

# FRI\_START CUP

## The cross-border business plan competition

### The Book of Ideas

## Project name

**Colouree**

colouree

## Sector

Other economic sectors. PropTech startup – Big Data and Analytics for Real Estate and Smart Cities market

## Product / Service

Colouree is a easy-to-use and visually appealing platform for Real Estate that rates in 3 clicks any property surroundings, leveraging geo-referred data and computational analysis to match customers' needs in term of lifestyle, commute or business with the right location.

Colouree enables a deep understanding about locations that supports smarter and faster decisions for both investors and customers, increasing their satisfaction and involvement, and reducing the gap between them.

## Target

Decision makers, investors, and consultants within smart city and real estate market who, whitout being a data experts, need a data-driven and visually appealing understanding of any property surroundings, for smarter and better decisions

## Customer problem

Real Estate (the largest asset type globally) generated immense wealth without changing its workflows or processes for many decades, creating a great lack of upgrade, and low performing responses to the emerging customer expectations that result in lost opportunities, higher costs and poor decisions for decision makers, as well as for customers satisfaction and involvement

## Business model

Colouree is based on a SaaS Enabled Marketplace model, combining our data-driven SaaS tool, useful both to suppliers and demand side, with marketplace features that allow them to connect and transact, increasing market size, involvement and transparency.

B2B suppliers side (subsscriptions) < > B2B demand side (free access – upsells insights and leads to B2B)

## Founders

Nicola Pisani (founder), Manuele Pesenti, Federico Silvestri, Giorgio Tona, Sara Scaramuccia (team) team so far: Cristiano Nattero, Deepa Scarrà, Gizem Ermis, Andrea Quartara, Paola Sabbion, Pietro Monero, Giulia Curletto, Giulio Dini, Andrea Anselmo.

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#### Project name

### **Ariadne's Green Thread Project**



#### Sector

Other economic sectors - Environment/ Sustainability/Circular Economy

#### Product / Service

Ariadne's Green Thread Project is an innovative Futuredata service which enables tracking of origin and detailed information regarding quantity, type and exact location of numerous materials contained in Electrical and Electronic Equipment (EEE).

When our logo is present on an EEE product, or even part of it, by inserting the product code in our application, or just scanning the bar code on the product, data will be supplied on all the chemical elements and conformity with RoHS, REACH and ethical and environmental norms.

#### Target

This service is addressed to all EEE producers, those who deal with Waste of Electronic and Electrical Equipment (WEEE) and who purchase an EEE and want to know its environmental impact.

#### Customer problem

Companies dealing with WEEE may significantly increase the number of materials recovered. Today only 8/10 metals out of 45/60 different elements which are present in a electronic board are salvaged. EEE producers can therefore show clients transparency, social responsibility and environmental awareness.

#### Business model

It's fundamental for the EEE producers to fully understand the importance of the Ariadne Project in order to develop an ever more sustainable industry in line with the Circular Economy.

#### Patent / Traction / Validation

The AGT Project is registered with the "Registro Pubblico Speciale per i programmi per elaboratore" with the SIAE office in Rome and is now part of the company capital.

#### Founders (vostri nomi)

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#### Project name

**Biophysically-Natural Beauty and Wellness Cream**

by  
**L.e.n.o** beauty

#### Sector

Other economic sectors - Beauty and Wellness

#### Product / Service

Based on the experience gained by Mario Benvenuti, both in the international academic field and in the workplace, the L.E.N.o ®. (Lipo Extract Natural of®) system came to life, as a natural extraction system capable of totally eliminating any chemical agent from the extraction process.

The idea that inspired Leno Beauty is the return to simplicity and nature, with the rediscovery of botany and experimentation of plants and fruits present in nature and able to do "natural miracles".

This system has been described as "biophysically natural" and has led to the creation of a neologism and a brand.

#### Target

The potential target clients are:

- pharmaceutical distributors which want to distribute the line of products;
- companies which want to use the biophysical base in order to create their own products

#### Customer problem

The world of cosmetics is now invaded by a myriad of creams and products that can promise miracles but that move "against the nature", creating an artificial beauty, almost plastic, certainly not natural. Leno beauty S.a.s. started from the bottom line that "beauty should not be explained, must be studied".

#### Business model

At the moment, Leno Beauty is a SME producing little quantities of a limited line of products. Production is performed by third-parties, commercial activity is completely on the owners' shoulders.

#### Patent / Traction / Validation

L.E.N.o ® (Lipo Extract Natural of) is a registered trademark.

Biofisicamente natural® (biophysically natural) is a registered trademark a production system

Lenit Cream ®

Easy Ice®

#### Founders

Mario Benvenuti

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## Project name

### **EARTHWORMS RECYCLING**

## Sector

Biotech



IL RE-CICLO  
del  
LOMBRICO\*

## Product / Service

Earthworms have the ability to digest large quantities of organic waste, turning it into a precious humus, a biological fertilizer able to enrich and regenerate even barren land due to the use of herbicides, chemicals and intensive farming. The precious work of earthworms has been known since the time of Aristotele who called them "The Intestine of the Earth". Even Darwin exalted their work, coming to dedicate his last work to them (The formation of vegetable mold through the action of worms, 1881). In Italy, the earthworm culture is still not widespread and particularly in Liguria it is used in small farms only that use humus for their biological plantations. The aim of this project is to realize the first Ligurian earthworms farm which would lead to: development and revaluation of regional territory and humus production, the best biological fertilizer.

The project provide for the development of kitchen laboratory activities to transform biological products grown with humus, into regional typical food (pesto, sauces, jam....). This activity is intended for tourists.

