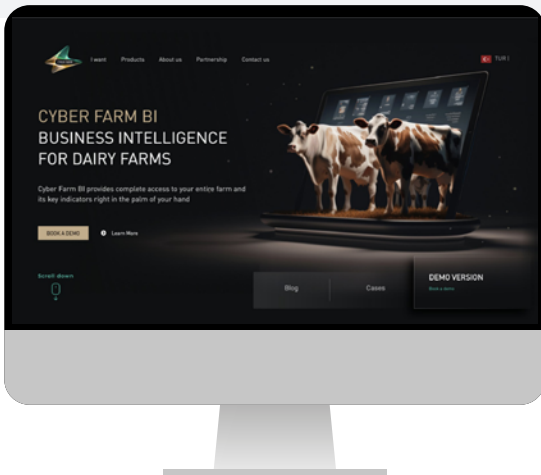
Lado Sheroziia
Founder



Rinata Zhumabayeva
COO



Shamsi Bagirova
Investor Relations Manager



CURRENT STATUS & NEXT STEPS

Ready MVP.
Currently searching for the farms to start a pilot project.

Next steps:

- Pilot project in Turkey
- Pilot project in UAE
- Improvement of AI machine learning model



BUSINESS MODEL & UNIT ECONOMICS

- **B2C (Farmers)** - expected to start by 2023-2024
Regular payments
Subscription for farms
Monthly, quarterly, or annual payments.
- **B2B** - expected to start by the end of 2023
Feeding, Genetic, and Veterinary companies
Buying our software to provide subscriptions to their customers on a free basis as part of a bonus policy.
- **Consulting** - expected to start by 2024
Providing consulting services to farms in different formats
Using the capabilities of the software without providing a subscription.



FINANCIAL NEEDS & CONDITIONS

- Attract investments 750K**
Business angels - 600k, Accelerators - 150K
experienced and knowledgeable investors (SmartMoney)
- Attraction OF EXPERTS** - Engaging outside experts to develop and scale the project
- Partnership agreements:** signing agreements with dairy sector companies
- DEMO-VERSION TESTS**
signing agreements with dairy farms



WEBSITE <https://cyberfarm.ai/>



CONTACT

lado@cyberfarm.ai



COMPANY NAME

Endii

ABOUT US

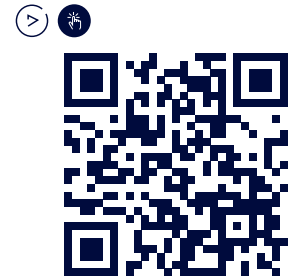
We create, manufacture and sell school supplies for Autistic people, certified with an "Autism Friendly" stamp, for them to experience the world without limitations.

INDUSTRY: Social impact.

BASED IN BARCELONA (SPAIN).

OPERATIONS: Currently operating in Spain. Focusing on the Spanish market but open to expand globally because the customer need exists regardless of countries.

SHORT VIDEO PITCH



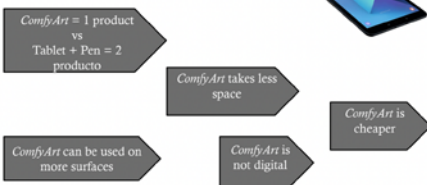
OUR TEAM



Elisabeth Casas
Co-founder & CEO
[LinkedIn →](#)

Meritxell Forteza-Rey
Co-founder & advisor

Differentiation from



CURRENT STATUS & NEXT STEPS

What we have achieved so far is defining the value proposition and doing the market research. Currently working on the Business Plan, website, building the team, branding and marketing strategy and also product development with an industrial designer to finish the first MVP of the first product of endii named ComfyArt, that will be ready at the end of September. We still need to incorporate the company and patent the first product ComfyArt once it is ready. Moreover, we still need to do customer acquisition, establishing partnerships, pre-launch buzz through social media, organize launching event, work on customer support and continue iterating and growing.



BUSINESS MODEL & UNIT ECONOMICS

endii has B2B clients such as schools and B2C clients like caretakers of autistic students.

The size of the market is
TAM = 175.928.200 €
SAM = 44.520.000 €
SOM = 11.130.000 €.

The Unit economics is CAC = 20 €
LTV = 3.600 €"



FINANCIAL NEEDS & CONDITIONS

We are currently bootstrapping to cover the costs of the first MVP. We require 120K euros/USD in total. 20K to cover investment and launching costs of years 2023 and 2024 and 100K to cover operating costs of years 2023 and 2024. In exchange of this 120K we are willing to give away 10% of equity to investors.



WEBSITE <https://endii.my.canva.site/>



CONTACT

casasfortezarey@gmail.com



COMPANY NAME

Eqtrade

 **ABOUT US**

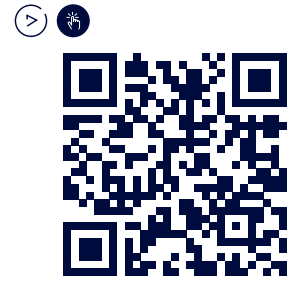
Our system empowers farmers to transform their land into thriving businesses. Eqtrade provides producers with the financial means to leverage partnerships with existing agritech technologies.

 **INDUSTRY:** Agtech.

 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: Operations in Spain, Latam. Our targeted markets are Latam, India, Asia and North America.

SHORT VIDEO PITCH



OUR TEAM



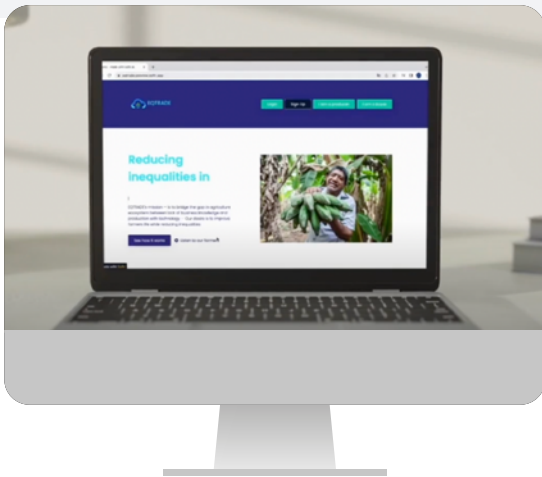
Isabella Bernal
CEO & founder
[LinkedIn →](#)



Pedro Diaz
CTO
[LinkedIn →](#)



Ajay Shankar
Head of sales & Co-founder
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Currently , we are executing the first trade of food in a traditional way, from a producer of sesame seed from Mexico to a buyer in Barcelona.



BUSINESS MODEL & UNIT ECONOMICS

Fee on trades, annual subscription to system, add on purchases, partnership consultancy fee, payment fees.



FINANCIAL NEEDS & CONDITIONS

We require €300K in total, €180K for year 2024 to cover the costs associated with the sales representatives and other operating costs of the company and 120K in 2025 to cover the costs associated with the sales representatives, the development of the system, and other operating costs of the company.



WEBSITE [Linkedin profile here](#)



CONTACT

eq.trade33@gmail.com



COMPANY NAME

EU Remote

ABOUT US

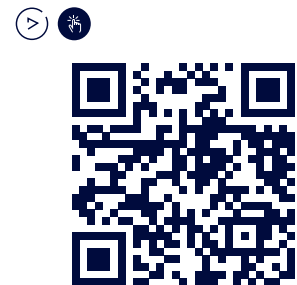
Payroll and compliance software that enables global companies to hire remote employees in Europe directly, without establishing legal entities or contracting an Employer of Record.

INDUSTRY: HRTech. Fintech - social impact.

BASED IN BARCELONA (SPAIN).

OPERATIONS: Currently operations in Spain, but due to the nature of the business we are simultaneously entering multiple European markets with an initial focus on Spain, UK, France, Netherlands, & Portugal due to customer feedback (where the majority of our potential customers have remote employees based).

SHORT VIDEO PITCH



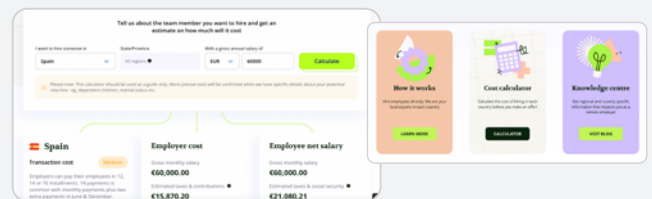
OUR TEAM



Rachel Craig
 Founder & CEO
[LinkedIn →](#)



Sara Bongartz
 CTO
[LinkedIn →](#)

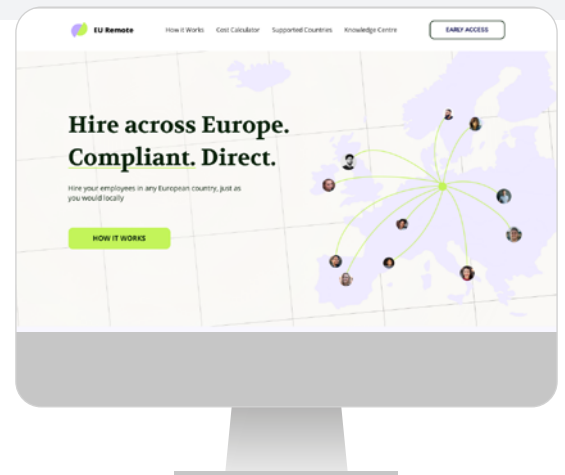


CURRENT STATUS & NEXT STEPS

We signed our first customer in October 2022. Working with this customer has enabled us to establish the requirements for MVP, for which we have been able to design the UI for product development. We can use this to further test the product requirements. We are currently in talks with additional customers to secure pre-product sales or letters of intent. Via our landing page, we are working on content marketing efforts which we will begin to advertise via EU Remote Jobs in Q4 2023 to coincide with the MVP launch, also in Q4 2023.

Current focus: Secure Letters of Intent and pre-product sales. Complete the MVP for 5 European countries. Finalise a tech advisor to advise on technical ambitions for the product.

Next steps: Secure funding to enable us to continue to build the product and secure the core team.



BUSINESS MODEL & UNIT ECONOMICS

B2B Subscription model with rates dependent on the number of employees:

- €350 per employee per month (1-5)
- €300 per employee per month (6-10)
- €250 per employee per month (11+)

One year contract for enterprise clients with more than 5 employees distributed in multiple different countries.

