



3rd INTERNATIONAL INVESTMENT FORUM SCALE-UP 2021

Catalogue of companies

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The forum's ambition is to promote investments in companies with high growth potential (SCALE-UP Program's beneficiaries) as well as the improvement of EU and regional strategy visibility. This forum is part of the program SCALE-UP 2021 aiming to support innovative companies willing to scale-up their activities to the European Single Market through specialized services provided by the Enterprise Europe Network.



plannifai

We plan people's productivity



PROBLEM AND SOLUTION

Service companies have large volumes of workforce, that accounts for 90% of their costs.

There are no solutions to manage hundreds of employees. Each client is wasting 50% of HR managers' time on automatable tasks. Plannifai is a SaaS that simplifies the management of companies with more than 100 people, avoids reports and offers real-time knowledge.



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11/2017



plannifai.com



MARKET

We have segmented by type of company:

- Facility services
- Retail
- Hospitals
- Amusement parks
- Restoration
- Service sector
- Farming
- Distribution of merchandise
- Last mile logistics

TAM: € 30,000 MM
SAM (LATAM and EUROPE): € 10,500 MM. We will direct all efforts in the long term to LATAM and EUROPE
SOM (Spain and Mexico): € 315 MM



BUSINESS MODEL

Quota per user and month, depending on the volume of users.



COMPETITION

The main competitors: Woffu, Factorial, Workday and Wrike.



MILESTONES / NEW STEPS

- 3 Clients in Spain (+10 in negotiation)
- More than 10,000 transfers
- 1 Client in Mexico (+5 in negotiation)



FOUNDING TEAM



Eduardo Ybarra
CEO

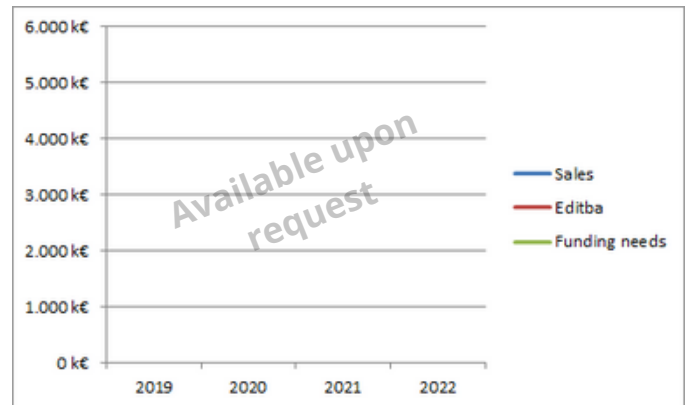


INVESTMENT NEEDS AND DESTINATION

360k€ for marketing and sales.



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
250 k€



Capital invested by the team
100k€



Burning rate
Available upon request



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

For 15 years I have led building and engineering projects and I encountered project deviation problems, due to not being able to control HR. That is why I founded plannifai.

What is the company's most significant risk and how will you tackle it?

Treasury management, through the round and the acquisition of clients.

How do you see the company in 5 years'time?

With a turnover of 20 million and leading the HR management sector worldwide.

DUPONTE INVESTIGACIÓN Y DESARROLLO SL



Science por powerful link



PROBLEM AND SOLUTION

Individuals respond differently to drug therapy and no drug is 100% effective in all patients, Duponte is a solution to apply pharmacogenomics with development of specific pharmacogenomic tests based on the genomic information, GenData prototipe uniteds Machine learning, Artificial Intelligence and Big data.



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07/2019



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MARKET

The company's target market is therefore the global market for personalized precision medicine. This market has a growth average annual growth of 11% is expected in the period between 2017 and 2024. Having reached the size of the global market of 92.4 billion dollars in 2017, it is expected to reach 194.4 billion dollars in 2024.



BUSINESS MODEL

Design, development and commercialization of tests pharmacogenomics and proprietary bioinformatics tools. The objective is to offer solutions that allow knowing the genomic data of patients and their relationship with both their history clinical as well as their response to medications.



COMPETITION

- The EuroEspes Group .
- 24GENETICS
- Bitgenia.

Competitor products are generic solutions not bioinformatic with more limited features, as they exclusively analyze inherited and non-acquired genetic information. They don't have machine learning or artificial intelligence.