It is scientifically demonstrated that earthworms, through the intestinal passage, are able to purify and disinfect what they ingest thanks to the presence in their intestine of natural antibiotics. The dense network of tunnel generated by the excavation work of earthworms increases the oxygenation of the material with a noticeable increase in biodegradation due to oxidation. For these reasons, the earthworm is already the object of study and research in many countries including France, South America, India, Australia. One aspect of the project will be the research on the applicability of the characteristics of the earthworm in the disposal and recycling of pollutants from animal and/or civil waste.

## Target / Customer problem

Environmental problems are increasing but fortunately, the sensitivity and attention to the biological and the safeguard of the environment are also increasing. That's why it's so important to use humus as the best fertilizer for biological agriculture. In Italy only few earthworm farmers are present. Still, humus production is not sufficient to satisfy the Italian request.

It will be necessary to make good marketing operations to insert the enterprise into the Italian and foreign market. Furthermore, the collaboration with a foreign country, such as France could lead to innovative features that could be utilized to help the environment. The sale of humus can be done in specific store, through online sale or sales rep. In Liguria there are many greenhouse for vegetables or flowers which are potential buyers. Finally, the processing of the biological products in a lab for regional typical products, could be very attractive for tourists.

## Business model

At a moment we realized a little earthworm farm in a social association called "La Valletta di San Nicola" in Genoa just to demonstrate to the people the earthworm's capabilities to digest large quantities of organic waste turning it into a precious humus able to enrich and regenerate even barren land. We found 16000 mq of land with a big house to renovate for our enterprise. We are in touch with the biggest Italian earthworm farmer which can help us for the start of the enterprise. We also look for foreign partners, particularly French partner to compare activities in different countries. We are interested in research in this aim so we are looking for collaboration with University and/or Institutes of research.

## Founders

Lucia Olcese / Andrea Olcese / Marco Olcese / Paolo Frega / Lucrezia Frega

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#### Project name

**ECOMAR Wave Energy Convertire**



#### Sector

Renewable Energies

#### Product / Service

ECOMar is an energy conversion system based upon sea waves and applicable to any type of dam and backdrop. ECOMar consists of a modular system to produce electricity from wave motion, compatible with large and small breakwaters and suitable for any type of seabed. It integrates supervision system, software applications and a data acquisition system for the recording of all monitored parameters.

Furthermore, ECOMar implements a cyber security policy with respect to all the communication links for data transmission and command & control operations.

It is supplied by power obtained from "alternative and renewable energies" in addition to that provided in ports and harbors. It fully complies with Europe 2020's primary objective which involves reducing greenhouse gases and CO2 emissions, increasing energy efficiency and responding to the guidelines for Energy Sustainability.

#### Target

Kuma Energy srl (KE) has developed a wave energy converter (ECOMar) compatible with large and small breakwater and all different types of seabed.

ECOMar allows ports and marinas to ensure the access to renewables in line with Europe 2020 targets of greenhouse gases reduction, energy efficiency improvement. ECOMar is also in line with Sustainable Energy guidelines in BRICS and OCSE protocol. KE is part of Pelagos Cluster.

#### Customer problem

The goal is to create a performance system that is at the same time 'controlled' from a safety point of view, remotely monitored through the most effective remote control systems, data communication systems, the buoy cyber security and the communication of these with the land for data provision and remote maintenance. The goal is to design and develop an Internet of Things (IoT) system to demonstrate the feasibility of advanced applications based on smart buoys. The system will be developed in a modular way, to services, in order to allow the implementation of various types of applications, even by third parties, using the features offered by the smart buoys.

#### Business model

KE aims to create customizable systems for sites with different wave characteristics, correlating the energy contribution of the waves, based on data provided by observational systems made available by scientific consultants, with the results of accumulated electricity and, consequently, optimize the various components of the system. (WONDERTECH - INFOPORTO). KE has designed and equipped the ECOMar project with an innovative auxiliary power supply system.

#### Patent / Traction / Validation

Kuma has designed an energia sistema optimizing the contribution of Sea waves and supervised in terms of security by the most efficient remote monitoring control and data communication system. Kuma has filed the patent

#### Founders

Francesco Piccione (CEO), Fabio Piattoni, Riccardo Fabio

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Project name

**Fit&Fly+**

Sector

Yachting - Fitness services and wearable technology

aqua  
&aria  
srl



#### Product / Service

Production of basic wearable devices for full body workouts using the Electric Muscular Stimulation (EMS) technique. This equipment consists for its basic configuration of: 1) square-wave electric pulse generator 2) electrostimulation technical wear suit 3) operational wireless software. At the same time, we have already realised two operational Fit & Fly centres that are successfully providing customized fitness services. Both centres are located in Genoa.

#### Target

The reference markets of A & A, are those related to fitness and wearable. These markets are huge and they are rapidly growing, as well as the parallel markets of monitoring and preventive health care, which are also addressed in terms of products and services. The typical customer target is represented by senior citizens who wish to keep in good shape, stay healthy and ageing well.

#### Customer problem

The need for well-being, to keep fit, to take care of its own psycho-physical health is increasingly felt by large sections of the population and of income brackets, especially the senior people who are particularly sensitive to the issues of active ageing. The equipment and services offered through Fit & Fly project represent an effective and high value-added response to this need.

#### Business model

We have completed the value chain from the production of equipment to the provision of tailor-made fitness services in accordance with a well-tested model that works since 2016 and it is ready to be adopted and replicated with the formula franchising or partnering.