Set-up fees for small clients with one employee in one country managed through platform. No minimum contract.

FINANCIAL NEEDS & CONDITIONS

We have some initial funding from family & friends for the MVP development. We're looking to secure additional funding from a number of **angel investors - circa €750,000**, to build the product and secure the team - Engineering, Operations & Marketing. We have already been establishing relationships with some Angel Investors and **we would like to connect with additional potential investors who are interested in this space**. Final amount and equity distribution is dependent on goals being achieved - i.e. secure early sales. This is for 24 months runway, and to be finalised during Q1 2024. **Go-to-market via the founder's other business in this space - eurementjobs.com** where she has been working with companies that hire remotely in Europe during the last three years.

FindYourBra

COMPANY NAME

FindYourBra

 **ABOUT US**

Revolutionising bra online shopping: we help women find the bra size and styles that suit them and their activities offering a personalised selection of products.

 **INDUSTRY:** Fashion. Lingerie. Social Impact. Wellness.

 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: Spain.

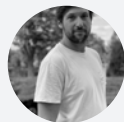
SHORT VIDEO PITCH



OUR TEAM



Valentina Biglia
CEO & Founder



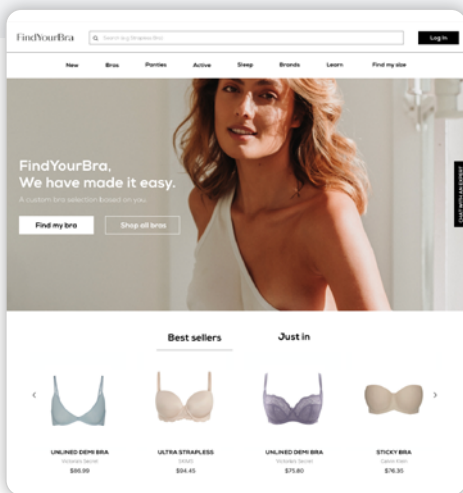
Eduard Mayoral
Creative Strategist



Lorella Vesentini
Gynecologist oncologist



Juan García
Freelance Developer



CURRENT STATUS & NEXT STEPS

In Q2 2022, we validated the idea after fieldwork with women struggling to look for a bra. Q4 2022 designed and patented the FYB measurement system together with a team of gynecologists, surgeons and bra fitters. We started the Tecnocampus and Barcelona Activa's pre-accelerator programs in Q1 2023 and launched our first MVP, meeting and opening collaboration opportunities with Dexeus Dona and ACTO Piemonte, breast cancer clinics and NGO's. Q2 2023 we started Tik-Tok and RRSS strategy: getting up to 18K views per post. Expecting to launch our MVP matchmaking platform with affiliate program in Q4 2023 thanks to the collaboration with Royal Melbourne Institute of Technology (RMIT). Q4 2023 starting a social impact and scientific study with breast cancer associations / hospitals on how FindYourBra can improving women's well-being in the post-operative period looking for a bra that fits. The bra that fits you already exists, you just have to find it. Now it's easy with FindYourBra!



BUSINESS MODEL & UNIT ECONOMICS

B2C: Marketplace with affiliate program 15% commissions on sales.
 Freemium Subscriptions: Offering premium consultation from €19.99.
 B2B: Selling data to lingerie brands for product's improvement and future productions from 12K/report.
 Licencing of FindYourBra's measuring service to aesthetic clinics, breast cancer clinics/NGOs, surgeons and wellness institutions from 12,5K€ to 50K€/year. Advertising in the platform from 1,5K/monthly.
 Break-even: Expect to break-even within 2 years with 5,000 subscriptions.
 LTV Potential: Projected LTV ranges from €200 to €1,200.
 Cost-Efficient: CAC 10€, Conversion Rate Optimization (CRO) 10%



FINANCIAL NEEDS & CONDITIONS

Every day there are women looking for the right bra for her and her needs. FindYourBra is now here to help them take their shopping experience to the next level.

 We are currently self-financing but open to proposals and welcome fresh and committed minds to the cause in our team.



WEBSITE <https://www.findyourbra.com/>



CONTACT valentina.biglia@findyourbra.com



COMPANY NAME

FlorenceCare

ABOUT US

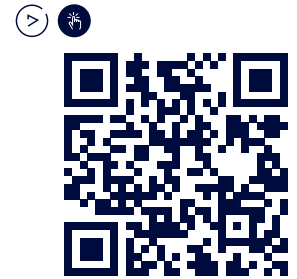
Assistant for seamless health management at home: all you need, always available, in one place. Enables patients to effortlessly connect with professional home services, access integrated health data and securely share it with doctors across the globe.

INDUSTRY: Health tech & Home healthcare.

BASED IN BARCELONA (SPAIN) & ROME (ITALY).

OPERATIONS: Operations in Italy.

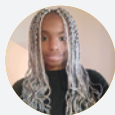
SHORT VIDEO PITCH



OUR TEAM



Rocco Ciraci
CEO & Co-founder
[LinkedIn →](#)



Alejandra Mancilla
CSO & Co-founder
[LinkedIn →](#)

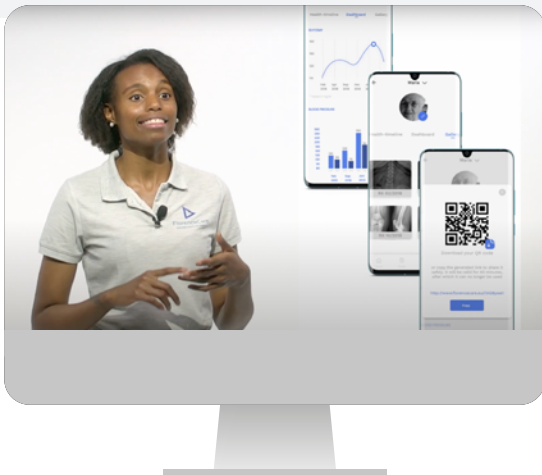


Davide Bracaglia
CTO & Co-founder
[LinkedIn →](#)



Laura Di Manno
Junior Frontend Developer
[LinkedIn →](#)

Dr. Alessandro Da Crema
Scientific Consultant



CURRENT STATUS & NEXT STEPS

In Q4 2021, we validated our vision with compelling proofs-of-concept. Q1 2022 marked significant team growth, propelling us forward.

We completed a dynamic pre-accelerator program in Q3 2022, while birthing FlorenceCare Limited and nurturing our BETA platform. Now, we're dynamically operating with a €30k budget, participating in accelerators across Barcelona and Rome, and proudly securing a €5k grant from Regione Lazio. And the crescendo? The eagerly anticipated launch of our technology's Minimum Viable Product (MVP) in Q4 2023. Our journey is a testament to our unwavering dedication and the limitless potential of FlorenceCare. Stay tuned for what's to come!



BUSINESS MODEL & UNIT ECONOMICS

B2C: Claiming 15% of revenues from health services.
FreemiumSubscriptions: Offering 2GB data storage for a mere€5.99/month.
B2B Excellence: Tailored service packages for insurers, clinical trials, and corporate wellness at €590/year per employee.
DataAsAService: Data Buyers access 1.2TB data for€150,000/year.
Swift Break-even: Expect to break-even within 2years with 6,000 subscriptions.
LTV Potential: Projected LTV ranges from€200 to a tantalizing€1,800.
Cost-Efficient: Acquire customers (CAC) for less than €1, boasting a Conversion Rate Optimization (CRO) of a robust 90%.
 Model sizzles with potential, ensuring profitability and growth!



FINANCIAL NEEDS & CONDITIONS

Seeking €500,000 for a 20% equity share via a SAFE contract. Over the next 12-18 months, our focus is on achieving key milestones: advancing product development, scaling user traction, meeting revenue goals, expanding into new markets, forming strategic partnerships, and nurturing team growth. This investment is pivotal to our growth and valuation



WEBSITE <https://florencecare.eu/>



CONTACT roccociraci@florencecare.eu



COMPANY NAME

Hall Up

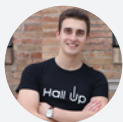
ABOUT US

Hall Up is a live & remote music production platform. We offer musicians access to top-notch music professionals with real-time in-studio experience accessible from home.

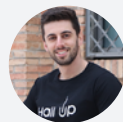
✂ **INDUSTRY:** Music Tech.

📍 **INCORPORATED IN DELAWARE (USA). OPERATING FROM SPAIN & USA.**

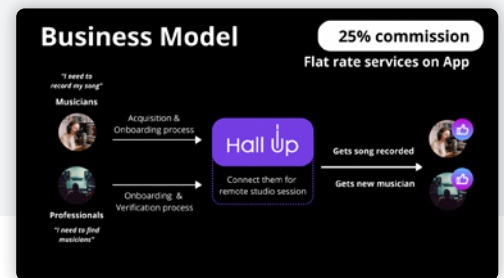
OPERATIONS: Operating in USA & UK.



Sylvain Martineau



Corentin Laurent



🤝 **CURRENT STATUS & NEXT STEPS**

Hall Up is a bootstrapped company. We've raised \$12k in crowdfunding to cover our operating costs, establish partnerships, and attend music-tech events. Our webApp is Live, we have an international roster of professionals providing songwriting & music production services to musicians. As we are centralizing our marketing efforts on the US and UK markets, we are getting our first musician testimonials and we've established 3 different partnerships with artist management agencies. The next steps for us are to continue developing partnerships with other agencies, online music communities and streaming platforms. We are currently recruiting a Head of Marketing to help us execute our pre-capital marketing strategy. Once those goals are achieved, we will be looking for a pre-seed fundraising of \$600K.

These funds would be used to :

- outreach musicians by sponsoring festivals, ads and ambassadors representing the brand.
- outreach professionals & get partnerships by hosting booths at music/tech events.
- Implement easy-collaboration solutions for improving our user experience within the webapp.

👛 **BUSINESS MODEL & UNIT ECONOMICS**

We have a commission based business model. Services are listed at flat rates on the platform.

We charge a 5% fee on musicians and a 20% fee on professionals as we connect them for remote studio sessions.

