esade
RAMON LLULL UNIVERSITY

Entrepreneurship
Institute (EEI)

Project
Overview

eWorks
Accelerator 2021

Project Overview

Do Good. Do Better.

Foreword

The eWorks Accelerator is a startup acceleration program supporting early stage projects with high potential in getting their products to market and growing past the concept stage. It's 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 € 7000 per project and introduction to investors.

The 2020 edition was the first one to admit non-Esade participants and saw a record participation, with 52 projects admitted — working on a broad spectrum of topics: Biotech, Circular Economy, Crypto, Fintech, Food, Healthcare, Home Decoration, HR, Industry 4.0, Payments, Proptech, Psychology, Sustainable Fashion, Travel and Tourism, Urban Mobility, Wellness, Working from Home, and more.
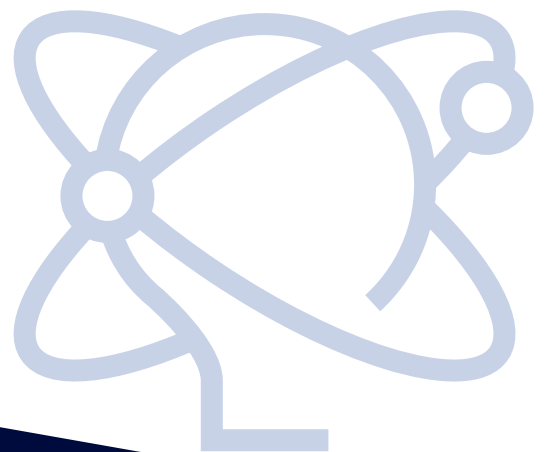
After 3 months of hard work, lots of mentoring sessions and long nights, on Oct 21st, 2021, the teams will present their projects in an online Demo Day to investors, press, other startups and entrepreneurs.

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

The eWorks Team
Jan Brinckmann
Davide Rovera

Do Good. Do Better.

BAAM

PROJECT NAME	**BAAM**
WEBSITE	https://baam.ai/home
SHORT PROJECT DESCRIPTION	We solve "the problem of distressed assets of banks" by utilizing the capabilities of AI and blockchain, to help banks divest their assets efficiently and empower buyers to buy properties smoothly, securely and conveniently.
BUSINESS MODEL & UNIT ECONOMICS	Our business model is mainly commission-based and then we have another revenue stream that is subscription based (annual subscription) for family offices and investment funds who want to buy real estate properties in good prices.
CURRENT STATUS AND NEXT STEPS	I. Product development: we launched our marketplace in an operational mode. II. Customer development: we have already agreed with a couple of banks in Romania (BCR, Techventures Bank) and we have started populating in the platform assets. II. Our business model can be easily monetized; so we are raising 480K, to make sure we can start generating revenues.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising €480K to hire marketing and sales headcounts as well for marketing campaigns; the success here looks like that within 3 months out of hiring these persons we start to generate an MRR 3K-5K and scale our business in more banks.
TEAM MEMBERS	Charis Stengos — CEO, Founder Dimitris Ragia — Chief Business Development Officer Foteini Kousiaki — Chief Marketing Officer Christos Theodoropoulos — Chief Legal Officer Andrei Fulea — Software Engineer
CONTACT	charis@baam.ai

1-MINUTE VIDEO PITCH

https://youtu.be/f_8rJ0WTpxs

BLUE TRUFFLE
THE FUN OF NATURAL FOOD

PROJECT NAME	**Blue Truffle**
WEBSITE	www.thebluetruffle.com
SHORT PROJECT DESCRIPTION	Blue Truffle aims to cheer up the present and future family breakfast and snacks, by providing guilty free healthy bakery products. A new way to eat fruit and vegetables as tasty as ever.
BUSINESS MODEL & UNIT ECONOMICS	The product pricing has been calculated by analyzing similar products that might be displayed in the same layout on the target stores. €1/100 gr breakfast standard products; €1.5 - €1.7 special breakfast products (gluten free, diet, wholegrain). Blue Truffle products will be sold at €1.5/100 gr. The portfolio will be composed by 3 healthy donuts made of mainly fruit and vegetables (more than 50% of the whole composition). The average margin from products is 90%, already considering the 42.8% of retailer and 48.2% distributor.
CURRENT STATUS AND NEXT STEPS	We are currently working with a manufacturer in order to launch 3 products. The minimum quantity we have negotiated is over 80kg which will be stored and launched in the next month for validation. The validation will take place in 3 potential target customers that we were evaluating: 1- Catering for one school 2- E-commerce (through the Blue Truffle website) 3- Small chain organic store in Sant Antoni district We are also improving the website and setting the e-commerce platform. This will be ready before the launching day. On the other hand, we are constantly working with a laboratory to improve the life time value, key factor to be able to enter in the main chains that work with extended deadlines and complex logistics.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising 120K in order to build a sales team to reach and follow up the main organic food supermarket chains in Spain. Furthermore we need to have enough cash to anticipate the first productions with the manufacturer until the breakeven point is reached.
TEAM MEMBERS	María Fernández Longueira CEO, Founder
CONTACT	maria@thebluetruffle.com

1-MINUTE VIDEO PITCH

BLUE TRUFFLE
THE FUN OF NATURAL FOOD

https://youtu.be/zmNg6JHwrPk

Clonded®

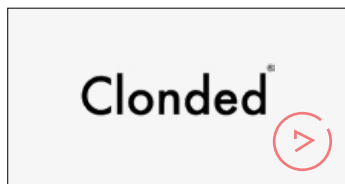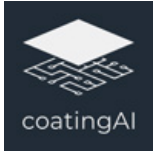| PROJECT NAME	Clonded
WEBSITE	www.clonded.com
SHORT PROJECT DESCRIPTION	A marketplace where peers and businesses can rent their products/items. It will start with tech products and working tools.
BUSINESS MODEL & UNIT ECONOMICS	We will offer paid advertising inside our platform to enhance users' products visibility. We will also charge a 10% flat commission fee on all transactions. Lastly, we will have ads on our platform from other advertisers as a third income stream.
CURRENT STATUS AND NEXT STEPS	Our MVP, a digital platform, is currently online and we are only missing the setup of the checkout and minor fixes. The next step is to start attracting users through paid traffic from the tech and working tools niche to start populating the platform to validate the customer segment. Additionally, we are looking forward to raising a round to invest in marketing and product.
FINANCIAL NEEDS (AND CONDITIONS)	We want to raise between 100-150K as a pre-/seed round to cover marketing expenses and complex product developments (if necessary) and to hire a CMO if we do not compensate them with equity.
TEAM MEMBERS	Lorenzo Masiello Co-Founder, CEO　　　Francesco Chironna Co-Founder, COO　　　Agung Hadiwaluyo CTO, Senior Full Stack Developer
CONTACT	lorenzo.masiello@alumni.esade.edu | info@francescochironna.it