MILESTONES / NEW STEPS

- Generate the initial bases for the identification of polymorphisms drugs, scientific articles to search for information effectively
- Machine Learning prototype
- Development of specific pharmacogenomic tests
- Effective marketing and closing of sales



FOUNDING TEAM

Yolima Puentes Osorio
Directora

Camila Puentes
Marketing

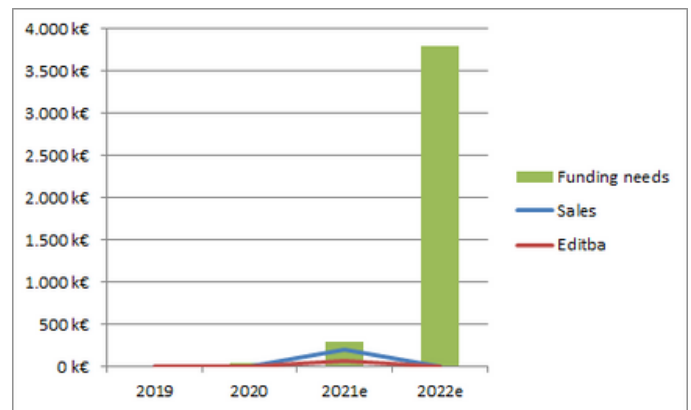


INVESTMENT NEEDS AND DESTINATION

3.8 M € for prototyping and marketing.



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
297k€



Capital invested by the team
348k€



Burning rate
26k€



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

Results of PhD thesis research in pharmaceutical sciences and product design.

What is the company's most significant risk and how will you tackle it?

The scientific validity of the prototypes and we tackle it with the best scientific evidence and collaborative work with PhDs from different countries.

How do you see the company in 5 years'time?

With the bioinformatic prototype most used by scientists, laboratories and health workers.

HELLO INSURANCE GROUP COMPAÑÍA DE SEGUROS S.A.

Hello Auto is the most advanced car insurance that helps you in your driving.



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11/2017
01/2020



helloauto.com



PROBLEM AND SOLUTION

Hello Auto wants its customers to live better and drive safer. The intelligent co-driver "Hello Auto Connect" provides a new driving experience connected to the world. Hello Auto creates and adapts the offer to the needs of the moment and makes your policyholders save up to 50% of their policy, rewarding the good use they make of their vehicles.



MARKET

Drivers who want a cheaper car insurance policy, public or private transport fleets that want a customisable policy, users interested in the Hello Auto Connect device, logistics industry especially for last-mile fleet management, among others. In general, Hello Auto offers solutions to all drivers.



BUSINESS MODEL

Hello Auto's innovative driver assistance system, HAC, records and analyzes driving behaviors. Thanks to that, Hello Auto is able to offer competitive prices and transform every car into a connected vehicle. With Hello Auto, if you drive safely, you pay less.



COMPETITION

At the moment, there is no system for the vehicle for driver assistance with telemetry capabilities, similar to the platform Hello Auto Connect. There are Advanced Driver Assistance System, eCall systems, vehicle status monitors, GPS's with management capabilities, Dashcam and user applications, but no system that integrates all functionalities



MILESTONES / NEW STEPS

Customized costs, own developed products, excellent claims service, high technology level, connectivity with DGT 3.0, IoT system, V2E connectivity, car insurance marketing on Wallapop, Spain's first neo-insurer, first insurance company in Andalusia, DGS license, agreements with re-insurers such as Munich Re, Mapfre Re, partnership with Carrefour.