In order for this to work, we have an acquisition & onboarding process for both musicians and professionals.

In addition, we have a verification process for professionals in order to ensure quality service to musicians and their retention within the platform.

🏠 **FINANCIAL NEEDS & CONDITIONS**

Uses funds of \$600k :

- 35% to outreach professionals & partnerships: Sponsoring & event booth hosting.
- 30% to outreach musicians: Continue community dev & Social business, sponsors ads and ambassadors
- 25% to software development: hiring software engineer, integrate native collaboration apps.
- 10% OPEX: Operating costs, salaries.



COMPANY NAME

Handysteps

ABOUT US

A web and on-demand mobile App that allow you to travel in real-time from your phone or tablet by connecting you with verified local people in your dream destination that are willing to take you for a ride by using also their phone camera.

INDUSTRY: On-demand. TravelTech.

BASED IN BARCELONA (SPAIN).

OPERATIONS: Operations in Barcelona and Milano.

OUR TEAM

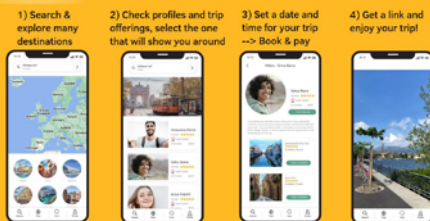


Javier Fernández
CEO & Founder



Ariane Schneider
CCO

How it works



CURRENT STATUS & NEXT STEPS

- Validated concept with a big market opportunity. Positive feedback from people age 20-39 (2.3 billion TAM). Figure for all on-demand apps is projected to be USD 335bn by 2025.
- Have solved the basic Unit Economics
- At the end of the Esade program we will have a demonstration MVP including the main functions
- Need funding to support the new business & to move forward to develop a full MVP! (we have onboard an App development company who understood the project and have a quotation)



BUSINESS MODEL & UNIT ECONOMICS

B2C; Marketplace; Scalable;

Handysteps drives revenue by taking a commission from each trip experience

-25% goes to the Startup;

-75% goes to the Local person giving the trip

The medium ticket per trip is around 25€ (6.25€ go to the startup).

Unit Economics: Costs; Product-Trip & Starting in 2 attractive locations:

BCN- MILANO.

Unit economics: LTV:CAC is >1: Product Market Fit. By the 2nd-3rd year of operations, we will be able to increase substantially the market share.



FINANCIAL NEEDS & CONDITIONS

We are currently opening our Pre-seed round of €60K, so we can support the new business, hire the already briefed App development company to cover the full MVP. Our goal is to start working on the deployment of the pilot by the beginning of Q1 2024. We are looking to align our vision and startup principles with the vision and experience of angel investors or strategic investors



WEBSITE

<https://handysteps.my.canva.site/gethandysteps>



CONTACT

javierfponce@gmail.com



COMPANY NAME

Holi

ABOUT US

The first digital advisor that guides foreigners moving to Spain through the bureaucratic process.

INDUSTRY: LegalTech. Immigration Law Services.

BASED IN BARCELONA (SPAIN).

OPERATIONS: Spain.

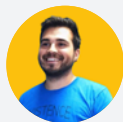
SHORT VIDEO PITCH



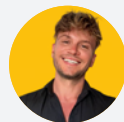
OUR TEAM



Maja Rozylo
CEO & Co-founder



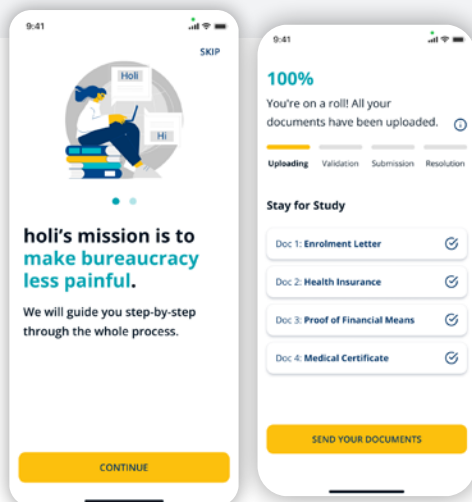
Giuseppe Moretti
CTO & Co-founder



Lukasz Wesolowski
CLO & Co-founder



Andrea Castellvi
CCO & Co-founder



CURRENT STATUS & NEXT STEPS

We have a validated business idea with positive feedback from both B2C and B2B potential customers. We are working now on our MVP while initiating brand awareness activities.



BUSINESS MODEL & UNIT ECONOMICS

We operate with a dual business model, serving both B2B clients such as universities and employers hiring international talent (multinational companies, call centers, tech companies), as well as individual B2C customers who are foreigners moving to Spain.



FINANCIAL NEEDS & CONDITIONS

We are looking for angel or VC investment to cover full-time app development and business growth costs for 1-2 years.



WEBSITE <http://holiapp.es/>



CONTACT

maja.rozylo@gmail.com



COMPANY NAME

Kiido

ABOUT US

Kiido is a holistic solution for divorced and separated couples enabling them to be better co-parents.

INDUSTRY: Impact. Fin Tech.

HQ IN FRANCE, OFFICE IN BARCELONA (SPAIN).

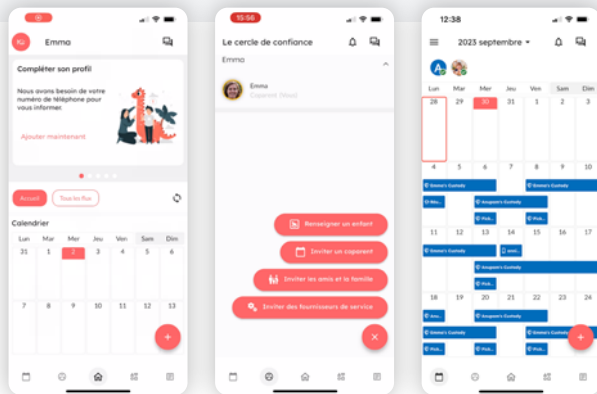
OPERATIONS: Operations in France. Ready to expand with funding to Spain and some Nordic countries.



OUR TEAM



Anupam Kundu
CEO & Founder



CURRENT STATUS & NEXT STEPS

- Beta app launched in Google and Apple App Stores.
- We have also been busy creating a wide network of professionals - couple counselors, divorce planners, psychologists, therapists, lawyers - across France to provide holistic support for the coparents during such stressful times.
- Currently in pursuit for the HR departments of large enterprises to introduce Kiido as a benefit for their separated and divorced parents.
- We are hosting free webinars with our collaborators / partners to raise the awareness of the topic and the brand. Soon we will offer making appointments with these collaborators.



BUSINESS MODEL & UNIT ECONOMICS

Our primary source of revenue will be subscriptions - B2B2C.

We also have laid out the infrastructure for ancillary paid services like Kiido Learning and Kiido Embedded Finance (digital wallets).

Secondary:

- Events / Learning
- Appointments
- Services



FINANCIAL NEEDS & CONDITIONS

Kiido is looking for pre-seed funding of up to €1Mv from progressive angel investors who believe in the cause and our team. 20% discount. Max ceiling valuation at €3M. We have received a 20K grant from BPI in France and the Founder has invested 70K of his own. The new money raise will be used for Marketing and Promotions, Customer Success and Product Enhancements.



WEBSITE www.kiido.fr



CONTACT

anupam@kiido.fr

LEGAL PYTHIA

COMPANY NAME

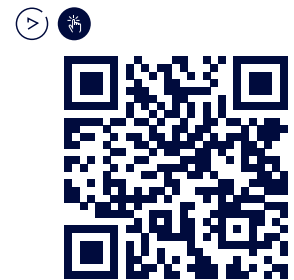
Legal-Pythia

 **ABOUT US**

Legal-Pythia uses Explainable Artificial Intelligence to automatically organize, categorize and search legal and financial information. The problem we solve is that employees still have to manually compare, categorize and search through information, which is slow, costly and takes too much time away.

 **INDUSTRY:** FinTech. InsurTech.

SHORT VIDEO PITCH



OUR TEAM



Jeremy
Bormann
CEO



Otmane
Cherrade
CTO

 **CURRENT STATUS & NEXT STEPS**

The company had its first pilot customer with Almerys recently. The software is currently being tested by the Financial Conduct Authority in London, the National Bank of Ukraine and SFC Colombia to detect fraud in ESG-related claims. The next steps will be to get more pilot customers and paying customers for the solution to generate significant revenue and to scale as a business.

 **BUSINESS MODEL & UNIT ECONOMICS**

The business model is a monthly software as a subscription model. This means that our customers will pay a monthly fee, around 50-120 Euro per month, for the use of our features. Alternatively, we will implement a pay per use model, meaning that our customers will pay only for the amounts of documents/datasets uploaded.

 **FINANCIAL NEEDS & CONDITIONS**

We need at least 50 000 Euro in investment. We could give up to 5% of the shares of the company for this.



COMPANY NAME

MiMIAT

📁 ABOUT US

MiMIAT empowers heroes with digestive issues. Our engaging app allows users to track their disease, gain insights to improve their health, and engage in a global and supportive community.

✂️ **INDUSTRY:** HealthTech. Social Impact.

📍 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: MiMIAT is established in Barcelona, Spain. Although we will start our operations in Spain, subsequently we will deploy our services all over the European Union.

SHORT VIDEO PITCH



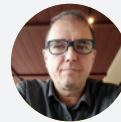
OUR TEAM



Suraj Kumar Lachmandas
Founder



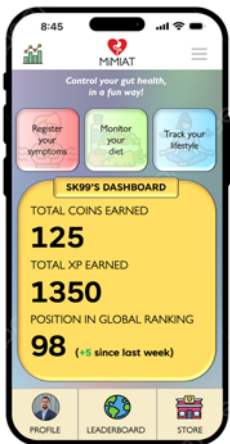
Josep Domènech
Chief Strategy Officer



Dr. Daniel Roca
Chief Medical Advisor



Dr. Pedro Pablo Martin Martins
Medical Advisor



CURRENT STATUS & NEXT STEPS

Our journey has marked significant milestones. We've developed a simple MVP, forming the innovative base of our app. As partners of The Jena Declaration UNESCO Chair on Global Understanding for Sustainability, we foster impactful collaborations aligned with our mission to empower heroes with digestive issues. Even before launching our app, we've nurtured a network of strategic B2B partners, including discussions with dietitian schools. This showcases our ability to attract like-minded partners, highlighting alignment between our aspirations and their objectives. Since mid-August

2023, we've cultivated a robust online presence on LinkedIn, YouTube, and Instagram, resulting in positive responses and underscoring our strong market positioning. We aim to launch the beta in 2023 Q4, setting the stage for a comprehensive app rollout, providing users with a firsthand experience of MiMIAT. Looking ahead, while prioritizing a European footprint, we remain mindful of potential horizons. Gathering insights from the European audience, we plan to strategically expand into the US or Asian markets, with India showing promising interest.