1-MINUTE VIDEO PITCH
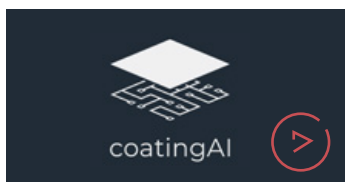

https://youtu.be/9zqgBQvgrUE

PROJECT NAME	coatingAI
WEBSITE	https://coatingai.com/
SHORT PROJECT DESCRIPTION	We automate the coating process through AI and 3D computer vision. coatingAI thereby achieves material reduction by 15%, process precision by 20% and finally reduce CO2 and energy.
BUSINESS MODEL & UNIT ECONOMICS	We offer a B2B SAAS Subscription model of CHF 36,000 per line per year. We sell to the 4 biggest line manufacturers globally, that own a combined 75% of market share. They themselves install coatingAI on their machines, thus benefiting from service contracts and they are able to sell additional 3D computer hardware. We aim to grow our revenue to 50 Million USD within 5 years. Within 2 years we additionally aim to spill over to the 10 x larger wet paint industry, with an estimated additional revenue of $150M within 5 years. The first pilot of coatingAI will take place in Q4 2021.
CURRENT STATUS AND NEXT STEPS	The solution has been developed over the last two years. Our first prototype (called Co-Pilot) will be ready by October, and pilot tests with customers will start by the end of 2021. Currently, additional data is collected to train multiple different types of powders. The first prototype optimizes the coating process based on machine data and selected powder and acts as a helper to the line operator. This version does not yet include 3D vision. 3D vision, and thereby the full automation solution, is expected to be done by mid-2022. We are also in talks with 3 out of the 4 largest powder coating companies in the world. Together these four own 75% of the global market share. Additionally, we have an NDA in place and a planned 3-months pilot project with AkzoNobel, the largest powder coating manufacturer globally.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising CHF 500,000 to develop the 3D computer vision technology of coatingAI and to run further training experiments of the AI. Out of the 500K, 3/4 will go into compensation of software developers and machine learning engineers. The last 1/4 will go into cloud services. The founders do not aim to pay themselves a salary until end of the year 2022 for now.
TEAM MEMBERS	Marlon Boldrini, Co-Founder, CEO Malcolm Werchota, Co-Founder, Business Developer Eugenia Millan, Marketing Manager Francisco Lourenco, Computer Vision Engineer
CONTACT	marlon.boldrini@coatingai.com

1-MINUTE VIDEO PITCH

https://youtu.be/AcclbUztMg4

COLLECTIO 33

PROJECT NAME	Collectio 33
WEBSITE	collectio33.com
SHORT PROJECT DESCRIPTION	E-commerce site for art prints made by Latin-American artists, starting operations in Costa Rica and expanding to other countries and categories in the future. The art will be curated, stylish, affordable, and accessible, and will be printed, framed, and sent to each customer.
BUSINESS MODEL & UNIT ECONOMICS	We have a capital light business model with zero inventory. We receive cash once customers make a purchase and only after that we spend a portion of it to pay for assembly, to print, frame, and ship the art. Artists send us their art in digital format and when we sell it, we give them a percentage of each sale. Artists can choose from 3 different percentages and the art will be priced accordingly. Every month we send the artists the amount they earned.
CURRENT STATUS AND NEXT STEPS	We are getting ready to launch our business next month. So far we have built the website, set up everything we need to operate as a business in the country, and gathered a very exciting art collection.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of 150K to hire an operations lead, a designer, and 2 more employees to help with assembly, as well as to purchase and import the frames and wood for frame assembly at a better price.
TEAM MEMBERS	Paula Gazel Co Founder, CEO Sebastian Herrera Co Founder, CINO
CONTACT	paula@collectio33.com | sebastian@collectio33.com | info@collectio33.com

1-MINUTE VIDEO PITCH

COLLECTIO 33

https://vimeo.com/622417593

PROJECT NAME	Delivery Nation
WEBSITE	www.delivery-nation.com
SHORT PROJECT DESCRIPTION	We match the excess of capacity on the restaurant industry with our brand portfolio by giving restaurant owners a validated brand to obtain incremental revenue with their existing resources. We let partners to focus only on kitchen operation while we solve all the extra work related to food delivery, ensuring quality and scalibity.
BUSINESS MODEL & UNIT ECONOMICS	We have 2 main sources of revenue. The first one is selling directly through our labs and flagship stores both our own brands and the ones co-created with partners. The other main source of income is through operating partners (existing restaurants) which operate one of our brands while we take care of all the necessities to give a good food delivery product. With direct sales we have a gross margin of 45% and with sales through partners we take between 15-20% of the revenue. Our current monthly revenue is €30,000 and selling over 1,600 orders.
CURRENT STATUS AND NEXT STEPS	We are in the advanced validation phase, with two of our brands selling over 500 orders per month. By the end of October we are going to open our second store and launch the first 2 co-created brands to the market, increasing to 9 the number of brands in our portfolio. During 2022 1Q we will launch our expansion pilot with 2-3 operating partners in Barcelona and continue working with our partner in Valencia to co-create 4 more brands and explore a second market.
FINANCIAL NEEDS (AND CONDITIONS)	Raising a seed round of 200K to open production kitchen in Barcelona, financing the Expansion Pilot, and hire 2 staff members to set up a back office to support our stores.
TEAM MEMBERS	Tulio Capriles Co-CEO, Founder Francisco Fernández Co-CEO, Founder
CONTACT	deliverynation.info@gmail.com

1-MINUTE VIDEO PITCH

https://onedrive.live.com/?authkey=%21AC271aKA9W5e9Rc&id=F2823F-DD312344F7%2135818&cid=F2823FDD312344F7

eWorks

felo

PROJECT NAME	**felo**
WEBSITE	www.myfelo.com
SHORT PROJECT DESCRIPTION	We use AI to provide automated and personalized feedback to job applicants for companies in order to improve the candidate experience.
BUSINESS MODEL & UNIT ECONOMICS	We are offering a 2-tier subscription model. The free tier will consist of standard automated feedback and a feedback dashboard while the paid version will include additional features such as customized feedback, integration to existing systems and data-driven insights.
CURRENT STATUS AND NEXT STEPS	We started crafting the idea for felo in April 2021 and have since taken it from ideation to an established business model ready for funding. Over the last few months, we have performed extensive due diligence on the industry and had meetings with 35+ recruiting professionals and potential customers to validate our idea. We are ready to begin advanced pre-selling of the product as well as recruit an in-house development team to build the prototype.
FINANCIAL NEEDS (AND CONDITIONS)	We are currently raising $44K to hire 2 full stack senior engineers and 1 designer to build our prototype to be completed in the next 3-5 months.
TEAM MEMBERS	Travis Hadden — Founder Doug Bernardo Silva — Co-Founder
CONTACT	travisjhadden@gmail.com

