esade
**RAMON LLULL UNIVERSITY**

Entrepreneurship
Institute (EEI)

# eWorks
## Accelerator 2020

### Projects Overview

**Do Good. Do Better.**

# Foreword

The eWorks Accelerator is a startup acceleration program for the Esade community, organized and run by eWorks, the High-Growth Venture creation program by the Esade Entrepreneurship Institute.

The eWorks Accelerator provides selected teams with dedicated support, mentoring from industry experts and successful entrepreneurs, access to a pack of resources valued in more than 5000€ per project and introduction to investors.

The 2020 edition saw a record participation, with 40 projects admitted — working on a broad spectrum of topics: AI, B2B services, Biotech, Education, Food, Healthcare, Home Decoration, Immigration , News, Payments, Sustainable Fashion, Travel and Tourism, Urban Mobility, Working from Home, and more.

After 3 months of hard work, lots of mentoring sessions and long nights, on Oct 14th, 2020, the teams will present their projects in an online Demo Day to investors, press, other startups and new incoming students.

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.
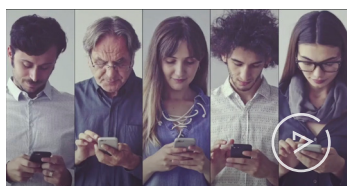
*The eWorks Team*
*Jan Brinckmann*
*Davide Rovera*

# Do Good. Do Better.

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|---|---|
| **PROJECT NAME** | NITL |
| **WEBSITE** | www.nitl.app |
| **SHORT PROJECT DESCRIPTION** | We provide a dedicated platform for the socially conscious to get targeted content that they can consume in 3 lines. More importantly, we are a niche platform for companies to target socially conscious people and brand themselves as socially conscious. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We have 3 live partnerships with brands / blogs to promote and cover stories from their brand (our first source of revenue). We will improve our business model to add 2 more product lines - driving projects with brands to create surveys to understand what the target customer want and develop dashboards for brands to see their brand perception within the readers. Regarding cost, we have reduced the per article production cost from 1.5$ to 0.9$ with our AI (to generate summaries). |
| **CURRENT STATUS AND NEXT STEPS** | We launched our beta version app on 25th August. We have not done any marketing spent and have achieved 1000 downloads only with organic word of mouth with an average rating of 4.9 (95 ratings) |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a round of 100k to create a wide B2C reach, develop our dashboards and AI and support a team of 15 (5 core + 10 freelancers) |
| **TEAM MEMBERS** | **Maanas Mediratta** CEO — **Saikiran Mariipati** Head of Engineering — **Sarbjyot Singh** Head of App — **Lalitha Kalukapati** Head of Marketing — **Eloi Gumma** Head of Content |
| **CONTACT** | Maanas Mediratta, CEO, team@nitl.app |
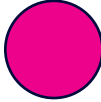
**1-MINUTE VIDEO PITCH**



https://youtu.be/_5KSFtbydaQ

# OASEAS

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|---|---|
| **PROJECT NAME** | **OASEAS** |
| **WEBSITE** | www.oaseas.com |
| **SHORT PROJECT DESCRIPTION** | We help women to find the finest sustainable fashion brands in the world by providing a specialised marketplace where they can easily discover, try and buy certified sustainable fashion. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We have 30% of brands with which we work on a wholesale basis (avg. 55% gross margin) and 70% of the brands with which we work on a commission basis (avg. 25% gross margin). We are proud that we convinced today's world leading sustainable brands to sell on the platform: Veja, Vitamin A (founded by ex-president of Speedo which gave us exclusivity for Europe), Organic Basics, Armedangels, Matt&Nat and ELV Denim etc.  We launched at the end of July and in 1 month and a half we had a total of 8600 total online sessions, of which 130 added to cart sessions (equals to 1.5% of total sessions - Zalando has 2%), 50 reached checkout and 20 converted (we had a technical checkout problem in August that is now solved). Average basket size was 150 EUR and total advertising spent in August and September has been 1600 EUR, mainly used for A/B testing. |
| **CURRENT STATUS AND NEXT STEPS** | We raised 250k from FFF. We are growing online visits at a pace of 300%+ visits week-on-week. We have 1.7k followers on Instagram after 2 months from launch with almost no investment in promotion. We negotiated incredibly advantageous contracts with 3 very big influencers (1.5M+ followers) and are managing a growing community of 35+ ambassadors and micro-influencers. We currently have 39 brands on the platform and plan to arrive at 45 by the end of September. We convinced some of the most successful and prestigious sustainable brands in the market to resell on our platform and placed 30k+ of wholesale orders for next season Spring/Summer 2021. We included experienced digital marketers in our team and will execute a tremendous Marketing strategy in the months of October, November and December - the best season for online shopping. We were featured in magazines such as Luxiders, Faces, Tv shows and specialised blogs, and currently in discussion with 10+ fashion magazines with which we have personal connections. We now have successful entrepreneurs, Forbes 30 Under 30, and Bain Consultants in our board of directors as well as a team of 12 mentors that actively engage with us. We plan to start a seed financing round in January 2021, ones we will conclude the Swiss Government's Accelerator Program "Innosuisse". |
| **FINANCIAL NEEDS (AND CONDITIONS)** | In January 2021 we'll start a seed financing round of 500k to:<br>→ Finance the awareness of our brand (Execute Marketing Plan)<br>→ Hire of our first full-time person dedicated to Customer Experience and Analytics (HR)<br>→ Finance inventory (Operations)<br>→ Start Virtual Changing Room Project with a partner we already found (R&D) |
| **TEAM MEMBERS** | **Mar Chova** — CEO, Co-founder<br>**Adriana Crovetto** — CEO, Co-founder<br>**Alen Arslanagic** — Board Member, Co-founder<br>**Giulietta Weber** — Head of Business Development<br>**David Gutierrez** — Head of Digital Marketing<br>**Charline Jeanne d'Otheé** — Head of Sustainability |
| **CONTACT** | adriana@oaseas.com |

**1-MINUTE VIDEO PITCH**

OASEAS

*Being nacked is your #1 most sustainable option, we are #2!*

https://www.youtube.com/watch?v=fj3t0JRqi_I&feature=youtu.be

( DOS/S )

| | |
|---|---|
| **PROJECT NAME** | Dosis Health |
| **WEBSITE** | www.dosisapp.com |
| **SHORT PROJECT DESCRIPTION** | We help people overcome the hurdles to access and share health information and providers to engage with their patients, achieve better clinical outcomes and reduce costs. |
| **BUSINESS MODEL & UNIT ECONOMICS** | B2B SaaS busines model. Monetization by charging monthly fee to Health Providers. Currently validating range of fee: standard 15 € x month and full service under quote based on features and scale. CAC at this stage is the sales effort of the CEO, we expect to balance this with online strategy after first implementation of the platform. |
| **CURRENT STATUS AND NEXT STEPS** | The cloud platform and MVP webapp is fully functional and GDPR compliant to validate users and exchange information. Also our mobile MVP app is scheduled forOctober 1st to help people get their health information.<br><br>We have three health providers in the pipeline. First implementation is scheduled for week 41 at a health provider with 5 facilities and 2000 patients. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of €250K for a 12 month runway to complete our first implementation, continue product developement and growth the sales pipeline. |
| **TEAM MEMBERS** | Enrique Falcón — CEO, Co-Founder        Fernando Ascanio — Chief Medical Officer, Co-Founder        Ramón Ginez — CTO |
| **CONTACT** | enrique@dosisapp.com or 673768549 |

