



# IoT Week 2018 Bilbao



**Innovation Ecosystems Masterclass:  
Learn with and from the Bilbao IoT Ecosystem**

**STARTUP  
EUROPE**



# 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....

<http://startupeuropeclub.eu/>

STARTUP  
EUROPE



The  
**ONE  
STOP  
SHOP**

ABOUT US

SE AMBASSADORS

FOR STARTUPS

FOR STAKEHOLDERS

EVENTS

BLOG



# WELCOME TO STARTUP EUROPE THE ONE STOP SHOP

CONNECTING **LOCAL ECOSYSTEMS**



ARE YOU A STARTUP?



ARE YOU AN  
ECOSYSTEM BUILDER?



European  
Commission

# 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

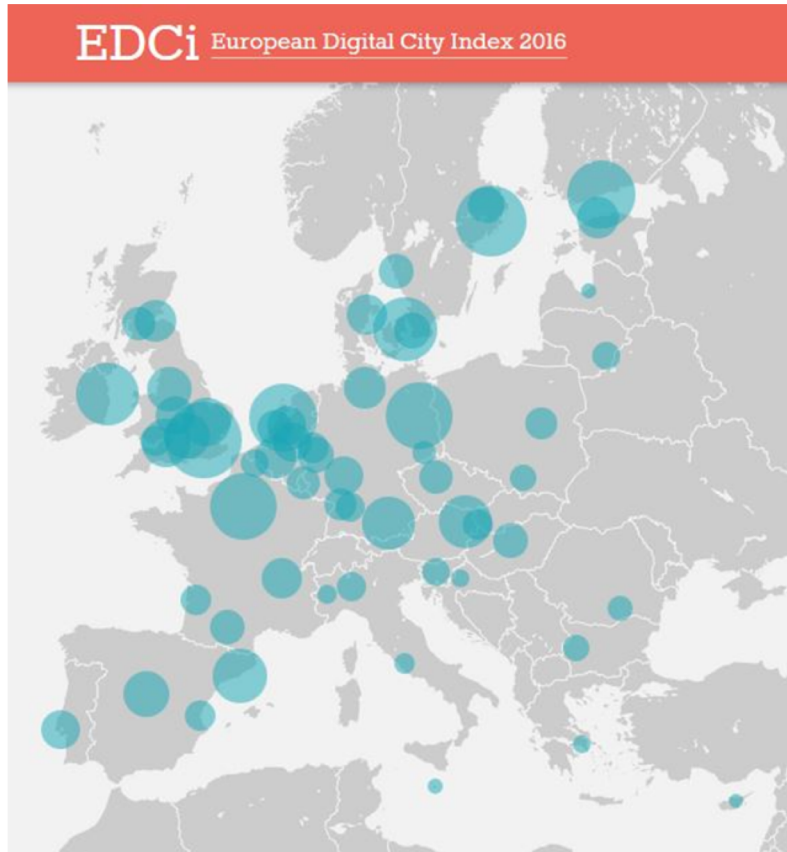
# Startup Europe projects results (ii)

