

esade

RAMON LLULL UNIVERSITY

Entrepreneurship  
Institute (EEI)

Project  
Overview

# eWorks EdTech Accelerator 2021

Project Overview

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# Foreword

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

The eWorks EdTech Accelerator provides selected teams with dedicated support, mentoring from industry experts and successful entrepreneurs, access to a pack of resources valued in more than €7,000 per project and introduction to investors.

After 6 years running the eWorks Accelerator, and inspired by the change of pace that the COVID-19 pandemic brought to online education, but as well to innovations in the EdTech space, it seemed natural to offer a proven model from eWorks to a specific vertical that is of particular interest for Esade. This, thanks to the strong support of Esade, led to the creation of a first pilot, run over Summer 2021.

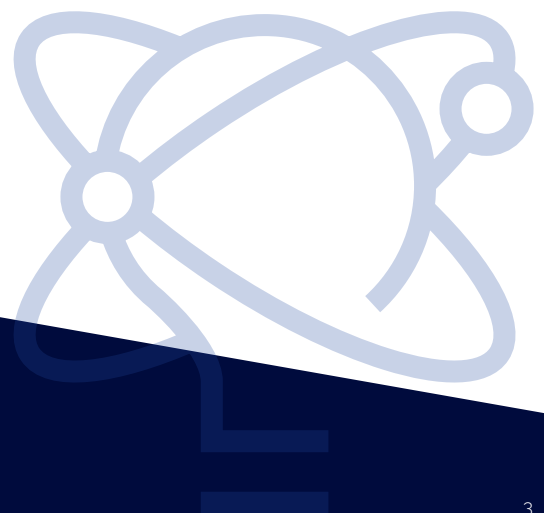
It proved to be a great success, with 14 teams admitted from 3 continents, out of which 9 will present at the final Demo Day.

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

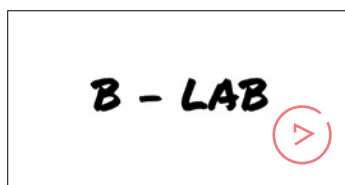


# B - LAB

PROJECT NAME	B - Lab
WEBSITE	<a href="http://www.blab.education">www.blab.education</a>
SHORT PROJECT DESCRIPTION	B-Lab creates high-quality, practical business content to help SMEs develop their employees.
BUSINESS MODEL & UNIT ECONOMICS	We offer a yearly subscription of \$2,400. Currently, we are partnering with businesses that offer mass services to SMEs in order to reach a big client base.
CURRENT STATUS AND NEXT STEPS	We are structuring partnerships with two financial institutions. Once the contracts are signed, our goal is to start all the marketing efforts. The idea is to start communicating by mid November. In addition to our commercial efforts, we are talking to business schools about co-developing content and student programs.
FINANCIAL NEEDS (AND CONDITIONS)	Currently, we are not raising money. We want to have validation first.
TEAM MEMBERS	 Alejandro Pardo CEO, Founder
CONTACT	<a href="mailto:hola@blab.education">hola@blab.education</a>