▷ **1-MINUTE VIDEO PITCH**

( DOS/S ) ▷

https://youtu.be/FvCU9AcCXPQ

**wonder path**

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|---|---|
| **PROJECT NAME** | **Wonderpath** |
| **WEBSITE** | https://www.wonder-path.com/ |
| **SHORT PROJECT DESCRIPTION** | We help companies build, develop and retain highly engaged teams by providing digital toolkit for soft skills mastery. |
| **BUSINESS MODEL & UNIT ECONOMICS** | Wonderpath app is tailored to small and medium-sized businesses. The subscription is tired, where companies can purchase annual access for x number of employees. Basic version (full access to wonder path library) costs 60 EUR per person, per year, and the Premium version (full access to the app, user analytics, and admin access) costs 100 EUR per person, per year. We estimate our CAC to be ~30 EUR for Standard and ~50 EUR for Premium tiers. |
| **CURRENT STATUS AND NEXT STEPS** | We are launching our Android app on October 10th to validate learner engagement. We aim to achieve a 70% week 1 retention rate. Two companies have expressed interest in participating in our pilot phase, which we aim to kick-off in January 2021. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of 300k to hire a tech lead (we are already in advanced discussions with 2 candidates) and grow the Product & Engineering team to take the product from MVP to scale (B2B features). |
| **TEAM MEMBERS** | Dafni Chontou — CEO, Co-founder     Tanya Sharma — CMO, Co-founder |
| **CONTACT** | dafni@wonder-path.com |

**1-MINUTE VIDEO PITCH**

**wonder path**

https://youtu.be/uNEF0Utic7I

ELEMENTS
WORK THE WAY YOU LIVE

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|---|---|
| **PROJECT NAME** | Cabin Elements |
| **WEBSITE** | https://cabinsineurope.com/     https://www.instagram.com/cabinsineurope/ |
| **SHORT PROJECT DESCRIPTION** | As people are more and more in home office, they struggle to find balance between personal and professional space. We help them find this balance by offering cabins nestled in nature, where they can find inspiration for work and reasons to unplug and relax. Elements will be the first cabin hospitality firm in Europe. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We charge guests per night of stay with flexible check-in and check-out hours, and we operate with industry-leading efficiencies in cost structure to centralize guest services. Our EBITDA margin is 39%. |
| **CURRENT STATUS AND NEXT STEPS** | Current:<br><br>(1) We collaborated with top managers and a top pharma firm to understand the future of work. Some of the pain points are creativity and a separation between work and personal life during home office, as well as proper office equipments. Many startups are designing rural co-works but they are missing a point: the new digital nomad has new values and a new workflow.<br>(2) We got more than 250 e-mails from people interested in booking the cabins on our website. A 10% conversion rate from visitors to those who left email. Our target market converts more in: Denmark, Switzerland, Netherlands, Germany and UK. Also, we launched an Instagram and it developed organically a followship of +2.000 followers in less than a month.<br>(3) We finalized an agreement with a co-founder who has many years of experience in Danish/ German housing. He will find leading real estate investors in Denmark and source landowners (which can overlap).<br><br>Next steps:<br><br>(1) Start sourcing land.<br>(2) Finalize the agreement with 5G internet provider in Denmark to overlap land location with 5G roll-out, granting early access to the best internet in rural areas.<br>(3) Finalize agreement with waste-water recycling firm to design our off-grid solutions (We pre-designed a containerized solution with solar panels and water recycling systems).<br>(4) Finalize roadmap to approve this project with municipalities. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising 200K to build our MVP (1 cabin) as convertible seed. This cabin will later be converted to equity on the 1st cabin site proportionally to the number of cabins (around 10 cabins) |
| **TEAM MEMBERS** | **Diogo Affonso** — Head of Corporate development, Finance, Operations and Tech    **Karina Sell** — Head of Marketing, Customer acquisition and retention, overseeing guest experience and all essential value propositions.    **Anders Dalskov** — Head Land sourcing and Fundraising |
| **CONTACT** | diogo.affonso@alumni.esade.edu |

**1-MINUTE VIDEO PITCH**

ELEMENTS
WORK THE WAY YOU LIVE

https://youtu.be/YHBgy1I912E
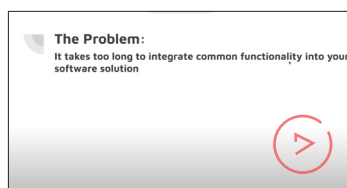
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|---|---|
| **PROJECT NAME** | **Code Capsules** |
| **WEBSITE** | https://codecapsules.io/ |
| **SHORT PROJECT DESCRIPTION** | We solve common developer problems by providing reusable services and abstracted infrastructure (hybrid-cloud technology) to help increase the developer efficiency and release full stack web apps faster. |
| **BUSINESS MODEL & UNIT ECONOMICS** | Monthly cost for servers, databases and api requests. $20 per month per server (512MB ram) $20 per month per database (starting at 1GB). Working out api pricing. |
| **CURRENT STATUS AND NEXT STEPS** | Currently hosting 5 customers on our prototype version. We are releasing stable product shortly and are currently onboarding new developers, running lots of beta tests with developer. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | This year we have enough funding to complete the product development. We hope to gain further traction this year with the funding that we do have, however it's likely this will all be spent on developers and product development. In the new year we potentially seek further funding to focus only on marketing (hackathons, user groups, developer meetups) and to target larger businesses (that manage lots of developers). |
| **TEAM MEMBERS** | **Mikael von Ketelhodt** — Co-founder, Co-CTO    **Jacques de Villiers** — Co-founder, Co-CTO    **Craig Lithgow** — Co-founder, technical/business adviser <br> **Ramsey Ramadan** — Early share holder and business development/operations |
| **CONTACT** | miki@appstrax.tech |