FOUNDING TEAM



Manuel Santiago
CEO

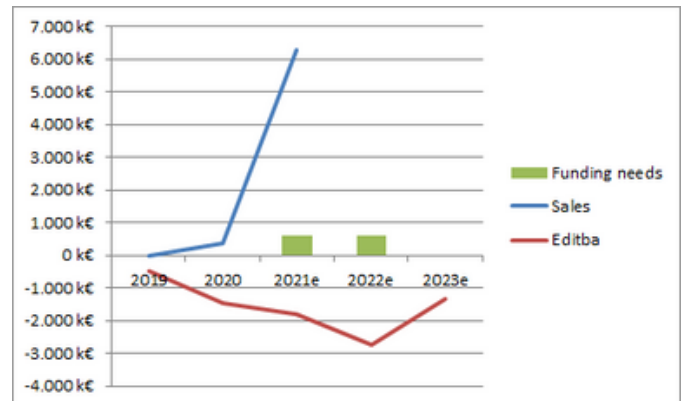


INVESTMENT NEEDS AND DESTINATION

2021: 2.419.225,26 €
2022: 3.336.080,30 €
2023: 1.932.724,15 €



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
- k€



Capital invested by the team
9,015 k€



Burning rate
Funding for one year



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

Unattended claims request related to sporadic driving and full insurance payment solved by a pay per use.

What is the company's most significant risk and how will you tackle it?

The most significant risk is in fact quite similar to other regular Insurance companies, we work assuring our customer risk. We tackle it working with a reliable partners network to assume it.

How do you see the company in 5 years'time?

Our client portfolio will amount to 205,000 policies, an increase of 93% compared to 2021.

GRAPHENSTONE

Graphenstone is world's first and only company dedicated to create natural, ecological paints with graphene technology, providing premium properties while improving Indoor Air Quality.

GRAPHENSTONE

THE ORIGINAL & AUTHENTIC



PROBLEM AND SOLUTION

Paint is the second source of microplastic in the ocean, due to the petrochemicals which are used in the manufacturing of acrylic paints. The composition of these paints also include harmful chemicals (VOCs) that evaporate, polluting the air we breathe inside our homes and offices.



MARKET

Global. Graphenstone is currently present in +30 countries. With a strong presence in Asia and collaboration with European industry leaders, we keep growing in these market, whilst promoting new accounts in other areas such as America or Africa.



BUSINESS MODEL

Graphenstone business model is based on flexibility and collaboration with different local partners in the international markets. Either for distribution, white label, co-branding and even licensing our know-how, our partnerships combine Graphenstone's innovation with the local capabilities and knowledge of our partners.



COMPETITION

KEIM, Benjamin Moore, Relius, Romabio.



MILESTONES / NEW STEPS

- 2013 Launch of Graphenstone first lime-based paints
- 2015 International expansion to Asia
- 2019 International expansion to North America
- 2018 Entering Leroy Merlin, biggest Home Improvement retail in Spain
- 2020 Graphenstone accounts for 10 manufacturing facilities worldwide



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25, Carpinteros.
PI Poliviso



2009



graphenstone.com



FOUNDING TEAM



Antonio León

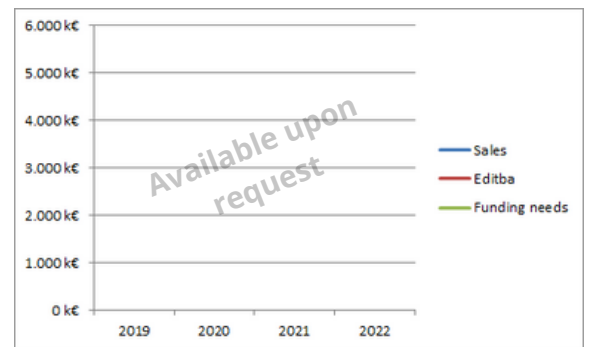
CTO



INVESTMENT NEEDS AND DESTINATION



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
- k€



Capital invested by the team
- k€



Burning rate
- k€

Available upon request.



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

Working as a CTO of an acrylic paint company, Graphenstone founder realized the big impact paint had in people's health and the environment.

What is the company's most significant risk and how will you tackle it?

The increasing sustainable solutions that paint industry leaders are launching to the market. However, Graphenstone's proprietary technology offers a unique combination of properties.

How do you see the company in 5 years'time?

Leading the sustainable revolution in the construction industry.

MÉTRICA6

Metrica6 develops and distributes internationally patented WAISENSE solutions for water management in different sectors, from smart home/smart city, to irrigation and flood insurance. Best SDG#11 company according to UN.



PROBLEM AND SOLUTION

We fight climate change by improving water efficiency by means of an impactful innovative technology (WAISENSE) that also raises consumption awareness. Consumers and managers benefit from cost reduction, safer installations, monitoring and control, improved quality of life and service, and more. Water suppliers are clients and stakeholders too.



