data·pitch

INNOVATION PROGRAMME

About Us

Data Pitch is a EU-funded open innovation programme bringing together corporate and public-sector organisations that have data with startups and SMEs that work with data.

Data Pitch ran a competition centred around challenges across a range of sectors, from manufacturing to healthcare, and invited startups and SMEs to submit proposed solutions for these challenges.

Successful applicants joined our virtual accelerator, and received up to €100,000 in equity-free funding, access to data, and other business support over a six month period to help them create and refine high impact, innovative product and services.

Our alumni are based in 13 countries, operate in many more, and work across diverse sectors. All are using data to solve some of the most pressing challenges facing businesses and society today.

This portfolio showcases a selection of the 47 startups and SMEs that participated in Data Pitch.

Data Pitch is funded by the European Commission's Horizon 2020 research and innovation programme, and is delivered by:

University of Southampton (UK): The University leads the Data Pitch initiative. It is a renowned authority in Web and data science and a trusted provider of secure data hosting facilities to government and industry.

Beta-i (Portugal): Beta-i is one of the most active accelerators in Europe and recipient of the European Enterprise Promotion Award.

The Open Data Institute (UK): The ODI is a data and open innovation facilitator, with strong links to data protection and privacy stakeholders.

Dawex (FR): Dawex is a marketplace for private and worldwide data monetization and acquisition, and winners of the 2015 French Digital Innovation Competition.

Agroknow

An IoT-powered platform to measure, manage and communicate sustainable farming practices

Problem

The global population is estimated to increase by nearly 10 billion by 2050, and with some estimating that we will need to increase crop production by over 50%, the question is now how can we ensure that we feed the world sustainably?

Solution

Agroknow's digital solution FOODAKAI is a food safety intelligence platform that delivers data and insights as a service to food companies. They are currently focused on developing a remote auditing extension for FOODAKAI. This will help food buyers and Quality Assurance (QA) managers in retail and manufacturing to take fast and cost-efficient decisions by performing remote audits and running intelligent risk assessments of suppliers and producers from a distance.

Market

The global agrifood market is estimated to be worth at least $8 trillion (€7.3 trillion), and as the world's population grows, so will demand for food and agriculture innovation.

Traction

To date Agroknow have supported over 40 global organisations including Sygenta, Coca Cola and Yili Group, reaching a substantial number of farmers and consumers.

Country of origin: Greece
Business model: B2B / B2C
Sector: Agriculture
Stage: Seed

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AIPARK

Building the world's first live parking maps to solve last-mile mobility challenges

Problem

Three out of four Europeans now live in urban areas. Traffic congestion costs the EU €100 billion annually, drivers lose up to two days per year stuck in traffic, and road transport generates 40% of CO_2 emissions. The cause of the problem isn't a lack of parking space however - it's a lack of information.

Solution

AIPARK gathers data from more than 14 million connected vehicles to build the world's first live parking maps. Giving drivers clearer visibility of parking options reduces traffic congestion, which saves time, money and carbon emissions.

Market

In 2018, about 80% of new cars were connected and able to offer an internet-enabled service portfolio. The total addressable market is estimated to grow €12 billion in 2021 globally.

Traction

AIPARK has one million active end-users through B2B partnership apps, including Volkswagen. The service is currently active in 500 cities across 15 countries.

Country of origin: Germany
Business model: B2B
Sector: Mobility
Stage: Series A

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Energeo

Using geospatial data and machine learning to inform energy strategy for a zero-carbon economy

Problem

The EU energy market is faced with the challenge to meet the ever growing demand for energy - which is set to increase by a third by 2040 - while addressing the need for rapid decarbonisation to limit Global Warming to 1.5C and avoid the dangerous effects of climate change.

Solution

Energeo have developed the Energy Project Identification Platform (EPIP), a SaaS platform that enables stakeholders to rapidly identify opportunities to deploy low carbon technology at city-scale, and understand the potential future impact on associated power infrastructure.

Market

Market conditions increasingly favour cleantech projects, underpinned by policy across the UK and EU. The EU is phasing out €112 billion fossil fuel subsidies by 2020, and clean growth is a key element of the UK's Industrial Strategy.

