



eWorks Accelerator 2022

Project Overview

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Foreword

The eWorks Accelerator is a startup acceleration program supporting early stage ventures with high potential in getting their products to market and growing past the concept stage. It's organized and run by eWorks, the venture creation program of 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 €10 000 per project and introduction to investors, potential employees and partners.

The 2022 edition saw a very international participation from Esade students, Alumni, and external teams, following the path opened in 2021 to broaden the availability of services to all entrepreneurs. The cross-contamination between founders with different backgrounds, experiences and target markets is one of the core values added provided by the program, where a system of cross-team interaction is in place.

Overall, there were 53 projects admitted, coming from 4 continents, covering a wide

range of industries and business models. In this booklet, you will find 39 one-pagers, one for each project that made it to the end. As it's common for accelerator programs, some projects decided to stop along the way, for a variety of reasons – one of the roles of the accelerator being to advise entrepreneurs about when to continue or not. Closing a project is not a sign of failure but rather maturity: it's better to fail fast and start again than to lose investor money and stakeholders' time; founders will try again building on the experience they accumulated.

We wish all of the entrepreneurs all the best moving forward, and will continue to provide them with ongoing support, as they are now all part of the eWorks Community.

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

Susanna Ercolani





STARTUP NAME	Alto
WEBSITE	Website under construction. here you can access the pitch deck: https://drive.google.com/drive/folders/1HLYE7a44-vFWkypn8srzM6UcFRICkAEU
SHORT PROJECT DESCRIPTION	Alto provides an affordable and simple way to monitor your green energy production and consumption, bringing value to customers sensible to energy prices as well as to sustainability transformation.
INDUSTRY	Energy Management Systems
BUSINESS MODEL & UNIT ECONOMICS	The revenue model varies depending on the product line and the customer type. For B2C customers, the app will generate revenues through in-app advertising. Further features to be added in the future will allow to offer a Pro subscription as well as generate revenues from the sale of physical products (such as smart meters). For B2B, the initial revenue will be a on a per-project basis. After having developed a more standardized solution, we will follow a mass market business model targeting mainly SMEs.
CURRENT STATUS AND NEXT STEPS	We have completed our first validation stage and are now rolling our second validation stage aimed at defining the features of the software and choosing the initial market (B2B or B2C) and MVP development. Once we get the feedback on our validation, we will move ahead towards development GTM strategy.
FINANCIAL NEEDS (AND CONDITIONS)	After validation, we will have a more precise idea of the development costs associated with the product and how much funding we would be seeking. The cost will not be inferior to €25,000 for B2C and B2B and additional €100,000 will be the minimum amount to offer a viable solution to our customers. For B2C, we are also seeking €25,000 to cover marketing and sales effort.
TEAM MEMBERS	 Edoardo Martignoni Founder and CEO  Anurag COO  Ugo Mosca CFO
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SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=uklYbZn7ehA&feature=youtu.be>



STARTUP NAME	ARC Finance								
WEBSITE	https://www.figma.com/proto/d4lBvqNTJrfRtlvqrwBOXb/arc-web?page-id=507%3A2&node-id=544%3A4696&viewport=-6720%2C-206%2C0.34&scaling=scale-down-width&starting-point-node-id=544%3A4696&show-PROTO-sidebar=1								
SHORT PROJECT DESCRIPTION	ARC provides sub-HR services whereby it provides stability and assistance against the consequences of the freedom and flexibility ethos of independent contracting work style.								
INDUSTRY	Fintech for Contract Workers								
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> 1. Subscription revenue per month 2. Commission and management fees on benefits 3. Transaction charges 								
CURRENT STATUS AND NEXT STEPS	<p>Traction</p> <ol style="list-style-type: none"> a. We have a fully designed product and dashboard. b. We were a semifinalist in MIT Solve Future of Work in India and Indonesia. c. If we have more traction, there is a possibility of getting into Mastercard Start Path. This was discussed during our Mastercard meeting. d. We have validated and tested our model with over 50 ideal user profiles from various countries. Some are mentors who would serve as power users for network referrals. e. We are part of the Esade eWorks Accelerator program and got interviewed by the Envision accelerator. <p>Short and medium term goals</p> <ol style="list-style-type: none"> a. Launch a fully functional MVP by end of Q4 2022. b. Get revenue and expanding marketing plan. c. Implement ARC 2.0 to expand offerings. 								
FINANCIAL NEEDS (AND CONDITIONS)	<p>Funds deployment? SAFE like YC SAFE for 5%</p> <table> <tr> <td>Development costs</td> <td>\$ 10,000</td> </tr> <tr> <td>Technical partner onboarding fee</td> <td>\$ 35,000</td> </tr> <tr> <td>Legal Registration</td> <td>\$ 8,000</td> </tr> <tr> <td>Total</td> <td>\$ 53,000</td> </tr> </table>	Development costs	\$ 10,000	Technical partner onboarding fee	\$ 35,000	Legal Registration	\$ 8,000	Total	\$ 53,000
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Technical partner onboarding fee	\$ 35,000								
Legal Registration	\$ 8,000								
Total	\$ 53,000								
TEAM MEMBERS	 <p>Adetunji Tobi Founder and Product Lead</p>								
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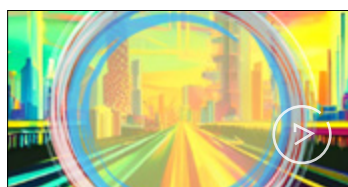


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STARTUP NAME	Art Circles/Art Galleries DAO
WEBSITE	artcircles.xyz
SHORT PROJECT DESCRIPTION	A web 3.0 project which is a revolutionary Art Movement as well, reuniting traditional art galleries and institutional agents (like art curators and critics) into the blockchain.
INDUSTRY	Art & NFTs, Metaverse
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> 1. Eventual ICO from the Governance Token, if galleries decide democratically to go «public» and make the governance token transferable. 2. Launching an own curated marketplace for NFTs. 3. Launching Co-Collections of NFTs, made with the collaboration of a group of galleries, instead of launching them individually, giving them more liquidity. 4. Offering Blockchain consulting services and technical assistance to Art Galleries (initially free of charge, if they join the DAO). 5. Offering online courses about the NFT markets, trends, and basic practical knowledge about blockchain.
CURRENT STATUS AND NEXT STEPS	We have already launched the infrastructure and interfaces necessary to vote. The DAO is technically constituted. We have been creating the IP and intangibles that make Art Galleries unique, including art-books and catalogs. We have already 5 galleries inside the DAO and we want to reach 20 during the Q4, 50 at the Q1 23', and 100 during the Q2 23'. We will focus on international Art Shows in order to grow faster.
FINANCIAL NEEDS (AND CONDITIONS)	Up to €30,000, in order to have presence in the main art shows in USA, London, Basel... Depending on the results obtained, we could seek for another round of €20,000. In exchange, investors receive NFTs from the foundational collection (we want the process to become a piece of art by itself), NFTs valued at the same amount of the investment from Artssassin as a gift (with some conditions), a participation in the DAO as investors and priority in other projects like the marketplace (a project of Art Circles) or Co-Collections (whitelists), or the right to show physical artworks in those shows where we go, as we pay for a space in those art shows that we will not use (this alone could pay off those art galleries who wish to invest in the project).
TEAM MEMBERS	 <p>Josep M. Gatnau Founder and Blockchain Analyst</p>
CONTACT	founder@artcircles.xyz


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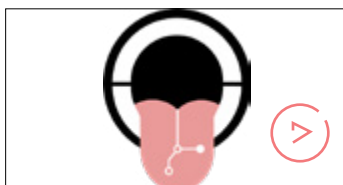
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STARTUP NAME	Augmental Tech
WEBSITE	www.augmental.tech
SHORT PROJECT DESCRIPTION	We help people with disabilities connect to bluetooth devices without the use of hands, using a mouth-operated cursor control.
INDUSTRY	Assistive Technology (AAC)
BUSINESS MODEL & UNIT ECONOMICS	B2C hardware solutions
CURRENT STATUS AND NEXT STEPS	<p>2022/11 Finished MVP</p> <p>2022/12 Pioneer user sales, MVP testing & iteration kick-off</p> <p>2022/12 Sales & marketing strategies validation</p> <p>2023/04 Seed Round</p> <p>2023/10 Industrial manufacturing plan prepared for MMP</p> <p>2023/10 Product launch</p> <p>2023/12 FDA application to add bio-tracking sensors (v2.0)</p>
FINANCIAL NEEDS (AND CONDITIONS)	We are currently not looking for funds. We have a 12 months runway but are seeding for our seed round in 2023.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Gabi Munoz Customer Development</p> </div> <div style="text-align: center;">  <p>Tomás Vega Co-Founder Electrical Engineering</p> </div> <div style="text-align: center;">  <p>Corten Singer Co-Founder Embedded Engineering</p> </div> <div style="text-align: center;">  <p>Julian Castellón Mechanical Engineering</p> </div> <div style="text-align: center;">  <p>Jana Marie Hemsing Electrical Engineering</p> </div> </div>
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STARTUP NAME	BeeClear
WEBSITE	https://www.beeclear.io/ Access to pitchdeck: https://drive.google.com/file/d/1dTclBijD_rlOgSOal9hvdyKFOElneheil/view?usp=sharing
SHORT PROJECT DESCRIPTION	BeeClear’s dashboard provides B Corps in LatAm a tool to (1) manage their ESG-data, (2) analyse their performance, (3) create automated reports, and (4) develop their path to improvement.
INDUSTRY	ESG Industry
BUSINESS MODEL & UNIT ECONOMICS	The revenue model is two sided: (1) Monthly subscription model, where B Corps are able to choose from 3 different ESG solutions. (2) The second income stream derives from partnerships with ESG consultants. Part A: BeeClear is the technology behind the VP of the ESG consultants, and we get paid by their clients accordingly (matching our subscription model). Part B: the ESG consultants will be part of our improvement tool we offer to our clients. Our clients are able to get in contact with ESG consultants when they are in need of more hands-on assistance in creating their improvement path. We ask a 15% commission fee from the consultants.
CURRENT STATUS AND NEXT STEPS	Q3 '22: MVP No-Code ESG centralisation tool validated (by paying for it) w/ 4 clients. Q4 '22: Wireframe validation for ESG reporting and improvement tool w/4 clients Q1 '23 - Q3 '23: Sales & Marketing funnel optimisation Q1 '23 - Q3 '23: Value-based pricing strategy optimisation Q1 '23 - Q3 '23: Development BeeClear V1 (internal or external, tbd) validated w/ 4-6 clients Q3 '23: Launch BeeClear
FINANCIAL NEEDS (AND CONDITIONS)	After validation, we will have a more defined indication on the financing that is needed for the development of BeeClear V1. Talking to experts and external software organisations we expect the range to be between €50K and €100K.
TEAM MEMBERS	 Daniel Correal Product & Development  Nicolás Maldonado ESG Expert  Job Pieterse Commercial & Strategy
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<https://www.youtube.com/watch?v=99iYN5o60K8&feature=youtu.be>