BUSINESS MODEL & UNIT ECONOMICS

B2C-B2B

We focus on establishing strategic B2B partnerships to monetize the insights we gather. By offering the app at no cost to users (individuals and healthcare professionals), we achieve maximum market penetration, enhancing the value proposition for our partners. This strategy is engineered for scalability and long-term sustainability, creating diversified revenue streams. Our inclusive approach serves as a unique market differentiator, appealing to a wide demographic of individuals with digestive issues, which in turn amplifies the reach & value of MiMIAT.



FINANCIAL NEEDS & CONDITIONS

We're seeking an initial investment of 120-150K€ for to achieve the following objectives. These funds will allow us to build a robust technological structure, improve the user experience, and ensure scalability. The investment will support the implementation of robust privacy measures, prioritizing users' data security and building trust. Our European go-to-market strategy is carefully crafted to ensure widespread adoption of our app. By entering this market, we aim to provide our empowering solution to a wider audience, making a substantial difference in the lives of those seeking better digestive health. We seek investors who join us to contribute to our mission of empowering heroes battling digestive issues, catalyzing positive change in these people's life. Together, we can make a profound impact on these individuals' well-being.



WEBSITE <https://mimiat.my.canva.site>



CONTACT

mimiat-app@hotmail.com

MINDFUL REALITY

COMPANY NAME

Mindful Reality

ABOUT US

Mindful Reality is an online Storytelling Consultancy Studio for startups. We engage and connect the product to its audience through meaningful messages and stories that support and inspire the world's perception of the brand.

INDUSTRY: Storytelling.

BASED IN BARCELONA & REMOTE.

OPERATIONS: Mindful Reality will be launched in Barcelona and LATAM with the goal of achieving a global market in the long-run.



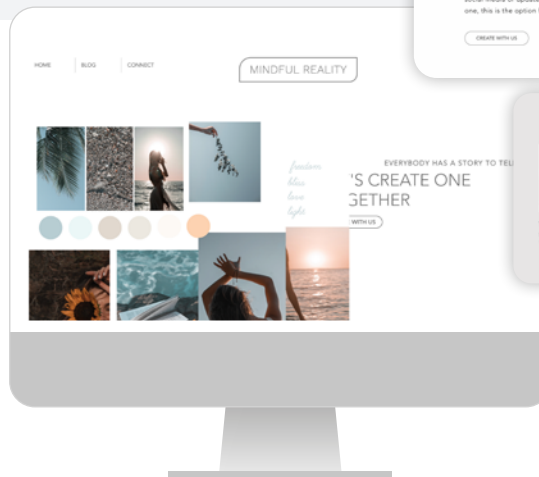
OUR TEAM



Paola Luconi
[LinkedIn →](#)

CURRENT STATUS & NEXT STEPS

First MVP ready, currently validating the service and aligning it with consumer needs through audience research segmentation in order to potentially acquire loyal paying customers.



BUSINESS MODEL & UNIT ECONOMICS

B2B/B2C: Mindful Reality will operate on a subscription model offering customized storytelling services to a specific client profile. The pricing plans will be offered according to the customer's needs within 3 months, 6 months, or 1 year.

FINANCIAL NEEDS & CONDITIONS

No need for the moment. Mindful reality is using its own resources to develop and evolve its services. However, it could be part of the long-term goals when the scaling efforts come in.

NCLUB

COMPANY NAME

NClub

📁 **ABOUT US**

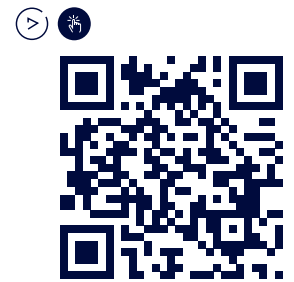
NCLUB, the social network that never sleeps, allows you to previously connect with people attending to the same venue tonight, erasing that fear of rejection everybody has suffered some time in their life. Your best night starts in NCLUB!

✂️ **INDUSTRY:** Dating App and nightlife industry.

📍 **BASED IN BARCELONA, SPAIN.**

OPERATIONS: Spain and its main capital cities.

SHORT VIDEO PITCH



OUR TEAM

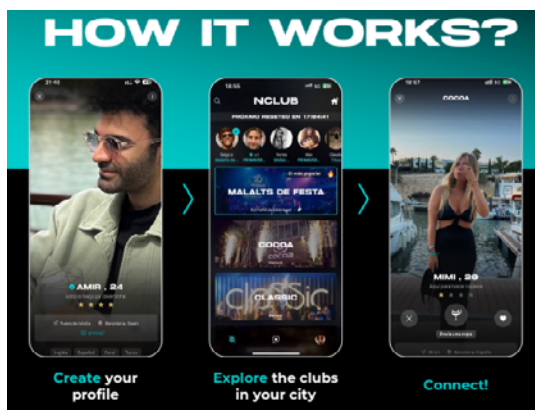


Srecko Pirnat
CEO



Arnau Sendra
CFO

Amirala Masoomi
CTO



CURRENT STATUS & NEXT STEPS

Current status:

After raising 85.000€ in our first round, we are raising a new investment round, with 25% compromised; finishing deals with the main Spanish ticket sellers; working and collaborating with marketing agencies for expanding our Ads portfolio.

Next steps:

- Q4 23 - Validate ticketing business model and close the investment round.
- Q1 24 - Expand our user base and conquer the Spanish capitals.



BUSINESS MODEL & UNIT ECONOMICS

- 1) Ticket sales and VIP bookings: contact with the referencing clubs within each city to commission for the sale of tickets and VIP bookings.
- 2) In- App Advertising: clients (brands interested in advertising within our user) buy "packages" of 100,000 Ad impressions for a price of €7 per 1,000 impressions (each campaign/package is €700 per advertiser).
- 3) Freemium: users subscribe to premium versions of NCLUB to unlock certain features and improvements.



FINANCIAL NEEDS & CONDITIONS

Looking for 250k€ between follow-ons and new add-ons. Our main vision is to get smart money that has influence in our industry, as club and festival owners. We are seeking for mainly Business Angels, as we consider our stage is early to present to Venture Capitals and Funds. Funds will be destined to hire new talent mainly in marketing and programming, along with investment in marketing campaigns that will allow us to grow our user base exponentially and thus allowing our revenue to grow at a similar rhythm.



WEBSITE <https://www.thenclubapp.com/>



CONTACT

srecko@nclubapp.com



COMPANY NAME

Novel Designs Studio

ABOUT US

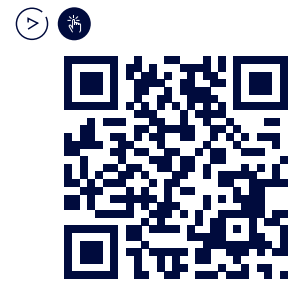
We create impactful B2B gamification solutions, and B2C games for entertainment. Our first product is a VR therapy for children & adolescents suffering from anxiety.

✂ **INDUSTRY:** Media & Entertainment (Gaming).

📍 **BASED IN BARCELONA (SPAIN) & REMOTE.**

OPERATIONS: Novel Designs Studio launches its first B2B product in Spain and the DACH region, with plans to expand to other European countries and the United States in the future and eventually the rest of the world.

SHORT VIDEO PITCH



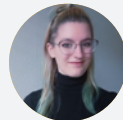
OUR TEAM



Dominik Kirchdorfer
CEO



Andreas Lenz
Design Director



Pauline Tomkowitz
Lead Artist



CURRENT STATUS & NEXT STEPS

Current status: Completed our initial team, covering all necessary skillsets to establish the company and launch our products. Completed B2B MVP tested in the market (tested in AKH Vienna, major European hospital since 2019, testing data confirms therapy's positive results, ethics review passed, several medical papers published on our MVP). Validating value chains for B2B; Nearly finished B2C MVP. validated product idea (60 own interviews + acquired industry data with thousands of interviews); Currently raised 20k€ in initial investments.

Next steps: Q3 23 - Validate B2B business model and set target price. / Q4 23 - Start selling Conquering Catharsis Pre-Orders. / Q1-2 24 - Raise funds to build up full-time team. Develop new improved version of Conquering Catharsis (B2B VR therapy). / Q3 24 - Begin full-time development of Continents of Magic (B2C). while actively selling Conquering Catharsis.



BUSINESS MODEL & UNIT ECONOMICS

Business Model: B2B2C

B2B: 1. Revenue-Sharing with Clinics & Hospitals (+ Hardware partnership with VR and smartwatch manufacturer) / 2. Direct Sales of customized Gamification Solutions to Corporate Clients (with upfront development costs covered).

B2C: 1. DTC - Digital (Marketing & Sales handled by Publisher) 8€ per unit in revenues - SG&A. Break-event point: 15.839 units sold at full price. 23.750 units sold at average 20€ over 3 years. / 2. In-game Advertisement Revenue. Partners provided by intermediary partner company.



FINANCIAL NEEDS & CONDITIONS

Looking for angel investment to cover full-time development costs (mainly labor costs, with small initial hardware investments) for two years with a promise of mainly revenue-driven growth in the future. We will achieve this through steady growth of our B2B subscription model with additional big bursts of revenue coming in from sales of B2C products. Cost breakdown: 3 full-time staff members - 168.674€ per year. Development Kits and Workstations ~ 10.000€
What we are looking for: 200-400k€ in initial investment. Raised thus far: 20,000€



WEBSITE <https://www.noveldesignsstudio.com>



CONTACT dominik.kirchdorfer@noveldesignsstudio.com



COMPANY NAME

Once Dao

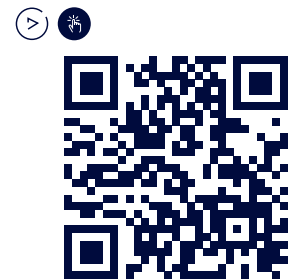
📁 ABOUT US

Once DAO is a Decentralized Autonomous Organization aiming to revolutionize the insurance industry by leveraging blockchain technology. Its primary offering is a Decentralized Management System that focuses on life insurance products to achieve future retirement to their clients.