1-MINUTE VIDEO PITCH

https://youtu.be/Qg8AXv3itxI

eWorks

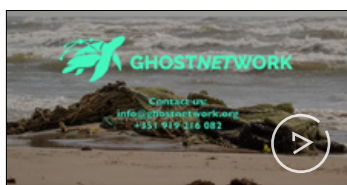|	
PROJECT NAME	**GhostNetWork**
WEBSITE	https://www.ghostnetwork.org/
SHORT PROJECT DESCRIPTION	GhostNetWork is a not-for-profit organization, whose overarching aim is to reduce the amount of ALDFG in the ocean by enhancing collaboration amongst stakeholders and building the infrastructure for a fishing gear recycling scheme, to help the transition to a circular economy.
BUSINESS MODEL & UNIT ECONOMICS	We will offer a membership/pro function for our networking section on our website. We will also be collecting fishing nets in Portugal at ports and will sell these to a local recycling company. In addition to this, we will be raising funds through campaigns and selling merchandise.
CURRENT STATUS AND NEXT STEPS	We recently launched our new website, which will allow the community to engage in conversations surrounding marine conservation and which has a section for educational tools such as blog articles, podcasts, workshops and so on. Our next step here will be to set up the networking feature, to allow stakeholders to find and contact each other and set up working groups. We also recently received the go-ahead from all necessary parties to start our pilot project for collecting nets in the port of Setubal (Portugal) and have been growing our network of partners who will help us achieve our goals. The next steps here will be to set up the collection infrastructure and work with fishers to encourage the correct disposal of their gear.
FINANCIAL NEEDS (AND CONDITIONS)	We are aiming to raise 150K to pay for three part-time staff, a web developer, as well as cover operational costs, such as administration costs, events, equipment (such as equipment for dive clean ups) etc., in order to scale up our impact and reach.
TEAM MEMBERS	Christopher Storey — Founder; Amy Kenworthy — CEO & Research Officer; Marco Bucalossi — Head of Partnerships & Project Manager; Bence Rónai — CTO; Arthur Félétou — Research Officer; Louisa Jatzwauk — Financial Manager; Sara Apresentação — Research & Community Engagement; Liberty Denman — Science Communication Manager & Research; Veronique Wong Kai In — Content Distribution Manager
CONTACT	Amy Kenworthy, CEO: amy@ghostnetwork.org

1-MINUTE VIDEO PITCH

https://youtu.be/coqABTnTv9U

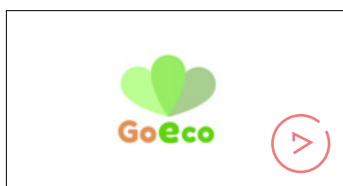| PROJECT NAME	**Goeco**
WEBSITE	https://www.goeco.app/
SHORT PROJECT DESCRIPTION	We solve the burden of carrying out a sustainable lifestyle the average user faces by creating a digital platform & community that helps them search & discover sustainable shops & restaurants that align with their values, everywhere they go. Plus, the users' reviews about the stores help new users in their choices and bring value to the community.
BUSINESS MODEL & UNIT ECONOMICS	We monetize our business through 3 revenue streams: 1. We charge our customers a commission for every booking (€1.5/person booked) or sale (10% commission) made in-App. 2. We offer premium visibility to businesses (CPC & CPM). 3. We offer a 2-tiered Subscription model (Freemium & Premium (€10 - €25/month)). CAC of an additional business client is €7.5 as for now.
CURRENT STATUS AND NEXT STEPS	We validated the concept with an MVP consisting of a fully-functional website and saw 32 business clients registering in only 45 days since launching, together with 600 unique monthly visits, +70 users registered & 10 user reviews written. As we speak, we are developing our 2 Apps (iOS & Android) that we plan to publish on the App Store & Play Store before Christmas. Next steps are going to be to legally incorporate the Company, employ the required staff members and launch the official App & Platform starting on beginning of 2022.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising an initial round of €40K to employ two sales representatives and support the marketing campaigns for the first months of 2022.
TEAM MEMBERS	Lorenzo Burzacca — CEO, Founder Albert Fleta — CTO, Co-Founder
CONTACT	Lorenzo Burzacca: lorenzoburz@gmail.com

1-MINUTE VIDEO PITCH

https://www.youtube.com/watch?v=DdUyHO1ZZts

hubberly

PROJECT NAME	**Hubberly**
WEBSITE	hubberly.com
SHORT PROJECT DESCRIPTION	Hubberly is a platform focused on helping Content Creators find all the sevices they need. Initially, we will focus on allowing investors and followers invest in differnet channels, so Creators can obtain funding for growing their channel and investors/contributors can generate a return or help Creators directly.
BUSINESS MODEL & UNIT ECONOMICS	We will take a 5%-10% of the funding obtained by the Creator and also a percentage when a collaboration between two Content Creators occurs.
CURRENT STATUS AND NEXT STEPS	We are currently building our platform, doing recruiting of talent influencers and developers. We have reached to many Creators with great feedback.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed roud of 100K to be able to hire a influencer marketing agency so we are able to reach more Creators at once and faster. The needs of the platform are minimum so we believe that most of the money should go to marketing and grow the Hubberly name.
TEAM MEMBERS	Jordi Burgués CEO, Co-Founder　　　Albert Villar CTO, Co-Founder
CONTACT	jordi.burgues@alumni.esade.edu