## - 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 -



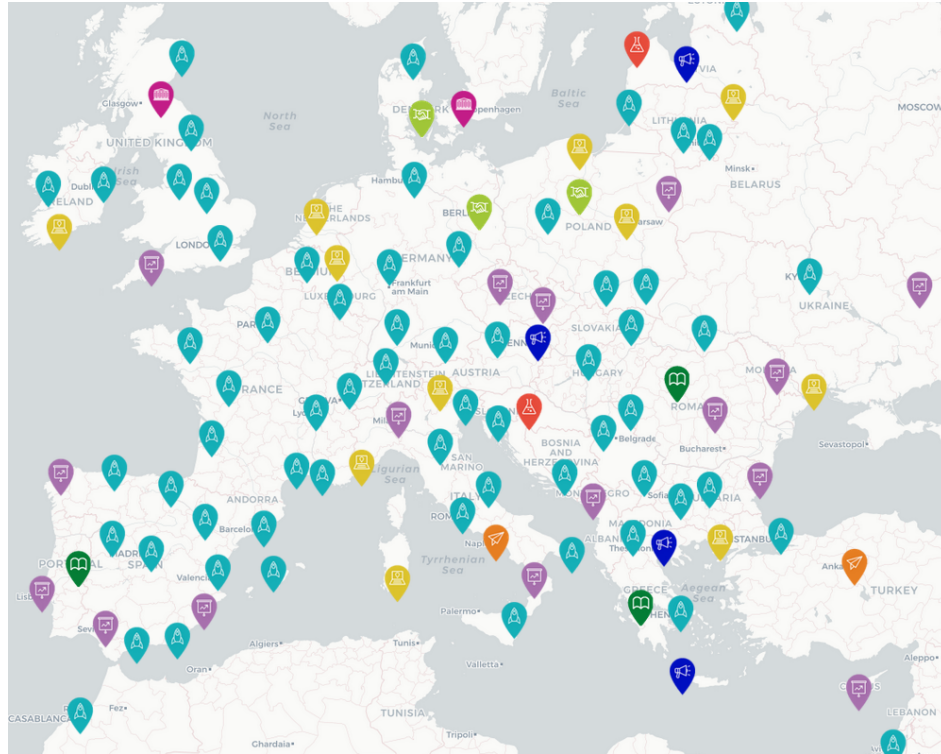
### European Digital City Index

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 INDIA  
NETWORK

# 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



**STARTUP**  
E U R O P E



@StartUpEU

# 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)

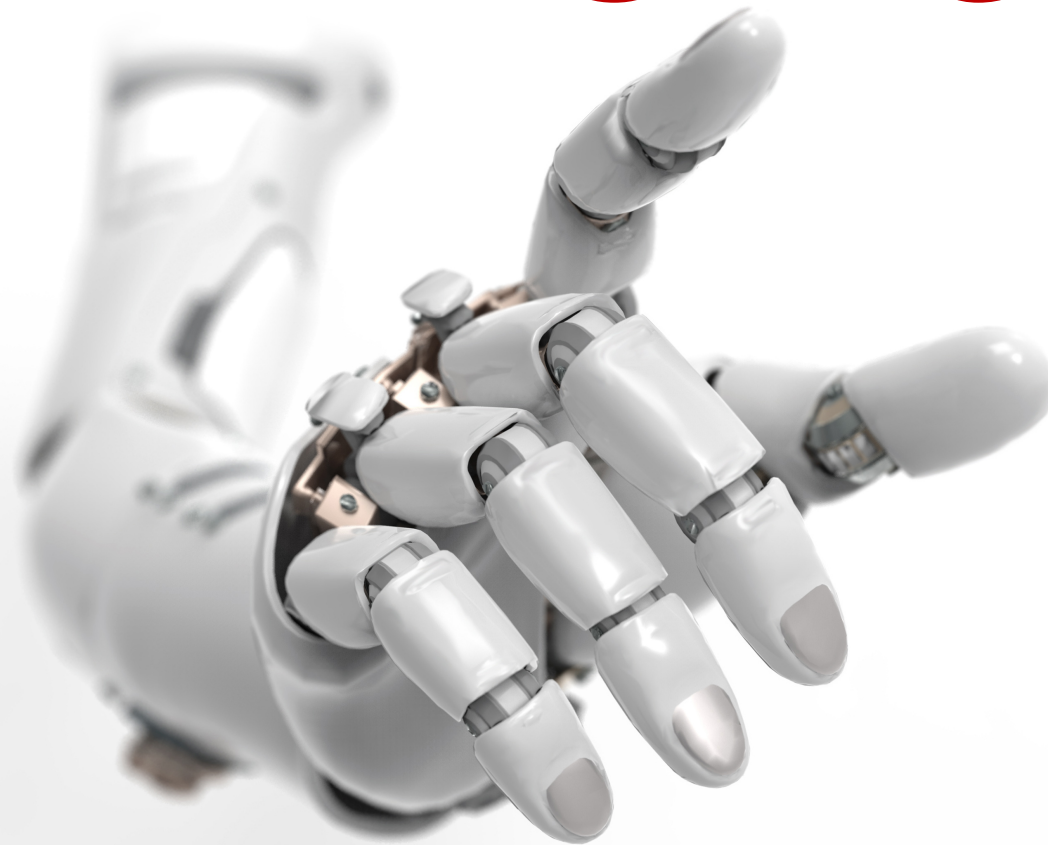
- Deliverables:

The deliverable of the workshop should be a road map of deep tech joint consortia initiatives for 2018-2019.



# STARTUP OLÉ

2019



**STARTUP OLÉ**  
accelerator

**STARTUP  
EUROPE**



# STARTUP OLÉ 2018

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



STARTUP OLÉ  
SALAMANCA  
17<sup>th</sup> - 19<sup>th</sup> April  
2018

## Event report

“Without doubt, one of the star events that we support from Startup Europe initiative of the European Commission.”