✂️ **INDUSTRY:** Web 3 Life Insurance Retirement

📍 **BASED IN SINGAPORE.**

SHORT VIDEO PITCH



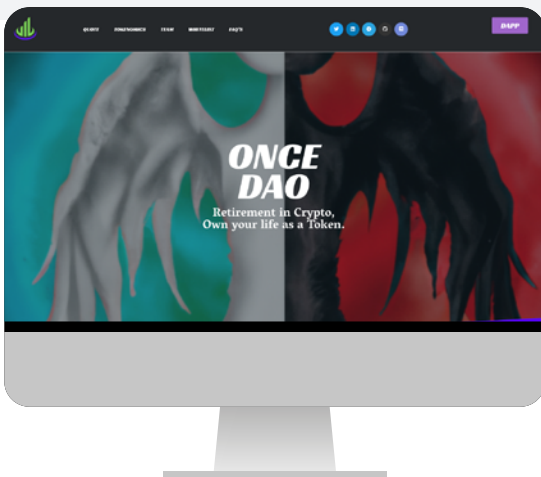
OUR TEAM



Alberto Alfaro

Web 3 product designer

[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Current Status: Finalized the operations design that defines the business logic with the pertinent data integrations from both web2 & web3. Developed the Tokenomics design and extensively test the protocol through stress simulations using Machinations & cadCAD. On process of registration with the authorities in Singapore.

Next Steps: Raise capital for the phase 1 of the protocol namely ICO & testing. For the following 6 months aRer the Initial Coin Offering the focus is on deploying. Mainly Zero Knowledge testnets in polygon. Expecting to go live aRer this period.

Extended business plan:

<https://oncedao.xyz/wp-content/uploads/2023/09/Business-Plan-Once.pdf>



BUSINESS MODEL & UNIT ECONOMICS

Insurance Premiums (10% of amount transacted)

- Reselling NFT policies Fees (5% per transaction)
- Risk Management pool Fee (2% yearly basis)
- Staking / Risk Fragmentation Rewards fee (1% of amount invested)

Business Model & Unit Economics: Financial Needs and CondiBons:

- CAC = 90.06 €
- LTV = 7,225.80 €



FINANCIAL NEEDS & CONDITIONS

Company valuation = 57,837,719 €

The phase of investment: Phase 1

The amount being sought: €200,000

The type of investors you're targeting: Business Angels
The equity offered in return: 5%

The form of investment: Convertible Bond



WEBSITE <https://oncedao.xyz/>



CONTACT

plauto@once.xyz



COMPANY NAME

Orality

📁 ABOUT US

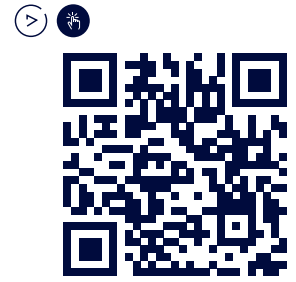
A user-friendly C2C marketplace that empowers individuals to monetize their expertise through calls, video calls, and voice messages, similar to offering personalized 'micro-consultations' anytime, anywhere.

✂️ **INDUSTRY:** Marketplace.

📍 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: Operations anywhere with internet reach, marketing focus in Spain and Latam.

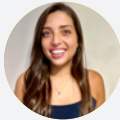
SHORT VIDEO PITCH



OUR TEAM



Guillermo Sierra
CTO & Product Wizard
[Web →](#)



Valerie Barreto
CMO and Experts Specialist
[Linkedin →](#)



CURRENT STATUS & NEXT STEPS

Current Status: Successfully recruited a junior developer to expedite platform development. Conducted random street interviews to identify potential expert users. Initial setup of social media channels: Instagram and TikTok operational, LinkedIn created.

Achievements: MVP is in active development doing pair programming with a engaged junior developer also focused on back-end. CRM with a growing list of expert prospects. Social media platforms ready to bootstrap user acquisition and engagement.

Next Steps: Design consultant contributions for September. Soft launch is targeted for late-October. Each week will focus on different specialties to gather both qualitative and quantitative data. Post-launch, we'll evaluate metrics to refine the platform and plan the next phase of growth.



BUSINESS MODEL & UNIT ECONOMICS

Business Model: Online C2C Marketplace
 Revenue Streams: 15% fee from expert consultations across various domains (law, music, language, travel, psychology, etc.)
 - Future: Introducing "OralityCoins" to increase inter-platform engagement and reduce the amount of cash-outs among experts.
 - Future: Marketplace ads: Option for experts to pay for promotion within the platform to gain more visibility.
 Initial Target Market: Spanish-speaking countries focusing on these categories: Finance, Fitness & Nutrition. / Unique Selling Point: Experts set their own price and meeting length. Different formats for consultations. / Use of Funds: Recurring revenue will be used to drive further marketplace growth and acquisition.



FINANCIAL NEEDS & CONDITIONS

Currently bootstrapping, but open to strategic discussions. Funds raised will be used for development and to fuel user growth via influencer marketing and targeted campaigns. We're particularly interested in angel investors, early-stage VCs, and experts in influencer marketing or growth hacking. Want to help us scale and reach more users? Contact us to explore collaboration opportunities!



WEBSITE <https://orality.com/>



CONTACT gsierra@guillessierra.com



COMPANY NAME

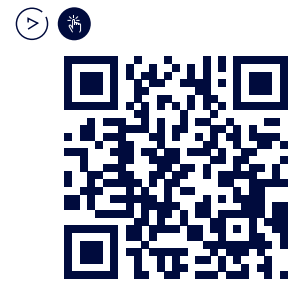
Payf

ABOUT US

Payf App allows you to pay at a point of sale through contactless biometric identification through facial, fingerprint and voice recognition for more security. It is a software that offers a safe, easy and fast payment method for physical establishments or digital purchases. There is no need to handle cash, bank cards or mobile phones!

INDUSTRY: Fintech. Paytech

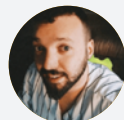
SHORT VIDEO PITCH



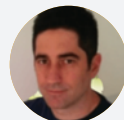
OUR TEAM



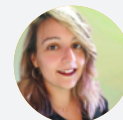
Alex Acevedo
CFO & COO



Daniel Castro
Head of Product



Fernando Rosal
CTO



Gisela Moreno
CEO & CMO



CURRENT STATUS & NEXT STEPS

Working on the final prototype & MVP;
Launching next october.



BUSINESS MODEL & UNIT ECONOMICS

Transaction fee:
Pay a 1.4% fee for each transaction. a low price in the market

Subscription:
3 Extra additional packs to subscribe monthly to one of our add-on packages to obtain some data that helps you to grow the business
(From to <15€/month - to adapted budget)



FINANCIAL NEEDS & CONDITIONS

250k (15%) then we would be eligible for ENISA. CDTI. Neotec...



WEBSITE <https://payf.es/>



CONTACT

alex.acevedo@payf.es



COMPANY NAME

PetGoGo

📁 ABOUT US

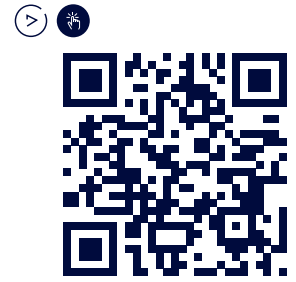
PetGoGo digitises booking of pet services in real time between pet owners and pet businesses by a digitised B2B and B2C platform, creating a marketplace.

✂️ **INDUSTRY:** Pet Services Industry. Online Marketplace.

📍 **BASED IN LONDON (UK).**

OPERATIONS: United Kingdom at first. Potential to expand further in Europe due to similar customer needs.

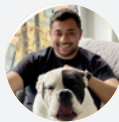
SHORT VIDEO PITCH



OUR TEAM



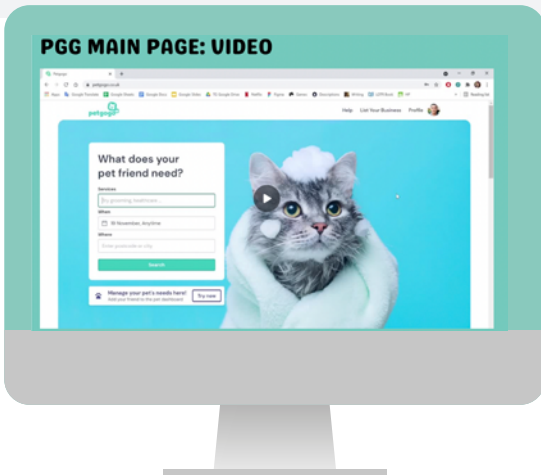
Trang Giangova
Co-founder



Ish Rahman
Co-founder



Daniels Budarevs
Co-founder



CURRENT STATUS & NEXT STEPS

Initial MVP has been built and used for concept testing via questionnaire and in depth interviews with B2B customers. PetGoGo has gathered positive feedback and interest, thus customer validation. The team also defined the go to market strategy and core platform features post proof of concept. Our next step is to work on the full development of the PetGoGo platform, collect formal letters of intents from B2B customers and raise funding to expand our team (team of developers), customer acquisition and marketing spend.



BUSINESS MODEL & UNIT ECONOMICS

The revenue model is **commission-based** where we charge pet businesses for every booking of their service made through our platform (30% for new and 9% for returning customers). We will also charge pet businesses a **monthly fee** for using our platform. In return for this fee we will provide access to a growing digital customer base, a robust booking system and data analytics tool. There is also a scope to charge further fees for additional tools, features and advertising services.



FINANCIAL NEEDS & CONDITIONS

We are looking to raise around £150k. £100k will be used to launch a full scale website and mobile platform. The remaining funds will cover initial costs such as marketing and sales expenses.