#### Patent / Traction / Validation

Our system know how as well the training and technical assistance will protect the investment but above all the competitiveness our business in comparison to potential competitors will make the difference. We are considering international patent application

#### Founder

Gianfranco Scala

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Project name  
**SEAMUSTER**



Sector  
Yachting - B2B Enterprise Services

#### Product / Service

SEAMUSTER is a B2B platform that offers a direct connection between pro operators in the international boating industry, a B2B social network with innovative tools capable of generating business that operates in a protected area.

SEAMUSTER sets these objectives: to allow matching between supply and demand, enable users to enter new markets, to allow networks between producers, to stimulate relations with non-territorial realities, to give impulse and diffusion to new technologies.

We want to integrate social tools in the classic marketplace scheme, and bring the platform to become the industry standard.

#### Target

All the stakeholders in the boating industry chain: YACHT NEWBUILDING, YACHT REPAIR, YACHT MANAGER, SUPPLIER PRODUCT - SERVICES - RAW MATERIALS, YACHT OWNER, FREELANCE.  
Very large customer base

#### Customer problem

Operators find barriers to enter the market, they have to deal with established territorial relationships and they have very few opportunities to expand their business.

The solution: give them the opportunity to meet all year round and offering them the tools to interact with each other easily.

#### Business model

5 subscription plans based on the type of company with increasingly enabling services:

FREELANCE 400€/Y

YACHT MANAGER 600€/Y

COMPANY SMALL 900€/Y

COMPANY STANDARD 1600€/Y

COMPANY TOP 2500€/Y

#### Patent / Traction / Validation

SEAMUSTER was developed with proprietary code.

The SEAMUSTER trademark is registered in the EC.

REGISTERED COMPANIES 240 (ITALY 208, ABROAD 26)

REGISTERED USERS 310

PRODUCTS & SERVICES OFFERED OVER 3,500

#### Founders

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**Project name**  
Haruspex



**Sector**  
Yachting - Information and Communication Technology (Cyber Security)

#### Product / Service

Haruspex suite is a set of software modules to predict malicious attacks against ITC and OT infrastructures and to suggest the minimal set of countermeasures to stop these attacks.

Once the infrastructure is modeled, the Montecarlo method repeats the attacks hundred thousands of times to discover and rank any attack paths. Then, an Artificial Intelligence engine computes the minimal set of countermeasures to protect the infrastructure up to the level decided by the ITC owner.

Haruspex S.r.l. already has among its customers the two major Italian Defense Industries and has been included within the group of suppliers of IBM. The Haruspex products can integrate hardware and software tools from other companies (IBM, Cisco, Nessus, nMap, etc.) to improve their functionality and keep it up-to-date.

#### Target

Potential customers are all the organization utilizing ITC structure (i.e. Public Administrations, Industries, Banks, Insurance companies, Ship builders and trading companies, MoDs, Critical infrastructures etc).

#### Customer problem

Cyber Security is an unsolved problem today. An organization lacking cyber risk assessment and management may suffer heavy damages (even physical) and economic losses. Only in the first semester of 2018 more than 700 serious cyber-attacks have occurred causing economic losses, damage to reputation, dissemination of sensitive data, lost of intellectual properties.

#### Business model

The direct approach to customers, based on the credibility acquired by the Haruspex Srl (having State Institutions and important companies as customers) has proven to be a rather effective way to expand our business in the short/medium term. The expansion of the market will be based on:-Licensing of the Haruspex Software Platform- Offering Services of Risk Assessment&Management -Providing Training Courses, On the Job Training and Assistance to customers

#### Patent / Traction / Validation

Since mid-2018 the Haruspex technology is protected by an international copyright

#### Founders

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**Project name**  
**GeBarge Marina Resort**



**Sector**  
Yachting (sustainable tourism, renewable energy)

**Product / Service**

Gebarge Marina Resort is a residential/technical floating module to live in and bring to life the Marinas/protected docks.

It is built in factory and assembled in a shipyard inside the Marina

It hosts Customers in hotel, bar, restaurants, shops directly on the sea

It has solar panel system, vertical axis wind turbines and natural cooling system

It is environment friendly: the module has a grey/black water treatment system, liquid waste does not discharge into the sea or urban sewerage. The treated water is used for services and washing

It can be towed by small tugs or transported on container ships

**Target**

The idea is to offer additional services to marinas for hotel, bar, restaurants, sailing club, medical center, shops, swimming pools without building new fixed ground structures

**Customer problem**

The builder of a Marina must invest enormous amounts of capital for maritime structures. The return on investment is possible only by building residences and shops, in a state-owned area subject to temporal, environmental and landscape constraints. Not one of these problems with Gebarge solution

**Business model**

With Gebarge we provide a valuable product starting from its design creating job opportunity for production, management and maintenance services in Marinas in cross-border areas even out of season

**Patent / Traction / Validation**

The hull design, by type of materials, in-plant construction and on-site assembly provides innovative and patentable solutions.

**Founders**

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Project name  
**Il Mio Autista**

Sector  
Tourism



#### Product / Service

Our company provides a Marketplace where customers and chauffeured car service companies can meet. We provide the best price for this service guaranteed with no fee for drivers joining our platform. We also provide a sharing service, with relevant results when driving towards ports and airports.

#### Target

Private Customers, professionals, Travel Agencies, Medium and big sized company moving people (customers, managers....).

#### Customer problem

Usually to find different prices for a single service, customers need to email or ring to every single driver to have different fares. With our platform they just need to register and insert the service required to receive in minutes all the relevant quotations.

#### Business model

Our system is based on free affiliation for drivers so we have a large number of providers giving the best prices for a single service. It's like a Booking for Private Transport, but with real time quotation.

#### Patent / Traction / Validation

Our system is already validated, 100% active and tested.