STARTUP NAME	Bumpy
WEBSITE	https://www.wearebumpy.com/
SHORT PROJECT DESCRIPTION	Bumpy.io is a contact management app allowing users to access all of their contacts' details, from phone numbers to social media profiles. The exchange of contact detail is facilitated by NFC technology (phone-to-phone or tag-to-phone), allowing an instantaneous exchange.
INDUSTRY	Social Media & Social Networking
BUSINESS MODEL & UNIT ECONOMICS	<p>Bumpy.io will have 3 revenue streams:</p> <ol style="list-style-type: none"> 1. A subscription-based model allowing users to use phone-to-phone NFC, to categorize each information and share only the ones wanted, and to access to some premium features and analytics. 2. NFC-compatible merchandise (NFC cards & stickers) will be sold on Bumpy.io's website. 3. [optional] selling users' data to data aggregators (after anonymization).
CURRENT STATUS AND NEXT STEPS	<p>Our MVP will be launched on the 5th of September 2022 to determine if users will download the app and use it, but also to see if they are willing to purchase NFC products. To adequately validate the market, we are collaborating with universities in Spain (Esade and EADA), the United Kingdom (University of Westminster, University College London, and the University of Nottingham) and Rwanda (African Leadership University) as part of the MVP marketing strategy. This app version is available only on the app store: https://apps.apple.com/us/app/bumpy-io/id1640285885. The MVP allows users to:</p> <ul style="list-style-type: none"> → Create their profile (basic information, description, social media...) → Add friends: <ul style="list-style-type: none"> • Searching for a particular name. List of recommended users. • Access a profile by clicking on a link that has been shared (via text, email...) or by receiving data from an NFC-tag. → Access a friend's profile and access its digital information (social media/platforms profiles). <p>Furthermore, we are only testing the #2 Business model by selling NFC stickers at €0,5 (only at Esade Campus) in order to estimate the number of users interested in the merchandise.</p> <p>Finally, the marketing strategy of the MVP is composed of an offline strategy (events for Esade students in the first week of September) and an online strategy with ads and social media, and a presence on Instagram and TikTok, as well as a website.</p>
FINANCIAL NEEDS (AND CONDITIONS)	From October 2022, we will start a Pre-Seed investment round with the goal to raise €100,000 for 10% equity from both/either VCs and Business Angels. From this, ¼ (€25,000) will go towards product development and design, another ½ (€50,000) to marketing and the final ¼ (€25,000) towards salaries to help hire a talented CMO with relevant experience in the social networking industry.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Tom Constable-Maxwell Co-Founder & CEO</p> </div> <div style="text-align: center;">  <p>Pierre Ben Kiran Co-Founder & CTO</p> </div> </div>
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Cheers

STARTUP NAME	Cheers Contracts
WEBSITE	https://cheerscontracts.com/
SHORT PROJECT DESCRIPTION	One-stop platform to allow companies manage their commercial contracts in a more efficient way. Drafting, signature, and management with AI/ML, providing analytics with key information for decision making.
INDUSTRY	LegalTech
BUSINESS MODEL & UNIT ECONOMICS	SaaS company with yearly recurring memberships. Offering 4 different memberships: Free, Essential £540, Premium £1.560, and Custom.
CURRENT STATUS AND NEXT STEPS	Q3: Beta product testing. Soft launched with Start-up community and early adopters. Product iteration. Q4: Next steps: Seeking finance to grow sales, marketing and technical team. Focus on customer acquisition, product iteration and developing AI/ML.
FINANCIAL NEEDS (AND CONDITIONS)	We are aiming to raise £500K, to be used primarily to deploy marketing and sales strategy, and to hire technical team. This amount in our financial forecast would give us a runway of 12 months.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Luciana Gasser CEO</p> </div> <div style="text-align: center;">  <p>Lucio Orazi COO</p> </div> </div>
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<https://www.youtube.com/watch?v=1prKeFKVAKw&feature=youtu.be>



STARTUP NAME	Chillbackr
WEBSITE	https://www.indiegogo.com/projects/chillbackr-the-cardboard-ultraportable-backrest/coming_soon
SHORT PROJECT DESCRIPTION	We developed an ultraportable lightweight and sustainable cardboard backrest and sunbed that folds into a backpack for easy transport.
INDUSTRY	Travel & Outdoors, Sustainability
BUSINESS MODEL & UNIT ECONOMICS	Our business model was developed around the physical product distribution: → Physical stands at concerts and events like open air cinemas → Store distribution → Ecommerce
CURRENT STATUS AND NEXT STEPS	We partnered with a manufacturer to refine the product, that now can fold into a backpack or a tote bag. We are getting ready to launch on indiegogo with 130 people following the pre-launch campaign. We are working on the design and trademark protection for Chillbakr. Chillbackr will be our international name. We do have very resistant cardboard prototypes and we aim to produce demo videos about water and weight resistance. We are doing research about other sustainable materials that can be combined with cardboard for a premium version.
FINANCIAL NEEDS (AND CONDITIONS)	We aim to 100K for 10% of the company. We want to invest it in Logistics (€10K) Marketing (€50K) Research (€15K) Business development (€15K). At the moment we generated €150 and we want to increase volumes to make the business profitable.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Tommaso Porfiri CEO</p> </div> <div style="text-align: center;">  <p>Cecilia Natale CMO</p> </div> </div>
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<https://www.youtube.com/watch?v=30KzsreDnog&feature=youtu.be>



STARTUP NAME	COCO AI & E-HEALTH
WEBSITE	https://www.cocodigital.co/en
SHORT PROJECT DESCRIPTION	<p>Access channels to health systems are broken. As a result, patients and clinics face a highly intricate process booking appointments.</p> <p>Patients lose up to 2 days trying to schedule appointments delaying an urgent attention up to 3 months risking their health and often their life.</p> <p>Clinics lose an average of €500K per year due to not having effective scheduling systems.</p> <p>Our solution streamlines this complexity:</p> <p>40% decrease in patient complaints, up to 40% more productivity per clinic, the probability of scheduling an appointment drops from 3 months to 1 week (10X reduction)</p> <p>We created a platform that enables the doctor-patient match through digital and automated channels.</p>
INDUSTRY	Healthtech
BUSINESS MODEL & UNIT ECONOMICS	<p>SaaS-based profit model that allows them to seamlessly expand their client base. Their fee structure is set up as follows:</p> <ol style="list-style-type: none"> 1) Set Up: One time fee when a client opts into use of the platform 2) Monthly Subscription: Quotes are based on the following: <ul style="list-style-type: none"> → Patient volume (average number of appointments per clinic per month) → Number of service modules activated within the platform → Clinic & Community financial status (pricing flexibility for public, low-income clinics) <p>COCO offers tiered monthly subscription plans.</p>
CURRENT STATUS AND NEXT STEPS	<p>COCO has received one angel round for \$150,000. Since then, COCO has been financially self-sustaining for current operations, and are operating on a slight profit margin.</p> <p>We are now in Colombia, Mexico, Dominican Republic, and Chile, and with a plan to expand operations in LATAM initially in the countries where we already have a presence.</p> <ul style="list-style-type: none"> → 2022 Q3 - Q4: COCO will establish a Mexico office. COCO already has clients and healthcare allies in Mexico that will make this possible by end of 2022 → 2023 Q1: COCO will enhance their operations in Central America with support of their partners in the Dominican Republic → 2023 Q3 - Q4: COCO to consolidate its expanded market → 2024: Expand operations further to more LMICs. The specific target countries/cities will be selected depending on the validation processes and market response to commercial strategies. Candidates include Brazil, Chile, Perú, US (Florida) or a European country, starting with Spain. <p>Seeking finance to grow faster.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are looking for \$2M in a seed SAFE note for expansion and product development.</p> <p>Funds will be used for commercial and operational expansion, new module development & patents, building a multidisciplinary team to analyze, structure, and utilize the population health data they have collected, and for internal exploration of new business growth.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Robert Parada CEO</p> </div> <div style="text-align: center;">  <p>Jonnathan Pulgarin CTO</p> </div> </div>
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STARTUP NAME	Cool-Markt (former Viridis)
WEBSITE	http://cool-markt.com/
SHORT PROJECT DESCRIPTION	The marketplace for companies and individuals conscious of the world
INDUSTRY	Climate Tech
BUSINESS MODEL & UNIT ECONOMICS	Commission based on the purchases per product
CURRENT STATUS AND NEXT STEPS	We have gathered the needs of sustainable producers. who struggle to compete with big brands in order to create a service where final customers get to know their story, benefits and contribution to Climate Action.
FINANCIAL NEEDS (AND CONDITIONS)	Currently not raising funds since all the product and strategy is done in-house and we're bootstrapping.
TEAM MEMBERS	 Cindy Moncada CEO
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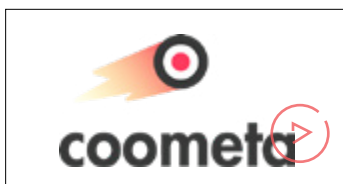
https://www.youtube.com/watch?v=C_ftQBfxQUw