**▶ 1-MINUTE VIDEO PITCH**

The Problem:
It takes too long to integrate common functionality into your software solution

https://youtu.be/Y-ButfIqjUY

# the Art*force*

| PROJECT NAME | The Artforce |
|---|---|
| WEBSITE | www.theartforce.de |
| SHORT PROJECT DESCRIPTION | We enable people to buy individual and affordable art by providing a handpicked selection of emerging artists online, to empower everyone to become owners and collectors of art. |
| BUSINESS MODEL & UNIT ECONOMICS | We charge a commission between 30% and 60% on top of the artworks that we deal. Through dropshipping and the fact that we only buy from the artist once we make the conversion the business model is extremely lean. The average basket size is 112 EUR and we have currently 9 transactions per month, without any investments in ads. Hence we made around 3k EUR in revenue in the past 3 months. Our CACs went down from 90 EUR to 37 EUR. Interestingly we see a great increase in LTV that on average went from 112 EUR to 153 EUR which yields a LTV/CAC ratio above 4. |
| CURRENT STATUS AND NEXT STEPS | We validated on IG, launched the website and set-up a curatorial group. After the positive validation we incorporated, made 3k EUR in revenues and reached europewide customers, received German press coverage with the Art Against Covid campaign, attracted over 100 artist applications, built a team including artist scouts, created a fully automated invoice system, secured the trademark of "the Artforce" and further adjusted the SEO keyword search. In the next steps we plan to iterate the product more towards PMF by iterating the website with the next batch of artists that have already been lined up to further test different shopping experiences (pop-up shows, integrated framing services, renting art, co-sharing art). The next artist selection will be accompanied by celebrity art curators that will act as multipliers. In addition, we will expand the portfolio to already established artists since we have received promising requests and validated the need with potential customers. Furthermore, we will expand into the B2B sector to increase the basket size and use companies as multipliers. Westwing is only one of the companies that we are currently talking to. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising a seed round of 180k to hire a marketing lead, incentivise the artist scouts and invest heavily in advertisements that will enable us to aggressively scale the business in Q1 of 2021. |
| TEAM MEMBERS | **Victoria Reimelt** CEO, Founder　　**Emily Schlüter** Head of Design　　**Alexa Wolff von Saa** Head of Artist Scouting |
| CONTACT | victoriareimelt@gmail.com |

▶ **1-MINUTE VIDEO PITCH**

The Art*force* ▶

https://www.youtube.com/watch?v=0mtQ3IIRfss&feature=youtu.be
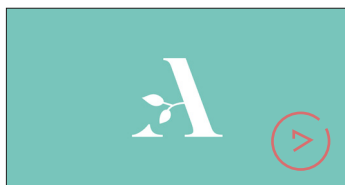
| PROJECT NAME | APRIL |
|---|---|
| WEBSITE | www.aprilplants.com    /    instagram: https://www.instagram.com/aprilplants.es/ |
| SHORT PROJECT DESCRIPTION | April is an ecommerce specialized in plants. We aim to provide sostenible plants and help plantlovers to connect with nature, find the ones that fit better to them and make sure they grow healthy so don't die. At April we work to improve the user experience, quality, design and customer service. |
| BUSINESS MODEL & UNIT ECONOMICS | We cut out the middlemen in the supply chain and work as close as possible to the producer. We offer a selection over 30 diffent plant varieties and over 70 options (different sizes available for each plant). In B2C, the average transaction prices is 36,60 € (during September). In B2B, the average transaction prices is 98,60 €. |
| CURRENT STATUS AND NEXT STEPS | We launch the website and start advertising on September 1st. We currently have 80 subscribers to our newsletter and 33 clients. We are in advance validation phase with Target B2B customers and developing gardening projects for customers. Total revenue of 3,475€ last month.<br><br>Next steps is to improve web user experience, automatize digital marketing and boost campaigns. Currently working to launch a portfolio of complement products (pots, fertilizers and substrates) to increase average ticket. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising 75k between the founder and FFF to boost and scale sales before raising a seed round of 300k in the next six months. |
| TEAM MEMBERS | Jonas Feliu — CEO, Founder          Oriol Ichaso — CFO          Lorena Martinez — MM |
| CONTACT | jonasfeliu@aprilplants.com |

**1-MINUTE VIDEO PITCH**

https://www.youtube.com/watch?v=YwCUt8zB0rY&feature=youtu.be

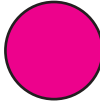| | |
|---|---|
| **PROJECT NAME** | **Physiotechlab.Online** |
| **WEBSITE** | www.physiotechlab.online |
| **SHORT PROJECT DESCRIPTION** | Innovative platform to provide wellness services to corporations and employees |
| **BUSINESS MODEL & UNIT ECONOMICS** | We are offering three service tiers:<br>1.- Basic wellness pills, flat service 4€/employee (all employees)<br>2.- Premium service, 20€ ticket<br>3.- VIP, basic + 8 premium + M.E.A.SURE service, 100€ per employee registered |
| **CURRENT STATUS AND NEXT STEPS** | We have launched the platform and we have started working with a corporation in Italy (3k employees). We are currently demoing with 2 more. We are planning to reach 8 corporations within the first year. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are seeking around 150k € to hire a UX/UI manager |
| **TEAM MEMBERS** | **Giovanni Rampinini** — CEO, CFO, Co-founder<br>**Mauro Napoli** — Advisor Tech, Co-founder<br>**Emanuele Galiano** — Advisor Tech, Co-founder<br>**Fabio Zecchini** — External Relationship, Co-founder<br>**Fabrizio Macchi** — SME wellness, Co-founder |
| **CONTACT** | giovanni.rampinini@alumni.esade.edu |

1-MINUTE VIDEO PITCH

https://vimeo.com/461055518

# Kleta

| PROJECT NAME | **Kleta** |
|---|---|
| WEBSITE | www.kleta.es |
| SHORT PROJECT DESCRIPTION | Kleta is a bike subscription service. For a fixed monthly fee our users receive a (i) personal, quality bike, (ii) an anti-theft guarantee, (iii) full maintenance of the bikes at (iv) no long-term commitment. |
| BUSINESS MODEL & UNIT ECONOMICS | We currently offer two bike models in our monthly subscription plans for 21,50€ respectively, 24,50€ with an average customer LT of 4-6 months at a CAC that is currently between 5-10€. |
| CURRENT STATUS AND NEXT STEPS | We launched our own bikes on August 24th - two distinctive bike models - and currently have more than 50 active customers on the street (status 21st September) with an approx. figure of 80-100 active users by end of October (given the current, quick growth).<br><br>Next steps are negotiations with companies in order to boost our B2B sales/subscription for 2021 (companies offering our bike subscription as a perk for their employees) and assuring quantity and quality of our bike supply for 2021 (500-1000 additional bikes). |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising a Seed Round between 200-300k€ to purchase stock (approx. 800 -1000 bikes), introduce c. 100 electric bikes in Barcelona, introduce a solution to track our bikes (hardware/software/ App) and expand the team to cope with the expected growth (B2B Sales, Customer facing team/ mechanic). |
| TEAM MEMBERS | Diego Casabe — CEO, Founder     Falk Siegel — Co-Founder     Jose Tomas Mendez — Chief Mechanic |
| CONTACT | falk@kleta.es / diego@kleta.es |

▶ 1-MINUTE VIDEO PITCH

Kleta

https://www.youtube.com/watch?v=gZKBux-T-mE

Artema Corp.