Traction

Energeo's clients span the Public, Private and Third sectors, and they have secured funding and support from organisations such as the European Space Agency. Energeo are partners in three multi-year energy projects in the UK.

energeo

Country of origin: UK
Business model: B2B / B2G
Sector: Energy
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €560,000
ARR: €560,000 (forecast)

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Evo-Solutions

A personalised recommendation engine that delivers the ideal customer journey

Problem

In today's market, personalised customer communication is crucial for a business to stay competitive. Companies collect data about their customers, yet extracting business value from this data, and using it to deliver a personalised approach can be a laborious and expensive process.

Solution

Evo-Solutions has built JourneyTree, a customer analytcis tool based on state-of-the-art machine learning algorithms that allow companies to personalise their customer approach, without the need for in-house data science expertise. JourneyTree optimises revenue by providing product recommendations, churn predictions, expected revenue predictions and data-driven segmentation within its basic package.

Market

JourneyTree is designed for companies that feel pressure to start leveraging data science and analytics to stay competitive, but are in the early stages and lack the expertise. It is built for retail business of any domain.

Traction

Evo-Solutions have implemented and validated the ML modules with 3 clients in Europe, North America and the Middle East in retail, e-commerce and automative domains.

JourneyTree

Country of origin: Serbia
Business model: B2B
Sector: Data analytics
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €750,000

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Exceedence

Combining fintech and cleantech to increase the efficiency of renewable energy projects

Problem

The renewable energy sector struggles to produce robust financial plans for large projects. As a result, it is difficult to quantify technical and financial risk.

Solution

Exceedence have developed a standardised financial planning software tool to deliver increased efficiency and de-risk the sector. The software provides easy like-for-like comparisons, and provides a digital financial twin project that allows for stress testing, scenario comparison and what-if analytics.

Market

New investment in clean energy reached $333 billion (€304 billion) in 2016 and this is expected to grow by 40% by 2022, with recurrent spend on operations and maintenance also increasing. Exceedence has traction in the wave and tidal segment and are now targeting offshore wind and the emerging floating wind sector.

Traction

Exceedence has users for both their on premise and cloud based software. They have demonstrated their cloud integration into other sectors with their first co-product with a multinational. They are alumni of the NDRC and Open Data Incubator programme and a member of Climate KIC.

EXCEEDENCE

Country of origin: Ireland
Business model: B2B
Sector: Energy
Stage: Seed

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ray.alcorn@exceedence.com

Goedle

Bringing together AI and digital marketing to predict customers' needs

Problem

Predicting and meeting the needs of customers is the ultimate challenge for any company. While most marketing professionals will use analytics to track user behaviour, this is often a time-consuming task, and it is not always clear what the specific action should be, based on the data.

Solution

Goedle offers a range of AI-powered products that use a company's data to predict customer behaviour, automate customer engagement and help businesses drive higher customer lifetime value.

Market

The global predictive analytics market is expected to grow to $12.4 billion (€11.3 billion) by 2022. Goedle is currently focused on the European market, working with clients in mobile gaming, edtech and e-commerce.

Traction

Goedle works with a number of clients, some of which send nearly 100 million user events per month. Goedle have completed a number of successful pilots, including one on churn prediction with Voog, a website building tool, which saved the company one hour of work a day.

goedle.io

Country of origin: Germany
Business model: B2B
Sector: E-commerce
Stage: Seed

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GoSweat

Redefining work wellness

Problem

Investing in effective employee wellbeing programmes has been shown to improve the health and happiness of employees, and increase productivity. However, 94% of employees that are offered gym discounts don't use them.

Solution

GoSweat offers a unique and flexible approach to employee fitness benefits, and gives access to thousands of activity options, which range from meditation to MMA. GoSweat provides employers with insights on activity uptake, allowing employers to tailor their package to meet their employees' needs and increase engagement.

Market

The Global Wellness Institute estimates that the global corporate wellness market grew to $42 billion (€38 billion) in 2017, with the biggest markets based in the US and Europe. GoSweat is targeting corporations that are looking to refresh their offering and understand that traditional benefits simply don't relate to the modern employee.