STARTUP NAME	Coometa
WEBSITE	https://drive.google.com/drive/folders/1-0sya80p7352mLe8IlgROB2iG5-eMEtnW
SHORT PROJECT DESCRIPTION	A marketplace where peruvian entrepreneurs can find a wide portfolio with available advisors with experience in their sector and market, who can solve their specific doubts and make them discover faster in what, how and when to invest their time and money.
INDUSTRY	Consultancy Tech, Edtech
BUSINESS MODEL & UNIT ECONOMICS	20% of mark-up for transaction, minimum 10 euros. Verification and certification of advisors. Promoted (highlighted) advisors. Data market of entrepreneurs.
CURRENT STATUS AND NEXT STEPS	After having sales, we have turn buck to re-think the MVP and Lean Canvas, in order to achieve a more scalable and profitable solution. We are trying one of the top buyer-personas who will pay more for the match and advisory.
FINANCIAL NEEDS (AND CONDITIONS)	We need €10,000 in order to find a more scalable MVP. The money will be used to improve the webpage, inspire trust in the costumers and develop artificial intelligence in order to decrease manual activities.
TEAM MEMBERS	 Alonso Castro CEO
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STARTUP NAME	Fieldscore
WEBSITE	https://fieldscore.co.ke/
SHORT PROJECT DESCRIPTION	We leverage data, technology, agent network and shop merchandise to offer Agricultural last-mile connections and solutions. People access market/customers via our network
INDUSTRY	Last Mile / Agritech
BUSINESS MODEL & UNIT ECONOMICS	Fieldscore pricing model is a hybrid between a three-tiered: i) A service fee charged as unit cost to client where: 15% is Management fee that contributes to direct revenue and 5% revenue is generated from project execution budget. ii) Usage-based model charges where customer is charged 20% utility fee (accessing agent network and/or using our technology platform) but then bares project execution costs. iii) Consultancy/Advisory fees charged on client.
CURRENT STATUS AND NEXT STEPS	We have created agent database and undertaken training to create capacity of the agents to offer various lastmile services, onboarded 3,000 merchant shops and currently working on closing 1-2 clients in the Agriculture insurance industry. We have served 2 paying clients by September 2022. Our next steps is investing in building application that will enable remote onboarding of agents and shops for scalability to other countries and establish full time team to help running of the business.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for \$50,000. Funds will be used for marketing and developing a mobile application for agent/shop/farmer onboarding. We intent to onboard 10-15K agrodealer shops in Kenya, onboard and create database of 20-30K farmers accessing inputs from those shops; in this project we target \$20K annual revenue from seed/fertilizer/mineral suppliment companies and finance institutions targetting farmers.
TEAM MEMBERS	 Daniel Mbuvi CEO/Founder
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STARTUP NAME	FUT10N
WEBSITE	https://www.fut10n.com/
SHORT PROJECT DESCRIPTION	Football consultancy that helps clubs to hire new players, widening their market coverage and reducing the margin of error, through the combination of big data and traditional scouting.
INDUSTRY	Sport-tech
BUSINESS MODEL & UNIT ECONOMICS	<p>3 main sources of revenue in the short/mid-term.</p> <p>Full Consultancy: delivery of data-based and traditional scouting reports for an amount depending on the team budget (minimum fee around €9,000).</p> <p>Tech Consultancy: delivery of data-based reports for those clubs who prefer to do their own traditional scouting. The amount is reduced by 25% compared to service 1.</p> <p>FUT10N with the club: integration in the club's scouting team for a fixed annual fee.</p> <p>Estimated gross margin of 50% in the first year, increasing to 80% in the third year given the scalability of the business. Sales through intermediaries would reduce our margin by 5-10%.</p>
CURRENT STATUS AND NEXT STEPS	<p>FUT10N has been running for a year. During this time, we have been refining our strategy of technological and traditional scouting. In the last few weeks we have hired a data scientist and a data analyst to create the algorithms for the models we had previously built. The MVP is now ready to go to market. We have also created a first version of our website.</p> <p>We are currently at the point of going to market. We have already tested the product with Spanish clubs such as Deportivo de La Coruña, Nástic de Tarragona or UE Cornellá. In the coming days we have meetings with more Spanish clubs, as well as some international opportunities that have arisen. We are also in the process of closing strategic agreements both for the development of the company and to strengthen the social impact initiative with the aim of developing the less advanced football markets. We expect to close the first sales for this winter's transfer window.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are seeking to raise approx. €60K that will help us to develop and offer a more complete product with a differential quality in the market. Through the API we want to acquire, we will be able to add new metrics, get data from previous football seasons, and develop a model to predict potential future performance and market value.</p> <p>In addition, we will also add video-analysis, which will help us demonstrate a specific player is the perfect match for the club not only with data, but with visual information too, which is essential for them.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Alex Puig CSO </div> <div style="text-align: center;">  Javier Marfà CFO </div> <div style="text-align: center;">  Mateu Servent CMO </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">  Pedro Meneses Data Scientist </div> <div style="text-align: center;">  Carlos Domínguez Data Analyst </div> </div>
CONTACT	<p>info@fut10n.com alexpuiggil1999@gmail.com javi.marfa.07@gmail.com mateuservent21@gmail.com menesesp20@gmail.com c.dominguez.rodriguez90@gmail.com</p>



STARTUP NAME	Galeon Ventures		
WEBSITE	Not yet available		
SHORT PROJECT DESCRIPTION	A search fund focused on deep tech projects. The Galeon Ventures team will find proactively mature scientific projects from Catalan labs, organize the business and financial plan and put them in contact with investors to incorporate and scale up it.		
INDUSTRY	Finance, Healthcare, Climate Tech, Sustainable Tech		
BUSINESS MODEL & UNIT ECONOMICS	Galeon Ventures team in a first phase will develop the business and financial plan, the market study and the due diligence. In the second phase, it will find investors to incorporate it and/or scale up the project. For each project the amount to fundraise is 1MEur/year and the management fee will be 10% for each project. The team will be implicated for 12 to 18 months in the project as interim CEO, COO, CTO... and then once the official CEO, etc. enters in the company, the team will be on the board with voice and vote.		
CURRENT STATUS AND NEXT STEPS	The current status is to develop the business and financial plan, and the market study of the first project of Galeon Ventures deep tech search fund. Our goal is to prepare it for the first Seed round from business angels. The project is a ClimateTech platform and the clients are energy traders.		
FINANCIAL NEEDS (AND CONDITIONS)	Currently, we need for our first project a micro investment from a business angel of €20K. In exchange, the investor will have 20% of the shares. The project is a Climate Tech platform aiming to predict climate variability and deliver reports and data analyzed to energy traders. It is a B2B SaaS deeptech startup. The microinvestment will be for the incorporation, legal and consultant hours for us in order to prepare the project for a pre Seed or Seed round.		
TEAM MEMBERS	 Miguel Torres Miranda CEO	 Ilaria Vigo Climate Tech Partner	 Marco Galarza CFO
	 Rafael Miñana COO	 Marco Bianchini Sustainable Tech Partner	
CONTACT	torresmiranda.miguel@gmail.com		



SHORT VIDEO PITCH



https://www.dropbox.com/s/akduermzm5dup9h/Video_Galeon-Ventures_9Sept2022.mp4?dl=0




STARTUP NAME	Go-Spaces
WEBSITE	https://www.go-spaces.co/
SHORT PROJECT DESCRIPTION	Go-Spaces is an online marketplace that enables the best remote working experience for digital nomads by connecting them with curated work spaces.
INDUSTRY	RemoteTech
BUSINESS MODEL & UNIT ECONOMICS	<p>Go-Spaces is a SaaS enabled marketplace.</p> <p>(1) A 15% transaction fee is deducted from every successful booking.</p> <p>(2) A subscription fee of €49 will be charged to suppliers who use our paid reservation & payment management software.</p> <p>→ Supply Side CAC: €412, LTV: €4,704 → Demand Side CAC: €108, LTV: €180</p> <p>The recurring revenue will be used to finance further marketplace acquisition growth.</p> <p>With sufficient supply, we will start B2B sales to remote first companies that can offer workspace credits to their employees.</p>
CURRENT STATUS AND NEXT STEPS	<p>Work so far:</p> <p>Q1 '22: Initial ideation and validation with 50+ customers in interviews. → Won IdeaUp Competition based on the pitch.</p> <p>Q2 '22: Development of fully functional and feedbacked no-code MVP & Acquisition of the first 2 workspaces (1 week of active sales) + Waiting list of 30+ demand side users.</p> <p>Future:</p> <p>Q3 '22: Onboarding of 8 more spaces & launch of the product to the demand side. Refinement of MVP based on feedback.</p> <p>Q4 '22: We consider demand validated with the generation of 200 transactions until year end. Sign and incorporate Go-Spaces with Cofounder CTO.</p> <p>Q1 '23: Start of the pre-seed fundraising process.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are raising €800K in a pre-seed SAFE note.</p> <p>This amount in our financial forecast will give us a runway of 18 months.</p> <p>Funds will be used for marketing, sales and salaries, in particular for hiring an engineering team to develop a solid mobile application and reservation management software.</p> <p>We are looking for strategic angel investors & early stage VCs that have experience with B2C and B2B marketplaces or can make introductions to potential partners.</p>
TEAM MEMBERS	 <p>Jan Grünberg Founder & CEO</p>
CONTACT	info@go-spaces.co www.linkedin.com/in/jan-gruenberg


SHORT VIDEO
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<https://www.loom.com/share/7f585f2a75ed48ccb17cd5c053b-2dac2>