#### Founders

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Project Name  
**Waiter Group**

Sector  
Tourism - Hospitality Industry (restaurants, hotels, bars, resorts, spas, parks, entertainment businesses).

Product / Service  
WAITER GROUP addresses the problem of sudden unexpected shortage of personnel, and consequent emergency replacement, dedicated to the “Hospitality” industry.

WAITER GROUP instantly connects demand and supply of this largely unserved market, by publishing the availability of qualified people at precise times and places, enabling employers to connect with them just when and where the need arises. Waiter Group helps people who need to increase monthly revenue.

WAITER GROUP is a “win-win” solution:  
- for **employers**, it solves the problem of finding qualified personnel in a very short time  
- for **workers**, it allows to generate extra income where and when they are available

Target  
a) Industry professionals unemployed b) employed but willing to work extra hours to increase monthly income c) students d) employed in other sectors and willing to generate extra income.

Customer problem  
Touristic businesses of all kinds must deal with sudden lack of staff. Standard “self-made” solutions are ineffective causing higher costs, lower quality of service and working conditions.  
A large workforce exists with suitable skills and a strong need for additional monthly income.  
Potential is never exploited because of lack of “reciprocal visibility”.

Business model  
“Freemium” with monthly subscription – Basic and Premium for workers – Business and Enterprise for employers

Patent / Traction / Validation  
Validation: Interviews with touristic business owners show strong interest and willingness to pay we can solve their problem effectively, easily and instantly when it occurs.

Founders  
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Project name

**Hospitalink**

Sector

Other economic sectors - Healthcare



**Hospitalink**

Product/Service

**Patient side:** A mobile application on personal smartphones of patients.

Application in the form of pictograms and ergonomics validated by patients.

**Career side:** A mobile application/Web, at the service of caregivers with detailed and organized access to information.

**Administrator side:** A hyper-configurable turnkey solution: Customizable, Quarterly Reporting (via IA).

Target

Private and public care-centers.

Customer problem

**Patients:** The only way to communicate with caregivers is the simple call nurses (BIP) in patient's room.

**Caregivers:** Without knowing the nature of the remote request, they have trouble getting organized.

**Medical Center** have productivity issues because of limited patients/caregivers communication.

Business model

Annual or monthly rental (BtoB).

Patent / Traction / Validation

Hospitalink is in the experimental phase until December 2018. The app is actually tested and improved in partner care-centers in order to move to the launch phase.

Founder

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**Project name**

**PHOENIX Innovative electric wheelchair**

**Phoenix** e Wheelchair

**Sector**

Other economic sectors

**Product/Service**

We are developing a prototype of an innovative and polyvalent electrical wheelchair named Phoenix. This electrical wheelchair will offer to disabled people more freedom, more mobility and more autonomy in their lives. This wheelchair will have the innovative capacity to tackle with urban obstacles like curbs, rough terrains and even stairs in total autonomy for the user giving him freedom and autonomy. This wheelchair is also compact to move in small areas like at home and also give his user he possibly to stand up (good for integration and health).

**Target**

The main target is the market of electric wheelchairs. People in manual wheelchairs may also be interested in our electric wheelchair phoenix.

**Customer problem**

Due to a lack of suitable places and environments, a large number of disabled people remain locked up in their home without leaving home: 99% of electric wheelchairs are unable to cross a single step plus 7/8 cm in height without the risk of tipping with the chair.

**Business model**

We are considering to sell the concept in B to C and B to B

**Patent / Traction / Validation**

Manufacture of a first prototype with reduced scale 1/2 of the armchair chassis. The results obtained were conclusive our engineers develop and design the prototype on a real scale.

**Founders**

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#### Project name

**DELTAGEE**

#### Sector

Biotech

#### Product/Service

Creation of a software company making tools for private or public organizations involved in plant (first step) or animal (later) breeding.

- GenoScore is innovative because unlike the competition it does not require any learning or parameterization and is independent of SNP genotyping system (Illumina, LGC, Kaspar etc)
- BackScore has no competitors identified yet. It will enable breeders to become more efficient in choosing plants to be fertilized and in the number of manipulations to be made

#### Target

Service providers, technology providers in the field of plant breeding. There are also public bodies active in this field, active entities in animal breeding and acting in the field of genetics.

#### Customer problem

Improve accuracy of genetic analysis for crop selection.

#### Business model

Software licensing

#### Patent / Traction / Validation

The two brands will be filed with the National Institute of Intellectual Property and the World Intellectual Property Organization. The calculation cores will be filed with the APP.

#### Founders

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Project name  
**INNOVA BIOCONTROLE**

Sector  
Biotech



#### Product/Service

The aim of this project is to develop and provide innovative solutions for the prevention and control against pests and pathogens in agricultural field without the use of chemicals by exploiting the potential of enzymes and microorganisms. The aim of the project is to create an adapted structure allowing the research, the development and the production of a wide range of enzyme-based products and microorganisms, providing the ecological and economical responses to the challenges to control and prevent the risks of pests and pathogens.

#### Target

Target markets are :

- Agriculture
- Aquaculture
- The food industry

#### Customer problem

The agricultural, aquaculture or food industries must meet quality criteria. The negative impact on the environment, loss of nutritional and economic quality of crops and human health professionals to turn to healthy, ecological and economic solutions: biocontrol.

#### Business model

Production and commercialization of products based of enzymes for biocontrol.

#### Patent / Traction / Validation

Research of more than four years has already been done to prove the effectiveness of the product and to develop the final product. The innovative products developed by Innova Biocontrolle will be protected by patent application and filing.

#### Founders

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**Project name**  
**STEPSol**



**Sector**  
Renewable energies

**Product/Service**

STEPSol has been working for 3 years on the development of an hydraulic storage solution powered with solar energy.