Traction

GoSweat is working with 24 employers, reaching thousands of employees each week. Corporate partners range from big names like Work.Life to market-changing new players like The Collective.

GoSweat

Country of origin: UK
Business model: B2B
Sector: Health and wellness
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €850,000

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Heptasense

AI software that recognises threats and predicts accidents to alert operational teams in real-time

Problem

Studies have shown that when a person is monitoring multiple screens to detect security threats, a person will miss 95% of incidents after 20 minutes due to fatigue and loss of focus. As a result, responses to potentially dangerous or threatening incidents are severely delayed.

Solution

Heptasense have developed AI software which leverages sensory and historical data to identify threats on camera, from shoplifting to car accidents. When a threat is detected, an alert is sent to the security team, allowing them to react instantly.

Market

There are currently 700 million surveillance cameras operational worldwide, only 2% of which are monitored, presenting a huge global opportunity for this kind of solution. Heptasense is currently focused on expanding across Europe.

Traction

Heptasense has a number of contracts with clients in Portugal and internationally. They were recently featured on Wired magazine's "Europe's 100 hottest startups 2019" list.

Heptasense
Surveillance. Evolved.

Country of origin: Portugal
Business model: B2B
Sector: Security
Stage: Series A

https://www.heptasense.com
@heptasense
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holler.live

Enabling customers to give instant feedback, allowing businesses to gain rapid customer insights at scale

Problem

At every point in the customer journey, an individual will form opinions about a company and their brand. Companies struggle to gain insight into what their customers are thinking - surveys are time-consuming and don't capture a customer's reaction in real-time.

Solution

holler.live is a platform that enables millions of people to give instant and seamless feedback through plug & play enabling "sensory points" across the customer journey - think "Uber ratings" at every step. Businesses are able to gain insights at scale, and react quickly to negative sentiments from customers, all while cutting out the middleman for market research.

Market

The annual market research services market is worth $72 billion (€66 billion) annually. holler.live provides services globally, with a current focus on the EMEA region.

Traction

holler.live are working with clients in a wide range of sectors, including retail banks, insurance multinationals, local governments and online media.

holler.live

Country of origin: Netherlands
Business model: B2B
Sector: E-commerce
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €1,000,000
ARR: €300,000

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Hop Ubiquitous (HOPU)

IoT solutions for environmental monitoring to promote healthy and sustainable cities

Problem

To respond to growing urban populations and environmental challenges, cities need innovative services and products to support sustainable development.

Solution

IoT experts HOPU are leaders in developing customisable smart city solutions to help cities make informed decisions to promote sustainability and minimise negative environmental impacts. Their products and services include an IoT management platform and the Smart Spot, a flexible and scalable solution for collecting advanced data about air quality.

Market

Some research estimates that the smart cities market will increase to $1.5 trillion (€1.37 trillion) by 2025. Of this, HOPU is focused on cities that require air quality monitoring and impact assessments. In that respect, the Air Quality Sensor market is projected to reach $640 million (€585 million) by 2025.

Traction

HOPU are active in 20 cities across 8 countries, and their partners include Microsoft, Fujitsu and Nokia. The Ministry of Economy and Competitiveness in Spain recently awarded them funding for two separate projects.

Country of origin: Spain
Business model: B2B / B2G
Sector: Smart cities, mobility
Stage: Seed

https://www.hopu.eu
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Idatase

Solving the human factor problem to ensure IoT initiatives succeed

Problem

It is estimated that nearly 75% of IoT initiatives within companies fail due to a lack of expertise or strategy. If an IoT project is launched to tackle an individual problem, without incorporating the right mix of human, domain and business expertise into the development process, they end up unsupported and, ultimately, fail.

Solution

Idatase have created NetLume to act as the 'glue' for new IoT initiatives and bridge the language gap between domain experts and data scientists. Through one semantic platform, Idatase allows clients to create and edit their digital twin, connect it to their infrastructure and make it intelligent using analytic layers, thus increasing the success rate of IoT initiatives.

Market

NetLume is industry agnostic and is currently targeting the energy and utilities, smart building and mobility industries.