STARTUP NAME	Hympact
WEBSITE	Soon available at www.hympact.org
SHORT PROJECT DESCRIPTION	Hympact is a B2B platform for carbon management and innovation, providing corporates with a data-driven decision-making toolkit to reduce emissions in their own value chain
INDUSTRY	Carbon Management, Innovation Management, Green Technology
BUSINESS MODEL & UNIT ECONOMICS	We are building a B2B SaaS platform that scales across different industries. Hympact offers different solutions mostly depending on the size of the company and the amount of data that have to be processed by our API. At a corporate level, end-to-end solutions can be applied. Moreover, our vision is to become a central player for innovation finance in Europe, unlocking revenue streams from industrial project development and referral fees from financial institutions.
CURRENT STATUS AND NEXT STEPS	Hympact team has spent the last 3 months studying the European landscape, the market, the regulatory framework, and the customers' needs. Currently, we are looking for 3-4 pilot customers to develop our API that will take about 6 months. To this end, we are looking to incorporate 2-3 data engineers to ensure that our goals can be achieved. We plan on having paying customers after that period of time. Meanwhile, our business development team is exploring synergies and collaboration with European institutions, NGOs and Cleantech companies, to eventually launch out Partnership-for-the-Goals industrial program.
FINANCIAL NEEDS (AND CONDITIONS)	We are opening in October 2022 a Pre-Seed investment round to raise €250K from VCs and Business Angels (min ticket EUR 10K). Out of this, about half is dedicated to product development including tech salaries and Cloud services, while the other half to cover fixed costs, remaining salaries and outreach activities.
TEAM MEMBERS	 Marco Bianchini CEO  Andrés Jaramillo CFO  Jorge Luis Lopera CTO  Hemesh Avireddy EU Programs and Partnerships Specialist  Juliana Pareja Communication Specialist
CONTACT	info@hympact.org





SHORT VIDEO PITCH



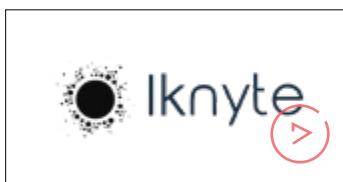
youtube.com/watch?v=kjOOuZlaneg&feature=youtu.be



STARTUP NAME	Iknyte
WEBSITE	iknyte.com Our website is not public yet but it will be soon
SHORT PROJECT DESCRIPTION	Iknyte brings together simple, affordable, practical sustainability solutions from innovative creators worldwide to individuals and companies whilst providing solutions to communities in developing countries.
INDUSTRY	Sustainable Development, Sustainability, Techology, Social Impact
BUSINESS MODEL & UNIT ECONOMICS	<p>Freemium model for individuals with the additional option to donate directly to solvers.</p> <p>Companies pay a fee based on their revenue bracket to get access to Iknyte’s network of solvers and solutions.</p> <p>Companies post sustainability challenges specific to their company, they sponsor solvers to develop a solution. A percentage of the challenge funding goes towards Iknyte.</p> <p>A set percentage of Iknyte revenue will go to providing sustainable solutions for communities in developing countries.</p> <p>Governmental/philanthropic organisation funding to support solutions in developing countries which helps scale Iknyte.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have focused on validating the idea and finding the right value proposition for each stakeholder. We are polishing the BM and understanding what markets are the best fit for a go-to-market strategy.</p> <p>We are in the process of carrying out extensive market research by interviewing our different target markets of; companies, individuals, nonprofits and our key partners - the solvers.</p> <p>We are creating wireframes for the platform .</p> <p>Our next step is to identify the key partners that we can work with to penetrate the market.</p> <p>We will apply for EU funding to develop our MVP and start operations.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We have identified key industry players and philanthropic funds that we plan to pitch for a donation with no strings attached. Additionally, we want to ask for 18 months of operations, however the social enterprise that we plan to build does not fulfill the common startup valuations. All in all, until we complete the market research we won’t have a specific funding milestone.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Victor Cuadrat Co-Founder & CEO</p> </div> <div style="text-align: center;">  <p>Eller Everett Co-Founder & Chief Impact Officer</p> </div> </div>
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SHORT VIDEO PITCH



<https://drive.google.com/file/d/1oyTp3bBoTEag795WjcWFzh-G8mS1FOn49/view>



STARTUP NAME	Illumo Robotics
WEBSITE	https://www.illumo.ai/
SHORT PROJECT DESCRIPTION	Illumo triples the profitability of manual pick & place for e-commerce order picking with robotic sorting.
INDUSTRY	Logistics / AI
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a monthly subscription for our software licence that includes the maintenance, support and training. The integration and face-to-face maintenance services are subcontracted to a third party.</p> <p>We estimate our gross margin to be +60% in 2023 and increase to +80% in 3 years time. A client's average ROI is 4 years. For a subscription of €3K/month, the expected LTV is €144K.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have identified that companies with high maturity order fulfillment processes that are looking to increase their margins are looking to invest in a solution like ours.</p> <p>We've done 2 POCs, received 2 LOIs and we are closing our first pilot.</p> <p>We'll sign the first pilot, install in Q1-2023 and validate the success of this pilot at the end of Q2-2023. We'll use the first contract to close a round of angels and other financings.</p> <p>While we execute the first pilot, we'll start booking the next 10 contracts. We look to book €200K (50% at the order) in 2023. We have identified 5 key warehouse solution providers that are ready to include our product in their offer once we have a first successful pilot.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We're looking to raise €450K (minimum ticket of €50K) to finance 3 software engineers, a data scientist, a support engineer and a sales assistant until 6 months after the successful pilot (January 2024), as well as €80K of hardware.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Andrea Inglés CEO and Co-Founder</p> </div> <div style="text-align: center;">  <p>Rémy Saintobert CTO and Co-Founder</p> </div> <div style="text-align: center;">  <p>Vincent Villanueva Software Engineer</p> </div> </div> <div style="margin-top: 10px; text-align: center;">  <p>Gérald Meurant Software and Electrical Engineer</p> </div>
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SHORT VIDEO PITCH



<https://drive.google.com/file/d/1qqWhAxRZpQAa9BXog9-pur-MpzT05D0bL/view?usp=sharing>

KKO

STARTUP NAME	KKO
WEBSITE	https://www.kko.mx/
SHORT PROJECT DESCRIPTION	KKO is a technological tool (app/web) that helps Latin Americans build credit and improve their quality of life through simple and friendly UX credit card.
INDUSTRY	Fintech
BUSINESS MODEL & UNIT ECONOMICS	Free credit card + app with a premium account option. Revenue streams: Interchange fee, credit interest revenue, cellphone top-up fees, insurance (life, mobility & mobile devices, travel) and premium account.
CURRENT STATUS AND NEXT STEPS	We are currently working on our app tech. We need the app backend to integrate with credit risk engine, credit origination, KYC provider and credit management system. We are also designing a new website focused on credit so we can build a customers waiting list for MVP testing.
FINANCIAL NEEDS (AND CONDITIONS)	I'm seeking to raise US\$100,000 on a pre seed round for 10% equity. 45% product development, 15% risk management engine parametrization, 25% marketing (building a waiting list and brand awareness), 15% legal fees.
TEAM MEMBERS	 Juan Felipe Ordóñez Palafox COO
CONTACT	felipe@kko.mx







SHORT VIDEO PITCH



<https://drive.google.com/file/d/1RgSfEe16eWFC2GHz-Sx-G4L5Ko5KQBFQv/view>

LAMP VET

STARTUP NAME	LampoVet
WEBSITE	https://www.lampovet.com/
SHORT PROJECT DESCRIPTION	LampoVet is a telemedicine portal that connects pet parents to specialist veterinary dermatologists and nutritionists.
INDUSTRY	Pet Tech, Healthcare, Pet Industry
BUSINESS MODEL & UNIT ECONOMICS	One-off fee for consultation. Once the app is ready, monthly membership.
CURRENT STATUS AND NEXT STEPS	LampoVet has concluded the following tasks: successfully concluded a validation process for business hypothesis; a live MVP (a website); 8 paying customers since May 2022; creation of a blog and social media presence started in July for brand awareness. Set up 2 paid Google Ads campaigns to perform customers validation and build a customer base (from 1-09-2022 to 1-11-2022). In the short term: we are working on developing an app with basic features (by Dec 2022), deliver two webinars, one for pet parents and one for vets (by Feb 2023). LampoVet has partnered with a private vet hospital in Milan and a vet lab analysis. For the next 6 months LampoVet will collaborate with Oxford University on a pilot trial on pets health. LampoVet team is now made of 7 renown vet doctors, a CTO and a communication expert. In the long term, LampoVet wants to become a reference reality for pets nutrition and dermatology care in Italy and abroad.
FINANCIAL NEEDS (AND CONDITIONS)	AIM: €150,000 to be invested in digital marketing (30.3%), product development (25.5%) people and research (44.2%)
TEAM MEMBERS	 Fabrizio D'Abate CEO  Marco Prosperi CTO  Giulia Filippo CMO  Teodora Comerio COO
CONTACT	fabrizio.dabate@hotmail.it info@lampovet.com




SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=kIE9EOKYvwc>

lando

STARTUP NAME	Lando
WEBSITE	https://www.landobricks.com/
SHORT PROJECT DESCRIPTION	Lando allows clients to purchase 100€ "Bricks" of rental properties, allowing them to earn monthly rent and participate in appreciation.
INDUSTRY	PropTech
BUSINESS MODEL & UNIT ECONOMICS	5% Sales Fee on sold bricks 15% Property Management Fee Rental income of unsold bricks
CURRENT STATUS AND NEXT STEPS	Similar businesses are growing fast in the US (Arrived Homes). What do we bring to the table? We have developed the necessary legal framework to launch in the EU market. We are developing a user-friendly app. We are partnering with large players in the real estate business. Next steps: Launch product beta.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising €300K to cover legal setup fees, software developer salaries, and one year of operations.
TEAM MEMBERS	 Helena Grau Miarons CEO  Artur Grau Miarons CTO
CONTACT	helena@landobricks.com artur@landobricks.com