**Target**

The energy storage market is still nascent. Therefore STEPSol works to prepare the emergence of this market.

**Customer problem**

Because of renewable energies intermittency, it becomes more and more difficult to maintain the electrical grid stable and to maintain balance between consumption and production.

This phenomenon is particularly accentuated in the Non Interconnected Zones (ZNI)

**Business model**

Sale of fully green and controled electricity. Sale of its solar micro pumped hydro storage system to villages, farmers. In developing countries: sale of its solar micro pumped hydro storage system.

**Patent / Traction / Validation**

A solar micro pumped hydro storage system of 15kW has been installed on a technological platform in Ajaccio, allowing to simulate and validate dynamical models and management strategies.

**Founders**

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#### Project name

**KRONO**

#### Sector

Tourism

#### Product/Service

KRONO is a complete sport timing solution (web + hardware application) that supports all the steps for a runner from its registration to its final result.

#### Target

The running market is estimated at 850 million with an average budget of 500 euros per runner. This walk of the race is growing, under the effect of fashion better living. We can also consider moving towards other sports, such as snow sports, winter or sea.

#### Customer problem

This offer is intended for organizers of sporting events (marketing B2B) to greatly simplify their work by positioning ourselves as a single point of contact for everything related to registration and timing at sporting events.

#### Business model

KRONO is already on the market, and we want the first pieces of the GPS tracker in October to carry out the tests of pre-marketing. We hope to market it at the end of the R & D phase.

#### Patent / Traction / Validation

For chronometry, the canvassing phase is already done. Concerning the GPS, a phase of R & D electronics and energy will be necessary. For each process, a patent will be filed.

#### Founders

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N  
NUBEUS SAS



Project name  
**INALVE**



Sector  
Biotech - Cleantech / AgTech

#### Product / Service

Inalve produces and commercializes innovative microalgae ingredients. First, our algae meal, a nutritious rich-protein ingredient is a substitute to the fishmeal. Our algae meal has high protein content with perfect ratio in essential amino acids, providing high digestibility to this product. Second, our health additives, rich in Beta-glucan is a substitute to the global use of antibiotics in animal farming. This feed additive helps improving gut health and the immune systems of the animals. Our unique microalgae provides quality feed and high value health benefits ingredients to all animals.

#### Target

inalve is now actively developing its ingredients dedicated to the feed manufacturers in the aquaculture sector. Inalve will then spread its innovation in southern Europe, America and South-East Asia.

#### Customer problem

Global demand for protein is growing in animal industry. We need to triple the amount of protein in aquaculture by 2050. In a \$9B market, fishmeal is scarce, and arable land is limited. The agro industry is now looking for premium alternative ingredients to sustain its development.

#### Business model

Inalve's bio refinery produces microalgae formulated into two high-value ingredients to the feed industry. An Algae meal valued 1200 €/T in a \$9B market. A feed additive valued 20 k€/T in a \$1B market.

#### Patent / Traction / Validation

Since 2016, with our patented technology, we were selected by top French incubator, won 10 innovation prizes and secured a 3.5 M€ investment program. We now build our industrial pilot-plant.

#### Founders

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Project name  
**MYCOPHYTO**

Sector  
Biotech - Agriculture – Environment



#### Product / Service

The commercial offer consists of products and services. Since its creation, MYCOPHYTO has done contracts with the R & D departments of manufacturers in the perfume/cosmetology sector and farmers in olive sector with whom we have launched pilot projects remunerated in the form of R & D service contracts composed of 3 packages:

1. Soil audit, estimation of the actual biological activity of the soil
2. Preparation of a specific and custom mycorrhizal Mix inoculum
3. Guarantee on setting up the interaction
4. Monitoring of the crop over a season or more

#### Target

Our target market is divided into 3 :

The industry using plants as raw materials (perfumes, cosmetics, vine)

Agriculture with the production sector of organic mini plants for the food industry

The environment with land-degradation issues and green waste valorization

#### Customer problem

In terms of plant targets we are specialized in Mediterranean cultures to meet the multiple challenges related to climate change, increasing population and will reduce pesticides and fertilizers in agriculture and in vegetable raw materials. It's an emergency to enhance the yield and reduce the environmental impact.

#### Business model

The "BtoB" sales model for the marketing of MYCOPHYTO products and services. At first, direct marketing to industrialists and farmers. Then Industrialization with distributors and production services.

Patent / Traction / Validation

1 patent MYCOPHYTO, 2 patents INRA/University Côte d'Azur in exclusive license.

4 contracts in progress and 5 in negotiations

1 pre-maturation project at 115K€ (2017-2018) University of Nice

#### Founders

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Project name

**WAYNOTE**

Sector

Tourism - mobility



Product / Service

Trips on the highway are monotonous. Travelers have no information on the regions and the landscapes they drive by. When it's time to take a break, travelers, again, do not have any information on what they can find near the exits. Travelers are disconnected from the regions that they are passing by.

Waynote's value proposition is to connect the highways' travelers to their environment by creating an immersive experience with touristic and cultural contents audio augmented, designed for mobility and pushed as the users drive by places of interests.

Target

Waynote is therefore a solution that addresses the travelers' unappealing highway experience on the one hand, and that addresses the need for new digital services and brand experiences for the car/mobility companies on the other hand.

Customer problem

Cars are becoming connected objects offering new features beyond their original assignment: transporting persons. So car manufacturers have to position themselves as services providers in order to counter the threat of intermediation in the customer relationship posed by technology companies.

Business model

We sell the Waynote experience to car manufacturers and other mobility services by providing them with our touristic and cultural qualitative contents, designed and dedicated to mobility.