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|---|---|
| **PROJECT NAME** | **Artema Corp.** |
| **WEBSITE** | https://artemacorp.com/ |
| **SHORT PROJECT DESCRIPTION** | We produce high end gaming peripherals with a unique level of customization to help the ultimate gamers to express their unique identity. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We position Artema Corp. as a premium eCommerce brand with high end products. Approaching the gamers with a pay per feature price model, according to the customization level requested. The average ticket price is 150€ with a good and sustainable margin for each product. |
| **CURRENT STATUS AND NEXT STEPS** | We are shipping the second batch of mouses to 20 gamers, our website builder is already working and we are adding new features day by day. By December 2020, we will launch our first Kickstarter, therefore, we are working on the preparation of the campaign |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We will be raising a seed round of 500K€ to place the core team on board, including new members a Marketing Manager and 2 Engineers and increase our production capabilities. |
| **TEAM MEMBERS** | **Daniel Martínez** CEO, Founder; EMBA2020    **Gabriel Segui** COO & Co-CTO,EMBA2020 Founder    **Mario Sánchez** CIO & co-CTO; Senior programmer; Founder<br>**Daniel Martin** CDO, Founder; Senior Designer    **Alejandro Torres** Supply chain manager; Senior product Engineer |
| **CONTACT** | daniel.martinez@artemacorp.com |

**1-MINUTE VIDEO PITCH**



https://www.loom.com/share/e31fdfd4e5df459295dfd0993b86eab3

OMPHALOS

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| **PROJECT NAME** | **Omphalos** |
| **WEBSITE** | https://www.whatsmycompanyworth.com/ |
| **SHORT PROJECT DESCRIPTION** | Omphalos provides small business valuations by leveraging technology to automate a historically manual intensive and expensive process. |
| **BUSINESS MODEL & UNIT ECONOMICS** | Omphalos makes money by charging customers between $1,000 and $5,000 for a valuation. Through partnering with Investor Relation and Business Brokers it has eliminated our Customer Acquisition Costs (at this time). Our deal funnel is filled through referrals or networking. |
| **CURRENT STATUS AND NEXT STEPS** | Since February of the start eAccelerator, I have done valuations for 3 companies generating $3,000 in revenue, created an automated valuation calculator, and partnered with external parties to increase deal flow. I am in the process of iterating digitized valuation tools. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | I am aiming to raise $100K to cover expenses and begin marketing to expand sales reach. |
| **TEAM MEMBERS** | George Wellmer<br>CEO, Founder |
| **CONTACT** | george@whatsmycompanyworth.com |

**1-MINUTE VIDEO PITCH**

OMPHALOS

https://www.youtube.com/watch?v=UmdRP_pTceU&feature=youtu.be

| PROJECT NAME | **EmiGreat** |
|---|---|
| WEBSITE | https://www.emigreat.se/ |
| SHORT PROJECT DESCRIPTION | 1 out of 27 people in the world are migrants. They all face different challenges when relocating to a new country because the process is often manual, time consuming, stressful and expensive. EmiGreat, with their software, help migrants move and thrive in their new country by creating a tailor-made, interactive journey map. We optimize the current infrastructure by using different AI technologies: natural language processing, computer vision and machine learning. |
| BUSINESS MODEL & UNIT ECONOMICS | The current minimum cost of a relocation company in Sweden is 1000€ per employee and it only covers the work permit application. We plan to offer more value with our software for the same price in the form of an individual license for businesses. This plan will cover the work permit application, a fully-automated support throughout the different steps of the journey, and a dashboard for the companies to manage their employees. Our current CAC is around 114€, but one company brings over 5 employees per year. Later on, we will introduce a four-tiered subscription model: freemium, standard, business and enterprise. We will also receive 40€ on average from our business partners in the form of their CAC. |
| CURRENT STATUS AND NEXT STEPS | During the summer, EmiGreat went through the idea and market validation, competitors analysis, financial plan, social media, and communications plan, and we have worked on some B2C cases to develop the end-user experience. On the product side, we have built our database and customer accessibility to the software. In September, we started discussions with business angels and incubators in Sweden. We have partnerships with immigration lawyers, translators, and housing providers. We are working on our interactive mock-up, and we have acquired two letters of intent from target companies to beta test our MVP. We have incorporated, our CTO and CEO are now working full time in the company, we have currently started EU certification, a trademark for the company's name and we are acquiring some additional products through licenses. Our next step is to sign partnerships with a local bank and an insurance company. As soon as the interactive mock-up is finished, we will start promoting it to SMEs within our network. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are currently raising a pre-seed round of 170 thousand euros for a 5% stake of the company to finish developing the MVP based on the specifications and feedback from our beta testers. With the investment, we will hire a senior full-stack developer into our team to complement our current skill sets (the person has not been identified). We will also hire database and cybersecurity consultants. We have also allocated in the budget our market-entry cost. We estimated that after launch, our product can have a turnover of at least 1.2 million euros in the first year with only 5% of the current work permit market in Sweden. In 2019, the top 8 relocation companies in Sweden billed 116 million euros. |
| TEAM MEMBERS | Anali Guzman Molina — CEO, Founder    Abhilash Ram — CCO, Co-founder    Anders Elfverson — CTO, Co-founder    Shreya Sanjeevi — Business Development and Strategy    We have some collaborators/employees with skills in UX/UI Design, Full Stack Development, Legal and IP, and Digital Marketing: (Angelica, Dante, Johannes, Carmen, and George, respectively). |
| CONTACT | anali.guzmanmolina@gmail.com / info@emigreat.se / +46(0) 790538407 |

1-MINUTE VIDEO PITCH



https://www.youtube.com/watch?v=MSxlrd31CfU&feature=youtu.be

| PROJECT NAME | AdCar |
|---|---|
| WEBSITE | www.ad-car.es |
| SHORT PROJECT DESCRIPTION | AdCar enables companies to advertise on private vehicles and recieve data driven insights about the performance of their ads making outdoor advertising accessible to smaller companies and data driven. |
| BUSINESS MODEL & UNIT ECONOMICS | Currently we charge companies a flat rate per month per car, which the future will evolve into dynamic pricing based on the amount of impressions generated. Current CAC is around 2,5€ (decreased from 15€ due to improved strategy of Google Adwords), however, not every driver registered is valuable, therefore an approximate actual CAC is around 8€. AdCar has around 20%-50% margin depending on the amount of cars and months that clients have contracted. Minimum monthly price per car is 500€, maximum 1200€. |
| CURRENT STATUS AND NEXT STEPS | Our website was launched in late April with over 800 drivers registered until today (the growth is around 150 drivers monthly). In terms of paying clients, we are in negotiations with 3 companies and 2 have already confirmed their interest to participate in testing of the app. The goals for the next couple of months include finding product market fit, growing the team and finalising the application. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are looking to raise around 80K in first quarter of 2021, as the plan until January 2021 is to finish the testing of the beta version of the app, identify product market fit and understand the needs of customers. The financing will be used to further develop the app and hire appropriate sales team. |
| TEAM MEMBERS | Alexander Oreschenko<br>CEO, Founder |
| CONTACT | alex@ad-car.es |