Influapp

PROJECT NAME	Influapp
WEBSITE	https://influapp.es/
SHORT PROJECT DESCRIPTION	The Nextgen reward - wallet, Helping SMEs to simplify marketing & payments.
BUSINESS MODEL & UNIT ECONOMICS	We charge a transcation fee of 1.3% on the basic plan, premium plan monthly subscription between 19.99 € up to 45 € depending your business needs.
CURRENT STATUS AND NEXT STEPS	We validated the idea with target B2B and B2C customers. We currently have some LOIs signed by some merchants and VC, are having some talks with big corporates, and are building our own development team. We are raising a round of €250K to do several things, such as to develop the first prototype of Paycome by Banc Sabadell -of which we have a visual mock-up and PSD2 license -, a web for merchants, and an app on Adroid/iOS for users based on the specifications of said curstomers; to increase the team; and to launch Influapp in the Iberia market. We want to combine first investment with some public funds like Enisa, EU-next gen grant.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of 250K to complete the team to help us scale sales and develop product and Iberia launch.
TEAM MEMBERS	Roger Ferreres — Product Owner, Founder; John Erkelens — CEO, Co-Founder; Daljit Singh — Frontend Developer; Paul Andrei Petrea — Backend Developer; Francisco Romero — Board Member; Joan Serra — Growth DIrector; Tristan Pelloux — Business Strategist; Eben Nel — Tourism & Hospitality Advisor; Alex Pérez — Legal Advisor; Yi-Yu (Bruce) Liu — CTO Advisor; Patricia Pallarès — Strategic Partnership Manager; Anurag Phalke — Intern Marketing Analyst
CONTACT	roger@influapp.es

insolite

PROJECT NAME	insolite
WEBSITE	https://www.linkedin.com/company/insoliteapp
SHORT PROJECT DESCRIPTION	Get the best music from hand-picked playlists and radios updated daily, for the price of a coffee each month.
BUSINESS MODEL & UNIT ECONOMICS	B2C: Monthly subscription model (~€2-4) for unrestricted access to all playlists and radios, after a one-month trial period. Playlists are hosted on the user's favorite streaming platform. Main target is 18-40 y.o. tech-savvy users that work mostly from home and often listen to music while working. B2B: Monthly/Yearly subscription for custom playlisting curation. Pricing is based on playlist size and update frequency (daily, weekly, monthly). Main target is restaurants or bars that seek to create a personalized atmosphere without being repetitive. Eg. 4h playlist updated weekly for ~€30/month.
CURRENT STATUS AND NEXT STEPS	Currently MVP testing core product without interface (sending playlists to beta-testers weekly), developing/testing app and website UI. First B2B customers (Barcelona bars/restaurants) leads to be validated before December 2021. Also searching for the right tech co-founder.
FINANCIAL NEEDS (AND CONDITIONS)	Looking to commission a UI designer for front-end app/web interface and back-end developer to create playlist database and recommender system. Estimated startup costs of MVP with functional interface ~€20,000.
TEAM MEMBERS	Hugo Zlotowski Founder
CONTACT	hugo.zlotowski@gmail.com

▶ **1-MINUTE VIDEO PITCH**

https://youtu.be/HVHxz4lu3Q0

Jardiníssimo
Cuidemos lo que te da Vida

PROJECT NAME	**Jardiníssimo**
WEBSITE	https://jardinissimosv.com/
SHORT PROJECT DESCRIPTION	Online marketplace for agricultural and gardening supplies; and a future vision for the development of technology such as smart gardens applicable to vertical farming.
BUSINESS MODEL & UNIT ECONOMICS	We are an e-commerce that will generate revenue by initial profit margin (5%) on each sale by charging rent to suppliers for displaying their products on the platform, and by subscription models for product packages such as gardens. We receive 10% discounts on most of the gardening catalogs, wholesale prices for agriculture, and commission for gardening services. All shipments cost $2.50 charged to the customer and cover an initial area of about 500,000 inhabitants.
CURRENT STATUS AND NEXT STEPS	We have agreements with three companies that provide products and services at strategic points in Santa Tecla, Jardiníssimo's center of operations (Viveros Santa María, Agrihunting, and El Surco). An online store enabled to operate with delivery service in an initial area. We are in the launch phase and we have a pact with four social media influencers in El Salvador to advertise the store and its products, the week of the launch we got 150 new followers on Instagram, five potential customers, and our first customer. The next steps (short term) are to improve the website to be able to include the subscription packages, add services, and e-commerce trust-building. The investment will be done by family members and will cover the total amount of € 800. Upon completion of these items, we will start with the development of the mobile application for Jardiníssimo. The objective of this application is to create entry barriers to the plant market.
FINANCIAL NEEDS (AND CONDITIONS)	We will finance the development of the mobile application when we finish improving the web application. For the latter, we already know the programmer who can make the improvements, and the prices were calculated by him. The investment will be made by the founder's mother's company (family). On the other hand, we are pending to finance the development of the mobile application for an approximate amount between € 26,000 and € 30,000. We also need to cover the cost for marketing and creating content during a year (€ 4,000) and website maintenance (€ 1,000). The financing is handled as a reimbursable Round A concept. We ask between 30K and 35K to boost the company and start big projects.
TEAM MEMBERS	José Alejandro Barrientos Founder
CONTACT	jose4le474@gmail.com

1-MINUTE VIDEO PITCH

https://youtu.be/lcqalwvs1kY

LA VOUGA

PROJECT NAME	**La Vouga**
WEBSITE	www.lavouga.com
SHORT PROJECT DESCRIPTION	At La Vouga, we partner with eco-conscious independent brands by making their local brands global. We want to revolutionize fashion where conscious consumption meets technology.
BUSINESS MODEL & UNIT ECONOMICS	We work on 20-30% commission based model on every sale. CAC: € 30-50.
CURRENT STATUS AND NEXT STEPS	We were working on building the brands/artists side of the marketplace. We have been able to successfully on-board 85 brands till date with a 100% retention rate. We are looking for a pre-seed funding to move to our second phase where we want to introduce selling digital fashion (NFTs), and limited edition made to order physical products.
FINANCIAL NEEDS (AND CONDITIONS)	We are asking for $250K: 　10% - Platform development 　40% - Salaries (including need for hiring a CTO) 　10% - Merchandise 　30% - Marketing 　10% - Miscellaneous
TEAM MEMBERS	**Aanshi Desai** COO & Art Director　　**Yash Shekhawat** CEO & CTO　　**Holger Sprengel** Advisor **Pau Garcia** Business Development
CONTACT	aanshi@lavouga.com

1-MINUTE VIDEO PITCH

https://youtu.be/eiYUrEkLK4Y

mavon
create, connect, collect.