SHORT VIDEO PITCH



<https://biteable.com/watch/3731337/354ae4f15e2e-00b713279e241c8b7db8>



STARTUP NAME	LegDem
WEBSITE	https://tanayagl3.wixsite.com/legdem (work in progress)
SHORT PROJECT DESCRIPTION	We connect people who need legal services with legal professionals willing to provide them. Through a user-friendly platform, at the best price, on demand.
INDUSTRY	Legal Tech
BUSINESS MODEL & UNIT ECONOMICS	<p>The revenue stream is made up of a fee charged as a % of the transaction value to the legal professionals (we are considering a 20%). Such amount will be deducted from the sums paid by the client and retained by LegDem until the effective completion of the task.</p> <p>We are also considering the possibility to implement a subscription model (freemium) for clients and, eventually, also for professionals. For the latter, considering that the validation has shown that a commission model would be preferred, we should add additional services to justify the value added.</p>
CURRENT STATUS AND NEXT STEPS	<p>We conducted validation with the target segments on both ends of the platform (users and legal professionals). We built the business model and some unit economics. We drafted a media list, an investor list and go-to-market strategy. We are working on a prototype/MVP to conduct further validation. We prepared Mission & Values document.</p> <p>We need to finalise the prototype/MVP, create a logo and prepare a slide deck for pitching the project.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>At the current stage we are looking for a financial support of €50,000. €40,000 will be devoted to (i) create a technological department, led by our CTO, to develop a user-friendly and technically flawless platform embodying the values and aims of our project and (ii) maintain the platform. €10,000 will be devoted to our Go-to-market strategy which, considering that millennials are our targeted segment, will mostly focus on digital marketing. Among others, we want to start building SEO from day 1 and, for such purpose, optimizing keywords and search results/CTR via paid advertising and expert advice will be crucial.</p> <p>We are open to grant investors a call option to enter the equity in the future once the project reaches sufficient goodwill and viability.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Alessandro Tenchini Mori CEO, CMO</p> </div> <div style="text-align: center;">  <p>Tanay Agrawal CTO</p> </div> <div style="text-align: center;">  <p>Lorenzo Bottini Bongrani COO, CFO, CCO</p> </div> </div>
CONTACT	alessandro.tenchini@alumni.esade.edu tanay.agrawal@alumni.esade.edu lorenzo.bottinibongrani@alumni.esade.edu



SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=zLUhbA21c1M&feature=youtu.be>



STARTUP NAME	Lofte Kesho
WEBSITE	https://www.loftekesho.com/ https://tech-ish.com/2022/04/29/glovo-startup-competition/ https://countypress.co.ke/digital-tags-to-ease-livestock-tracing/ https://kilimonews.co.ke/general-news/narok-county-partners-with-lofte-kesho-to-empower-livestock-farmers/ https://youtu.be/y3VUmNLknhA https://kilimonews.co.ke/agribusiness/using-animal-identification-for-more-formal-engagement-and-investment-in-dairy-farming/ https://www.youtube.com/watch?v=30T98avHJRO&t=412s https://www.pd.co.ke/third-eye/features-analysis-opinion/animal-business-just-gone-digital-132468/
SHORT PROJECT DESCRIPTION	We use technology to enable farmers to access capital against their livestock as collateral. Farmers in Africa are limited in accessing capital as they lack employment and credit histories. In Kenya, East Africa only 1% of livestock as of June 2021 were used as collateral. That leaves over 62 Million cows, goats and sheep that are yet to be used as collateral by farmers to access capital. This is where Lofte Kesho comes in to create farmer-livestock profiles that unlock financial services such as loans and livestock insurance.
INDUSTRY	Agri-Fintech
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a lifetime subscription model per livestock at only \$ 35 per farmer. The average lifetime of a cow is 7 years. This \$ 35 can be paid in cash by the farmer or can be paid in installments or can be deducted from the loan that the farmer will receive from the bank. Our CAC is \$ 9.</p> <p>The \$ 35 subscription unlocks a farmer-livestock profile that has both KYC/Know Your Customer for the farmer and KYA/ Know Your Animal for the livestock. This profile is validated by a qualified, skilled, approved and licensed veterinary officer making the livestock eligible for livestock insurance. After livestock insurance, the animal is then considered a collateral that is both insurable and lendable.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have graduated from our 3rd MVP and we are ready to go fully commercial. We were able to create farmer-livestock profiles for 3 farmers across three different counties in Kenya. We tagged a total of 19 cows and collected data for both the farmer and the cows.</p> <p>We have gathered official wait list or expression of interest from 4 different farmer cooperatives with a total of more than 50,000 livestock. We also partnered with Nyeri County Government and Narok County Government to address over 1 million livestock.</p> <p>We won the glovo esade tech based competition in kenya. 100 companies participated.</p> <p>Next for us in the short term is to raise capital to provide our services to 1,000 farmers and 5,000 cows.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are seeking \$100,000 for 4% equity stake in our business. This investment will enable us to serve 1,000 farmers with a total of 5,000 cows. This investment will enable us to buy 6,000 animal identity ear tags, hire on contractual basis a team of four data collecting officers and two veterinary officers on contract. This investment will also enable our operations from the office to the various farms across 2 counties in Kenya.</p> <p>Our special condition is to receive smart money so that the investor can be part of our growth curve.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Bernard Njathi Founder and CEO </div> <div style="text-align: center;">  Steven Paul Business Advisor </div> <div style="text-align: center;">  Anne Mukoma Business Advisor </div> <div style="text-align: center;">  Alice Oddotte Operations Lead </div> <div style="text-align: center;">  Henry Kathumi Data Collection Lead </div> </div>
CONTACT	bernardnjathi@gmail.com or bernard.njathi@loftekesho.com steven.paul@loftekesho.com anne.mukoma@loftekesho.com alice.oddotte@loftekesho.com henry.kathumi@loftekesho.com

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STARTUP NAME	Luma
WEBSITE	https://lumaev.com/
SHORT PROJECT DESCRIPTION	Luma turns electric vehicles into energy storage, allowing EV owners to fight climate change and get rewarded for it.
INDUSTRY	E-mobility, Smart cities, Renewable Energy, Energy Storage
BUSINESS MODEL & UNIT ECONOMICS	Luma aggregates and bids the power capacity of all EVs connected to our cloud network on the European Balancing Markets, essentially substituting fossil fuel power plants and allowing more Renewable Energy on the grid. Once a bid is accepted, Luma is paid by the utility grid operator for the entire capacity regardless of whether it was needed. We estimate that we will make €5-7/day/EV by performing V1G only. Once we start V2G operations this number is expected to increase by a factor of 6. By the 5th year of operations we project €25M in revenues.
CURRENT STATUS AND NEXT STEPS	We are currently finalizing our MVP and white paper -to demonstrate our technology- and are due to complete this by mid September. Before joining eWorks, we already had an LOI with a major EV charging company in Sweden regarding a pilot project that uses our technology, and we've just signed a second LOI with a Battery Energy Storage startup for another pilot. Therefore, to bridge the gap between our MVP and the pilot projects, we are raising a round of €300K via SAFEs. We already have initial commitments from investors and early stage accelerators, and have more calls booked for the rest of the month from interested parties that believe our mission and impact statement. Our next steps are the launch of the MVP & white paper, the securing of remaining investors and grants for this pre-seed round, and the start of our talent acquisition and hiring process for the developers needed to accelerate our growth.
FINANCIAL NEEDS (AND CONDITIONS)	We are currently opening our pre-seed round of €300K, so we can hire the talent we need to scale up our existing code and successfully deploy the pilot projects we have lined up. Our goal is to start working on the deployment and certification of the pilots by the end of Q1 2023. We will be raising funds via SAFEs with Angels and early-stage VCs, as well as raising non-dilution funds via EU and Swedish grants for impact startups. As of this writing, we have secured 10% of our raise, but have two more BANs interested in contributing minority investment of 10-20% of the total each. Additionally, we are in talks with the European Institute of Technology's Urban Mobility investment branch, as we are currently admitted in an accelerator of the same entity in parallel to eWorks.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Luis Medina Co-Founder & CEO</p> </div> <div style="text-align: center;">  <p>Martim Perestrelo Co-Founder & COO</p> </div> </div>
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SHORT VIDEO PITCH







https://www.youtube.com/watch?v=guDgyh5_TkE&feature=youtu.be



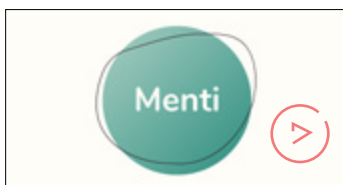
STARTUP NAME	Mentalenty
WEBSITE	www.mentalenty.com
SHORT PROJECT DESCRIPTION	We enable families to strengthen their wellbeing. In our App we educate both parents and children on emotional management, and we let them practice directly by having 5 min. daily conversations about their feelings and emotions.
INDUSTRY	Mental Health Tech / Digital Health
BUSINESS MODEL & UNIT ECONOMICS	<p>We have three sources of revenue with our mobile application.</p> <ol style="list-style-type: none"> 1. At the core we target parents through a B2C freemium subscription model. 2. Health insurance companies cover our product. 3. We sell our product to companies that offer mental health services to their employees. <p>For that reason, our various revenue sources are able to function independently.</p>
CURRENT STATUS AND NEXT STEPS	<p>We started working together this summer and already reached 100+ highly interested parents in Germany with our in-depth interviews and pilot-tests. We identified our early-adopters and the customer's needs and pains are very clear.</p> <p>In Q4 '22 we will launch our content strategies to build a community through social media and start gaining traction. Simultaneously, we are developing the mobile application with 2 focus groups; families with and without current mental challenges.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>To be fair, we are currently not looking for funds. More importantly; we're looking for talented people that want to change our future!</p> <p>If you're also beyond excited to make mental wellbeing a lifestyle for everyone and think you can share a great contribution, we're more than happy to be in contact ☺</p> <p>Send us a (preferably nice) message at +31 6 46217362</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Tom van Meurs CEO & Co-Founder</p> </div> <div style="text-align: center;">  <p>Marie-theres Klemp CSO & Co-Founder</p> </div> </div>
CONTACT	tomvmeurs@gmail.com klempmarietheres@gmail.com