Patent / Traction / Validation

- 25 000 trips have been made using Waynote mobile app since 2016 in France.
- Positive press coverage and users' feedbacks
- Partnership with the French Minister For Culture (Ministère de la Culture)
- This real-life demonstrator has attracted interests from car manufacturers.

Founders

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Project name  
**PASSPASS**



Sector  
Tourism

#### Product / Service:

Passpass is a new community based application for sports and leisure activities, sharing content across the globe with all the relevant information.

It answers several needs within the tourism ecosystem: end users can share or have access to all the information in one place, sport & leisure professionals can control and promote their offer, public institutions can broadcast their territories and activities, travel industry can acquire local content.

The vision is to become the reference in this domain and position Passpass as the preferred platform for all sport & activity bookings.

#### Target

Passpass has five main targets that will help create, control and spread content: end users, sport/leisure professionals, public institutions, work councils and the travel industry.

#### Customer problem

Activity/sport hunting is really cumbersome and current solutions are quite frustrating for both professionals (loss of control, expensive) and users (no free activities, not exhaustive). Existing tools are either too generalist or specified in one activity type.

#### Business model

Passpass is and will stay free for users. Four business models are being studied: booking commissions, subscription for work councils, API for travel industry and gamification.

#### Patent / Traction / Validation

Passpass app has been launched in December 2017. Without any specific communication, it has gathered hundreds of users that have already created 600 spots in 38 countries.

#### Founders

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Baptiste Tissot  
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Chao Kang  
Fanny Keller

#### Contact

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Project name  
**easyQuote**

**easyQuote**

Sector  
Tourism - Digital Editor in Tourism and Event industry

#### Product / Service

The product is a SaaS that allows you to obtain personalized quotes in a scalable and profitable way in record time!

Focusing on the Tourism and Events sector, the services include the main functionalities of Crm (Customer Relationship Management), Cpq (Configure Price Quote), Pao (Computer Aided Publishing) and SPAS (Sales Proposal Automation Software).

Unlike a specific solution covering all sectors of activity such as Salesforce, PandaDoc, Qwilr, etc..., eQ offers a qualitative solution that is present in the daily lives of tourism and event group organizers.

#### Target

The mission is to conquer the Professional segment running groups. The number of licenced Group Professional Organizers is 16.000. % targeted of customers per year : 1,25%.

#### Customer problem

The creation of tailor-made proposals is painful for group professional organizers.

How can they produce 4x more proposals in a shorter delay and with a better preview?

How can they improve the conversion of group proposals into deals & reduce the time spent per proposal?

#### Business model

Monthly subscription and annual contract. Including all functionalities, with no limits on the number of files, transactions; we offer for: 1 user a monthly rate of 149€ and 35€ per additional user.

#### Patent / Traction / Validation

MVP is running in live. Onboarding Tech developers is in process. We plan to start SaaS Production on Nov. 2018, Onboarding early adopters in Dec. 2018 and going Commercial Jan. 2019. We need you!

#### Founders

Jean-Pierre Gombert CEO & Co-Founder

Charles Gombert COO & Co-Founder

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Project name

**Apanage**

Sector

Tourism



Product / Service

APANAGE is a Yachting Services platform as a Marketplace and Services Provider.

APANAGE is a mobile app enabling:

- yacht guest : select the services from the offers pushed; define daily Cruising Itinerary (CI); manage expenses in Advanced Provisioning Allowance (APA) account
- yacht crew : maintain APA; provision products chosen by the guests

Before being listed in the available services, the filters are:

- promoting local know how and heritage;
- AI to choose the relevant services;
- geolocalisation to avoid services non relevant ;
- meteorological forecasts to push over services adapted

Target

5% of the yacht charter market in the second year.

Customer problem

APANAGE:

- from APA cash management to account / payment card. This to avoid friction between owner / charterer / client.
- Selection of Provider for quality, local products and services promoting know-how and heritage
- Selection of Service => direct pre-booking/payment and insurance to be paid.

Business model

The ownership in a company, product of a yacht charter company, product sold to shipyards, product sold to charter companies, product sold to yacht owners.

Marketplace (fee / transaction)

Cost included in the charter and refund to the owner.

Each transaction through APANAGE generate a fee.

Patent / Traction / Validation

The validation process is incorporated into the road map starting with development of the Minimum Viable Product (MVP) which will be implemented in a selected maritime area.

Founders

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#### Project name

**Aesthego: the positive Luxury**

#### Sector

Other economic sectors - Luxury Ethical Fashion



#### Product / Service

Aesthego, Luxury Ethical Bespoke, produces high quality menswear completely handmade in Tuscany. Choosing only eco-friendly certified textiles, accessories and packaging, Aesthego characterizes them with an innovative design based on trends analysis. Riding the rising wave of globalization, the firm is focused on a positive and green “B2C” business model and thanks to VR technology and digital strategy it sets the user as the protagonist.

#### Target

The target is composed of top managers\entrepreneurs, age 35-45, who care about ecology and have little spare time, but love to have and to wear unique products which can distinguish them from others.

#### Customer problem

Currently, there is no supplier for top managers who have little time to spend for themselves and search online for luxury design outfits completely handmade in Italy, bespoke made of eco-friendly and animal-friendly textiles.

#### Business model

B2C model. Production will be given in outsourcing to reduce fixed costs. The collection is sold online by cash drop during the order process and balance upon delivery, minimizing business risks.

#### Patent / Traction / Validation

Aesthego invests in High Technology (Measurements App), introducing it in a traditional business as fashion market. This is a competitive advantage. Registered Aesthego trade mark (IT).