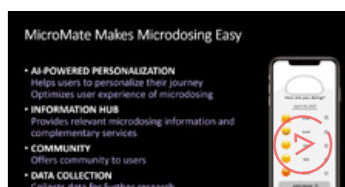|	
PROJECT NAME	**Mavon**
WEBSITE	http://mavon.art Our website is not public yet, but it will be soon.
SHORT PROJECT DESCRIPTION	Mavon creates a platform-based tool for galleries to promote digital artworks (NFTs) directly to a collecting audience.
BUSINESS MODEL & UNIT ECONOMICS	Every transaction through a gallery yields 5% comission, which we demand from the gallerists, while we receive two percent on secondary sales. Furthermore we plan to implement a premium option with two levels. where collectors are able to obtain a bespoke experience. Lastly, galleries can pay to directly target sales to a certain demographics depending on the artworks characteristics.
CURRENT STATUS AND NEXT STEPS	We completed a landing page, which we had to hold back until we incorporate a company. Since July our team grew to seven people with Tech and and Art backgrounds. Last month we were able to get an investor/independant advisor, which guaranteed salaries and other business development costs for the coming time. Looking ahead we are going to incorporate a company to create a basis for our business. We have multiple chats ahead with galleries, which were able to arrange through personal recommendations. Our goal is to implement them in the last part of the building process and forge the last corners to their needs. The aim is to launch an active porduct by the end of this year.
FINANCIAL NEEDS (AND CONDITIONS)	Since we already have an investor, everything on top would fuel the programming team size and marketing budget. We already created a file with multiple schemes to launch with a forcerful go-to-market strategy. We would have to sort a few things before naming a concrete number with actual meaning.
TEAM MEMBERS	Konstantin M. Wolff Co-Founder, Head of External Operations Adrian J. A. Kuerten Co-Founder, Head of Internal Operations
CONTACT	maximilian@wolff-mail.de

1-MINUTE VIDEO PITCH

mavon
create, connect, collect.

https://youtu.be/lzQOXZN-Yt0

PROJECT NAME	MicroMate
WEBSITE	https://psipal.carrd.co/
SHORT PROJECT DESCRIPTION	MicroMate solves a dual-ended problem in the world of psychedelic therapy: users want to know how to microdose and researchers want to know more about the experience. MicroMate solves this by giving users tailored dosage and schedule recommendations and collecting data on their experience via our dosage and mood tracker.
BUSINESS MODEL & UNIT ECONOMICS	We plan to offer a two-tiered subscription model with a freemium option and a premium 8 euro/month option. We also plan to seek sponsorships or ad revenue from related businesses, such as those that sell (legal) psychoactive and holistic products.
CURRENT STATUS AND NEXT STEPS	After 4 months of R&D, we are currently testing our MVP with target customers and further refining the prototype. We have a social media strategy and are steadily gaining traction there.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a convertible round of €27K euro to hire developers (who we have identified) in order to get the product to market.
TEAM MEMBERS	Somalisa Sahoo, Co-Founder, CEO Elisabeth Winderickx, Co-Founder, CMO
CONTACT	micromate.co@gmail.com | somalisa@gmail.com | elisk.wi@gmail.com

1-MINUTE VIDEO PITCH

https://youtu.be/tkV79NugGvE

neeo

PROJECT NAME	**NEEO**
WEBSITE	https://www.neeocare.com
SHORT PROJECT DESCRIPTION	We make it easier for people to monitor their health and get supplements adapted to their needs, by offering monthly subscriptions for at-home vitamin tests and personalized nutrition support.
BUSINESS MODEL & UNIT ECONOMICS	We are a subscription-based (€30/month) digital brand selling our branded supplements exclusively online, with an expected basket size of €120 and average CAC of €35 (current results from our first digital marketing campaign).
CURRENT STATUS AND NEXT STEPS	Achievements to date: · €80K fundraising from FFF · Landing page online (www.neeocare.com) · Digital marketing campaign in progress to collect first metrics · Supplements formulations ready for production (French & Spanish labs) · R&D in progress for at-home vitamin tests (UK lab) · Quiz and health recommendations validated with our Scientific Advisory Board · Company registered for the e-commerce of supplements in the European Union Next steps: · Raise 1st round of €100K · Hire a CMO · Finish the branding & beta version of the website (Hey Studio) · Launch MVP (personalized supplements & at-home vitamin tests) · Inbound marketing with SEM agency
FINANCIAL NEEDS (AND CONDITIONS)	1st round of €100K for: · MVP for supplements/ vitamin tests · Branding & content creation · 1st push of early adopters 2nd round of €400K for: · Products & market expansion · Digital marketing · HR needs (CMO/ CTO)
TEAM MEMBERS	Victor Roquin — CEO, Founder　　　Sybile Brugues — COO, Founder
CONTACT	roquinvictor@hotmail.com

1-MINUTE VIDEO PITCH

neeo

https://youtu.be/Ptby1MgvU_g

occicor

PROJECT NAME	Occicor
WEBSITE	www.occicor.com
SHORT PROJECT DESCRIPTION	Occicor enables brands to create better consumer exposure at retail stores by transforming images into actionable insights.
BUSINESS MODEL & UNIT ECONOMICS	The business model of Occicor is a B2B SaaS monthly subscription that contains several layers: (1) Set up cost including collection of pictures and data, labelling, Machine Learning which would represent € 20.00 per store + € 20.00 per SKU. (2) A System Usage, computed by € 1.00 per trade point, per category display with the number of pictures capped. (3) Support desk which is based in the SKU changes trade point changes, planogram changes. Its pricing will be calculated based on the project scope per month. (4) Software usage with the SaaS and the Mobile Client with a cost of € 9.00 / USER / Month. And finally, (5) the data storage of pictures and data costing € 4.00 / TB / Month. The pricing has already been found feasible by a potential client

CURRENT STATUS AND NEXT STEPS	Current status: · Entering the Spanish Market, in conversations with several companies (merchandising companies and brands). · Some leading consumer goods companies in Turkey are considering using our solution. · In conversations with merchandising companies in Spain. · Partnership agreements in Europe and Turkey. · Working on the branding and web redesign of Occicor.	Next steps: · Starting POCs and Tests in Spain and Portugal. · Continue expansion in Europe: France, Germany, Belgium, Netherlands as first targets. · Continue the GCC expansion. · Creating potential partnerships around Europe. · Get Venture Capital Investment to be able to scale up our solution. · Increase visibility within B2B. · Increase programming and data science capabilities to improve the technology.