STARTUP NAME	Menti
WEBSITE	http://mentispace.tilda.ws Please note: under development and domain will change
SHORT PROJECT DESCRIPTION	Mental health care experience that meets you where you're at. Technology that will improve the quality of life through the formation of the habit of recording and analysing thoughts and emotions.
INDUSTRY	Mental Health / E-Health / Telehealth / Telemedicine
BUSINESS MODEL & UNIT ECONOMICS	Two sources of revenue: → A membership fee monthly, yearly or lifetime → Business owners pay to implement mindfulness programs for their employees
CURRENT STATUS AND NEXT STEPS	We developed a no-code MVP and now running validation stage with the 50+ focus group that we acquired through student communities. Our next stage is to acquire more people through other channels and test hypothesis, collect data and conduct interviews with the users. Subsequently, build a GTM strategy and start development of mobile application.
FINANCIAL NEEDS (AND CONDITIONS)	We seek for €100,000. Funds will be used for development of the application, marketing and sales and salaries in particular for hiring a data analytics and engineering team. We are looking for strategic angel investors & early stage VCs that have experience in Telehealth industry.
TEAM MEMBERS	 Minaya Babayeva CEO  Victor Barinov Psychologist  Eugeny Voronin Full-Stack Developer  Anastasia Ossokina Content Manager
CONTACT	babaeva.minaya@gmail.com barinov.vm@mail.ru eugeny.voronin@gmail.com ps.osokina@gmail.com





SHORT VIDEO PITCH



<https://drive.google.com/file/d/19SzEPtvp8SCOa9vQsPTOLU-aTsyjJYFO-/view>



STARTUP NAME	MORA Experience Enhancer for Restaurants
WEBSITE	Prototype: https://xd.adobe.com/view/3070ece9-3ab6-42ca-9295-bb4222444da9-6523/?fullscreen&hints=off Example of Restaurant "Bubba Burgers"
SHORT PROJECT DESCRIPTION	An experience enhancer for restaurants. A platform that connects customers with restaurants' on-site services and empowers them to take control of their own experiences.
INDUSTRY	Hospitality Industry, Food & Beverage, Operation Management: Guest Experience
BUSINESS MODEL & UNIT ECONOMICS	Two sources of revenue: → Software as a service for restaurants. Monthly fee for the use of our platform → GMV from payment gateway. Transaction fee (%) for every payment made within our platform
CURRENT STATUS AND NEXT STEPS	For over one year, we run a robust market research involving more than 100 people related to the restaurant industry. Subsequently, we built a prototype that allowed us to validate the need for a digital mobile order & payment system in restaurants. Our next steps are to build the product that will allow us to perform real tests and generate revenue. We have 3 restaurants interested in starting the pilot in Barcelona, Lima and New York.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for €93,000 in exchange of 5% of equity. The initial pre-seed investment will be used to build the product (focusing on our MVP) allowing customers to visualize, order and pay in restaurants from their smartphone directly from their table.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Jorge Herrera Carvallo CEO </div> <div style="text-align: center;">  Raffaella Cuba Noriega CMO </div> </div>
CONTACT	jorgeherrercarvallo@gmail.com raffaellaacn@gmail.com



SHORT VIDEO PITCH



https://www.youtube.com/watch?v=yN_h7iFpJlM&feature=youtu.be

OneSpot

STARTUP NAME	OneSpot – urban on-demand deliveries for strong brands.
WEBSITE	https://www.one-spot.de
SHORT PROJECT DESCRIPTION	We offer last mile fulfilment services for premium brands with a focus on customer experience and sustainability. Our primary mission is to disencumber urban logistical traffic and advance the future of commerce by providing green, fast and customer-centric deliveries in cities.
INDUSTRY	Last Mile / Logistics & Supply Chain / Smart City / Urban mobility / B2B
BUSINESS MODEL & UNIT ECONOMICS	Our pricing model is a hybrid between a three-tiered SaaS and a usage-based model. The customer pays a flat rate for service (including storage in our MFC) determined by the sales amount and size of the deliverable products, plus a variable fee per delivery.. There are three constillations for the service rate + delivery fee.
CURRENT STATUS AND NEXT STEPS	Pilot kicked off in August, over 30 deliveries completed in 12 days for three different customers. Next, we are validating our DTC-segment and the desired impact on sales for our DTC customers. We will test three German cities in parallel until the end of the year and will scale to a total of 7 cities in Germany by the end of 2023, forecasting €2.3M revenue at 29% warehouse utilisation.
FINANCIAL NEEDS (AND CONDITIONS)	For our extended pilot phase, we are actively raising an angel & venture round of €400K on a CLA until the end of October. In March, we will close the official Seed round (predictively approx. €3M)
TEAM MEMBERS	 Kevin Eyber Co-Founder & CEO  Salim Bouhorma Co-Founder & CTO  Conrad Peto-Madew Co-Founder & CMO  Jona Roßmann Co-Founder & CPO
CONTACT	https://www.linkedin.com/in/k-eyber/ https://es.linkedin.com/in/bouhormq https://de.linkedin.com/in/conrad-peto-madew www.linkedin.com/in/jona-roßmann-1a065a1b4





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STARTUP NAME	Pets&Vets
WEBSITE	http://petsnvets.com/ Please note it is temporarily unavailable (work in progress)
SHORT PROJECT DESCRIPTION	Online directory of veterinarians for pet owners to confirm appointments with the professional of their choice, access a complete health portal, among other features and benefits.
INDUSTRY	Pet Tech
BUSINESS MODEL & UNIT ECONOMICS	<p>We offer a 2-tiered B2B SaaS Subscription model*</p> <p>Free tier: a landing page for vets to increase their online visibility (MVP per se)</p> <p>Paid Version (€69/month): will offer a platform for them to digitalize their agenda and manage their availability and appointments on real time, customized technical support, market trends, etc.</p> <p>*Freemium: will be offered to our first 10 early adopters so that they can test it while we gather their feedback and adapt the product based on their needs.</p>
CURRENT STATUS AND NEXT STEPS	<p>We have validated our idea and identified customer needs and pain points for both users of our platform (veterinarians and pet owners) by conducting several interviews and surveys.</p> <p>We currently have our first LOIs signed by some vets as well as got signed two key partnerships that will support us from a social impact perspective.</p> <p>Next steps during Q4 2022 are going to be to legally incorporate the company and launch our MVP in the market in order to start tracking the first metrics and continue developing our product as it grows.</p>
FINANCIAL NEEDS (AND CONDITIONS)	At the moment we are not looking to dilute highly now as we have the MVP, ability and funding for now. We are currently bootstrapping (up to €100K) and our funds will be mainly invested in our go-to-market strategy supported by dedicated marketing campaigns with the aim of generating the first leads as well as grow our community in terms of users.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Lorena García Martos CEO & CPO</p> </div> <div style="text-align: center;">  <p>Estefanía López-Cepero Lora CTO</p> </div> </div>
CONTACT	petsnvetsbcn@gmail.com


SHORT VIDEO
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https://drive.google.com/file/d/19GQ1gfsKrDKflt7Ph0fv_-eesiyTe4zB/view



STARTUP NAME	ReFresh
WEBSITE	https://refreshapp.co/
SHORT PROJECT DESCRIPTION	ReFresh is the conversational app to share your thoughts on what is happening to you with people like you. With no data breach.
INDUSTRY	Social Media & Social Networking
BUSINESS MODEL & UNIT ECONOMICS	B2C : Monthly subscription model (€1.25-1.32) for unlimited access to all of the app's features, after a one-month trial period. Based on our research, the expected amount of users during first quarter after launch is 20.000, which leads to €77,400 profit in first quarter. Expected profit margin is 10% per user. Main target is 16-25 y.o. students and graduates who would like to share their emotional challenges with other people like them.
CURRENT STATUS AND NEXT STEPS	<p>We produced a new design for our application (with all prototypes) and started to develop it. The same goes for the website, which already had over 150 pre-registrations..</p> <p>We conducted primary and secondary research and improved the business plan by defining the pain point through conducting SWOT analysis. We also created a formula, which takes into account GDP per capita, Prevalence of mental health illnesses and population for each country in order to define main markets to launch. We also created a mindmap with all possible user scenarios (with CJM), and created a detailed Excel table with marketing strategy calculations.</p>
FINANCIAL NEEDS (AND CONDITIONS)	Our app requires investments in app development and marketing in order to launch our MVP ReFresh version. We will require €190,000 in Pre-seed round, where 50% will be allocated to marketing to gain customer base, 45% to app development and 5% to other expenses. As for the app development, we have found the team who will be able to develop our application and the prices were calculated by them. So, with this funding we will be able not just to successfully launch our platform, but build an inclusive movement in our society and make people's life better.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Mikhail Slavin CEO-Strategy & Sales </div> <div style="text-align: center;">  Dmitrii Kopenkin CTO-IT & AI Developer </div> <div style="text-align: center;">  Leonid Neofitov Product Designer </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">  Mikhail Oganyants CCO-Finance & Strategy </div> <div style="text-align: center;">  Marcel Egea CMO-Marketing & SDGs </div> </div>
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SHORT VIDEO PITCH



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

SendMe.

