

esade

RAMON LLULL UNIVERSITY

Entrepreneurship  
Institute (EEI)

Project  
Overview

# eWorks EdTech Accelerator 2022

Project Overview

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# Foreword

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

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

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

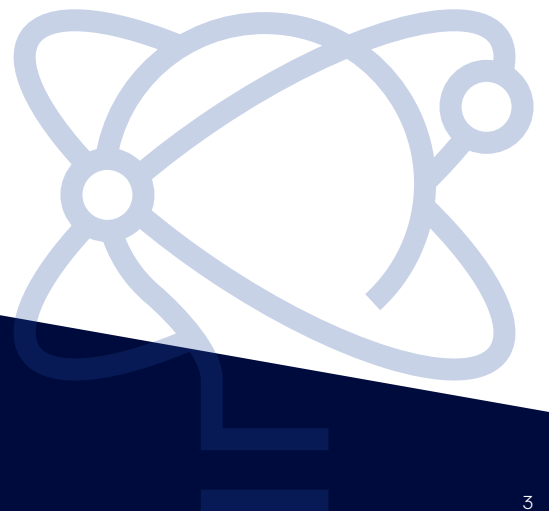
The program, coordinated by Lucas Siebeneicher, admitted a total of 17 projects, of which 4 from Alumni, 1 from a current student and 12 from external entrepreneurs. Following, you will find a one-pager per each project with the key information. Please note that data has been provided by the entrepreneurs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

## **The eWorks Team**



Jan Brinckmann

Davide Rovera

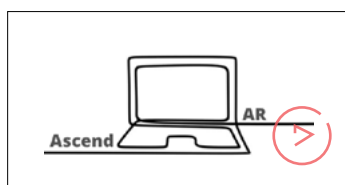
Lucas Siebeneicher





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

  
SHORT VIDEO  
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<https://www.youtube.com/watch?v=aQ-XX771HR8&feature=youtu.be>



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




SHORT VIDEO PITCH



<https://vimeo.com/680229652>



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





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<https://youtu.be/H1vUTuWYJzM>



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



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



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



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<https://youtu.be/OoOiVmaAryI>





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





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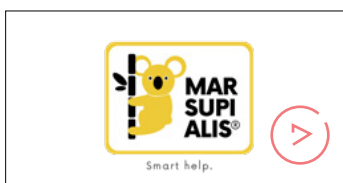


<https://www.loom.com/share/b9e362c820b84c3a-998ca5a6585c5b2b>




<b>STARTUP NAME</b>	Marsupialis
<b>WEBSITE</b>	<a href="https://marsupialis.com/">https://marsupialis.com/</a>
<b>SHORT PROJECT DESCRIPTION</b>	Marsupialis is the marketplace providing families and businesses with expert help from young vocational students, while promoting world-class education, youth employment and the right balance between family and work life.
<b>INDUSTRY</b>	EdTech (child education and care)
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	<p>Pay per contact or pay per service.</p> <p>Parents either a) pay to unlock the contact details of a selected professional they have been able to interact internally with or b) pay for a service subscription where Marsupialis hires the professionals who will provide either tutoring or childcare services. Here, the company also oversees the services offered and takes care of contractual paperwork.</p> <p>Further hassle-free services such as insurance or payments are available at premium fees.</p>
<b>CURRENT STATUS AND NEXT STEPS</b>	<p>After the first six months since its launch and with no paid promotion. Marsupialis was already making c. 2,500 in revenues monthly in the Barcelona region. The platform has been iterated to adjust to the insights from the users and the market as a whole since then (more security and tools for interaction between parents and professionals, mostly). 100% funded by the founders so far.</p> <p>Marsupialis has raised awareness and started to build a brand among the segments it has addressed its value proposition (both customers –parents– and user’s –child carers and tutors).</p> <p>Next steps:</p> <p>We are currently seeking for further investment to put an ambitious marketing plan into action and continue to improve our profiling and matching resources. A better UX is being worked on as well as compliance with (new) labour regulations.</p>
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>Marsupialis is determined to raise 300K € (corresponding to 10-15% of total shares) in private investment to finance its:</p> <ul style="list-style-type: none"> <li>→ Q4 2022 and 2023 Marketing plan.</li> <li>→ Team member’s salaries of the full-time CEO and CTO, as well as a team of 4 (development and marketing).</li> </ul>
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Albert Saborido Rebés CEO</p> </div> <div style="text-align: center;">  <p>Zoraya Tourki Lerin CFO and Legal Director</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:albert@marsupialis.com">albert@marsupialis.com</a>

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<https://youtu.be/S1iDF2peyJE>