Traction

Idatase is working with several partners, including a pilot with Roche Diagnostics to design AI-enhanced digital twins of laboratories, and a fully deployed real-time Predictive Maintenance Solution for district heating with a German state-capital utilities company.

idatase

Country of origin: Germany
Business model: B2B
Sector: Manufacturing, energy
Stage: Seed

https://www.idatase.de
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Informed Actions

Applying historical and real time business data for predictive analytics, resource optimisation, and remote monitoring

Problem

Poor management of stock and resources is expensive and inefficient. Many companies collect large amounts of data, but do not have the expertise to leverage it to avoid mistakes and reduce costs.

Solution

Informed Actions uses Spatio-Temporal Algorithms to analyse your real time and historic data to find the most efficient and productive means of carrying out tasks, reducing costs on average by 18%.

Market

Informed Actions is sector-agnostic, and has worked in sectors including smart manufacturing, social housing and healthcare.

Traction

Informed Actions has run numerous Proof of Concept projects. Past projects have included working with emergency services to predict where accidents will occur, and working with social housing providers to predict maintenance needs.

Country of origin: UK
Business model: B2B / B2G
Sector: Sector-agnostic
Stage: Seed

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Just Me Technologies

Returning control to individuals by enhancing transparency, building trust and simplifying GDPR compliance for SMEs

Problem

Privacy and control of personal data is an increasing concern for businesses and consumers in light of recent high-profile cases, and following the implementation of GDPR. For SMEs, adapting to new regulation can be a difficult and daunting task.

Solution

Just Me shows SMEs how GDPR can be an opportunity to improve transparency, trust and customer loyalty. Their Personal Information Management System offers organisations coverage on several GDPR obligations, including user control, data portability and transparency. Through this system, individuals can easily access data about themselves and take actions, such as 'amend' or 'delete'.

Market

The International Data Corporation predicted that GDPR would represent a total market opportunity of $3.5 billion (€3.2 billion) for security and storage software vendors.

Traction

Just Me are collaborating with a number of startups and SMEs to develop their solution. Following the integration of the Station F Founders Program, they will launch an invitation-based beta version in October 2019.

Country of origin: France
Business model: B2B
Sector: Data Management
Stage: Seed

https://www.justme.tech
@justme_tech
hello@justme.tech

LexaTexer

Next generation predictive analytics

Problem
An estimated 90% of information in a corporation is hidden in unstructured data (such as text memos, documents, emails and maintenance records). This information is typically analysed by human specialists, if at all. It's costly, doesn't scale and limits your potential to use unstructured data for knowledge generation. As a result, this data is largely ignored in current analysis processes.

Solution
LexaTexer offers predictive analytics to help corporations organise decision-making by analysing documents with machine learning technology. LexaTexer is a platform which allows you to build data-driven applications quickly and efficiently.

Market
LexaTexer provides solutions for smart factories, serving heavy manufacturing industries. Use cases include predictive production and maintenance, sales and demand forecasts, and supply chain transparency.

Traction
LexaTexer's customers include automotive corporates and utilities like Daimler AG and Salzburg AG. They have signed a co-development deal with Lloyds Register London. They have been rolled out in Germany, Austria, Switzerland and the UK.

LexaTexer.
predictive analytics as a service

Country of origin: Germany
Business model: B2B
Sector: Smart manufacturing
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €1,000,000
ARR: €300,000

https://www.lexatexer.com
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Luna Connect

A SaaS platform for digital lenders that creates higher returns, quicker decisions and lower risk

Problem

Legacy technology and processes, as well as inadequate data collection, hinder large banks when lending to SMEs, and creates a frustrating user experience for borrowers.

Solution

Luna Connect streamlines the due diligence process with algorithms that employ alternative data and machine intelligence. Manual decisions are replaced with a hybrid of human and artificial intelligence, reducing loan application and decision times from weeks to minutes, in turn reducing administrative overhead and risk in the process.

Market

The World Bank values the global SME lending market at €1.5 trillion, of which Luna Connect estimates its global opportunity at €15 billion. Their initial focus is Ireland and the UK, where €2 billion is spent on loan setup and administration costs annually. With 50 lenders in the UK and Ireland by the end of 2023, Luna Connect projects a €10 million ARR.