1-MINUTE VIDEO PITCH



https://www.youtube.com/watch?v=Vnt-UvJROYY

manduca

| PROJECT NAME | FarmMe |
|---|---|
| WEBSITE | We will be launching the website in the next weeks. |
| SHORT PROJECT DESCRIPTION | We facilitate the end-to-end sales process of local groceries to help local farmers generate higher margins and ease the access to locally sourced food for consumers. |
| BUSINESS MODEL & UNIT ECONOMICS | We charge a transaction fee of 20% of each online order. We forecast an average transaction price of 40€ and a rapid increase of sales starting with 1000 transactions per month. Additionally, the more volume we achieve, the more benefit we will generate as software maintenance and delivery costs will go down. |
| CURRENT STATUS AND NEXT STEPS | We are in an advanced validation phase where the project has been proved to be appealing to local farmers and market research shows clear trends in online shopping growth and local organic groceries.<br><br>Business plan is in place and in the next weeks we will be launching our customers acquisition website to start building the farmer's community and start getting traction from consumers. This will allow us to successfully finalize the MVP and launch the App at the beginning of 2021. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising a seed round of 150k € to execute B2C marketing activities (for initial customers acquisition) and commercial promotions (discounts) with the goal to rapidly gain market share and overcome the chicken-egg problem. |
| TEAM MEMBERS | Alfred Vilanova — CEO, Co-founder    Anupam Chaturvedi — CTO, Co-founder    Shraddha Singh — Senior Software Developer<br><br>Piyush Yadav — Software Developer    Anand Vardhan Singh — Software Developer |
| CONTACT | Alfred Vilanova: email: vilanova.alfred@gmail.com; phone: +34 690 694 915 |

▶ 1-MINUTE VIDEO PITCH

manduca

https://youtu.be/WwUQLsHyRXY
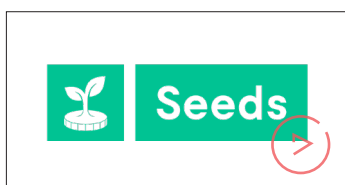
| | |
|---|---|
| **PROJECT NAME** | Seeds |
| **WEBSITE** | seeds-investing.com     https://www.instagram.com/seedsinvesting/?hl=es https://www.linkedin.com/company/seeds-investing/?originalSubdomain=es |
| **SHORT PROJECT DESCRIPTION** | We are an environmental FinTech that earns our investor's money and offsets their carbon footprint at the same time. Seeds invests the spare change from our community's everday purchases into bankable renewable energy projects. |
| **BUSINESS MODEL & UNIT ECONOMICS** | On our B2C side, we have a 1€/month subscription free-mium model that provides personalized carbon footprint tracking and offsetting and higher ROI projects. On our B2B side, 3-5% of the renewable energy project CAPEX, 400€ fee on top of project due diligence costs & a 20,000€/year portfolio management fee per developer. Using these cash flow streams we believe we can break even in 2 years in our medium growth scenarios. The round-up model is very powerful, generating ~17.50€/month of investment. Based on our optomistic market capitalization projections, this investment channel alone will generate 267M€/yr of investment. |
| **CURRENT STATUS AND NEXT STEPS** | We have an interactive mockup app with the UI/UX designed in Adobe Xd that has been tested tested with +60 customers. 110 Beta testers signed up. <br><br> We are in the process of signing 3 LOIs with 2 renewable energy cooperatives and 1 solar technology company. 3 potential pilot projects identified. <br><br> +700 followers across social media as we build our community. <br><br> Top 15 Energía de Portugal University Challenge contest still in progress, Top 5 & Top 3 announced on Sept. 25th. <br><br> TEDx presentation upcoming on Oct. 10th. <br><br> Entrepreneurial Idea Finalist - 7th Environmental Protection and Energy Conference - Gliwice, Poland 2019. <br><br> In discussions with a VC firm to join their 90-day investment readiness bootcamp to develop the MVP. Terms in negotiation. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a pre-seed round of 100-250k€ to develop a functional MVP with 3 priorities: identify purchases, then round-up and invest the spare change into an escrow account; onboard customers with high enough security to meet MiFID II & Know Your Customer compliance standards, and transfer funds to the project developer with proper financial controls in place. We currently have 168 applications for a software developer role. <br><br> Our highest costs are all upfront in the app development and financial compliance costs. We can avoid some financial compliance licenses in the beginning by using third party payment providers and using their Payment Initiation Service Provider (PISP) and Account Information Service Provider (AISP), which will mea higher variable costs for transferring the investments, but as we integrate the Target Initiation Service Provider (TIPS) payment railway, the transfer costs will drop from ~0.30€/transfer down to 0.002€/transfer, which will boost our earnings. |
| **TEAM MEMBERS** | **William Wiseman** CEO, Co-founder     **Alba Forns** Head of Business Development, Co-founder     **Guillermo Marchessi Riera** Innovation & UX Designer, Co-founder <br><br> **Jose Colomer Bel** Product Manager, Co-founder |
| **CONTACT** | william.wiseman@seeds-investing.com |

▶ **1-MINUTE VIDEO PITCH**

https://www.youtube.com/watch?v=paYXOJt3UXY

# tess

| PROJECT NAME | TESS |
|---|---|
| WEBSITE | Link youtube channel (website coming soon) https://www.youtube.com/channel/UCI82lHCrGNf6ot3E5E6kBhA?view_as=subscriber |
| SHORT PROJECT DESCRIPTION | TESS is an app that helps fashion companies to optimize their online sales and reduce their returns rates. The App helps to find the optimal outfit that is adapted to their morphology for their end clients |
| BUSINESS MODEL & UNIT ECONOMICS | We offer a SaaS White Label product where our Ideal Customer Profiles are the Fast Fashion Leader Brands. Our Revenue Model (B2B) will be based on: A proportion of the positive impact created by our solution (the increase of sales for our customers) A yearly Subscription Model for using our service to ensure a recurrent revenue Extra Customization Services Additionally, with our model we will be able to group data from different brands simultaneously (allowing us to get insights over the industry) |
| CURRENT STATUS AND NEXT STEPS | Our validation survey allowed us to collect more than 300 emails. In addition, the TV show "Les Reines du Shopping" which is at the origin of the project gathered up to 1.5 million daily viewers which is a great social proof of our concept. The study of the competitors validated the importance of the stakes while confirming our unique value proposition. Having developed the application for B2C, we are now clearly oriented towards B2B. I have had many exchanges with technicians which allowed me to clearly define - Technical feasibility, cost and timing - The profile of the technicians needed |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising a seed - angel round of 100K to work on our product development and start to offer our SaaS in the market - 80k for Operations and IT (getting a good MVP) - 20k for additional costs (mostly in sales, marketing and legal aspects) |
| TEAM MEMBERS | Timothee Guyot Founder |
| CONTACT | timotheeguyot98@gmail.com     Linkedin https://www.linkedin.com/in/timothee-guyot-97a120183 |