MARKET

WAISENSE addresses different markets and customers, mainly in the smart-city (smart-home, smart building, smart-metering...) and smart-agro (irrigation) segments. As for market values and trends just in Europe:

- SmartHome: 113B€ in 2022, +27,5% CAGR
- Sustainable construction: 360B€ in 2022, +17,2% CAGR
- Flood insurance: 25,7B€ in 2026, +16% CAGR



BUSINESS MODEL

Business model and income generation strategies adapt to each channel/customer. We implement a combination of traditional distribution strategy and PaaS (Product as a Service).

WAISENSE is B2B, via direct and indirect sales and royalties. Although, we generate sales and promotion from B2C and B2G too for strategic projects like smart-city tenders.



COMPETITION

WAISENSE is unique for its functionalities/features. Its modularity allows multiple configurations to adapt to all types of installations, for individuals and companies. It can be customized and/or integrated with(in) third parties' tools (Alexa/Google, corporates' ERPs, AI/ML...). International patents and know-how are barriers for new competitors.



MILESTONES / NEW STEPS

Granted international patents in Europe and America. In 2020, we surpassed +1M€ accumulated incomes from WAISENSE, just in Spain. International recognition in 2021 from the UN as the number 1 European solution for creating sustainable cities and communities. Milestones for 2022 include new WAISENSE skills and at least 5 international partnerships.



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

I was engaged in international R&D projects and its markets long before founding Metrica6. Sustainability was added to the formula as part of my beliefs in innovation serving to generate ESG impact.



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FOUNDING TEAM



metrica6.xyz



Eduardo Dueñas
Founder & CEO



Marcos Ortega
Founder & CTO



Almudena Porras
CFO



Jose Manuel Díaz
Chief Product Engineer

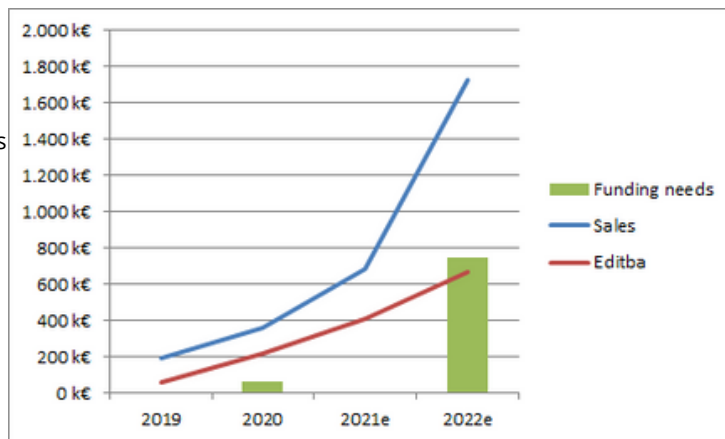


INVESTMENT NEEDS AND DESTINATION

Round for 0,5-1M€ opens in Q4 2021, officialised during Q1 2022. There is no "urgency" for cash (burnout later than 11/2022). However, we want to speed-up our growth towards: i) digitalization and ii) internationalization.



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
150k€



Capital invested by the team
250 k€



Burning rate
26 k€

What is the company's most significant risk and how will you tackle it?

General unawareness of water and other resources usage somehow limits (eventually) our market penetration. However, with digitalization, partnerships and promotion we are overcoming these obstacles.

How do you see the company in 5 years'time?

We would have made WAISENSE an international standard for water efficiency in new constructions.

We work to the hospitals work better.



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PROBLEM AND SOLUTION

The existing problem is recurrent visual interruptions caused by endoscope fogging or tissue / blood glued in to the lens during the surgical procedures. We have patented an internal thermoregulated system for endoscopes that ensures not to have fog and an internal system to clean lens.



2009



noruco.com



FOUNDING TEAM



Beatriz Pérez Romero
CEO



MARKET

The size of the Endoscopy Devices Market in Europe was worth \$8.83 billion in 2021 and estimated to be growing at a CAGR of 6.65% to reach \$12.18 billion by 2026. Growing patient preferences for minimally invasive operations.