Traction

Luna Connect has a 3-year contract with an Asset Based Lender and is initiating paid pilots with 4 additional lenders. Their sales funnel has 300 lenders, with 20 at meeting or demo stage.

luna connect

Country of origin: Ireland
Business model: B2B
Sector: Finance
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €800,000
ARR: €25,000

https://www.lunaconnect.io
@LunaConnect
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Mentalab

A wearable biosensor patch to detect and monitor cardiac, pulmonary, neurological and sleep conditions

Problem

Medical wearables have the potential to transform patient care, allowing remote monitoring and wide-spread access to precise diagnostics. But to realise this potential, wearable solutions need to be more accurate, easier to use, always available, and accessible independent of the medical provider.

Solution

Mentalab are developing a wearable biosensor and data analysis platform to accurately diagnose medical conditions, ranging from sleep conditions, to respiratory disorders. It combines patent-protected wearable sensor devices, mobile software and cloud analytics for entirely seamless mobile diagnostics.

Market

Mentalab is applying its technology in clinical trials as a first market segment. The Clinical Trials Data Management and eClinical Solutions market is estimated to reach $1.4 billion (€1.2 billion) by 2020 in Europe, of which Mentalab aims to address 30%, representing an opportunity of over $400 million (€365 million) in revenue.

Traction

Mentalab has a fully-functional technology demo, and two clinics as development partners and beta testers.

MENTALAB

Country of origin: Germany
Business model: B2B
Sector: Healthcare
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €800,000
ARR: > € 10,000

https://www.mentalab.co
@mentalabco
s.herberger@mentalab.co

OBUU

An intelligent logistics solution for maintenance stock optimisation

Problem

In industries such as aerospace, energy and transport, high-performance resource management is a must, and large organisations need solutions to reduce overstock and maintenance costs.

Solution

OBUU software is a customisable tool to guide strategic and efficient decision-making in maintenance and stock optimisation. Their tool provides recommendations in how to make better-informed decisions and how to design new supply chain strategic processes.

Market

OBUU can adapt its solution for any industry with complex maintenance and logistic operations. OBUU is currently present in a number of sectors, including aerospace, smart manufacturing and energy, which each represent approximately a €30 billion market opportunity.

Traction

OBUU is operating in Europe and North America, and are on target to generate €600,000 in revenue in 2019. Their clients include top aerospace and railway manufacturers, maintenance, repair and operations companies, and thermal and renewable energy companies.

Country of origin: Spain
Business model: B2B
Sector: Manufacturing
Stage: Series A

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Recognai

A data science toolbox for unstructured data problems

Problem

Businesses are gathering more and more customer, product and supplier data, but extracting value from this data is a complex and costly task. Data management still requires enormous amounts of tedious, repetitive manpower, as well as personalised rules for every new setting, system, channel or language.

Solution

Recognai builds AI tools to manage unstructured data and to fight information overload in companies. Their solution combines the robustness and adaptability of deep learning methods with the simplicity and structure of knowledge graphs.

Market

Recognai operates in pan-european and international markets, with a focus on data science and cross-lingual services. The global text analytics market is expected to rise to $12 billion (€11 billion) by 2024, and Recognai is currently focusing on one of the largest application segments: customer service, data and support.

Traction

They currently has more than 10 clients across Europe in banking, insurance, media and manufacturing. Recognai have also completed the Airbus Bizlab acceleration programme.

Recognai

Country of origin: Spain
Business model: B2B
Sector: Sector-agnostic
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €500,000
ARR: €300,000

https://www.recogn.ai/
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Renvis

Software solutions for business process simulation and supply chain risk management

Problem

Businesses have increasing access to data that holds a wealth of business insights. The challenge is how to access these insights to optimise business and manufacturing processes.

Solution

RENVIS have developed the Business Decision Support Software Platform (SOFIA DSS). The platform adapts to structural business changes and proposes actions to optimise processes and add further value from existing data. Indicative fields of application include supply chain management, sales, equipment maintenance, sales, energy consumption, and final product quality.

Market

According to the International Data Corporation (IDC), the global spend on big data and business analytics solutions is forecast to reach $189 billion (€173 billion) in 2019, which represents an increase of 12% compared to 2018. Renvis' main target sector is the manufacturing industries that are interested in adopting SaaS solutions or expanding the features of their Supply Chain Management Systems.