Isidro Laso  
Head of Startup Europe  
European Commission

“Startup Olé is crucial for the European startup scene.”

Kaidi Ruusalepp  
Founder & CEO  
Funderbean

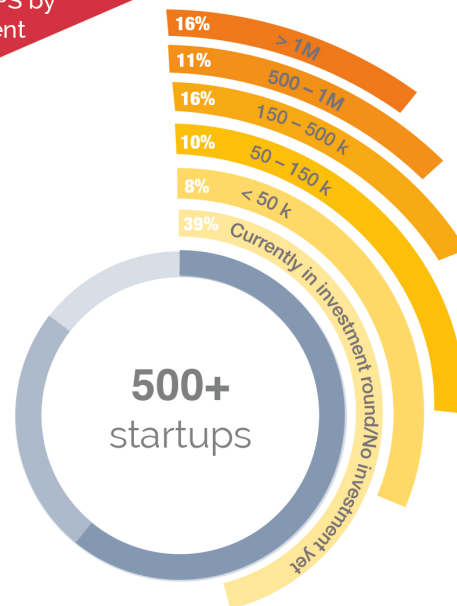
“Our biggest investment round was closed in Startup Olé 2017. Investment rounds must be closed face to face. Startup Olé connects us with entrepreneurs.”

Ian Noel  
Co-founder & Partner  
K-Fund

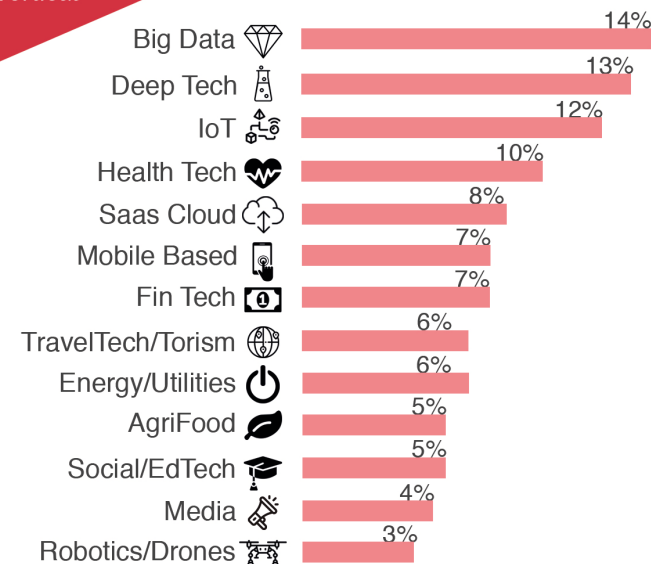
JOIN US AT THE NEXT EVENT

[www.startupole.eu](http://www.startupole.eu)

STARTUPS by investment



STARTUPS by vertical



STARTUPS by country

39% spanish  
44% european  
17% other

## TOP TEN



## Participants

10,000  
Attendees

500+  
Startups

350+  
Speakers

80+  
Investors

10 kM €  
portfolio  
investment

150+  
Corporates  
& Institutions

30+  
Media Reps.

70+  
Accelerators

20+  
Universities

70+  
Countries  
represented

57% Spain  
31% European  
12% Others



International  
geographical presence

+60  
STARTUP  
IoT


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# INVESTORS DECK

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Haga clic  
en el icono  
para  
agregar  
una  
imagen

COMPANY PROFILE

NAME

WEB

VERTICAL

COUNTRY

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

CONTACTS

NAME

MAIL

PHONE

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

COMPANY AT A GLANCE

Vision

Core activity

Unique Selling Proposition

Market engagement / traction

FOUNDERS

Position - Name

Brief CV. xxxxxxxxxxxxxxxx

XXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXX

Position - Name

Brief CV. xxxxxxxxxxxxxxxx

XXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXX

Video Presentation (If available)

URL:

Competition

Investment Sought & Use of Proceeds

Name your competitors and indicate your competitive advantages

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

FINANCIALS

2016

2017

2018

KEY METRICS (Most significant one)

REVENUES

EXPENDITURES

NET

EBITDA

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

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STAY TUNED  
AND FOLLOW US!