WEBSITE Coming soon



CONTACT

tranggiangova@gmail.com



COMPANY NAME

Plana

ABOUT US

PLANA streamlines group travel planning, alleviating stress and time constraints. Its intuitive interface consolidates group itineraries for seamless, real-time management through collaborative, personalized tools.

INDUSTRY: Traveltech. Group Planning. Scheduling.

BASED IN MIAMI, FL (USA).

OPERATIONS: Miami, Buenos Aires, Barcelona.



OUR TEAM



Michelle Rockwell
Co-founder & CEO



Martin Espiño
Co-founder & COO

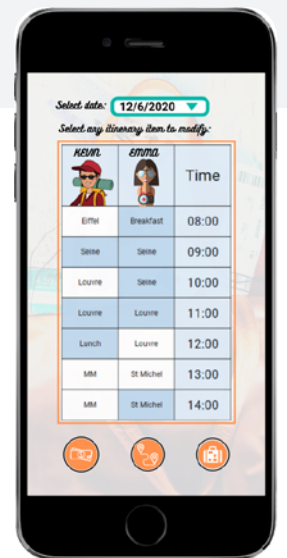
CURRENT STATUS & NEXT STEPS

Current status:

- Restructured the value proposition to focus on core features
- Proceeded with interviews with Travel Agencies and Potential Customers to validate the legitimacy of the need
- Conducted and finalized benchmarking against other products/services that may be potential rivals to our platform
- Defined core features for the MVP

Next steps:

- Prototype development
- In search of a CTO to scale the MVP



BUSINESS MODEL & UNIT ECONOMICS

We will be running a hybrid B2C and B2B2C model.

On the B2C side, the app will be free of charge and our revenue stream will come from two sources:

- Affiliate links: we will provide the end customer with affiliate links to redirect them to well-known hotel, flight, and car rental providers.
- Ads shown on the app.

We will also provide a B2B2C model, working with travel agencies to integrate our solution into their own processes to streamline and simplify communication with the travelers.

FINANCIAL NEEDS & CONDITIONS

Financial needs for our first year of operation:

- Product development: \$150k
- Cloud hosting: \$15k
- Data analytics & AI: \$100k
- Marketing and customer acquisition: \$50k
- Administration cost: \$25k
- Legal: \$20k
- Contingency: \$20k

Total financial needs: \$380k

We are seeking a total of \$350k for the exchange of a 10% stake in our company.



COMPANY NAME

Postelo

ABOUT US

Postelo is an app to help gastronomy-related microbusinesses, who cannot afford social media managers, automate their digital presence with minimal interruption to their daily operations.

INDUSTRY: Saas. Social Media. AI.

BASED IN BARCELONA (SPAIN) & TORONTO (CANADA).

OPERATIONS: The initial launch will be in Barcelona, Spain. To expand into regional markets/cities first, and later nationwide.



OUR TEAM



David Torres



Sahitya Bhoumik

CURRENT STATUS & NEXT STEPS

Current: Product development, using AWS credits to build out the MVP. Basic interface and web-app is live on <https://postelo.click>, while we are developing the integration with AWS S3 (for image storage), AWS Rekognition (for image analysis and tag generation, GPT4 (for content generation) and Meta APIs (for auto-posting)

Next step: Will work with 3-5 of the most enthusiastic microbusinesses that we've interviewed, on a free-trial basis, while optimizing the platform and continuing to conduct interviews (and getting letters of intent) with new microbusinesses.

BUSINESS MODEL & UNIT ECONOMICS

B2C subscription for food related microbusinesses (bars, café, specialty grocers).

Initial charge will be €10/month based on the average spend per single customer for the businesses interviewed. There will be additional features (such as data analytics) for a cost to be defined later.

FINANCIAL NEEDS & CONDITIONS

AWS credits suffice for now, as all development is done in-house.



COMPANY NAME

Pricefit

ABOUT US

Pricefit is an App that joins people interested in buying the same product or service to get collective discounts. Powered by Machine Learning to match people with the same needs.

INDUSTRY: Marketplace. Social Market.

BASED IN BARCELONA (SPAIN).

OPERATIONS: In Spain, with possibility to expand to the rest of Europe.



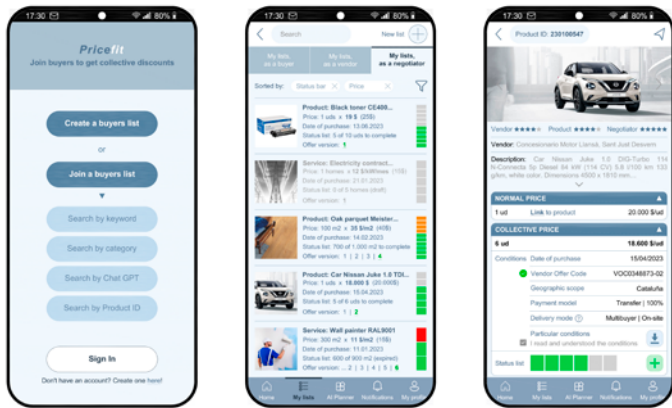
OUR TEAM



Francesc Xavier Romeu Cerrillo
Co-founder



María Hansen
Co-founder



CURRENT STATUS & NEXT STEPS

Currently, we have the idea, an early visual prototype and the business model developed. We started validations with potential customers (buyers and sellers) and studied the market fit.

Our next steps are to work on an advanced prototype, define the go-to-market strategy and keep validating.



BUSINESS MODEL & UNIT ECONOMICS

Pricefit is a B2B and B2C 100% digital and scalable transactional business model. We keep a percentage of the discounts achieved through the App. Some extra features are Premium.



FINANCIAL NEEDS & CONDITIONS

Currently in a pre-development phase and looking for investors willing to change market dynamics. We have specific financial requirements in order to develop our MVP and boost our go-to-market strategy.



WEBSITE Coming soon



CONTACT francesc Xavier.romeu@alumni.esade.edu



REALTYSHARE

COMPANY NAME

RealtyShare

📁 ABOUT US

RealtyShare opens the door to global real estate with a €10 entry, simplifying investment for all, from start to finish.

✂️ **INDUSTRY:** Real Estate. Fintech.

📍 **BASED IN BARCELONA (SPAIN).**

SHORT VIDEO PITCH



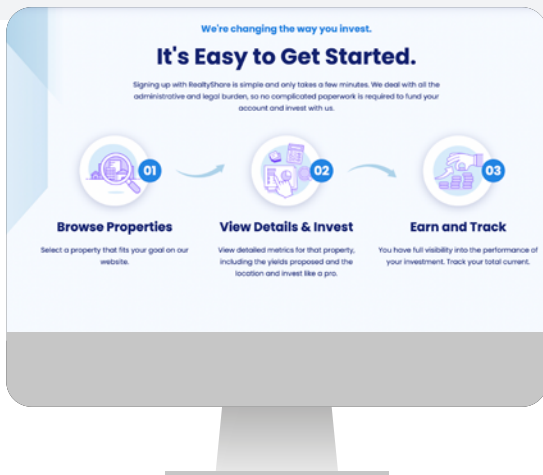
OUR TEAM



Arnaud Attencia

Founder

[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

- MVP built
- First property bought
- Legal setting done (contracts + creation of LLC in Barcelona)
- First clients (15)
- Raised 30K on the first property



BUSINESS MODEL & UNIT ECONOMICS

B2C:
Retail investors directly invest in properties RealtyShare proposes

B2B:
Real estate agents can bring their customer's money on the platform and get a commission of up to 5% of the money invested

B2B2C:
Real estate agents and Real estate developers can post their properties on the platform and sell them/fund them



FINANCIAL NEEDS & CONDITIONS

Bootstrapped but opened to collaborate with an investor that can bring knowledge and network to RealtyShare.



WEBSITE <https://www.realtyshare.io/>



CONTACT

salesrealtyshare@gmail.com



COMPANY NAME

Rebroker.ai

ABOUT US

Rebroker.ai is a SaaS platform with tools that help real estate agents grow their business by easily making deals with their external sales collaborators.

INDUSTRY: Proptech. Sales. Real estate.

BASED IN BARCELONA (SPAIN).

OPERATIONS: LATAM: Brazil /Argentina/Colombia /
EMEA: Spain, Holand, Morocco, Portugal, Poland, Germany.



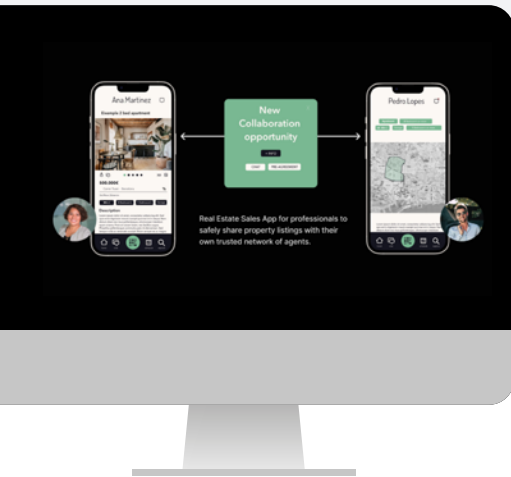
OUR TEAM



Monica
Strassmann-Nahas
[LinkedIn →](#)



Vlad
Ovsyanikov
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Rebroker has:

- Validated consumer demand and interest through 106+ discovery interviews
- Enrolled 40+ interested agents for our launch in our website
- Meetings and Interest from 3 proptech funds

- * **Bootstrapped:** MVP and Social Media presence, participation in International events such as Web Summit in Lisbon and Smart city in Barcelona, plus varios paid networking events in Barcelona.
- * Hired a second developer and UX designer
- * Started testing MVP with our own network of real estate brokers
- * Met with Brazilian Ambassador who is ready to give us support for Brazilian market expansion.
- * Founder Gathered 8K followers on linkedin and 800 on Rebroker.ai instagram

Key next steps include:

- Complete our mobile app development
- Launch
- Demonstrate early traction in the first 6 months
- * Hire 3 sales rep., marketing manager, and another 2 developer, AI developer
- * We are specialized in the real estate sales collaboration business that is critical for the fast sale of properties . In recent months we have achieved to incorporate from one female founder to now a CTO Co-founder, a new developer,UX designer and 3 advisors
- * Consolidation of the operational structure, loyalty of current customers, referral programs, development of the brand image and international expansion to Brazil, LATAM, whole EUROPE and Africa (where we have collaborators who will facilitate entry).