#### Founders

Irene Laudini (Creative Director & CEO, Product Manager)

Leonardo Tomberli (Chief Marketing Officer & Commercial Officer)

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#### External stakeholders requested

3D VR Technology, Fashion (Accessories/Materials)

#### Project name

**NEMESYS** - **NEw** **Mobility** **Electric** **SYStem**

#### Sector

Renewable energies - Sustainable Mobility and Smart-Grid

#### Product / Service

NEMESYS developed an innovative technology that consists of a new electrochemical energy storage device – mainly dedicated to the automotive sector - more evolved compared to lithium batteries (which have heavy weights, limited autonomy and long charging times), and with respect to fuel cell technologies (which require expensive infrastructures to ensure their safety in relation to the high pressures to which hydrogen must be compressed), able to summarize the merits of both and exceed the limits that hinder the establishment of electric mobility.

#### Target

The reference market is the automotive market and more generally, sustainable mobility. Recent publications of the press specialized in the automotive sector give an idea of how rapidly the guidelines, even of the most skeptical managers, are on the development of electric mobility and what the potential of all the technologies connected to it is. A study by the Dutch bank ING predicts that in Europe in 2035 only zero emission cars will be sold and that these will be 20% of the cars already sold in 2025.

#### Customer problem

The current "on board" electricity generation systems for powering electric vehicles - batteries and fuel-cell - represent the element that is not technologically inadequate, due to the long charging times in the case of batteries and the lack of hydrogen filling stations in addition to the unsatisfactory level of safety of the storage cylinders of high pressure hydrogen (700 - 1000 bar) for fuel-cells; these criticisms limit the widespread use of electric vehicles. With our technology it is possible to supply electric means of transport guaranteeing greater autonomy of lithium batteries, faster refueling, and lower weights, while compared to fuel-cell vehicles we will have greater energy efficiency, greater safety and the possibility to refuel / recharge vehicles also by means of a common outlet electricity.

#### Business model

We have adopted the business model of the "Intellectual Property Company" (IPC) which envisages entrusting third parties (the licensees) with the production of fuel cells for the payment of royalties. This will allow to share the risk of the enterprise with industrial operators (fuel cell producers and / or automobile industries), to exploit their already existing commercial relationships and to get to market first.

#### Patent / Traction / Validation

Achieved Italian and then international PCT patent (published 19/10/2017)

#### Founders

The NEMESYS team consists of:

- Marco Matteini, Entrepreneur - System Integrator Renewable Energies
- Alessandro Tampucci, Scientific Director, electrochemical author of numerous patents in the field of hydrogen and battery technologies
- Massimo Tucci, Designer of electric vehicles and power-train
- Marco Ulivagnoli - private equity expert
- Enrico Baluardi - expert accounting for tax administration and finance

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#### Project name

### AVATAR

### Advanced Virtually Augmented Telemedicine in (diving) Adverse Remoteness



#### Sector

Tourism: Medical support in Diving Activities and remote Areas by Telemedicine and Augmented Reality

#### Product / Service

The popularity of SCUBA diving is steadily increasing together with the number of dives and correlated diseases per year, even if the total number of exposed individuals (i.e., commercial divers, hyperbaric attendants & recreational divers) and the exact incidence of decompression illness (DCI) is unknown. Even if, this disease is affecting recreational divers and compressed air workers with relatively low rates (0.01–0.1% per dive) the possibility that the consequences can be dramatic induce the passionate of diving to pay close attention about this problem.

We aim at becoming a leader for advanced service in medical support for diving emergencies, by developing innovative medical devices and an international control center tailored to support and conduct worldwide advanced emergency medical assistance operations for divers in distress, including hostile environment conditions.

#### Target

AVATAR changes the existing approach to diagnosis and management of diving medical emergencies in a remote location that may require much more than simple telephone conferences with an expert (as it happens today).

The market related to this kind of service is at first based on the DAN Europe Members ( 175.000 ) with the possibility to expand the market to other DAN organizations around the world ( International DAN –USA, Southern Africa, Asia Pacific and Japan) which count a number of members around 350.000, but the final goal is to involve a larger divers number that we can estimate in 250.000 divers considering the divers worldwide population registered (2.000.000 people).

#### Customer problem

Illness in diving activities (DCI - Decompression Illness) is very similar to other pathologies not related with diving and actually medical doctors can be in troubles to identify and decide the appropriate first aid and evacuation especially in remote areas.

#### Business model

At the heart of the DAN R & I business is the sale of the AVATAR service as an integration of emergency management services already implemented by world-wide associations in the field of underwater emergencies. It is important to underline that this service will be compatible with the current worldwide alert network system of the Divers Alert Network.

#### Patent / Traction / Validation

Using available public patent databases, several patent searches have been performed and around 160 patents were obtained. Among those, only 5 are some way relevant but at a detailed analysis, in good faith, we can affirm that at present we are “free to operate”. Our strategy for knowledge protection is twice. From one side we will explore the possibility to set up a new patent on the entire system, the second is to patent the medical procedure: this is possible only in USA and Australia, the sole countries in the world which recognize medical procedure patents.

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Project name  
**GREEN RADAR**

Sector  
Yachting



#### Product / Service

GREEN RADAR is a ground-breaking BOATING APPLICATION, able to create a new market application within the entire maritime industry, that takes advantage of the in-house passive radar (ZERO electromagnetic emission by exploiting TV signal) technology installed along the coast line. The application is mainly designed to display in real-time, accurate and trustful information on leisure boats owners' smart-phones in order to increase the maritime security and offer services provided by ports and marinas to boat users.

#### Target

GREEN RADAR has been specifically designed to increase safety for small-medium boats navigating within 30 km from the coast and for ports and marinas offering boating services.