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startupole.eu



Capricode Oy

<http://www.capricode.com/>

IoT Device Management and Cyber Security

Oulu, Finland

Pasi Heikkinen

[pasi.heikkinen@capricode.com](mailto:pasi.heikkinen@capricode.com)

+358 403 010 222

## COMPANY AT A GLANCE

**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.**

## 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.

FINANCIALS	2017	2018	2020
KEY METRICS (Re-startup revenue)			
REVENUES (Including old business)			
EXPENDITURES			
NET PROFIT			
EBITDA			

## FOUNDERS

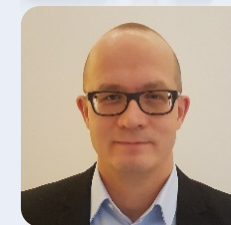
### CEO – Tero Takalo

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





JOS TECHNOLOGY SRL
www.jostechnology.com
Smart Home- Smart Grid – IoT
Emilia Romagna, Italy

Eleonora Romiti
e.Romiti@jostechnology.com
+39 3283210155

## COMPANY AT A GLANCE

**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 complete, 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.

## 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.

## Investment Sought & Use of Proceeds

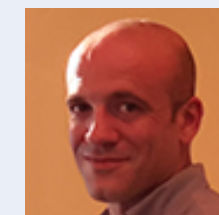
Amount raised so far: 150K€ Bootstrapping, 40K€ Funding guaranteed by FidiToscana Giovani, Tuscany Region consortium, 50K€ Funding guaranteed by the European Community, 180K€ First round of investment, Private / industrial investor. **JOS is looking for a SECOND ROUND of investment 2Mio€ (30% equity),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

FINANCIALS	2016	2017	2018
KEY METRICS (Most significant one)			
REVENUES			
EXPENDITURES			
NET			
EBITDA			

## FOUNDERS

### CEO – Marco Ariani

Architect experienced in design. Knowledge of smart technologies and object engineering. Problem solving and technical attitude.



### 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>



Sensing & Control Systems S.L.

www.sensingcontrol.com

Smart Home / Smart Grid

Spain

Narcis Avellana Tarrats

narcis.avellana@sensingcontrol.com

+34667676400

## COMPANY AT A GLANCE

**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 utilises 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.

## Competition

IoT platforms sold through utilities: GreenWave Systems (USA), Quby (The Netherlands), Smappee (Belgium), Smarththings (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.

## Investment Sought & Use of Proceeds

We need a 1st round of funding of 1M€ to reach the first 100K accounts, a 2<sup>nd</sup> 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

FINANCIALS	2016	2017	2018
KEY METRICS (Customers)			
REVENUES			
EXPENDITURES			
NET			
EBITDA			

## FOUNDERS

### CEO – Narcís Avellana

+25 years in tech business  
In Germany and Spain.  
PhD in Computer Science and  
Ms C in Business admon..



### CTO – Alberto Fernández

+22 years in IoT in software  
development. MsC in  
Coomputer Science



URL: <http://www.encontrol.io>



# ACTIVITIES



**NETWORKING  
VIP'S  
COCKTAILS**



NETWORKING APP - COCKTAIL  
INVESTOR CLUB



ACCELERATOR'S  
SHOWDOWN



STARTUP OLÉ - IMPULSA  
VISIÓN - RTVE



**INVESTORS  
FORUM**



PANEL SESSIONS



STARTUP FAIR &  
PITCHING COMPETITION



SPONSOR BREAKFAST &  
COCKTAIL



**ACCELERATOR  
ASSEMBLY**



**PITCHING  
COMPETITION**



**STARTUP  
FAIR**



STARTUP EUROPE - E.C.  
NETWORKS



WORKSHOPS



MATCHMAKING & MENTORING

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# GALERÍA STARTUP OLE 2018 (i)



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



# GALERÍA STARTUP OLE 2018 (ii)



Speakers en el opening de Startup Olé 2018



Opening Startup Olé 2018



# GALERÍA STARTUP OLE 2018 (iii)



Visita a la Startup Fair en Startup Olé 2018



Visita a la Startup Fair en Startup Olé 2018



# GALERÍA (iv)



Startup Olé 2018 Investor Forum



Actividad de Matchmaking en Startup Olé 2018

# - THANK YOU -

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@escorchado11

 [www.startupole.eu](http://www.startupole.eu)

 /StartupOleAcc

 @StartupOle

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EUROPE





# IoT and startups- media



MACHINES

**siliconrepublic**

## **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>



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# 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.



<https://medium.com/xangevc/mapping-of-european-industrial-iot-startups-42deca229d80>