1-MINUTE VIDEO PITCH






<https://youtu.be/CU2jRHDRGpc>









PROJECT NAME	Filmpedia
WEBSITE	<a href="https://filmpedia.org/">https://filmpedia.org/</a>
SHORT PROJECT DESCRIPTION	Filmpedia is the Netflix for education; a video learning platform where teachers, students, and families can find films and videos to enrich their learning path. We collect movies, documentaries, short films, and videos from licensed sources and open platforms and transform them into pedagogical assets, all of them indexed and tagged according to educational criteria.
BUSINESS MODEL & UNIT ECONOMICS	Actual Filmpedia's business model is a CaaS by yearly subscription, giving access to schools and high schools to a premium catalog that gives access to all their teacher's teams. The annual revenues are between €500 and €6,000 per school, depending on the number of pupils (average ticket is €1,260/school/year). From this Christmas campaign on, we are launching a new business model that will combine B2C plus B2B in a strategic Freemium Model in order to test the B2C channel and nourish the B2B qualified lead generation, since we realized that, when we have a significant number of prescribers that champion our project inside the school, the conversion rate rises by 3. The family premium plan will cost €54/year, whereas the teacher premium plan will cost €65/year. Anyhow, our final goal is to use the B2C channel to get more collective purchases from the schools with a premium plan that will be €6,400 per year on average, and multiply x5 the actual average ticket.
CURRENT STATUS AND NEXT STEPS	Our latest achievement is that we ended the development and launch of the new product for families and teachers that converted more than 4,000 free users and will permit us to launch on this Christmas campaign. Our goal is to gain an average of 10,000 new free users and convert 3% of them to be B2C clients through a crowdfunding campaign in January. The other 97% of free B2C users will nourish the B2B campaign that will start in February 2021 with the aim to convert 100 schools, multiplying x3 our actual incomes.
FINANCIAL NEEDS (AND CONDITIONS)	We are closing a pre-seed round of 200K of which 150K is already closed with signed convertible notes. Our plan is to engage two or three strategic business angels that will close this round, endorse our vision and add senior value to our team. Once the round is closed, we will leverage 150K ENISA and/or ICF public loans. This will allow us to deploy a two-year runway mainly focused on sales and expansion growth in Spain and the LATAM market.
TEAM MEMBERS	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center; width: 30%;">  <p>Miquel Cerdà Gener CEO, Co-Founder</p> </div> <div style="text-align: center; width: 30%;">  <p>Gerard Fossas Noguera Product Development</p> </div> <div style="text-align: center; width: 30%;">  <p>Marçal Sansano Marketing, Data &amp; Automatization</p> </div> <div style="text-align: center; width: 30%;">  <p>Patricia Rivera Marketing, Sales &amp; UX research</p> </div> <div style="text-align: center; width: 30%;">  <p>Gemma Beltrán Marketing, Sales</p> </div> <div style="text-align: center; width: 30%;">  <p>Rubén Mir Ugolini Co-Founder Product Development, Tech&amp;UX</p> </div> <div style="text-align: center; width: 30%;">  <p>Catalina D'Andrea Co-Founder Product Development, Design&amp;UI</p> </div> <div style="text-align: center; width: 30%;">  <p>Marta Queralt Pedagogical materials</p> </div> </div>
CONTACT	Miquel Cerdà Gener: <a href="mailto:miquel@filmpedia.org">miquel@filmpedia.org</a>



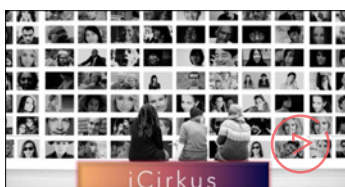
PROJECT NAME	Growpies
WEBSITE	<a href="http://www.growpies.es">www.growpies.es</a>
SHORT PROJECT DESCRIPTION	Growpies is the learning platform that creates a global community of families and professionals by training them in practical skills and allowing them to get involved in the development of children with special educational needs.
BUSINESS MODEL & UNIT ECONOMICS	The Spanish market in family associations is 47M, and we will focus on 10% of the market during the next year, and expand in Latin America as the next step, with a 650M market. We offer a two-tiered subscription model, with a standard tier for €5/month (CAC ~€2) and a premium for €20/month (CAC ~€5).
CURRENT STATUS AND NEXT STEPS	We are in the validation phase of the new business model with Target B2B clients, and in the process of team expansion.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of 50K to acquire the 10% Spanish market in one year instead of three years, and to be able to reach Latin America with the know-how of Spain, where there are fewer entry barriers, where the profitability of our business is.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Inma Iglesias CEO, Founder</p> </div> <div style="text-align: center;">  <p>Sara González Marketing</p> </div> <div style="text-align: center;">  <p>Gabriel Iglesias Business</p> </div> </div>
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PROJECT NAME	iCirkus
WEBSITE	<a href="http://www.icirkus.com">www.icirkus.com</a> Our website is still under construction.
SHORT PROJECT DESCRIPTION	We bridge the gap between industry, impact and education through problem-based learning modules to help learners experiment deploying their skills in mini real worlds and exhibit their true passion through this process.
BUSINESS MODEL & UNIT ECONOMICS	Our market entry is a B2B model with a long term plan of launching into the B2C market. We provide annual subscription for a cost of \$1,000/student (professional level). This includes custom LMS hosting + service cost as well. We charge a consulting fee of 10% on top of this to customize content. We are still refining our product and are yet to launch.
CURRENT STATUS AND NEXT STEPS	We are still at the product build phase. We are going through rapid iterations and also focusing on quality content creation. We are also building our sales pipeline with rapid networking and have been able to get a tech partner, design thinking experts, content specialists working together to build our solution together. We are aiming to launch our pilot by Summer of 2022.
FINANCIAL NEEDS (AND CONDITIONS)	We are currently looking for strategic partnerships with universities that are looking to innovate their academic showcase models. We are also looking to raise \$50,000 to complete our first order for a UK business school.
TEAM MEMBERS	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center;">  <p>Keerthana Karunakaran CEO, Founder</p> </div> <div style="text-align: center;">  <p>Preethi Mu COO</p> </div> <div style="text-align: center;">  <p>Ashwin Balasubramanian CTO</p> </div> <div style="text-align: center;">  <p>Nikitaa Sivaakumar Design Thinking Strategist</p> </div> <div style="text-align: center;">  <p>Sameera Chukkapalli Content Strategist</p> </div> <div style="text-align: center;">  <p>Dhanalakshmi Govindarajan Academic Advisor</p> </div> </div>
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1-MINUTE VIDEO PITCH