BUSINESS MODEL & UNIT ECONOMICS

B2B SaaS with yearly subscription for Real Estate Brokers 30 euros a month, enterprise packages 500 euros a month, affiliate marketing links commission for real estate secondary services min 5%, property positioning boost 50 euros, comission from property reservation escrow 80 euros. White label sales of the technology TBD.

Future -0.25% commission from sales via easy offer and reserve system. Partnership with salesforce real estate clients. Hardware rental and extra payments for opening door + security cameras during visits 100 euros.



FINANCIAL NEEDS & CONDITIONS

Bootstrapped for 6 months (market research/tech dev/events/user feedback,prototyping development)

Next 12 months: 300k in equity from angel investors for development (200k) marketing and sales through real estate community in Spain (50k) operations (50k).



WEBSITE www.rebroker.ai/en



CONTACT moninahas@gmail.com



COMPANY NAME

Scienc Ventures Private Limited

ABOUT US

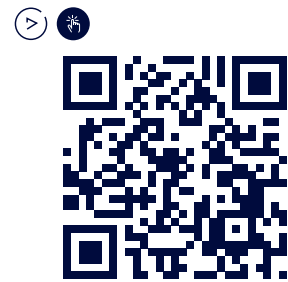
India's First D2C Science based Nutrition Brand, led by health professionals with 3 objectives - introduce clean products, increase nutritional awareness and raise income for farmers.

INDUSTRY: D2C. E-commerce. Health and Wellness.

BASED IN GUWAHATI (INDIA).

OPERATIONS: India.

SHORT VIDEO PITCH



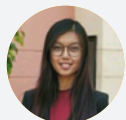
OUR TEAM



Manti Pathak

Founder & CEO

[LinkedIn](#) →



Onchumwi Basumatary

CMO

[LinkedIn](#) →

Kalpana Pathak

Chief Medical Advisor

Soumyadip Saha

Head of Business

Dr. Tania Paul

Product Formulation Advisor

Nidapynsuk Langbang

Medical Content Writer



CURRENT STATUS & NEXT STEPS

With a team of dieticians and food scientists, we have successfully developed unique combinations for various needs of customers such as Protein for Athletes, Protein for corporate professionals, Protein for older people, Protein for pregnant women, Protein for high altitude, Protein for weight loss, and Collagen for skin. We have completed tasting and completed negotiations with suppliers.

We have started creating a database of 200+ direct consumers, 20+ Dieticians in Northeast, 5+ Hospitals in Assam. Our next stage is to raise

funding, conduct thorough lab testing, start production, hire team members on payroll and start marketing. We are also in talks with the Indian Army for the Protein powders for soldiers.

We will start with video podcasts by Dieticians and nutritionists on social media, tie up with wellness centers, sports centers and with dieticians and doctors for older people and accident recovery patients.

Within 1 year, we want to reach \$250k revenue, and start looking for global expansions in Europe or SEA.

BUSINESS MODEL & UNIT ECONOMICS

We are operating in Direct to Consumer space, with a targeted gross margin of more than 60%, targeted Price of \$30 per kg, targeted CAC of \$12, repeat rate of 20%, and LTV - \$350.

We will sell through marketplaces and our own D2C website, distribution through Shiprocket and marketplace warehouses in 10 cities in India. Marketing channels will be Instagram, LinkedIn & Youtube.

Our price-competitive will be the raw material supply from direct farmers and direct protein manufacturers.

FINANCIAL NEEDS & CONDITIONS

We are looking for \$100,000 for a sales of 1:1. The money will be used for the following. Marketing (\$50,000): Running cost of marketplaces and owning the website, Sampling at sports centers, gyms, yoga classes, Dieticians led affiliate and education of top 20 cities of India, and Connecting hospitals & wellness centers (\$40,000 for paid advertising & \$20,000 for viral marketing). Inventory (\$25,000): Production & warehouse costs in Marketplace and Shiprocket. Team (\$10,000): Lean structure with need-based hiring only for e-commerce, social media, content & affiliates only. Licenses / legal (\$5,000) - for FSSAI, NSF, Clean Label. Cushion / others (\$10,000)



COMPANY NAME

Snappay Payments Technologies

ABOUT US

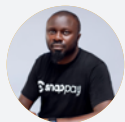
Africa's first facial recognition payment authentication solution.

INDUSTRY: Payment authentication.

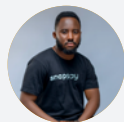
BASED IN NIGERIA.



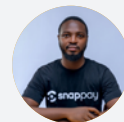
OUR TEAM



Adeyemo Opeyemi Abraham
CEO
[LinkedIn →](#)



Adedotun Ogunfuwa
COO
[LinkedIn →](#)



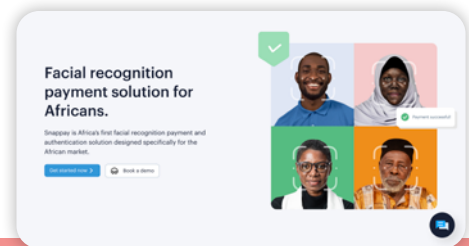
Kabiru Okeleye
CTO
[LinkedIn →](#)

CURRENT STATUS & NEXT STEPS

We have successfully built our minimum viable product (MVP) and made significant progress in our journey. Our MVP showcases the core functionalities of our facial recognition payment authentication technology, demonstrating its feasibility and potential. At this stage, we have conducted thorough testing and validation to ensure the accuracy and reliability of our solution. We have also received positive feedback from early adopters and potential customers, which has validated our product's market demand and potential. Looking ahead in the short to medium term, our next focus

will be on refining and enhancing our MVP based on user feedback and market insights. We will be actively engaging with potential Banks and Fintech partners to gather valuable input for product optimization and feature expansion. Additionally, we will be seeking strategic partnerships and collaborations to accelerate our market penetration and expand our customer base. This will involve targeted marketing campaigns, participation in industry events, and leveraging our networks to generate awareness and drive adoption.

Overall, our immediate goal is to secure early adopters, gather valuable user data, and iterate on our product to achieve market fit and position ourselves for growth and scalability in the facial recognition payment authentication space.



BUSINESS MODEL & UNIT ECONOMICS

Our revenue stream as a facial recognition payment authentication company is primarily generated through the sale and licensing of our software and technology solutions to businesses and financial institutions. We offer flexible pricing models based on the number of users or transactions, ensuring scalability for our clients. Additionally, we may explore additional revenue streams through value-added services such as ongoing support, customization, and integration services

FINANCIAL NEEDS & CONDITIONS

We are seeking to raise a pre-seed investment of \$300,000 at a valuation of \$3 million. This funding will be crucial for our next phase of growth and development. The allocated funds will primarily be used for product enhancement and scaling our operations. We will invest in further research and development to refine our facial recognition technology, ensuring its accuracy, security and compatibility with different platforms. Additionally, the funding will be utilized for marketing and customer acquisition activities to expand our user base and increase market penetration. We will also allocate a portion of the funds to strengthen our team by hiring key personnel with expertise in software development and machine learning. We are open to raising funds from investors who share our vision for revolutionizing payment authentication and are willing to support our growth plans. We seek partners who can provide strategic guidance, industry connections, and value-added support to help us achieve our milestones and establish a strong foothold in the market.



COMPANY NAME

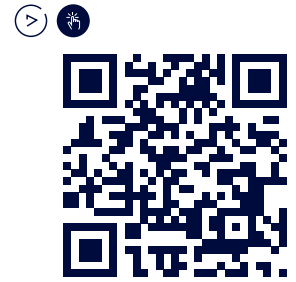
Synergy Performance

ABOUT US

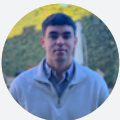
Efort is an application designed to enhance the performance of committed gym-goers by optimizing workout tracking and progress analysis.

✂ **INDUSTRY:** Fitness.

SHORT VIDEO PITCH



OUR TEAM

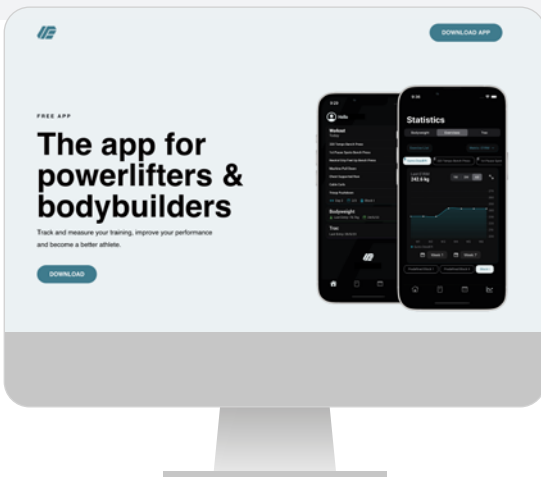


Aleix Planas
[LinkedIn →](#)



Pol Cortés
[LinkedIn →](#)

Jordi Rubís



CURRENT STATUS & NEXT STEPS

The app for iOS devices was launched in June 2023. Currently, our focus is on building a strong brand presence through social media channels. We are starting to expand the app's availability by developing versions for Android and a web application for desktop, incorporating features to empower online coaches in managing their clients within the platform.



BUSINESS MODEL & UNIT ECONOMICS

The business model of Efort revolves around a B2B approach, targeting online fitness coaches. These coaches pay a monthly subscription fee, which varies based on the number of clients they have. With their subscription, they gain access to a platform that enables them to efficiently manage their clients, generate progress reports, and handle billing management. This subscription-based model ensures that fitness coaches can streamline their operations, enhance client engagement, and effectively grow their online coaching businesses.



FINANCIAL NEEDS & CONDITIONS

Currently, we are not raising funds as we have been able to cover our financial needs through bootstrapping and in-house development of the product and strategy. However, as our user base grows and we aim to scale up our operations, we may consider raising funds to support our expansion plans and accelerate the growth of the company.