STARTUP NAME	MegaMinds
WEBSITE	<a href="https://gomegaminds.com/">https://gomegaminds.com/</a>
SHORT PROJECT DESCRIPTION	MegaMinds is a social learning platform that utilizes gamified virtual worlds and simple creation tools to empower teachers and engage students.
INDUSTRY	EdTech - K12
BUSINESS MODEL & UNIT ECONOMICS	We have multiple revenue models: First is a monthly subscription that we sell to both teachers and schools. Second is a Marketplace where we take a 30% commission on educational worlds created and sold by teachers to other teachers. This revenue share model compels teachers to build more and better worlds, which in turn scales our content offering and increases B2B school sales. Lastly, partnership opportunities also exist with school adjacent businesses as both platform users and content providers.
CURRENT STATUS AND NEXT STEPS	<ol style="list-style-type: none"> <li>1. Private Beta - we conducted a Private Beta this spring where we saw promising early results. Teachers reported "sky-high levels of engagement", and some students even "begged" to do their homework in MegaMinds.</li> <li>2. Public Beta - we opened our Beta to the public on August 18th and have seen tremendous early interest. Hundreds of teachers have signed up, and we are growing faster than expected.</li> <li>3. Product Development - we have completed our base product, and are developing our virtual classroom authoring (Classroom Editor) and publishing (Classroom Store) tools over the next three months.</li> <li>4. Official Launch - we plan to monetize and implement our subscription plan and Classroom Store when we officially launch the platform in November.</li> <li>5. Fundraising - we will be raising our Pre-Seed round in late September / October.</li> <li>6. Q1 2023 - we plan to develop and launch our Data Analytics System and MegaMinds Live (live tutoring classes sold in the Classroom Store) which will drive up LTV and get our Growth Engine going.</li> </ol>
FINANCIAL NEEDS (AND CONDITIONS)	We are raising 1M USD to complete development of our V1 platform and to introduce it into the US market. We plan to use 70% of the funds on Product Development to hire a Backend Developer, a UX Designer, a 3D Designer, and a Customer / Partnerships Manager. We plan to spend 30% on marketing to launch our V1 product and bring our MegaMinds Live tutoring product to market. This round would allow us to reach \$300K ARR by the end of 2023 and develop early footholds in the Digital Instructional Media and Online Tutoring markets.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Eric Tao Co-Founder, CEO</p> </div> <div style="text-align: center;">  <p>Roman Miletitch Co-Founder, CTO</p> </div> <div style="text-align: center;">  <p>Maureena Mark Co-Founder, CLO</p> </div> </div> <div style="margin-top: 10px; text-align: center;">  <p>Edvard Ødegaard Lead Developer</p> </div>
CONTACT	Eric Tao: <a href="mailto:eric@gomegaminds.com">eric@gomegaminds.com</a>

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



**Metakids**

The Challenge Platform

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








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<https://www.youtube.com/watch?v=vqqZ8iD1YX4>



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






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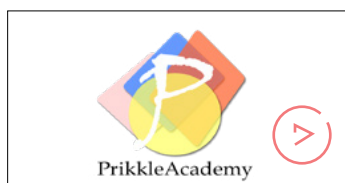


[https://www.youtube.com/watch?v=Wz1MssyT\\_is&feature=youtu.be](https://www.youtube.com/watch?v=Wz1MssyT_is&feature=youtu.be)







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

 SHORT VIDEO PITCH



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



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











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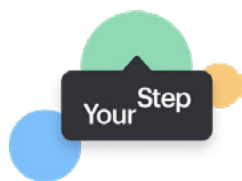
STARTUP NAME	Wyblo srl
WEBSITE	<a href="https://wyblo.com/">https://wyblo.com/</a>
SHORT PROJECT DESCRIPTION	If you run training, you need Wyblo! Wyblo is the Learning Experience Platform designed to simplify administrative processes and ensure continuous improvement of quality and connections.
INDUSTRY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

  
SHORT VIDEO PITCH



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

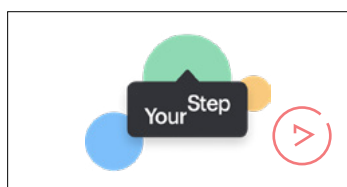




STARTUP NAME	YourStep
WEBSITE	<a href="https://www.yourstep.ai/">https://www.yourstep.ai/</a>
SHORT PROJECT DESCRIPTION	YourStep provides an individualized and entertaining daily academic guidance for school pupils.
INDUSTRY	Edtech - K12
BUSINESS MODEL & UNIT ECONOMICS	<p>Our principal revenue stream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



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