1-MINUTE VIDEO PITCH

tess

https://youtu.be/tdhdRmKK5l0

# eWorks

## Metarina
### a digital maritime platform

| | |
|---|---|
| **PROJECT NAME** | Metarina |
| **WEBSITE** | metarina.com |
| **SHORT PROJECT DESCRIPTION** | We connect marinas and yachts by providing a digital platform - integrating a) berth management in marinas and b) mobile voyage planning to yachters, to accomplish simple information/transaction exchange between the two parties. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We offer both a modular subscription model from 200€ - 900€/month (CAC ~ 2000€) to marinas (B2B) and a commission-based model to yachters (B2C) with an average revenue of 17,5€ per booking |
| **CURRENT STATUS AND NEXT STEPS** | We are launching the first version of the integrated platform at the end of October and have first customers lined up (including LOIs) in our initial three target countries to begin testing during the off-season. Next steps are to iterate the product towards PMF for the new season in 2021 and onboard as many marinas as possible. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are currently still in an early pre-seed stage and looking to close a first funding round for Q3 2021 to aggressively scale business development in Spain, France and Italy. |
| **TEAM MEMBERS** | **Henry Hooper** CEO, Co-founder   **Nicola Kienzle** Head of Business Development, Co-founder   **Leon Entrup** Head of Business Development, Co-founder |
| **CONTACT** | henry@metarina.com |

**1-MINUTE VIDEO PITCH**

https://www.youtube.com/watch?v=PqF8GRobr74

# eWorks

**FITMEUP**
Smart up your fitness
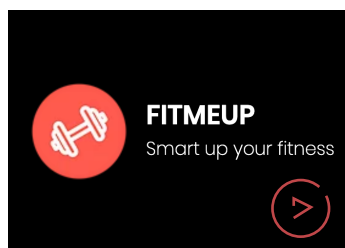
| | |
|---|---|
| **PROJECT NAME** | **Fitmeup** |
| **WEBSITE** | fitmeup.io |
| **SHORT PROJECT DESCRIPTION** | FITMEUP is the first Marketplace that connects fitness enthusiasts with personal trainers, facilitating a seamless booking and secure payment for an online LIVE class without going through the gym. |
| **BUSINESS MODEL & UNIT ECONOMICS** | The Trainer sets the session price. Fitmeup adds a 5€ fee that will be charged directly to the client together with the session. The transaction cost is 1€, so the commercial margin is 3,13€. We are also working in testing other monetization models: 1- Directly hiring personal trainers as freelancers that we will promote in Fitmeup, agreeing a fixed price for them and getting 18€ net per session. (Uber Model) 2-BtoB business, where the clients will be low cost gyms that need to develop further personal training business, and pay Fitmeup a fixed fee + a revenue share for the sessions booked. |
| **CURRENT STATUS AND NEXT STEPS** | We've almost completed our web MVP in fitmeup.io. We're now searching for 15 trainers to run the first tests.<br><br>We are also studying how to develop the app and set up the company legally. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of 200k to develop iOs and Android App, and launch a marketing campaign to help us scale and reach 50k app users |
| **TEAM MEMBERS** | Sara Magotti — CPO, co-founder · Carmen Wilke — CEO&CMO, co-founder · Marc Milà — COO&CFO, co-founder<br><br>Silvia Puglisi — CTO |
| **CONTACT** | Carmen Wilke, carmen@fitmeup.io, +34 619710663 |

**1-MINUTE VIDEO PITCH**

▶

**FITMEUP**
Smart up your fitness
▶

https://www.youtube.com/watch?v=bnhr-hUA3gk

# RLab

| | |
|---|---|
| **PROJECT NAME** | **Rlab** |
| **WEBSITE** | www.rlabapp.com |
| **SHORT PROJECT DESCRIPTION** | We solve the inventory management issue by providing a powerful insights and a ready to use recommendations by a SaaS tool, helping small and medium size retailers to achieve profitability due the better management of the inventory and better customer experience. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We offer an annual subscription model payable monthly , with 3 option the Basic at 490 per month, Advance at 990 per month and the efficiency at 1490 per month and fee per special requirements between 1000 and 5000 euos depending in the requirement, we estimate a 30% of CAC per each tier. |
| **CURRENT STATUS AND NEXT STEPS** | We have an MVP fully working with a Chilean company and we are I conversations to close a new deal with a company in Barcelona. We have had 6 new contacts just by the website for companies that are interested, with 0 investment in social media.<br><br>We plan to improve our product in terms of technology and create the environment needed to be connected with all the other ERP software available in the market and start an aggressive sales strategy. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of 200K in order to achieve our software development requirements and sales efforts to achieve 10 companies in less than a year. |
| **TEAM MEMBERS** | **Alvaro Cabezas** CEO, Founder    **Victor Crequy** Head of Growth, Co-Founder    **Nicolas Rossi** Advisor |
| **CONTACT** | acabezas@oclock.cl |

**1-MINUTE VIDEO PITCH**



https://www.youtube.com/watch?v=coyUVhGzZmE
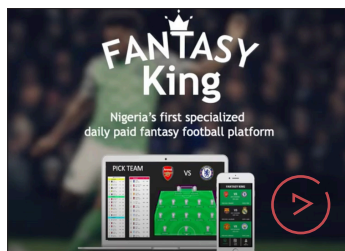
# eWorks

| | |
|---|---|
| **PROJECT NAME** | **Fantasy King** |
| **WEBSITE** | https://fantasyking.landen.co/ |
| **SHORT PROJECT DESCRIPTION** | We aim to introduce a daily paid fantasy football platform to the Nigerian market. This innovative product offers gamblers a social product that has a lower risk & higher upside than traditional sports betting. |
| **BUSINESS MODEL & UNIT ECONOMICS** | The revenue model is a commission-based structure. Of the total entry fees collected for a contest - Fantasy King will take 20% as revenue, while distributing 80% for the prize pool. However, in the early stages, the platform will be free-to-play in order to build the customer base. We forecast our CAC to be around €35. |
| **CURRENT STATUS AND NEXT STEPS** | We are currently completing our interactive mock-up (to be ready by Demo Day), which we will then use to develop the platform to an MVP level. We are currently in talks with numerous software developers in Malta to come on as our technical partner. Once we've built the MVP and soft launched to the market, we will raise a round of funding from external investors. Further, we will look to partner strategically with a Nigerian betting company, Bet King, with whom we already have a verbal agreement of their interest. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | Phase 1: Build an MVP platform. As mentioned, we are going to get a technical partner to develop the platform and manage the maintenance for the first 3-years of operations. In return we will give up 10-15% equity. Alternatively, the founders will put in €20-30k funding to get the platform developed without having to forgo equity.<br><br>Phase 2: Launch platform for free in Nigeria (sponsor the prizes) |
| **TEAM MEMBERS** | Jordan Flax<br>Founder<br><br>Andrew Litkie<br>Founder<br>Partner of Development<br>Company in Malta (CTO) |
| **CONTACT** | andrew.litkie@alumni.esade.edu |

