



Barcelona City Council supports more than 50 start-ups at the international entrepreneurial event 4YFN 2023

- » This edition welcomes more companies than ever before, of which 25% have a presence in international markets, and 34% are led by a female CEO or co-founder
- » During the week of the MWC, Barcelona Activa will present the new service for deep tech start-ups, 'Mentor in Residence', a coaching for half a year for their consolidation in the market and which strengthens the city's digital entrepreneurial ecosystem

The municipal economic agency will bring 500 digital profiles from the IT Academy and the 42 Barcelona initiative to connect with the exhibiting technology companies

Barcelona City Council, through Barcelona Activa, accompanies more than 50 start-ups at 4YFN, the event that catalyses the digital entrepreneurial ecosystem in the city. The aim is to enhance connections, investment and growth opportunities at national and international level, and gain visibility and space in the market. Barcelona Activa played a promoting role in the creation of 4YFN a decade ago, and this edition will bring more start-ups than ever.

In addition to the specific space for start-ups, Barcelona Activa will have a stand of 102m², 1C20, located in hall 8 of the Gran Via Fair, where it has scheduled activities with talks, advice, video exhibitions, and a 'food corner' with products that will be offered to visitors, made by various start-ups from the InnoFood programme of Barcelona Activa. In addition, among the different activities inside the venue, the municipal agency will bring 500 programmer profiles from the IT Academy and the 42Barcelona initiative - from Fundació Telefónica and with the support of the City Council - to make connections with the technology companies exhibiting at the congress.

All the start-ups that go hand in hand with Barcelona Activa are incubated or participate in some programme of the municipal economic agency. Of these, 32 start-ups will have their own exhibitor stand, 3 will participate through a showroom, and another 21 will make pitches or presentations to investors present at MWC23.

The 32 start-ups with stands from various sectors, of energy, EdTech, Travel Tech, Human Resources, BlockChain, HealthTech, Cybersecurity, Legal Tech, Music Industry and Events; Logistics, Marketing and Tech, Audiovisual, among others.

<u>ATHOS</u>	First tailor-made and personalised climbing shoe with 3D printing technology.
<u>Bamboo Energy</u>	Software platform for energy operators to efficiently manage and monetize distributed flexible energy resources.
<u>BCN Resol</u>	Social impact start-up that provides two alert channel solutions: co-resol, an ethical channel for the corporate client to comply with Compliance, Equality programs and protocols against sexual and gender-based harassment; and b-resol channel, for educational, sports, leisure centres, etc., to manage problems such as bullying, cyber bullying, sexual harassment, and others.
<u>Beder</u>	Social platform to discover and book leisure and tourism activities of any destination through short videos posted by the community.
<u>Blindstairs</u>	Hiring system based on skills, using a technology that eliminates the biases present in staff recruitment processes (e.g. age, sex or nationality).
<u>Brickken</u>	Open technology to use tokenization.
<u>ClarityStethoscope</u>	Technology that allows a mobile phone to be transformed into a stethoscope for use with people with chronic or acute respiratory diseases at home.
<u>Diggics</u>	Digitalisation and automation of companies' financial processes with document intelligence.
<u>EcodeLiver</u>	Courier with the most sustainable deliveries for e-commerce, going beyond electric mobility.
<u>Envjoy</u>	Creator of immersive experiences that help tour operators differentiate themselves from the competition; promoting environmental sustainability.
<u>Funos</u>	Funeral home price comparison and one-stop-shop for end-of-life solutions.
<u>Kokuai</u>	Through a conversational platform, it connects the different teams of a company (marketing, sales and support) over WhatsApp to enable them to create marketing campaigns, sell and support their customers.
<u>Levelab</u>	Platform for carrying out practical sessions in software tools (image editing, video, animation, programming, CAD...) that integrates easily with any educational environment.
<u>Lexy</u>	Web platform that, using artificial intelligence, creates and generates personalised content for each brand.
<u>MuseSceneLab</u>	Immersive learning platform that allows musicians and music students to practise and interact with an orchestra or band avatars, using VR glasses.
<u>MyMda</u>	Gamified training application with the aim of offering personalised resources and skills that protect the adolescent's mental health with the aim of preventing suicide.