<https://youtu.be/WUx5aY4DCds>



PROJECT NAME	Klasea
WEBSITE	<a href="https://klasea.es">https://klasea.es</a>
SHORT PROJECT DESCRIPTION	We solve the management of users and sessions in a digital education environment, as well as the planning and imparting of online lessons.
BUSINESS MODEL & UNIT ECONOMICS	We offer a 2-step solution. An initial payment for the setup of a private Klasea space, and a monthly subscription based on the number of users.
CURRENT STATUS AND NEXT STEPS	First clients (early-adopters), with a focus on validating our MVP and launching an official version on January.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a seed round of around 150K to hire a sales team and prove our validity in our area to scale up to the whole country.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Marc Bosch CEO, Co-Founder</p> </div> <div style="text-align: center;">  <p>Victor Barberà CTO, Co-Founder</p> </div> <div style="text-align: center;">  <p>Adrià González Main Backend Developer, Co-Founder</p> </div> <div style="text-align: center;">  <p>Jordi Parra Main Frontend Developer, Co-Founder</p> </div> <div style="text-align: center;">  <p>Martí Gou Co-Founder</p> </div> </div>
CONTACT	Marc Bosch: <a href="mailto:mbosch@klasea.es">mbosch@klasea.es</a>   <a href="mailto:info@klasea.es">info@klasea.es</a>





PROJECT NAME	LearnAla
WEBSITE	<a href="https://home.learnala.com">https://home.learnala.com</a>
SHORT PROJECT DESCRIPTION	We create personalized learning spaces for organizations to deliver courses and training in an efficient and scalable manner.
BUSINESS MODEL & UNIT ECONOMICS	We offer a subscription model for organizations that run training courses. The standard subscription costs \$10 per user per year.
CURRENT STATUS AND NEXT STEPS	Our product is launched, we have completed Beta trials and are on early sales, currently at \$35. Our next steps include automatization and self-service through our website, allowing us to capture more customers.
FINANCIAL NEEDS (AND CONDITIONS)	We are raising a pre-seed round of \$500K to implement scalable self-service through our website, allowing us to automate deployment of platforms and payments throughout Latin America and the US. We are also looking to become GDPR compliant to be able to operate in Europe.
TEAM MEMBERS	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="text-align: center; margin: 5px;">  <p><b>Bernardo González Arechiga</b> CEO, Founder</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Jose González Castro</b> Head of Business Development</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Lucía Magaña</b> Head of Marketing</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Nelly Hernández</b> Partnerships &amp; Customer Relations</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Alejandro Hernández</b> Head of Sales</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Julia Sartirana</b> Developer &amp; Designer</p> </div> <div style="text-align: center; margin: 5px;">  <p><b>Alan Jair</b> Developer</p> </div> </div>
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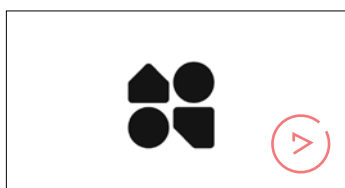
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PROJECT NAME	<b>Nocodehackers</b>		
WEBSITE	<a href="https://nocodehackers.es">https://nocodehackers.es</a>		
SHORT PROJECT DESCRIPTION	We teach people how they can build their visions without code. Education in no-code tools, product mindset taught by professionals.		
BUSINESS MODEL & UNIT ECONOMICS	Currently, we have 3 revenue models: Selling pre-recorded courses (€50/average per user), B2B formations, and a cohort-based course every 3 months that makes €5K right now. We have made €30K so far.		
CURRENT STATUS AND NEXT STEPS	We have currently surpassed 1,100 students, 250 courses sold and 30K€ on revenue, and we are in the middle of transitioning to a suscription-based model to access all of our customers. We will also be doing several B2B formations until the end of the year.		
FINANCIAL NEEDS (AND CONDITIONS)	We are not raising money. All Bootstraped.		
TEAM MEMBERS	 <p>Alex Vaughtton CEO, Founder</p>	 <p>Sergio Mínguez Strategy</p>	 <p>Tomás Alonso Growth</p>
	 <p>Marco Gómez Montejano Marketing Specialist</p>	 <p>Danny Saltaren CPO</p>	 <p>Jorge Lana CFO</p>
CONTACT	<a href="mailto:aprendenocode@gmail.com">aprendenocode@gmail.com</a>		