Traction

RENVIS has developed the MVP of SOFIA DSS, working with Greiner Packaging to do so.

RENVIS
RESEARCHING VISIONS

Country of origin: Greece
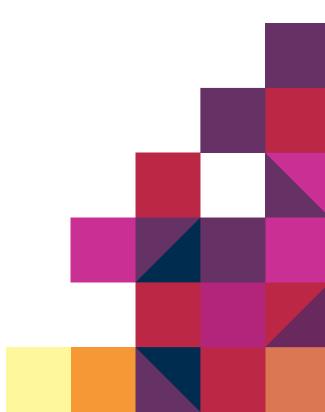**Business model:** B2B
Sector: Manufacturing
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €1,000,000

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Soft Centrica

Software to automatically discover and quantify process flows and identify areas for improvement

Problem

The ability to discover and measure end-to-end process flows directly from event logs is a prerequisite to improving an organisation's process flows.

Solution

Soft Centrica SRL have developed ProcessHive - a tool that discovers and quantifies pathways in your information system, and can compare if reality deviates from expectations (unusual / disruptive behaviour). The tool has been tested with data collected from 18 private healthcare providers during a three-year timespan.

Market

Soft Centrica are initially targeting private healthcare providers in Europe, of which there are estimated to be around 6,000. Other applicable markets include: procurement & finance, logistics & transportation, warehouse management, discrete manufacturing processes, e-commerce and city/local/government services.

Traction

Most recently, Soft Centrica have worked with Portuguese healthcare company José de Mello Saúde to help them improve their clinical pathways.

SOFTCENTRICA

Country of origin: Romania
Business model: B2B / B2G
Sector: Sector-agnostic
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €500,000

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Statice

Providing guaranteed data anonymisation

Problem

For many organisations, data protection is both a technical obstacle and a legal problem. It risks disrupting both innovation and ongoing operations, whether it's focused marketing or providing smart city solutions.

Solution

Statice securely anonymises sensitive customer data to allow you to work with it in a privacy-preserving manner. Synthetic data preserves the statistical properties of the data without ever exposing a single individual, which protects customers and opens up new data-driven opportunities.

Market

With 514,092 companies in the EU leveraging personal customer data, and an average customer value of €60,000 per year, Statice's total addressable market is over €28 billion in the EU alone.

Traction

Statice have worked with several clients to date, including the health app M-Sense, which was able to successfully anonymise their customer data to support medical research around migraines. Statice recently expanded into Switzerland via the Kickstart programme.

statice

Country of origin: Germany
Business model: B2B
Sector: Data anonymisation
Stage: Series A

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Transformative AI

Predictive analytics to transform healthcare

Problem

Patients with chronic medical conditions suffer life-threatening complications without warning. Sudden Cardiac Arrest (SCA), Transformative's first focus, kills 6 million people globally every year, yet hospitals have no way to predict or prevent SCA. The current SCA workflow is inefficient, expensive and inaccurate.

Solution

Transformative identifies the subtle physiologic changes that precede symptoms for chronic medical sufferers. By predicting them before they occur, Transformative's early warning system, CodeRhythm, allows hospital staff to address SCAs more efficiently and achieves high accuracy in predicting SCA before it occurs.

Market

Transformative is on the precipice of creating hospital efficiencies in a new market, representing €2.36 billion in the United States, and €5.96 billion globally.

Traction

Transformative has partnerships with leading hospitals in the US, Europe, and Asia, with a patient data collection study currently ongoing. They have filed 6 patent applications for their core technology and have collected the largest dataset of its kind in the world.

transformative

Country of origin: UK
Business model: B2B
Sector: Healthcare
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €3,000,000

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@tfm_AI
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Ubiwhere

Software-based solutions for smart cities, telecommunications and the Internet of the Future

Problem

As urban populations grow, cities worldwide are facing diverse challenges, and need new solutions to find the right balance between urban development needs and global environmental changes.

Solution

Ubiwhere's smart mobility cloud platform, MBaaS, allows municipalities to purchase devices and apps of several developers, with the only condition being the interoperability with the platform through its open interfaces (APIs). These open APIs facilitate the entry of SMEs into the market and allow them to benefit from open and easy-to-use interfaces on traffic, environment services and more.

