Innovation Ecosystems Masterclass:
Learn with and from the Bilbao IoT Ecosystem
Startup Europe - About

• Is an initiative of the European Commission

• Encourages entrepreneurship, startup creation and grow notably in Deep Tech verticals (AI, IoT, HPC, blockchain)

• Connects startups, investors, accelerators, entrepreneurs, corporate networks, universities and the media through an array of networks.

• Connects local startup ecosystems around Europe and enhance their capacity to invest in other markets

• Celebrates the European entrepreneurs' success
Startup Europe - HOW?

- Fund projects via EU research and Innovation programme H2020
- Support grassroots initiatives
- Collaborates with startup friendly networks

... all grouped under....
Welcome to Startup Europe
The One Stop Shop
Connecting local ecosystems

Are you a startup?
Are you an ecosystem builder?
Startup Europe projects results (i)
- Startups Creation & Funding -

• 700+ startups have benefitted from its programmes
• 3400+ jobs have been created
• 900+ pitching sessions with investors
• 161+ million € raised by startups that passed through the Startup Europe projects
Startup Europe projects results (ii)
- Networking for Scale -

• 200 conferences and networking events
• 350 matchmaking sessions between startups, investors and corporates
• 100+ mentors helping startups grow
Startup Europe projects results (iii)
- Mapping the Ecosystem -

**European Digital City Index**

40 indicators describing how well 28 EU Capitals + 32 selected hub cities across Europe support digital entrepreneurs
Startup Europe projects results (iv)
- Mapping the Ecosystem -

**Startup Europe Map**

Open to register:
- Corporates
- Incubators
- Accelerators
- Investors
- Coworking spaces
...and more..
Startup Europe grassroots initiatives (i) - Democratising the Phenomenon -

• Startup Europe Week 2017 – 411 events in 28 EU countries
  ➢ New series: 5/9 March 2018

• European Maker Week 2017 – 160 events
  ➢ New series: 18/27 May 2018

• European Startup Universities week 2017 – 38 events organised by universities
Startup Europe grassroots initiatives (ii)
- Access to International markets -
Startup Europe in 2018-20 - 7 New Projects -

- Interconnect more than 20 EU hubs
- Target 3400+ startups
- Involve 150+ corporates and 400+ investors
Startup friendly networks connecting key players
IoT/Deep tech Startup engagement

• Situation:

Startups and scaleups **have not been sufficiently involved in H2020 ICT.** This may be due to a lack of awareness. Startup Europe consortia need to actively engage with startups in deep tech and sensitise around 1000 startups in respective ecosystems. The active involvement of startups in major EU funded digital projects, can be a game changer and an enabler to build a world-leading EU industry.
Deep tech Startup engagement

• Action plan:

Startup Europe consortia to promote initiatives to stimulate and bring promising IoT/deep tech startups to HPC, cyber, AI, big data, blockchain & IoT EU ongoing projects and upcoming H2020 LEIT calls.
Deep tech Startup engagement

• Objective:

To plan specific and targeted networking activities per each deep tech domain (IoT) where all consortia will contribute and collaborate. SE consortia could champion the important contribution "IoT, deep-tech" startups can make to H2020 and encourage them to participate jointly with corporates and RTO at key digital events (e.g. Startup Europe Week & Slush) and targeted roundtables.
Deep tech Startup engagement

• Target:

6 joint SE consortia workshops for deep tech startup ups involving DG Connect (3 deep tech events a year starting Q2 2018)

• Deliverables:

The deliverable of the workshop should be a road map of deep tech joint consortia initiatives for 2018-2019.
Startup Olé has supported hundreds of startups and scaleups, helping them to grow and become international.

Success cases:
- Canard Drones, which got €1 million after winning the Startup Olé pitching competition in 2016, and BeOnPrice, which got €1.6 million from the venture capital K-Fund in 2017.

#startupole
**COMPANY AT A GLACE**

**Vision**
Core activity
Unique Selling Proposition
Market engagement / traction

**Competition**
Name your competitors and indicate your competitive advantages

**Investment Sought & Use of Proceeds**
Total amount of funding need and break down of macro area of investment (if possible over time)
If any previous round was raised please indicate it here

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<thead>
<tr>
<th>FINANCIALS</th>
<th>2016</th>
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<tr>
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**CONTACTS**

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**FOUNDER**

**Position - Name**
Brief CV. xxxxxxxxx

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Brief CV. xxxxxxxxx

**Video Presentation (If available)**
URL:
Vision: We Secure Connected Devices
Core activity: We are a super high skilled software company from Finland, securing and supervising connected devices.
Unique Selling Proposition: SyncShield® product is proven and extremely scalable pure software solution, which offers a state of the art tool for automating centralized management, monitoring and securing for any connected device. We have 24 granted patents.
Market engagement / traction: We are now expanding in Automotive, Industrial IoT and Secure Communications device manufacturers providing opportunity for huge global growth. 1 million devices connected. Our technology is used by top-notch security products like F-Secure and DarkMatter as well as automotive industry. Automotive highlight reference is Symbio and QT co-operation.

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COMPETITION

Argus Cybersecurity (Continental) | Airbiquity | Movimento (Delphi Automotive) | Windriver | Red Bend (Samsung)
SyncShield is by far the most flexible and dynamic automated Over-the-Air management and device security product that integrates seamlessly to business process.
Trusted European origin -> no backdoors.

INVESTMENT SOUGHT & USE OF PROCEEDS

Originally founded in 2002, re-startup in 2015
Looking for A round of 2M EUR during Spring 2018
Fully diluted pre-money valuation: 4M EUR
Use of investment is to speed up international sales & marketing activities as well as field technical engineer local presence in customer locations in middle Europe.