INVESTMENT NEEDS AND DESTINATION



BUSINESS MODEL

It is a product that, once developed, certified and manufactured, will enter directly to the market.

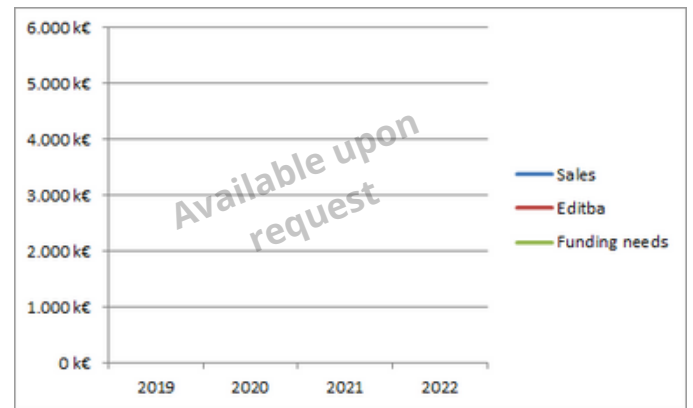


FINANCIAL PROJECTIONS AND FUNDING NEEDS



COMPETITION

Some surgical product companies (Stryker, Olympus, Pentax, etc.) have sought to solve this problem by always affecting the outside of the endoscope with some kind of liquid solution applied in to the distal lens or with coating of it to avoid fogging or to reduce the gluing power of blood/tissue. However, all are momentary solutions.



MILESTONES / NEW STEPS

- 1.PRODUCTION
- 2.CERTIFICATION
- 3.SALES



External capital raised
- k€



Capital invested by the team
- k€



Burning rate
- k€

Available upon request.



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

NORUCO was born from a need for technical service for minimally invasive surgery teams, and evolves towards the improvement and innovation of these products.

What is the company's most significant risk and how will you tackle it?

Our product must be produced in a clean room and packaged, stored, transported and maintained until sterile use. In our new facilities there will be 850 meters of clean room.

How do you see the company in 5 years'time?

We have a strategic growth plan that describes our goal of achieving annual sales of € 29M.

NoSoloSoftware



Software product design with a strong business orientation



PROBLEM AND SOLUTION

By covering the entire software product lifecycle - from conceptualisation to development and deployment - NoSoloSoftware saves costs by eliminating suppliers and intermediaries, offering a complete end-to-end service.



MARKET

Our adaptive capacity and our strong market orientation have allowed us to implement solutions in almost all sectors open to digitalisation, such as: Mobility, Fintech, Legaltech, AgroTech, Security, Data, Social Initiative, Talent Management, etc.



BUSINESS MODEL

- Third party solutions. These are tailor-made solutions for companies that need a specific product. The intellectual property belongs to that company, and NSS charges exclusively for the service.
- Own products. This line consists of launching products on the market, maintaining ownership and marketing them from NSS.



COMPETITION

Vector ITC, Sopinet, The Neon Project, Movatec, Tandem, Grooveris.



MILESTONES / NEW STEPS

- In 2014 we won our first major account: El Corte Inglés. New major accounts: SPGroup, Grupo Ruiz and Grupo Avanza.
- 2015. Everis Group and Securitas Direct trust us to build their products.
- 2018. We continue to grow in terms of business volume and staff. Taking on large projects and planning our own products.



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FOUNDING TEAM



Pedro Navajas Modelo
CEO

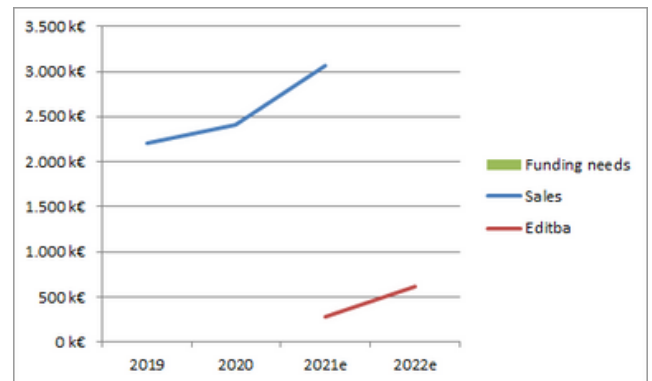


INVESTMENT NEEDS AND DESTINATION

(2022e: 950.000€ / 2023e: 1.550.000€)
Marketing and Sales



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
- k€



Capital invested by the team
- k€



Burning rate
- k€

Available upon request.