Market

By 2030, 60% of the world's population will live in cities. The global market of mobility in smart cities, which addresses transportation and city service providers, is estimated to hit $25 billion (€23 billion) by 2024.

Traction

Ubiwhere has been working with Mobility in Smart Cities since 2014, having developed multiple algorithms to optimise parking occupancy, logistics and multimodal routing. Its extensive experience also stands out on the onboarding of national and international R&I projects.

ubiwhere
SUITING THE FUTURE

Country of origin: Portugal
Business model: B2B / B2G
Sector: Smart cities, telecomms
Stage: Series A

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Utelly

A central hub making it quicker and simpler for consumers to discover TV content they will love

Problem

TV has evolved greatly in recent years, and the amount of choice available is becoming overwhelming. Without an easy and effective way for consumers to find the shows they like, the abundance of content risks becoming a disadvantage rather than an advantage for providers.

Solution

UTELLY are on a mission to reinvent content discovery for today's TV. Their platform aggregates data from multiple sources (linear and on-demand content), and uses advanced machine learning techniques to build content suggestions that 'learn' from user behaviour.

Market

There are more than a billion paying digital TV subscribers nationwide. They are serviced by a plethora of providers, ranging from Pay-TV cable operators to content producers recently taking the D2C route. All these companies want to solve the "choice problem" within their catalog or across catalogs ('super-aggregators').

Traction

UTELLY currently works with clients in the UK, Belgium and Norway. They have been recognised across the industry, including as a winner at the BT Infinity Lab and a finalist in the EE Mobile Innovation Competition.

Country of origin: UK
Business model: B2B
Sector: TV & Entertainment
Stage: Seed

https://www.utelly.com/
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Vital Beats

Short-term prediction of dangerous heart arrhythmia for patients with implanted cardiac devices

Problem

Dangerous heart arrhythmia (an irregular heartbeat) is a global health problem that can lead to early death and causes the progression of heart failure for millions of people. Today, clinicians can see if a dangerous heart arrhythmia has occurred, but they cannot see how likely it is to happen again in the near future.

Solution

Vital Beats builds data-driven and patient-centred solutions to improve clinicians' decision-making, and to enable more preventative, rather than reactive, care for patients with cardiac devices. The SafeHeart system supports clinicians to intervene before dangerous arrhythmias occur.

Market

Vital Beats currently operates in a pan-European market and aims to support hospitals globally. Remote monitoring of cardiac device patients is a fast-growing market opportunity generating revenues of €1.1 billion with a CAGR of 13.4% (2018).

Traction

The Vital Beats platform is implemented and runs at Copenhagen University Hospital (Rigshospital) with 10 clinicians/+400 cardiac device patients using the platform daily. It is also being piloted with 6 heart transplant patients, scaling up in Q4 2019.

Country of origin: Denmark
Business model: B2B / B2C
Sector: Healthcare
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €1,500,000

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Ze Profile

A personal marketplace to enable consumers to benefit from their personal data with control, and retailers to acquire new clients

Problem

Personal data has transformed the way retailers target customers. However, there are growing concerns about how ad-tech is used to collect and share data about individuals, and consumers are now looking for privacy-friendly shopping solutions.

Solution

Ze Profile is building a matching platform for purchase intentions that benefits both consumers and retailers. Consumers benefit from a sample of personal data (profile combining intention with banking transactions) by gaining access to personalised offers relevant to their interests, while retailers can select reliable consumer profiles. The differentiating factor is that Ze Profile never shares personal data.

Market

Retail e-commerce transactions exceed €500 billion annually in Europe, from which Ze Profile targets consumers who regularly spend more than €100 per transaction. On the retailer side, Ze Profile targets higher end goods and services with limited brand recognition.

Traction

Ze Profile has confirmed interest from both consumers and retailers with a preliminary prototype, and it is currently beta-testing its MVP.

Country of origin: France
Business model: B2B / B2C
Sector: Retail
Stage: Seed

FINANCIAL INFORMATION
Amount seeking: €1,000,000

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