**1-MINUTE VIDEO PITCH**



https://www.youtube.com/watch?v=Wn3BfSZtILE&feature=youtu.be

# BHeard Mobile Application

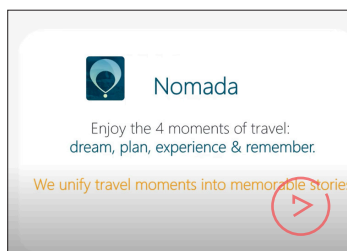| | |
|---|---|
| **PROJECT NAME** | **BHeard Mobile Application** |
| **WEBSITE** | Bheard.app |
| **SHORT PROJECT DESCRIPTION** | We are solving the problem of inefficient communication experienced by patients while in healthcare settings; our solution is a Push-to-Talk app that patients and providers can install on their mobile devices and use to interact with each other, be able to translate voice memos into different languages and receive notifications and updates about their diagnosis, prescriptions and care pathways. This will empower patients to participate in their care delivery leading to better patient care outcomes and enable providers to share notifications and optimize clinical resource utilization. |
| **BUSINESS MODEL & UNIT ECONOMICS** | The idea is to have the app as a SaaS solution to be used by hospitals, clinics and medical insurance providers. We will offer a 2 tier subscription model with a freemium model that will enable early adopters to avail the basic functionality ‖ We will charge a transaction fee of 10% for each user. Hospitals can also monetize this app to market value added services to patients such as be able to purchase high-speed internet connectivity, request for interpreters , upgrade to premium suites, change medical insurance plans etc. |
| **CURRENT STATUS AND NEXT STEPS** | We are currently working with Sidra Medicine – Women's & Children's Hospital in Qatar to create an MVP which will be tested on site in a controlled environment for advanced validation. The test case will be for post-partum women and their new born babies as the target audience with communication engagements with nurses, OB GYN physicians and allied health professionals. We are also discussing the details of the interactive mock-up with a couple of mobile app developers based in USA. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of €50k to hire a an app development team and an additional €150k to hire a CFO and Sales Director  (yet to be identified) to help us scale sales and reach more hospitals in the Middle East and Asia markets. |
| **TEAM MEMBERS** | Sana Aftab — CEO, Founder<br>Asif Kathwari — Technical Development, IT Project Management<br>Sadia Aman — Business Development<br>Dr. Manoj Mohan — Clinical Advisor – Physician<br>Neelam Bhardwaj Tronchoni — Clinical Advisor – Nursing |
| **CONTACT** | sana.aftab1@gmail.com |

# eWorks

The Motorsport Engineers Network

| | |
|---|---|
| **PROJECT NAME** | **Motorsport Engineer** |
| **WEBSITE** | https://academy.motorsportengineer.net/ |
| **SHORT PROJECT DESCRIPTION** | We remove the barriers to knowledge in the field of Motorsport Engineering by providing a online courses by the best professionals to students and young professionals so they can achieve their career goals. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We currently have 4 courses in our e-learning platform selling at a price range of 100-350€. We acquire customers organically through online content and word of mouth. |
| **CURRENT STATUS AND NEXT STEPS** | Average ticket of ca.250€, with 25 customers and over 500 sign ups. Hired SM and Content Manager to increase awareness and continue to drive organic traffic.

Next steps include launching 2 new courses in the next 2 months, purschasing engineering software licenses, exploring B2B opportunities and partnerships with Universities, as well as looking for a CTO. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | €100k to boost and improve course content, recruit new instructors, cover software license expenses and hire CTO. |
| **TEAM MEMBERS** | **Gerard Torres** CEO, Founder |
| **CONTACT** | gerard.torres@motorsportengineer.net |

| PROJECT NAME | Project Nomada |
|---|---|
| WEBSITE | |
| SHORT PROJECT DESCRIPTION | Nomada app will unify fragmented travel moments into a memorable story line, which travelers can access at the palm of their hand to recall, look back on, share, and inspire others. And in turn tap into the travel experiences of people they trust to curate their own. |
| BUSINESS MODEL & UNIT ECONOMICS | Free to use, better with premium. Micro-transactions for everyone (electronic & physical mementos). Premium subscription features around 3 Euro per month and Microtransactions ranging from 1 Euro for e-mementos and up to 80 Euros for physical ones. Avg. CAC estimated at 10 Euro with a CLV of 33 Euro.  Our total available market is estimated at 19 Billion, adjusted for Covid Impact. |
| CURRENT STATUS AND NEXT STEPS | We are in advanced validation stage with target B2C users, have finalized our Interactive Mock-up and currently running usability tests, preliminary feedback is incredibly positive. In parallel we are defining and setting-up Landing Page Conversion experiment to test our Marketing Messages. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising 150k Euro as convertible loan note, to develop & launch our product. |
| TEAM MEMBERS | Alberto Martinez — Executive Leadership - Founder     Vinicius Agostini — Marketing & Sales Lead     Fabrice Reynolds — Product Development Lead |
| CONTACT | matzalberto@outlook.com |

1-MINUTE VIDEO PITCH

Nomada

Enjoy the 4 moments of travel:
dream, plan, experience & remember.

We unify travel moments into memorable stories

https://youtu.be/6VosTrz2JIQ
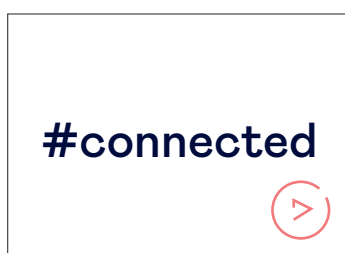
# #connected

| | |
|---|---|
| **PROJECT NAME** | **#connected** |
| **WEBSITE** | |
| **SHORT PROJECT DESCRIPTION** | #connected helps consultancies to manage their organisational knowledge by transforming all previously created documents (mostly powerpoint and excel) for their clients into a central repository using a database structure. By applying data analytics (such as pattern recognition algorithms and clustering of unstructured data) and AI (such as deep learning) the consultancy gains valuable insights out of their data. Our solution operates in a EUR 70.5 billion market globally and allows consultancies to save EUR 5 million in costs annually by erasing manual, repetitive and time-intense processes while increasing quality and profitability of client projects. |
| **BUSINESS MODEL & UNIT ECONOMICS** | B2B SaaS subscription model, with a freemium of 3 months. We will charge a monthly subscription fee of 3.000EUR, which will be billed annually. |
| **CURRENT STATUS AND NEXT STEPS** | We are currently developing a prototype, which should be presented to the KPMG Partner in charge for Knowledge Management. Next, user testings will be run in cooperation with KPMG and a smaller consultancy (TBC) in order to make adoptions to the prototype. The engagement will allow for more LOIs to be signed. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising 100k to develop the prototype further into a product (developing the engine with algorithms for core features) |
| **TEAM MEMBERS** | Steffi Granacher — CEO, Founder / Itzel Aldama — UX Designer, Advisor) / Giancarlo Pardini — Database specialist, Advisor / Cristián Ramón — Data Scientist, Advisor |
| **CONTACT** | steffi.granacher@alumni.esade.edu |