FINANCIAL NEEDS (AND CONDITIONS)	We are seeking $1M of which we will use:		
	1.- 60% for Sales and Marketing · Establish business units for our target market areas (Europe and GCC). · Rework complete digital funnel to increase awareness through visibility. · Increase #of POC and hence client conversion. · Invest in Customer Success.	2.- 30% for SW Development and Data Sciences · Add new features planned in the roadmap. · R&D to further our capabilities.	3.- 10% for additional unforeseen

TEAM MEMBERS	Gökhan Gürşen CEO, Founder	Esther Bueno Fernández Head of Sales and Marketing
CONTACT	Esther Bueno: esther.fernandez@occicor.com / Gökhan Gürşen: gokhan.gursen@occicor.com	

▶ 1-MINUTE VIDEO PITCH   https://vimeo.com/618039303

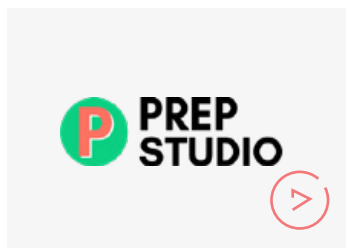| PROJECT NAME	Osso
WEBSITE	Osso.biz On 23/09 we are finalizing our Production Demo (migrating from dev sight to Google). The past weeks focus has been on understanding and starting to build the general ledger - we know how to now. Please arrange a call for a demo if the above link doesn't work. We expect it to work in the next few days.
SHORT PROJECT DESCRIPTION	Osso is defined as a secure cloud-based accounting software that has been especially crafted for the Spanish SME market.
BUSINESS MODEL & UNIT ECONOMICS	Osso is a B2B SASS accounting software. The main source of income is SaaS fee. The secondary source of income is academy.osso, the training platform that will be alongside the accounting software. Pricing will be dictated by features and competition, as well as differentiation. Initially, we will launch the company with an inbound model with inside sales: Customers contact us through the website, and sales team follow up. As we build confidence and traction with the product we will move to outbound sales. Long run estimate: Minimum CLTV equals 1 year, one accounting cycle. Assumed CAC of 1 year. This falls into CAC estimates seen for generic B2B SAAS of 205 (organic) and 341 (inorganic).
CURRENT STATUS AND NEXT STEPS	We have seed funding, a Production Demo MVP + intangible knowledge in team to complete, a massive MBA network including offers of introduction to funding, 3 mentors and other supporters. If we get funding, we will go full time on this past our business school exchanges (January-March 21st). For now we are bootstrapping and want a better valuation (we have planned offering our software internationally, VC class taught us to plan well along with Entrepreneurship and Innovation to Cashflows). We have 6 months to build and then need funding to keep the team together, otherwise organic launch.
FINANCIAL NEEDS (AND CONDITIONS)	Founders investment: 60K. Spend to date: 4K. This money should be enough for the full build due to CTO. Our personal timeframe is to go part time building, testing and networking until December 21st, go on exchange between January-March 21st and then we need funding for a year. We are not looking to dilute highly now as we have the concept, ability and funding for now. But we will take offers to tie in mentors (especially those with wide Spanish networks in B2B) - who we are definitely after and would not have got here so quickly without.
TEAM MEMBERS	Luke Jahn Co-Founder, CEO Cyril Le Doucen Co-Founder, Product & Sales Lead Nicole Van Der Merwe Co-Founder, Marketing & Communication Lead Thabo Modise Co-Founder, CTO
CONTACT	Luke Jahn: Luke.Jahn@alumni.esade.edu Nicole Van Der Merwe: Nicole.VanDerMerwe@alumni.esade.edu Cyril Le Doucen: Cyril.LeDoucen@alumni.esade.edu
1-MINUTE VIDEO PITCH	https://youtu.be/sjLburJo_eE

PREP STUDIO

PROJECT NAME	PrepStudio
WEBSITE	https://oneprepstudio.com/
SHORT PROJECT DESCRIPTION	PrepStudio is an online training program that helps candidates prepare for job interviews. PrepStudio also helps Career Centers at universities to scale their services and increase their Placement Rates.
BUSINESS MODEL & UNIT ECONOMICS	B2C users pay a monthly fee between €80 and €415 per month. The average ticket for B2B clients is €2,312.41 per month or €29,247.05 per year. The prices vary in terms of the number of one-on-one sessions with Tutor and the number of recorded answers reviewed by Tutors. All plans include access to all self-study activities 24/7.
CURRENT STATUS AND NEXT STEPS	We recently finalized the professional video recording of 3 courses. Currently, we're working on editing them together with the video producing agency. By the middle of October, we expect to have the courses ready to go live. By then, we also expect to have finalized the website and course platform. The plan is to start sales by the end of October.
FINANCIAL NEEDS (AND CONDITIONS)	We're currently not raising money.
TEAM MEMBERS	Gabriela Jurioli CEO, Founder
CONTACT	gjurioli@gmail.com

1-MINUTE VIDEO PITCH

PREP STUDIO

https://www.youtube.com/watch?v=E79-SZuxyAc

eWorks

PROJECT NAME	**RCube**
WEBSITE	https://www.rcubeplastics.com/
SHORT PROJECT DESCRIPTION	We solve the problem of plastic waste by adding our patented composite and regaining 95% original strength to be used in products with longer durability, to help cities and companies create a circular economy. We recycle the traditionally non recyclables with zero carbon footprint.
BUSINESS MODEL & UNIT ECONOMICS	Currently our products include pavement and roof tiles made of recycled plastic with a lifecycle of over 15 years, with a capacity to withstand 30 tonnes. We are introducing them for a market price of INR 18 (competitive to mainstream tiles). Our total COGS per tile is INR 12. In the future we are working to source raw materials in return for carbon credits and thereby introducing truly circular economy for a lower rate of INR 15.
CURRENT STATUS AND NEXT STEPS	We have worked on our current model and improved our product to be competitive in price. We also have bagged an order of 12500 sq ft of tiles with a MOU for continutation and investment of $200,000 on delivery and testing with the investor. We also have 7 deals in the pipeline and newer projects with the government to recycle Wind turbines (thermo setting plastic) and tetra packs.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising $200K to set up our own plant and invest in newer mould to fulfil shipment of orders for export. We are also looking to hire a team of RAs for our new recycling projects.
TEAM MEMBERS	Akash Jayakumar — CEO, Founder Keerthana Karunakaran — COO, Co-Founder
CONTACT	rcubeplastics@gmail.com