<u>Optopus</u>	Proprietary technology that automatically manages and optimises product pages to increase sales in the Marketplace of major brands, such as Amazon.
<u>Outin</u>	Digital platform that connects attendees to events, creating memorable experiences.
<u>Parallel</u>	Platform for professionals to manage the collecting of customer information.
<u>Qbeast</u>	SaaS solution for data management and ingestion that simplifies the work of data teams, ensures data quality and makes it faster and cheaper for companies with large amounts of information in Datalake to get information, develop products of data and train ML models.
<u>RokaFuradada</u>	Sun cream with active ingredients that allow photo protection to be adapted according to sun exposure.
<u>Samoby</u>	Device monitoring technology and detection and blocking of security incidents and behaviour.
<u>Seven Sector Technologies</u>	Experts in cyber security, reactive security and resilience using XDRNET technology for IT, OT and IoT. Monitor, detect and isolate a threat in seconds, without installing any agents.
<u>Singularly</u>	Intelligent and collaborative planning platform that allows you to build interactive and visual models, work with quality data, and make reliable predictions for the future.
<u>Stockagile</u>	Software that optimizes the inventory and sales management of SMEs, connecting their physical stores and showrooms with multiple e-commerce and marketplaces.
<u>Stremninja</u>	Streaming platform that provides the highest quality, most reliable, fastest and lowest latency for real-time streaming.
<u>Sycal Medical</u>	Software that assists radiologists in the detection and classification of precancerous lesions in the pancreas on CT scans and abdominal magnetic resonances with the aim of increasing the early diagnosis of pancreatic cancer.
<u>VetEasy</u>	VetEasy is the leading digital platform that connects vets with pet owners in Spain.
<u>VIDJET</u>	A video-shopping player for e-commerce stores.
<u>VRi</u>	A visualisation software of the multidimensional biomedical image, through Virtual Reality and its analysis with AI.
<u>Waital</u>	Platform for users of digital platforms with the products used by the actors of the series and movies they are viewing.
<u>Zoundream</u>	Artificial intelligence technology and sound processing to analyse the newborn's crying, with the aim of understanding his or her needs.

Of the companies with a stand, 25% have a presence in international markets, and 34% have a woman as CEO or founder. On the other hand, 12% have gone through the UXLab test and testing services, favoring and improving their physical and online products. Companies such as RokaFuradada, Sycai Medical, Vidjet, QBeastoEnvjoy are worth highlighting, which have raised €5M in the last 3 years. Barcelona Activa has supported companies participating in the Mobile World Congress, through the Business Attention Office, such as Bamboo Energy.

New service: *Mentor in Residence*

Barcelona Activa will announce during the Mobile World Congress the launch of the *Mentor in Residence* service, promoted by the member entities of the Barcelona Deep Tech Node, which consists of accompanying the management team of deep tech start-ups - those born from universities and research centres - with experts in the sectors of industry, health and service to companies. This support will help start-ups both in the development of their business, their products, obtaining financing or improving their internal organisation. During 6 months, in this way, they will have 72 hours of individualised consulting.

The agency will hold different sessions to explain to visitors the funds for allocating investment to start-ups, deep tech funds and Accelera funds, which have already impacted 60 emerging companies in the Barcelona Metropolitan Area.

In 2022, Barcelona Activa launched a new service system for entrepreneurs, and a 6% increase in the validation of entrepreneurial projects has already been achieved. This new service allows multi-channel attention 24/7, making it easier for entrepreneurs to access the service around the world. The most represented sectors among the projects served have, so far, been retail, creative industries, restaurants, B2B services and manufacturing and food industry projects.

Within the framework of the ongoing support for companies, Barcelona City Council has held sessions with scale-ups and unicorns to learn about challenges and opportunities for the ecosystem. Barcelona Activa recently held a meeting with the entrepreneurial community to explain the changes following the Spanish Law for Start-ups, and how it can contribute to improving growth and access to financing or talent for companies.

Nearly 200 start-ups incubated each year

Barcelona Activa currently has nearly 200 start-ups in the business incubators in the 22@ innovation district and in the Technological Park, in Nou Barris. And it has 30 business programs, from different sectors and targets to help people who start a business, and which allow the creation and consolidation of 500 new projects.

Barcelona is the third most valued European city for launching a start-up, according to the Startup Heatmap ranking, and also, the Financial Times places the Catalan capital at the top of a list of European cities in terms of attracting international investment. The city has been

recognised with the 2023 Entrepreneurial Region Award, a European Union project that identifies regions that promote innovation, digitalisation and sustainability.