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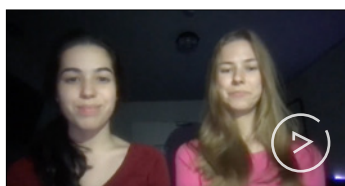


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PROJECT NAME	Project 21
WEBSITE	-
SHORT PROJECT DESCRIPTION	Our product is a curriculum of gamified challenge sessions that helps teams of remote workers establish efficient team dynamics, improve productivity, collaboration skills and individual wellbeing.
BUSINESS MODEL & UNIT ECONOMICS	We offer a two-session challenge and customization services for fee. The full challenge is 3 hour-long, \$25/€20 person/hour - for a team of 5 people, it is \$375/€350. The customization fee is \$60/€50 per hour.
CURRENT STATUS AND NEXT STEPS	<p>The business project is currently on standby since the team is redesigning the product, testing it, and examining different launch scenarios.</p> <p>As of now, we have based it on more than 200+ scholarly papers, more than 200+ hours of research, and tested it with 14 users, the results indicating that the solution addresses a significant market gap, and our design approach is efficient. By May 2022, we will have the product ready after 4 design iterations, and a business plan prepared for launch.</p>
FINANCIAL NEEDS (AND CONDITIONS)	Although the project is currently on standby, in the next 6-12 months we'll be raising \$5000 in seed funding for technical costs only: ~\$1000 for initial website development with an agreed-upon freelancer, ~\$1000 for its maintenance, and needed tools, ~\$3000 for advertising.
TEAM MEMBERS	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Patrycja Wierzchałek Co-Founder</p> </div> <div style="text-align: center;">  <p>Viktoriia Stepanenko Co-Founder</p> </div> </div>
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<b>PROJECT NAME</b>	<b>Pxis</b>
<b>WEBSITE</b>	<a href="http://pxsis.com/">http://pxsis.com/</a> Our website is still under construction.
<b>SHORT PROJECT DESCRIPTION</b>	Pxis identified a problem in terms of orientation due to over-information. We use data to better understand by which routes students can maximize their chance of achieving their personal goals and help them filter the overwhelming amount of information available online to what is truly relevant to them.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	<p>We have structured our revenue model according to our customers:</p> <p>For our user type customers, we have advertising, which will be divided into 3 forms:</p> <ul style="list-style-type: none"> <li>- Promoted content, for which we charge €2.07/1000 views</li> <li>- Display, for which we charge €6.50/1000 views</li> <li>- Survey, for which we charge €0.07/ survey. The total advertising in 2024 should represent €358,876</li> </ul> <p>For our corporate clients, our revenues are based on 2 models:</p> <ul style="list-style-type: none"> <li>- Subscriptions, also called premium version, are charged €5,000/year and should represent €630,500.</li> <li>- The sale of marketing/statistical expertise reports sold at €50/hour and should represent €309,000.</li> </ul> <p>Our CAC for companies is 1€6,000 and our profit margin of 20% in 2024.</p>
<b>CURRENT STATUS AND NEXT STEPS</b>	<p>We conducted a market analysis and validated it through numerous interviews. We defined the different aspects linked to our business plan to build our investment case materials. We also validated our business model and the revenue streams that are associated with each of our stakeholders.</p> <p>Currently, we are creating the Beta of our platform and we are planning our launch by January 2021. We are planning to partner with an educational institution to support our launch.</p> <p>Finally, we are planning to raise funds at the beginning - even if our business model is already self-sustainable - to faster our brand awareness and increase Pxis' penetration within the French market. The funds raised will also allow us to hire a senior tech lead (full-stack developer).</p>
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	We are raising a first seed round of €150,000 to build our tech and sales team, as well as to increase our investments in advertising to faster Pxis awareness. It will help us increase sales and reach +100,000 monthly visits and +80 customers in 3 years.
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">               Lucas Gensanne CEO         </div> <div style="text-align: center;">               David Moulin CDO         </div> <div style="text-align: center;">               Tanguy Matta CTO         </div> </div>
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Do Good.  
Do Better.