STARTUP NAME	SendMe.
WEBSITE	https://www.send-me.com.mx/
SHORT PROJECT DESCRIPTION	We will be the easiest app to split bills, pay your friends and request payments. Focusing on Mexican university students.
INDUSTRY	Fintech - Peer to peer payments
BUSINESS MODEL & UNIT ECONOMICS	We are a platform that will generate revenue by selling tickets for small and medium events charging an 8% to the organizers, we will offer the tickets and the audience reports and insights. Furthermore, we are going to give the possibility to the event's organizers to boost their marketing by offering packs of positioning and notification to users in the zone.
CURRENT STATUS AND NEXT STEPS	By now our business model and strategy is clear, we have performed around 50 interviews and have found our beachhead market: private university Mexican students. We have also found the clear pain points, how we solve them and designed the UX and UI in the entirety. We built a team and found a great CTO. We also found a way of entering the market without legal barriers. Now, we have 1 clear goal - have the MVP in the market as fast as possible. We also got into the Spanish accelerator Demium. In the short-medium term we want to launch our MVP and have our first 500 users, we will spend a big time in improving and listening to our users before beginning to scale. Once we have a proper fit and have adapted the product, we will begin to perform marketing and scaling campaigns through ambassadors and the use of our influencer contacts in social media.
FINANCIAL NEEDS (AND CONDITIONS)	We are looking for €100,000. The money will be used for the following Team: We will need to start paying for the best talent (€28,500 5 team members 12 months) and installations (€2,857). Marketing: to create a network effect, we will implement a strong marketing campaign. We will pay ambassadors a fee of €5 for every added user. We will also pay influencers we have already contacted. (€12,000 for paid advertising + €16,000 for Influencer campaigns). We will organize events. These events will have a fixed amount of cover, the goal will be to gain users while making some profit (€12,000). Licenses / legal: We have contacted 2 of the best legal buffets in Mexico regarding Fintech, we will need an investment to get the needed license of an IFPE. Still awaiting cost (around €8,000). Cushion / others (€20,643).
TEAM MEMBERS	 Javier Escarrá Co-Founder & CMO  Rodrigo Graciano Co-Founder & CEO  Niclas Wenzel Product Manager  Francesco Vigo COO  Adrian Nuta CTO
CONTACT	javier.escarra@alumni.esade.edu maxrodrigo.perez@alumni.esade.edu niclas2066@gmail.com francesco.vigo@alumni.esade.edu

 SHORT VIDEO PITCH



<https://pitch.com/v/EWORKS-u8sbp6>

SIMOONS




STARTUP NAME	SIMOONS
WEBSITE	https://simoons.vallhebron.com/simoons/en/
SHORT PROJECT DESCRIPTION	SIMOONS provides a virtual environment for clinical simulation training. Our mission is to make simulation-based clinical training more efficient and accessible.
INDUSTRY	Clinical Simulation, Healthcare
BUSINESS MODEL & UNIT ECONOMICS	SIMOONS offers daily, monthly and yearly licenses that provide access to virtual clinical scenarios. SIMOONS also offers virtual simulation instructor training.
CURRENT STATUS AND NEXT STEPS	<p>SIMOONS has 8 different virtual environments for professional clinical simulation training: COVID-19 Emergency room, ICU, Pediatric Emergency and ICU, Nephrology-Dialysis Unit, Patient Safety, Acute Cardiology Care Unit, Neonatology. All of them are available in Spanish and translation to English is currently in progress. Development of 3 modules of Virtual Reality scenarios in progress. SIMOONS has already been licensed to scientific societies and medical courses.</p> <p>2023 portfolio includes updates to existing modules and the development of 2 new modules: Clinical laboratories and Obstetrics/Gynecology scenarios. 2023-2024 portfolio includes the development a Learning Management System (LMS) for the management of SIMOONS students and instructors.</p>
FINANCIAL NEEDS (AND CONDITIONS)	We seek for €200,000. Current financial needs derive from: 1) Production: Clinical Laboratories and Ob/GYN modules and the creation of a LMS platform (50%) , 2) Product Optimization (10%) and 3) Recruitment of talent: Business Developer Manager to help export SIMOONS out of Europe and platform maintenance technician (40%). Business angel preferred.
TEAM MEMBERS	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p>Ignasi Maspons strategy/operations</p> </div> <div style="text-align: center;">  <p>Dra. Mónica Rodríguez Director</p> </div> <div style="text-align: center;">  <p>Dr. Jordi Bañeras CEO & Founder</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center;">  <p>Mireia Arnedo Project Manager</p> </div> <div style="text-align: center;">  <p>Laura Millán Coordinator</p> </div> <div style="text-align: center;">  <p>Rafa Tourón Multimedia Designer</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center;">  <p>Lucía Maneiro Marketing Manager</p> </div> <div style="text-align: center;">  <p>Meritxell Jiménez Coordinator</p> </div> </div>
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 SHORT VIDEO PITCH



<https://www.dropbox.com/s/vkbcz6x324bwspq/SIMOONS%20-%20Pitch%20investor%20Eworks.MP4?dl=0>



STARTUP NAME	T-Nite
WEBSITE	https://www.linkedin.com/company/t-nite/
SHORT PROJECT DESCRIPTION	Our objective is to innovate the nightlife of everyone through new technologies. Currently working in a shot dispenser machine to provide more selling points and avoid queue time in the bar.
INDUSTRY	Entertainment, Nightlife
BUSINESS MODEL & UNIT ECONOMICS	Our project revenue is based on the leasing of the shot vending machine. We would rent the shot machine to bars and nightclubs, by providing services and a product and having a commission over a certain amount of consumption.
CURRENT STATUS AND NEXT STEPS	Currently, we are looking for a mechanical engineer in order to make the machine work throughout an automatic dispenser mechanism. What we have done so far is the creation of a 3D render model of our design. Also, we have created a well established team organization and market research of this industry.
FINANCIAL NEEDS (AND CONDITIONS)	We are seeking for €20,000 for purposes including the constitution of the company and production of the first MVP.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Boris Toledo Co-Founder and CEO</p> </div> <div style="text-align: center;">  <p>Sebastien Andrews Co-Founder and COO</p> </div> <div style="text-align: center;">  <p>Marc Montaner Co-Founder and COO</p> </div> </div>
CONTACT	borisandres.toledo@alumni.esade.edu sebastien.andrews@alumni.esade.edu marc.montaner1@alumni.esade.edu




SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=IIOX1J8IsBg>



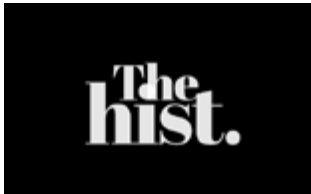
STARTUP NAME	Tasse
WEBSITE	N/A
SHORT PROJECT DESCRIPTION	Tasse is a B2B SAAS Marketplace that connects smallholder farmers to all parties of the agricultural value chain. We provide data driven solutions using data analytics to help create an efficient value chain that increases outputs for all parties, reduce food waste and promote Fairtrade.
INDUSTRY	Agritech & Agriculture Industry
BUSINESS MODEL & UNIT ECONOMICS	<p>Our revenue Model consist of:</p> <p>Stage 1: Commission charge of 5% from third parties; 3% market price commission</p> <p>Stage 2: Subscription for buyers to access inventory management system, Data Analytics. Certification fee per transaction to buyers</p> <p>Stage 3: Sell data on Agricultural yields based on seasons to NGOs and Gorverment.</p> <p>Stage 4: Carbon credit comissions through tractions made from carbon farmers and large corporations</p>
CURRENT STATUS AND NEXT STEPS	At this moment, I have been able to determine the market to enter, which is Kenya; our target customer, which are local and international medium size exporters and food processors. I have been able to identify a niche market of carbon farming as a point of differentiation with my competitors. I have done a competitive analysis and have concluded that there is a market that can be penetrated. Next would be to identify my position and point of departure. Also work on a marketing strategy which will include pricing strategy as well. I will need to go to Kenya to do on the ground research to better understand farmers and buyers need. Lastly I will build a simple MVP and test and alter product with the feedback of my customers while in Kenya. I will look more into carbon farming and possibly pivot to that.
FINANCIAL NEEDS (AND CONDITIONS)	At the moment, we need €10,000 to go to Kenya for 1 month to do a ground market survey with farmers and local food processors, build and test out our MVP to validate our idea.
TEAM MEMBERS	 <p>Jainaba Njie CEO</p>
CONTACT	jainaba.njie@alumni.esade.edu



SHORT VIDEO PITCH

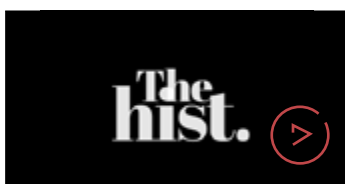


<https://www.youtube.com/watch?v=DZa60agN9wA.&feature=youtu.be>



STARTUP NAME	The Hist
WEBSITE	www.thehist.es Pitch Deck: https://www.canva.com/design/DAFLoLqURn4/HF6eSNRfUM9dAK_OI3wFOg/watch?utm_content=DAFLoLqURn4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink
SHORT PROJECT DESCRIPTION	The Hist is a streaming platform where freedom of expression is on demand in a space that ensures the quality and prestige of informatives.
INDUSTRY	Media and Communications
BUSINESS MODEL & UNIT ECONOMICS	We offer a freemium model, where users can enter the platform at no cost, thanks to the income received from social advertising. Likewise, journalists will offer a monthly subscription that will have a series of advantages for users, such as, for example, eliminating ads or being able to participate in communities.
CURRENT STATUS AND NEXT STEPS	During this period of time, we have started a marketing and communication strategy through social networks, and we have also carried out different recruitment strategies to obtain new content creators and journalists within the platform. At the same time, we have reformulated the entire business plan, business model, financial plan and executive summary; focusing on developing a financial projection close to our current situation. As a result, we have our first MVP and clients doing content on the platform. In the future, we want to grow the content creators and final users by our organic marketing strategy based on social media and our landing page. Also, we are so interested in developing the final product, developing our back-end with Amazon Web Service and growing our team by hiring full-stack developers. Additionally, we want to achieve more content creators, growing the news on video format that we have at the moment (15 daily videos of different creators), and final users, growing the 850 users that we have now to 1700 users, that are interested to join to the platform.
FINANCIAL NEEDS (AND CONDITIONS)	Our initial goal is to raise €25K to be able to incorporate the company before 19/11 and thus be able to access two types of public aid: NEOTEC and ENISA. Likewise, our goal is to raise a total of €150K to be able to hire more programmers to focus on the exclusive development of the back-end of the platform and the necessary upgrades. Also, project an investment through marketing and communication to be able to scale the business easily. We offer from 5% to 8% of the equity, the conditions will be defined depending on the final investment that we acquired.
TEAM MEMBERS	 Paloma Rodiles Marin CEO and Founder  Ari Daniele CTO  Oriol Trigo CFO
CONTACT	palomarodiles@thehist.es aridaniele@thehist.es orioltrigo@thehist.es

▶
SHORT VIDEO
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<https://www.youtube.com/watch?v=4yZyLpzbH1c&feature=youtu.be>