**1-MINUTE VIDEO PITCH**

#connected

https://youtu.be/C-Hbb822jnM

# Occhialieri
MILANO

| | |
|---|---|
| **PROJECT NAME** | Occhialieri |
| **WEBSITE** | |
| **SHORT PROJECT DESCRIPTION** | We sell artisanal biodegradable eyewear at around half the price of traditional brands |
| **BUSINESS MODEL & UNIT ECONOMICS** | We sell sunglasses or eyeglasses comprised of prescription lenses starting from 98 euros. |
| **CURRENT STATUS AND NEXT STEPS** | We ordered the first 200 pieces from an Italian artisans and will start selling our product in December to have a final validation of our project |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising 50k to increase our model offering and hire a marketing lead to help us launch and scale quickly. |
| **TEAM MEMBERS** | **Luca Astarita** CEO, Founder    **Mattia Astarita** CTO, Founder    **Andrea Antonielli** Business Developement <br> **Pier Giuseppe Giunta** Art Director    **Marco Astarita** Esternal Consultant    **Ludovico Tesoro Tess** Photo and video maker |
| **CONTACT** | Luca.astarita@occhialieri.com |

**1-MINUTE VIDEO PITCH**

Occhialieri
MILANO

https://www.youtube.com/watch?v=UBimuUGeAIY&feature=youtu.be
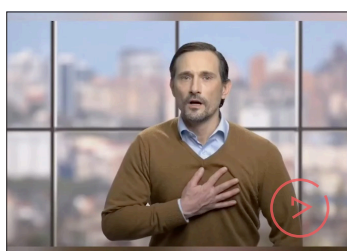
# eHealth-360

| | |
|---|---|
| **PROJECT NAME** | **eHealth-360** |
| **WEBSITE** | Landing page (will be updated in the next weeks): http://site-2396356-8421-8081.mystrikingly.com/ |
| **SHORT PROJECT DESCRIPTION** | We approach the pasive role of the healthcare system, by providing a personalized platform of precise medicine that match customer current biological information with cutting-edge therapies, to help people who want to perform at their best in all the aspects of their lives, concious about the importance of their health, accomplish their full human biological potential and reduce risks of aqcuiring a fatal desease. |
| **BUSINESS MODEL & UNIT ECONOMICS** | We offer three different subscription model, with a freemium where customers fulfill a questionnarie to determine their current state of heath. The standard fee that includes blood test analysis, nutrition and excercise guide, and few therapies. And the premium pack, that includes several therapies and an extra personalized supplementation guide. Also, we charge a fee to the owners of the facilities for referal clients. |
| **CURRENT STATUS AND NEXT STEPS** | We have validated our questionnarie to determine the state of health by the free questionnarie. Currently, we are working on the platform to allow clients to provide previous information to match with their answers and suggest new analysis. We are in conversations with facilities to establish the collaboration model and sign a letter of intentions. |
| **FINANCIAL NEEDS (AND CONDITIONS)** | We are raising a seed round of 70k to develop our main platform and start to build the algorithms that will create an automatic feedback to the customers based on all the information that we will obtain. |
| **TEAM MEMBERS** | **Joel Jarrin** CEO, Founder  **Marc Campabadal** Chief Technology Officer  **Lorena Gonzales** Co-CSO, R&D  **Catalina Argote Oramas** Co-CSO, Head of Medical Advice |
| **CONTACT** | joel.jarrin@alumni.esade.edu |

▶ **1-MINUTE VIDEO PITCH**



https://youtu.be/Cj4ChIeEKkw

# eWorks

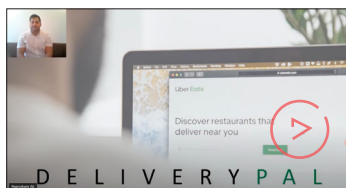| PROJECT NAME | DeliveryPal |
|---|---|
| WEBSITE | |
| SHORT PROJECT DESCRIPTION | DeliveryPal is a software that delivers real-time actionable business insights to medium size restaurants throughout a recommender system that allows managers to boost sales when selling on online delivery channels without having to spend hourscrunching the data. |
| BUSINESS MODEL & UNIT ECONOMICS | We offer a two-tiered subscription model, with a CAC of 2.000 euro in the first year which we expect to be reduced up to 800 in year three. The basic subscription is 120 euros/month and includes basic customized insights plus competitive position reports. The premium tier offered more advances services for a price of 200 euros/month. The estimated CLV is 750 euro on the first year up to 5.000 euro. |
| CURRENT STATUS AND NEXT STEPS | We are in advanced validation phase, running a manual 6 weeks pilot with a local virtual kitchen on their 5 brands for testing our hypothesis and determines which drivers deliver more value regarding sales increase. We are in advanced conversation with 3 more medium restaurant chains to expand the pilot. After the pilot in mid-October the next step is to build an MVP with the validated key drivers that allows to automatize and scale the service. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are planning to raise a pre-seed round of around 100k after finishing the pilot in November to develop a functional MVP powered by machine learning. |
| TEAM MEMBERS | Tulio Capriles — Co-CEO, Founder    Francisco Fernandez — Co-CEO, Founder |
| CONTACT | tulio.capriles@alumni.esade.edu francisco.fernandez13@alumni.esade.edu deliverypal.info@gmail.com |

**1-MINUTE VIDEO PITCH**



https://youtu.be/lmstCzr69E0

# Unify

| PROJECT NAME | Unify |
|---|---|
| WEBSITE | |
| SHORT PROJECT DESCRIPTION | We solve people's financial management problem by connecting all their financial products and money into one app, to help Spaniards from 15 to 55 age achieve financial wellbeing and save more. |
| BUSINESS MODEL & UNIT ECONOMICS | We offer a two-tiered freemium pricing model with a premium for 5€/month. We estimate a 30% conversion to premium keeping churn rate at 20%. We estimate our ARPU of 4.85€ where, in short-run, 60% of revenue comes from premium conversion and 40% from referrals to our business partners. |
| CURRENT STATUS AND NEXT STEPS | We are in the advanced stage of launching our MVP and currently have 300+ signed early adopters. We raising a round to develop an interactive application on both (iOS and Android versions) with additional features. |
| FINANCIAL NEEDS (AND CONDITIONS) | We are raising a seed round of 100k to develop a full-scale product and hire:<br>- Product Manager - to help us correspond with the third-party developers and UI experts<br>- Data Scientist (already identified) - to expand our AI/ML algorithm |
| TEAM MEMBERS | Sarthak Sethi — CEO, Founder        Yash T — CTO |
| CONTACT | Email - sarthak.sethi@alumni.esade.edu, Contact Number - +34695089584 |

▶ 1-MINUTE VIDEO PITCH



https://youtu.be/B-uIsy4K4NA
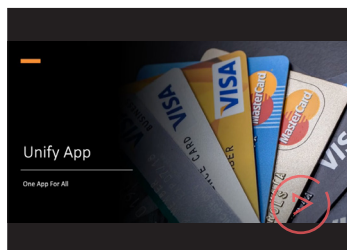
# eWorks

## Make it real

## eWorks is part of the EEI

esade

**RAMON LLULL UNIVERSITY**

Entrepreneurship
Institute (EEI)

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