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

Pedro has been working in the IT sector for more than 20 years. He created the company with the idea of working for himself and revolutionising the classic business model.

What is the company's most significant risk and how will you tackle it?

The ideal target is a large customer, and therefore difficult to reach. To this end, a great commercial effort is being made.

How do you see the company in 5 years'time?

Continuing its exponential growth.

PLYTIX

Plytix is the all-in-one Product Information Management platform for Omnichannel Marketing, combining PIM with Digital Asset Management (DAM), Product Data Syndication, Catalog Creation Software and Analytics.



PROBLEM AND SOLUTION

Plytix is a Product Information Management SaaS platform that caters to small and medium-sized ecommerce businesses. Our customers need to solve product information issues like facilitating collaboration across departments, centralizing product data, optimizing product content for multichannel marketing purposes, and distributing product content.



MARKET

Potential customers for our software are companies seeking a PIM solution with a focus on SMB brands, retailers, and manufacturers that sell physical goods online. A Danish study by FDIH stated that 39% of all retail companies planned to invest in PIM in 2020, resulting in a total addressable market of 4.5 to 9.3 million companies worldwide.



BUSINESS MODEL

Plytix focuses on inbound marketing strategies and the "freemium" business model — a combination of "free" and "premium" versions of our tool and modular pricing. Plytix users can get basic features at no cost and can access richer functionality by adding pro features to existing subscriptions.



COMPETITION

Our competitors are other PIM systems like Salsify, InRiver, and Akeneo, but predominantly our main competition is non-consumption. Many of our customers come to us in need of a digital transformation and not having used a PIM before. They prefer Plytix because they do not have the budget or the need for a large, expensive enterprise solution.



MILESTONES / NEW STEPS

- In 2018 we launched our current pricing structure and onboarded our first customer paying \$10K/year.
- Between 2020 and 2021 we doubled our Annual Recurring Revenue.
- In April 2021 we were named a Great Place to Work.
- In October 2021 we were ranked the #1 Workplace in Malaga, Spain.



ASK THE ENTREPRENEUR

What made you set up the company? What previous relationship did you have with your potential market?

Plytix was founded to provide the world with an analytics tool built exclusively for ecommerce, allowing brands to track the performance of their products from third party vendors' websites.



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2014



FOUNDING TEAM



Morten Hellesø Poulsen
Founder & CEO



Alex López
Founder & CTO

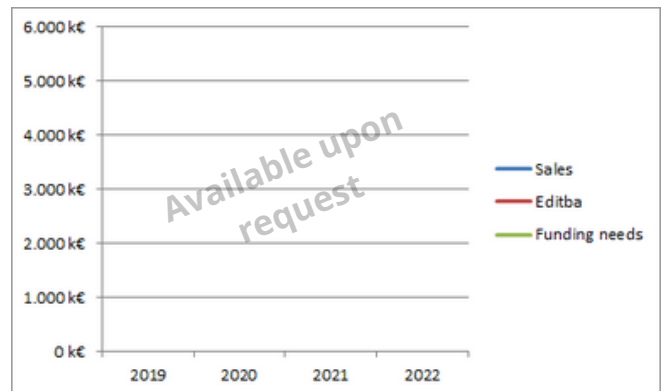


INVESTMENT NEEDS AND DESTINATION

As our company expands, we are looking for investments to make continued improvements to our software and to further develop and sustainably grow our commercial team.



FINANCIAL PROJECTIONS AND FUNDING NEEDS



External capital raised
- k€



Capital invested by the team
- k€



Burning rate
- k€

Available upon request.

What is the company's most significant risk and how will you tackle it?

Our #1 risk is the current transport, logistics and supply chain disruptions that are hurting ecommerce SMBs, our target market.

How do you see the company in 5 years'time?

If we build the best PIM for SMBs and become the most widely used PIM in the world.