STARTUP NAME	Tokenize-IT (soft landing Spain)																		
WEBSITE	http://tokenize-it.com/																		
SHORT PROJECT DESCRIPTION	We provide LegalFinTech Solutions to Web3 Companies, Governments and NGOs, with services of analysis, evaluation, design, code development and audit of models leveraged in DLTs.																		
INDUSTRY	Legal-Fin-Tech consultancy on Web3 projects																		
BUSINESS MODEL & UNIT ECONOMICS	Our business model was developed under a one-stop-shop approach since we offer an integrated service that involves diagnosis, advice, design, and development. The way of marketing our services, although it is based on an integrated service to digitize, within the framework of distributed ledger technologies, processes, organizations, and business models, we anticipate the possibility that the client acquires the service segmented in such a way that, we can sell: 1. diagnosis and advice; 2. design; 3. development.																		
CURRENT STATUS AND NEXT STEPS	<p>We have diagnosed, designed, and developed more than ten cases so far. Currently, we are in the analysis and evaluation stage, possessing five ongoing projects under development and evaluating another six prospective clients.</p> <p>Last month we rented our main office in Córdoba, Argentina, and hired more than ten employees with the idea of moving forward and rapidly escalating. On the other hand, our procedural representative in Europe has been attending several conferences and is planning to keep doing it, trying to position our company in the European / Asian Market. She is also doing all the due diligence to register our trademark in Europe.</p>																		
FINANCIAL NEEDS (AND CONDITIONS)	<p>We have reached the break-even point fully funded by our paying clients. Our present stage is venture capital, we are looking for funds to keep growing and escalating.</p> <p>The funding that we are looking for is aimed at increasing our infrastructure, renting another office, and hiring more employees to continue running our service, having the opportunity to expand it in new markets such as Europe and Asia.</p> <p>We estimate that we will need €300,000 for our complete legal structure to be set and our business model to be operating properly.</p>																		
TEAM MEMBERS	<table border="0"> <tr> <td></td> <td>Sebastián Heredia Querro CEO</td> <td></td> <td>Martín Bertoni CBO</td> <td></td> <td>Francisco Sylvestre Begnis CCO</td> </tr> <tr> <td></td> <td>Andrés Nicolás de León CLO</td> <td></td> <td>Diego Alberione COO</td> <td></td> <td>Gabriel Alberione CIO</td> </tr> <tr> <td></td> <td>Jorge Atala CTO</td> <td></td> <td>Nicolás Pinto CFO</td> <td></td> <td></td> </tr> </table>		Sebastián Heredia Querro CEO		Martín Bertoni CBO		Francisco Sylvestre Begnis CCO		Andrés Nicolás de León CLO		Diego Alberione COO		Gabriel Alberione CIO		Jorge Atala CTO		Nicolás Pinto CFO		
	Sebastián Heredia Querro CEO		Martín Bertoni CBO		Francisco Sylvestre Begnis CCO														
	Andrés Nicolás de León CLO		Diego Alberione COO		Gabriel Alberione CIO														
	Jorge Atala CTO		Nicolás Pinto CFO																
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 SHORT VIDEO PITCH



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



STARTUP NAME	X-tract
WEBSITE	N/A
SHORT PROJECT DESCRIPTION	X-tract is an AI-powered tool that boosts lawyers' efficiency in legal discovery by identifying key information and suggesting relevant legal references for guidance
INDUSTRY	Legal Tech
BUSINESS MODEL & UNIT ECONOMICS	<ol style="list-style-type: none"> 1. We offer a free package with basic features for document viewing and annotation. 2. The second package, is a subscription-based with freemium offering advanced automations and OCR. 3. The third is the main source of revenue. It is subscription-based with freemium in a higher price. It offers advanced analysis and extensive legal research features for a limited number of documents. 4. To surpass the limited number of documents, we are implementing a consumption-based model for additional documents to be analyzed.
CURRENT STATUS AND NEXT STEPS	<ul style="list-style-type: none"> → We had discovery interviews with industry experts to validate our idea → We built prototype to test with potential users → We already had multiple tests to validate our product with users → We are now testing and iterating till we reach our first paying customers → We have the first version of our business plan → Currently we are planning on building the MVP and checking the best options to build it with the least resources
FINANCIAL NEEDS (AND CONDITIONS)	<p>We are aiming for an investment of €600,000 to cover a period of 18 months</p> <p>80% for hiring engineers to work on AI and software development.</p> <p>5% for admin work for incorporating the company</p> <p>15% as marketing budget</p> <p>We are looking for pre-seed investors with a minimum investment ticket of €20,000. We expect our pre-seed BAs and VCs to be mentoring our team and adding significant value to our growth.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Omar Ghorab Founder and CEO</p> </div> <div style="text-align: center;">  <p>Moataz Hammouda Co-Founder and CTO</p> </div> </div>
CONTACT	xtract.smartlaw@gmail.com

 SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=nvSNA8D-KIY&feature=youtu.be>

YUUTH



STARTUP NAME	Yuuth
WEBSITE	https://yuuth.co/
SHORT PROJECT DESCRIPTION	A platform to centralise and facilitate access to resources, tools and information, allowing companies to connect with a young, high lifetime value, target audience.
INDUSTRY	Information services (B2C)
BUSINESS MODEL & UNIT ECONOMICS	<p>Yuuth works by charging a setup fee of €25 and monthly fee of €50, which represents the brand image and the awareness generated on the consumer. Additionally, we charge 1,5% - 2% commission on sales generated to partners.</p> <p>The website attracted 265 users that visited 4,40 pages on average in 1-and-a-half weeks worth of organic promotion for only one university. Average screen time of 3:03 minutes and 93 clicks from which 32 were in our partners' content.</p>
CURRENT STATUS AND NEXT STEPS	<p>After validating the market need with the MVP, the platform was launched on LinkedIn and Instagram on August 22nd and in 10 days garnered 174 followers combined and 50 newsletter sign-ups. We will leverage on off-line marketing methods as we have free access to the audience. And ambassadors who will promote using word-of-mouth. We acquired a partnership with Simplr, and we are looking to partner with companies like Tropic Feel (Clothing), Goin (Personal finance) and Andjoy (Gym).</p> <p>Furthermore, we are searching for a CTO to improve the website for an enhanced customer experience, automate, and secure discount management to allow scalability and the number of partnership deals closed by 30%. Next year, we'll expand to a new university every 4 months. With each incorporation, we would add 650 users and expect a 15% monthly increase on the user base. We hope that by 2024 we will charge universities to set up their domain and improve their student life.</p>
FINANCIAL NEEDS (AND CONDITIONS)	<p>We achieved this by investing a total amount of €50 for the website editor software. The current website is done with no code in WordPress and it is financed by an Esade professor.</p> <p>With the next steps we expect to incur in the following costs:</p> <ul style="list-style-type: none"> €4,800 for the new website and database (Coded from scratch one time project) + €50/month for maintenance €120/year for hosting services €820 Marketing expenses for next year €500 in UI and marketing courses for the founding team <p>We will invest €500 in our knowledge as a team. Therefore, we are seeking for a Business Angel with a hands-on approach and expertise in the industry to invest €6,340. This will be used to boost the number of partners in the platform, the amount and rotation of content displayed, and the user base.</p>
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Alejandro Barrientos Finance</p> </div> <div style="text-align: center;">  <p>Ángeles Carranza Managing Partnerships</p> </div> <div style="text-align: center;">  <p>Diego Colin Marketing</p> </div> </div> <div style="margin-top: 10px; text-align: center;">  <p>Julia Pilka Acquiring Partnerships</p> </div>
CONTACT	<p>josealejandro.barrientos@alumni.esade.edu mariadelosangeles.carranza@alumni.esade.edu diegodavid.colinvargas@alumni.esade.edu julia.pilka@alumni.esade.edu</p>


SHORT VIDEO
PITCH



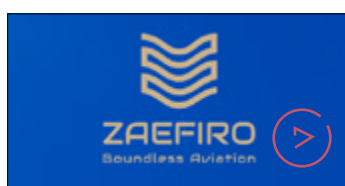
<https://www.youtube.com/watch?v=GX9Q7s-wRHs>



STARTUP NAME	Zaefiro
WEBSITE	https://zaefiro.com/
SHORT PROJECT DESCRIPTION	Zaefiro is an Italian venture operating within the aviation industry as a two-sided marketplace matching passengers and private pilots by offering unique flight experiences directly designed by our pilots.
INDUSTRY	Non-commercial Aviation Services
BUSINESS MODEL & UNIT ECONOMICS	<p>Commission Based</p> <p>Zaefiro connects the needs of private pilots, passengers and aircraft owners through an intuitive platform. The final price quoted to the passenger includes a 9% commission fee on top of the cost-shared aircraft rental.</p> <p>Asset Free</p> <p>Zaefiro does not own the aircrafts and it operates similarly to a charter broker via its digital platform.</p> <p>Freemium</p> <p>PlusWings program grants us exclusive relationships with the pilots. With a small periodic commission, PlusWings grants them higher visibility on the platform and other benefits.</p>
CURRENT STATUS AND NEXT STEPS	Our MVP is ready and online. We have conducted test flights in Palermo and Milan. The next step is to attract pilots and passengers to our website. Our strategy to achieve this is two-fold: on the one hand, we plan to contact and create partnerships both with aeroclubs and airfields to obtain registrations from their pilots. On the other hand, in order to get passengers on board, we plan to develop a digital advertising campaign and build partnerships with targeted hotels to get visibility among their guests.
FINANCIAL NEEDS (AND CONDITIONS)	We are aiming to raise €300K for 10% equity in order to: hire 2 employees and a CTO, finance the advertising campaign and cover the business expenses needed for partnership development.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Federico D'Anna Co-Founder & CEO</p> </div> <div style="text-align: center;">  <p>Stefano Battaglio Co-Founder & COO</p> </div> </div>
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SHORT VIDEO PITCH



https://drive.google.com/file/d/1S3IzfdC0qMHaAxJf_Abym-MRHgVaitRxB/view

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