1-MINUTE VIDEO PITCH

https://youtu.be/35eK3hQZonk

eWorks
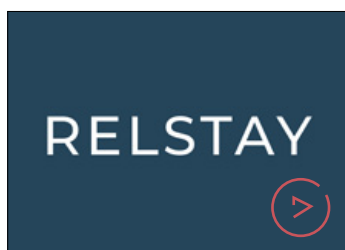
RELSTAY

PROJECT NAME	**RELSTAY**
WEBSITE	https://relstay.com
SHORT PROJECT DESCRIPTION	We offer to travellers their ideal stay, with no compromise. RELSTAY brings consistency, reliability, technology, and sustainability to vacation rental offering tech-enabled apartments with the comfort of a hotel and the feeling of home.
BUSINESS MODEL & UNIT ECONOMICS	We sign long-term lease contracts with real estate institutional players and individual owners to sell stays in tech-enabled apartments with the comfort of a hotel and the feeling of home. We are outperforming the market in the 2 main KPIs of this industry: Occupancy (94% vs. 66%) and RevPAR (2.8x market avg.) and we are reducing the operating expenses thanks to technology.
CURRENT STATUS AND NEXT STEPS	We validated our idea with 350+ surveys, interviews, and market research. Through the MVP, we collected feedbacks from 90+ customers reaching a Net Promoter Score of 4.8/5 and we generated €13,300 in revenues (YTD). We have recently launched the RELSTAY guest portal, a platform where our guests can manage their stay. We started the development of the software that allows our guests to open the main doors autonomously from the guest portal, and we are growing the portfolio of units under management. Next steps: to make the business model more scalable, we will partner with institutional real estate players leasing and managing their assets - preliminary dialogs ongoing.
FINANCIAL NEEDS (AND CONDITIONS)	Starting Q4 2021 we will be raising €350K to: · Grow the portfolio of managed units (Business Development) · Continue the software development to further improve the guests digital experience (R&D) · Hire 2 full-time key resources: Business Developer and Software Developer (HR) · Increase the awareness of the RELSTAY brand to grow direct bookings and customer retention (Marketing)
TEAM MEMBERS	**Andrea Pellegata** CEO, Co-Founder **Giulia Ferrara** Head of Product, Co-Founder **Thomas Loesch** Tech Advisor, Senior IT Architect
CONTACT	Andrea Pellegata: andrea@relstay.com

1-MINUTE VIDEO PITCH

https://youtu.be/Bo9ZRpJT3ug

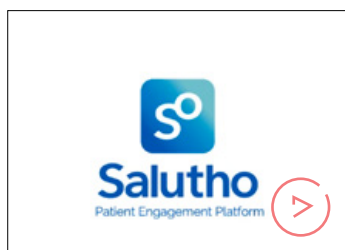**Salutho**

PROJECT NAME	**Salutho**
WEBSITE	https://salutho.com
SHORT PROJECT DESCRIPTION	We solve access to health by enhancing the connection between patient and providers, increasing customer satisfaction and reducing cost through digital solutions.
BUSINESS MODEL & UNIT ECONOMICS	We offer digital applications through an API business model, with monthly subscription (SaaS) for healthcare providers (payors, hospitals, and clinics). Our tickets vary from €300/month to 5,000. Our forecasted average MRR is €370 and LTV/CAC is projected 2.24. As we advance to our second year of operations we plan value added services to women health market, and our MRR is expected to grow to €394 and our LTV/CAC ratio 3.88.
CURRENT STATUS AND NEXT STEPS	We launched the first white label version on August 18, and it is already integrated with our first customer (health payor) system. At this point we can reach up to 4,950 users. In October we launch the mobile app with our brand that will be used primarily by psychiatrists and psychologists. We have already 5 LOIs and agreement that can transform Salutho as the official digital solution of a consolidated ERP system for health payors.
FINANCIAL NEEDS (AND CONDITIONS)	Our cash flow demand until we reach 1,000,000 users is about €505K. At this point we are raising €165K to grow our development team and cover our first year marketing expenses. This round will allow us to improve the product to penetrate hospitals and clinics (offering B2C products).
TEAM MEMBERS	**Gustavo Klitzke** CEO, Founder **André Luis Piccinini** Chief Medical Officer, Co-Founder **Aline Franzner** Chief Operations Officer **Cesar Griebeler** Advisor CTO **Guilherme Sapia** Medical Advisor - Women Health Market **Lucas Ribeiro** Product Analyst **Davi Ribeiro** Frontend Developer **Andre Oliveira** Full Stack Developer **Wesley dos Santos Silva** Backend Developer **Jonathan Lemke** Full Stack Developer
CONTACT	gustavo@salutho.com

1-MINUTE VIDEO PITCH
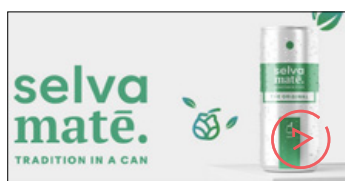
https://youtu.be/KEQrSLTUEFU

PROJECT NAME	SelvaMaté
WEBSITE	www.selvamate.com
SHORT PROJECT DESCRIPTION	SelvaMaté is a new plant based energy drink that provides healthy energy to help boost the days of the new generation. We solve the problem of unhealthy and unsustainable energy drinks.
BUSINESS MODEL & UNIT ECONOMICS	We sell our product through different channels: supermarkets, bars, gyms, online, etc… We have production costs of €0.50 per bottle, with our selling price at €2, distributor margin of 40% and a 21% IVA. Leaving us around €0.45 of profit per unit sold. We are estimated to sell 10 000 bottles in the months following our launch in the start of 2022, with a goal of 40,000 units sold in total in 2022.
CURRENT STATUS AND NEXT STEPS	We incorporated our company in September, after a thorough market research and business plan elaboration. We are now in serious contact with drink producers and distributors that will allow us to massively scale up our production in order to sell in large quantities within Barcelona. We also have published our website and are working hard on marketing strategies to support our product launch estimated in early 2022.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of approximately 100K of investment to finance the costs of our first production. We need 40K for the production costs of the product. 25K for marketing/design. 20K for distribution/logistics. 10K for organizing sponsored events, and 5K to develop the formula.
TEAM MEMBERS	Mateo Verniaut — CEO, Co-Founder Lucas Hostetter — COO, Co-Founder Antoine Zaugg — CFO, Co-Founder
CONTACT	mateoverniaut@gmail.com │ antoine.zaugg@gmail.com │ lucas.hostetter@gmail.com │ info@selvamate.com

1-MINUTE VIDEO PITCH

https://youtu.be/j3Y-DH9962o

eWorks

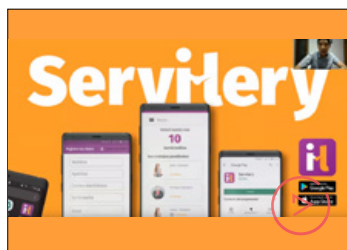| PROJECT NAME	Servilery
WEBSITE	http://www.servilery.com/
SHORT PROJECT DESCRIPTION	We help people find service providers by creating an easy and fast platform to search and contact professionals.
BUSINESS MODEL & UNIT ECONOMICS	We have three revenue streams: ads(Google AdMob), selling analytics reports, and premium features to our users.
CURRENT STATUS AND NEXT STEPS	We launched Android at the beginning of 2021 to validate the product. We got 200 downloads in the first month, and we decided to develop iOS and a WebApp. Now, we have the app in Android and iOS, and we are developing a WebApp. We are looking for investors to launch an aggressive marketing campaign.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of 40K to do a marketing campaign (already planned). Our goal is to get critical! mass in the platform. We have a proposal!! ☺
TEAM MEMBERS	Diego Delgado — CEO; Joel Carrillo — Product Analytics - Clients; Esteban Delgado — Product Analytics - Service providers; Roberto Heredia — Developer - Web; Ivan Medina — Marketing Analytics - User Acquisition; Reydel Becerra — Developer - Apps
CONTACT	joelricardo.carrillo@alumni.esade.edu