WEBSITE <https://efort.app/>



CONTACT

efortapp@gmail.com

tAixable

COMPANY NAME

Taixable

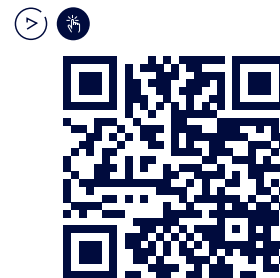
📁 **ABOUT US**

tAixable is solving a need in the consumer market that doesn't currently have a solution. We are the first digital disruptors in an industry to create a fully automated global tax advisory. This historically has been dominated by high prices, manual work and unaffordable to the middle class. We've created seven categories that will solve 80% of global tax challenges for our target customers.

✂️ **INDUSTRY:** Fintech. Financial and Professional Services.

📍 **BASED IN BARCELONA (SPAIN) & BOSTON (MASSACHUSETTS).**

SHORT VIDEO PITCH



OUR TEAM



Reanna Leitaker

Founder

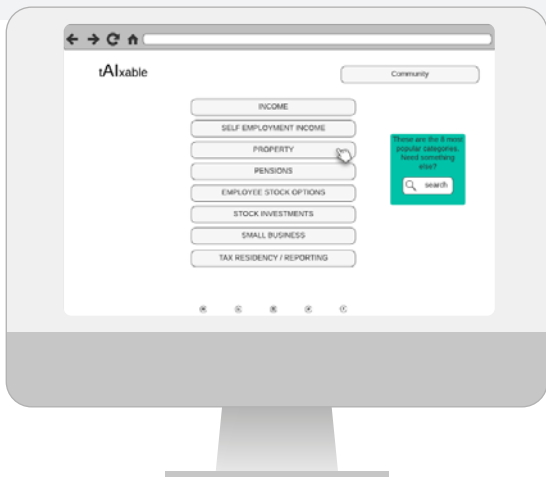
[LinkedIn](#) →



Fernanda Albuquerque

Co-founder

[LinkedIn](#) →



CURRENT STATUS & NEXT STEPS

Front end: Created a design and currently executing the UI after a series of designer customer journey workshops

Backend: Outputs are generated using trained LLMs. We have updated the models by prompts to use only qualified information for outputs backed by governments and NFP. We have finalized one category, property for our MVP. This shows current, short term and long term considerations for customers selling, buying or transferring property globally with two countries, USA and UK. In the process of adding Spain, Germany and Brazil.



BUSINESS MODEL & UNIT ECONOMICS

We are considering a freemium model providing some services for free and others on a paid subscription. If we charge \$150 per year this is 1% of the cost of a traditional tax advisor and will earn profits in year 3. Other revenue streams are partners, advertising and use and selling of data. We are able to support traditional businesses by empowering them with information to serve customers that would prefer a hands-on approach.



FINANCIAL NEEDS & CONDITIONS

Founders have bootstrapped for the last 6 months using personal savings. We will start fundraising in December 2023 to scale to meet our operations mainly being able to hire developers and technical accounting professionals to get us to a GA to start selling our product with confidence.



WEBSITE

Coming soon



CONTACT

reanna@taixable.com

P U L S O

COMPANY NAME

Pulso

ABOUT US

Pulso is a digital health and focus application; its core purpose is to combat smartphone and social media addiction through introducing soft nudging and cognitive challenges.

INDUSTRY: Digital Health & Productivity.

BASED IN COLOGNE (GERMANY) & BARCELONA (SPAIN).

OPERATIONS: Worldwide through the app store and Google Play Store but focusing on English speaking audiences.



OUR TEAM



Enrique Mendez

Co-founder & CTO

[LinkedIn →](#)



Jan Schüchter

Co-founder & CFO

[LinkedIn →](#)



Oliver Schmid

Co-founder & CEO

[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

We are currently in the application building and feature testing phases. We have conducted a market analysis and have done interviews with potential clients using a working MVP with encouraging results and are using the insights to complete the first working version of the application with a scheduled launch in October / November 2023.



BUSINESS MODEL & UNIT ECONOMICS

Pulso works with a freemium model. To enable users to experience the benefits of reduced digital distractions immediately, the basic version is available for free: It provides essential features like single-app blocking and simple challenges. For users seeking an enhanced productivity tool, the premium version unlocks multi-app blocking and all other premium features and challenges. The premium version can be paid either with a monthly or yearly subscription, the price is yet to be determined.



FINANCIAL NEEDS & CONDITIONS

We are developing the application ourselves and bootstrapping whatever we can. In order to boost the reach of the application we are, however, considering a smaller seed round.



WEBSITE gopulso.app



CONTACT enrique.mendez@alumni.esade.edu



COMPANY NAME

Volungo

📁 ABOUT US

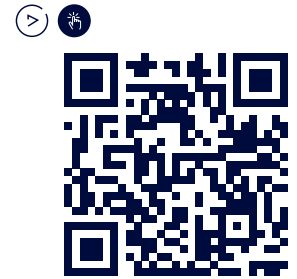
A social network that connects NGOs and Volunteers.
Kind of LinkedIn for the social sector.

✂️ **INDUSTRY:** Social Impact.

📍 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: In Spain, then global expansion.

SHORT VIDEO PITCH



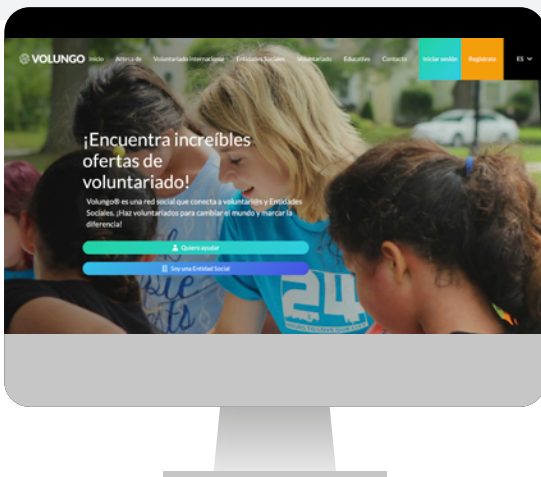
OUR TEAM



Felipe
Peso
[LinkedIn →](#)



Almir
Gomes
[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

We launched the platform on 15/03/2023.

We are testing some hypotheses to get feedback to improve the product and understand how users interact with the platform. We are also beginning our go-to-market strategy with some digital marketing campaigns and an increasing presence on social media. And always looking for alternative ways to promote the business (Guerilla Marketing). Our next step is to secure an investment to grow our database.



BUSINESS MODEL & UNIT ECONOMICS

Our business model is based on 4 ways:

1. To each volunteer that we get for the NGO. 5 euros are charged for each one. for success.
2. Each donation that an NGO receives. We keep 5% of the value.
3. Percentage of purchase in the discount session for sustainable brands.

On the other hand, and also in the initial phases, we are going to need contributions to lost funds (Impact Calls and Grants).



FINANCIAL NEEDS & CONDITIONS

Exploring grants first, but also open to a pre-seed investment of 100k to scale to the Spanish market. Nowadays, we are focused on the Catalan market, opening up to Spain.



WEBSITE <https://volungo.com/>



CONTACT

felipepesor@gmail.com



COMPANY NAME

Yaetos

ABOUT US

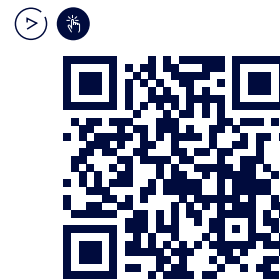
Yaetos is a disruptive analytics tool, for SMEs, to jump start their Business Intelligence and AI practice. It allows them to stop building reports manually.

✂ **INDUSTRY:** Data & Analytics.

📍 **BASED IN BARCELONA (SPAIN).**

OPERATIONS: Europe, North America.

SHORT VIDEO PITCH



OUR TEAM



Arthur Prévot

[LinkedIn →](#)



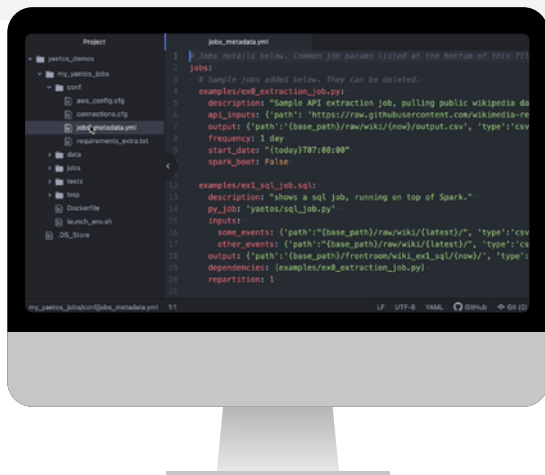
Marvin Beward

[LinkedIn →](#)



Darryn Cohen

[LinkedIn →](#)



CURRENT STATUS & NEXT STEPS

Yaetos currently:

- Is used by several companies, serving dashboards for 100+ employees in finance, marketing, customer success for 2+ years, processing billions of data points.
- Got a first paying customer
- Has run extensive market validation
- Is mentored by startup professionals, such as ESADE Accelerator

Yaetos within 1 year will have:

- 60 customers | Monthly Recurring Revenues of 50K € | Fund raised 430K €
- Got a first paying customer.
- Setup the beginning of a team
- Selected and participating in the ESADE accelerator



BUSINESS MODEL & UNIT ECONOMICS

Yaetos is a B2B SaaS targeting small tech companies (Series A, Series B), at which point they typically still run a lot of internal reporting manually.

Product pricing is:

- * Premium: 1500 € / month for 16h / month of support time
- * Normal: 400 € / month for 4h / month of support time
- * Basic: 150 € / month for access to SaaS only (available in Q4)

Unit economics show positive returns for each product.



FINANCIAL NEEDS & CONDITIONS

We are looking to raise 215K in equity, to be leveraged to 430K through the Spanish ENISA program. It would give us a 20 months runway and would allow us to invest in:

Technology upgrade: Package into SaaS / Implement chatGPT like AI for data

Talent: Recruit 2 sales representatives and technical support engineers

Marketing: Invest 50% of revenues into performance marketing initiatives to scale up sales



WEBSITE <https://yaetos.com/>



CONTACT

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esade

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