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FOUNDERS

CEO – Tero Takalo
Experienced Business Development, Sales and Innovation leader

CTO – Pasi Heikkinen
Experienced IT, R&D and Cyber Security executive

VP BD - Jere Erkko
Sales Spain & LatAm, Business Development
Vision  Today access to energy is reduced to chargers, CO2 polluting batteries, not flexible extensions, induction. JOS want to set a new efficient and powerful electric standard. Safe, efficient, cost competitive, flexible, IoT integrated for lighting and charging system.
Core activity JOS develops the 1st smart charging and data transfer Energy Surface. High efficiency, power & energy saving for all low voltage electronic devices.
Unique Selling Proposition JOS is the first and only energy surface at 360°. Reduction of consumption, information on the energy use, reduction of at least 90% of WEEE, high speed network integration and configuration flexibility.
Market engagement / traction JOS launched its 1st product (energy ready desk) in EDUCATIONAL sector @BETT Show in London, January 2018, selling its first series, approaching new strategic markets (Smart Lighting, Home furniture, RV automotive) with many stated partnerships.

Company at a Glance

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Investment Sought & Use of Proceeds

Amount raised so far: 150K€ Bootstrapping, 40K€ Funding guaranteed by FidiToscana Giovani, Tuscany Region consortium, 50K€ Funding guaranteed by the European Community, 180K€ First round of investment, Private / industrial investor. JOS is looking for a SECOND ROUND OF INVESTMENT 2Mio€ (30% equity), to fast develop its optimized data version and reach other key markets.

Competition

JOS is the only energy surface at 360°. Competitive both against B2B solutions for interior design & lighting and for powering consumer electronics, in cost & functionalities, others have max power & charging speed much lower, without data access. NO batteries, chargers & traditional Wi-Fi components. Reduction of carbon footprint & integration with PV, without any loss or need of inverter.

Founders

CEO – Marco Ariani

Assistant Manager-Eleonora Romiti
Degree in cultural heritage. Problem solving matters, communication & marketing. Humanistic formation, great early adopter.

Video Presentation (If available)
URL: https://goo.gl/NJfUcv
COMPANY AT A GLACE

Vision: Leader on Sustainable Connected Home solutions for Flexible Energy Demand
Core activity: S&C is a IoT provider specialized on solutions for utilities.
Unique Selling Proposition: enControl is a sustainable energy service that automatically optimizes the household energy use and cost. It consumes energy when it is cheaper, reducing peak loads and utilizes renewable energy produced locally at a maximum level. enControl achieves savings on energy bills of up to 25% per household and allows utilities to reduce peak demand.
Market engagement / traction: We have commercial contracts with facility managers and recently we signed a contract with one of the biggest retailers in Europe. We have several utilities, telcos and other service providers checking our solution around the world.

Investment Sought & Use of Proceeds
IoT platforms sold through utilities: GreenWave Systems (USA), Quby (The Netherlands), Smappee (Belgium), Smartthings (Korea).
None of them offer an energy scheduling function to all the appliances in a home and do not take into account on site renewable energy generation nor variable energy prices.

We need a 1st round of funding of 1M€ to reach the first 100K accounts, a 2nd funding round in 2020 of 3M€ to reach 1 M accounts. We are going to invest the funding mainly in human resources with special emphasis in operations and support, user experience to further differentiate the product and in sales & marketing to accelerate our geographical expansion.

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COMPETITION

CEO – Narcís Avellana
+25 years in tech business
In Germany and Spain.
PhD in Computer Science and Ms C in Business admin..

CTO – Alberto Fernández
+22 years in IoT in software development. MsC in Computer Science.

URL: http://www.encontrol.io
ACTIVITIES

- NETWORKING
- VIP’S COCKTAILS
- INVESTORS FORUM
- ACCELERATOR ASSEMBLY
- PITCHING COMPETITION
- STARTUP FAIR

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- NETWORKING APP - COCKTAIL INVESTOR CLUB
- ACCELERATOR’S SHOWDOWN
- STARTUP OLÉ - IMPULSA VISIÓN - RTVE
- PANEL SESSIONS
- STARTUP FAIR & PITCHING COMPETITION
- SPONSOR BREAKFAST & COCKTAIL
- STARTUP EUROPE - E.C. NETWORKS
- WORKSHOPS
- MATCHMAKING & MENTORING
Visita de S.M. Felipe VI y del Exmo. Presidente de la República Portuguesa Marcelo Rebelo de Sousa a Startup Olé 2018

Participación activa de los embajadores de India, Panamá, República Dominicana, Costa Rica, El Salvador, Nicaragua, Honduras y Guatemala en Startup Olé 2018
Speakers en el opening de Startup Olé 2018

Opening Startup Olé 2018
Visita a la Startup Fair en Startup Olé 2018

Visita a la Startup Fair en Startup Olé 2018
GALERÍA (iv)

Actividad de Matchmaking en Startup Olé 2018

Startup Olé 2018 Investor Forum
- THANK YOU -

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IoT and startups - media

20 of Europe’s most innovative hardware and IoT start-ups

With the Institute of Electrical and Electronic Engineers (IEEE) forecasting that about 30bn connected objects will constitute the worldwide IoT by 2020 – an estimated $7.1bn market – European hardware and IoT start-ups hold the controls to one of the biggest revolutions of our time.

https://www.siliconrepublic.com/machines/iot-hardware-startups-europe-2018
IoT and startups - media (ii)

By the end of 2017 there will be over 8.4bn IoT connected devices on the planet, superseding the 7.48bn population of world. This trend is mainly attributed to the fast adoption and growth of web-connected physical devices such as driver-less cars, smart bandages, automated farms and interactive billboards. In short, the acceptance, adoption and business applicability of IoT is on the rise.