1-MINUTE VIDEO PITCH

https://youtu.be/JFrcZPdcz0w

SU CO

PROJECT NAME	**SUCO**
WEBSITE	https://www.sucosessions.com/
SHORT PROJECT DESCRIPTION	We resolve employee disconnection through active music meditations scientifically proven to reduce stress, build team cohesion and boost employee happiness. We are the only corporate wellness program for leaders who wish to bring joy to their workplace.
BUSINESS MODEL & UNIT ECONOMICS	We are a corporate wellness service provider with an average basket size of €2,500, CAC of €4,500, and Customer LTV of €18,000. Since inception, we've achieved an AAGR of 162%.
CURRENT STATUS AND NEXT STEPS	Over the past 3 years, we've gained significant traction and validation from target B2B customers such as Nike, Desigual & Typeform, across Live, Digital & VR offerings, and are now raising a seed round to develop a subscription-based hybrid SaaS offering.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising €250,000 in seed capital to hire an online marketing specialist, a sales representative, a content producer, and CTO, to help us scale our B2B subscription model, solidify our presence within the €45 billion corporate wellness market, and qualify for series A funding within 18-24 months.
TEAM MEMBERS	Mike Earp — Hustler, CEO Jamie Beron — Artist, Content Creator, Co-founder Lydia Baggen — Organizer, COO Silvanna Castellon — Rainmaker, Sales & Marketing
CONTACT	mike@sucosessions.com

1-MINUTE VIDEO PITCH

https://bit.ly/suco-eworks-intro

PROJECT NAME	Timinic
WEBSITE	https://timinic1.webflow.io/
SHORT PROJECT DESCRIPTION	Timinic is a smart scheduling platform for pharma and HCP interactions in oncology, with a focus on efficient knowledge sharing, centralized communication, and the potential to evolve into an industry-spanning community of healthcare experts.
BUSINESS MODEL & UNIT ECONOMICS	The Timinic platform is and will be free towards all HCPs, who will be sold on the platform/onboarded by the Founder team until we are in a position to hire a sales team, which allows us to treat current CAC for HCPs as €0. Future CAC will depend on how much we decide to spend on inbound marketing. On the pharma side, we are considering having a flat subscription of €100/seat/month for every pharma representative that wants to access HCPs on the platform, with the potential to offer enterprise solutions which would be priced depending on the complexity, number of requested 3P integrations, and total seats aimed at pharma companies and not individual representatives. CAC will depend on the success rate of the sales team, once employed.
CURRENT STATUS AND NEXT STEPS	We have clearly validated our customer needs and pain points for both sides of the platform (Healthcare Professionals and Pharma Companies) with several respected stakeholders in the healthcare sector in Barcelona who have also shown interest in staying in contact with us. We have a comprehensive wireframe of the HCP side of the platform and are looking to onboard a technical team member so we can begin concrete development of a working prototype which we will then leverage to pursue partnership with a hospital or clinic in the Barcelona area. We are attending several healthcare conferences and events in the near future, which we will leverage to use our refined sales/investor pitch to attract a partner or funding, so we can start platform development, as well as to find and onboard a Healthcare Advisor to our team, who will be able to guide our development efforts better.
FINANCIAL NEEDS (AND CONDITIONS)	We are looking to raise €150,000 of pre-seed funding in convertible bonds, which will represent a 10-15% stake in the company. These funds will be utilized to hire a Tech Lead, along with a junior development team (1-2 Junior Developers) to spearhead the initial 3-6 months of development until a fully-working HCP-side Beta is completed and refined with input from HCPs we manage to onboard early-on. Only after we have a solid HCP base will we start developing the pharma side of the platform and selling it to potential buyers.
TEAM MEMBERS	Lisa Deininger — CEO, Co-Founder; Matko Hrvatin — CFO, Co-Founder; Massimo Peiret — CSO, Co-Founder; Pol Avino Chen — COO, Co-Founder
CONTACT	info@timinic.com

1-MINUTE VIDEO PITCH

https://youtu.be/43x-3172KUk

UBIZON

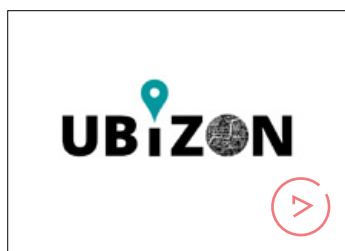| PROJECT NAME	Ubizon
WEBSITE	https://www.ubizon.es/
SHORT PROJECT DESCRIPTION	We tackle the lack of knowledge of people who are moving to a new city by providing real time data and AI, to recommend the most suitable location for a new home just after answering a brief form.
BUSINESS MODEL & UNIT ECONOMICS	Our main income source would come from the monthly subscriptions from the Real Estate Agencies (€90). Additionally, we are gathering data from our users regarding their preferences for settling in a new city.
CURRENT STATUS AND NEXT STEPS	Early-Stage MVP through Figma. The idea has been validated through several Real Estate Agencies, and we held +15 talks with people who moved recently to Barcelona and found themselves with the same issue. Next steps are finalizing our MVP and start gathering information about the B2B real estate agencies we reached out during the validation phase.
FINANCIAL NEEDS (AND CONDITIONS)	In our current position, we are not yet ready to raise money, but when the time comes in a few months, we have devised the following distribution. We will be asking for €120,000 in a seed round to invest in: €30,000 to hire a marketing agency and position ourselves in the market. €60,000 would go to the development of the software. This is a crucial part, hence the need for more stake of the raised money. €10,000 would be for expansion purposes, and the remaining €20,000 would be for personnel and eventualities costs.
TEAM MEMBERS	Marc Vallet — CEO, Co-Founder Pau Malo — CEO, Co-Founder Pere Conte — CTO
CONTACT	pau.malo@alumni.esade.edu | marc.vallet@alumni.esade.edu

1-MINUTE VIDEO PITCH

https://youtu.be/RQny-2Z5ljQ