#### Customer problem

The main problem is the high number of casualties occurring in our seas. However, the number of boats sailing without radar is great. The main causes are the radar being not compulsory, the high price, the electromagnetic emissions and the big size of the most common radars.

#### Business model

Our system provides a "Radar-as-a-service" to boat users through a freemium app that allows them to have a virtual radar on board. This service connects boat users to marinas that rent our passive radar.

#### Patent / Traction / Validation

No patent up to now, but we have freedom to operate. Our passive radar has been tested in an operative scenario with good results. Interviews to boat users have shown interest in Green Radar system.

#### Founders

- Daniele Staglianò
- Stefano Lischi
- Riccardo Massini
- Dario Petri

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Project name  
**Seares - Mooring Energy**

Sector  
Yachting - Nautical sector, renewable energy



Product / Service  
Seares innovative products, protected by international patents, are:

**Seadamp®** is a hydraulic damper designed for the nautical use. Reliable, silent and available in six standard models or tailored for all types of vessels.

**Seadamp ® Plus** is the new generation of damper able to harvest energy from the wave-induced motion. The Plus version harvests energy from boat movements, charging the batteries while moored. Creating energy with zero impact on space on board, improving comfort, it works whenever the boat is anchored or moored, up to 24 hours per day.

Target  
Boat owners, Captains, Yacht chandlers, Shipyard, Public and Private Marinas, Infrastructures maintenance for Marinas, Managers of charter fleets

Customer problem  
Seares products mainly solve two problems related to the nautical sector: **Seadamp** solves the problem of stabilizing boat movements. It increases safety and reliability of the moorings. **Seadamp Plus**, in addition to the above, will also solve the problem of energy needs, keeping batteries charged.

Business model  
Sales to boat owners, Captains, Marinas and Shipyards with direct channels in Europe, through distributors in other markets. Prepaid maintenance package add predictable income, mitigating seasonality

Patent / Traction / Validation  
“**STRUCTURE of HYDRAULIC DAMPER**” European patent **EP2705272** and USA patent **US9273750**  
“**RECOVERY SYSTEM of HYDROPOWER**” Italian patent IT/PI2013A000101 and international WIPO IB2014/066641

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Project name

**NudgX**

# NudgX

Travel living like a local

Sector

Tourism

Product / Service

The platform nudges users toward a personalised travel experience. The user registers on a platform providing his/her profile information. The platform's algorithm, with semantic searches and machine learning type of technology, searches travel and social media platforms (i.e. google; airbnb; trip advisor, facebook, Instagram) and suggest experiences and preferred routes, based on user profile preferences. Mobile payments are used to access experiences. For every unique review, reward tradable tokens are issued in proportion to the amount spent.

Target

A platform able to connect demand of travellers and supply of vendors offering local experiences (i.e food, events, shopping, tours).

Customer problem

In hospitality sector traditional bookings market a room not an experience, leaving travellers disconnected from city and culture. Blockchain technology is used to create an incentive for a review system that is unique, unchangeable and profiled to user preferences.

Business model

Through the mobile payments system users are charged a small % for every transaction.

Part of revenues are converted into tokens (NGX) and distributed to the users having reviewed the experience.

Patent / Traction / Validation

According to Eurostat for each tourism trip, approx. 1/3 is spent on experiences (the remaining 2/3 on accommodations and travels). France and Italy among the main tourist destinations.

Founders

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Riccardo Sedola [www.verdenatura.com](http://www.verdenatura.com) – tourism

Alessio Piccioli [www.webmapp.it](http://www.webmapp.it) – software development

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Project Name

**AeroSpark**

Sector

Renewable Energies



Product / Service

AeroSpark develops small scale turnkey wind stations, adapted for a local electricity production by consumers. Our vision is to democratize wind energy conversion at the local scale, as a major contribution to global energy efficiency.

At the core of our wind stations, the underlying wind turbine technology is a game-changing innovation that virtually eliminates the performance-killer cavitation effect and dramatically reduces manufacturing costs, making profitable wind energy conversion finally at the reach of local consumers.

Target

We target 4 types of customers: house owners, condominium associations, farmers, and small industries. All of them have increasing appetite and pressure for more energy efficiency.

Customer problem

Wind energy has failed so far to provide profitability to local consumers: the typical ROI of small scale wind stations is 30 years when their lifespan is 25. AeroSpark intends to solve this equation by providing cheaper, more durable and much more efficient products, accelerating ROI to 10 years.

Business model

We develop key technology elements and integrate off the shelf components into affordable and efficient wind stations that we sell to target customers through national distributors.

Patent / Traction / Validation

First generation of turbine was patented twice (Europe and US). A series of patents is pending for key elements of the new technology generation, performance range has been verified on the field.

Founders

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Bertrand Gadaix  
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#### Project Name

**Nurkara**

#### Sector

Biotech



#### Product / Service

The start-up involves a niche sector of agro-food, which aims to optimize the process of drying and storing saffron using innovative technologies. Currently, the quality is very heterogeneous, being influenced by geographical origin and by non-standard drying and preservation techniques. The retail price is almost constant over the years, while it undergoes continuous fluctuations at the origin, due both to the qualitative discrepancy of the product and to a recent increase in the mechanization of the sector. In this context, our small and fractional productive realities can have an economic value only if the saffron is of superior quality. The phases that most affect the final quality are drying and storage.

Through the creation of a network of producers, it is desired, within the start-up, to establish a standard protocol to obtain saffron of superior quality

#### Target

Market surveys have shown that, despite the freeze-dried product had a slightly higher price than the traditional dried, consumers preferred the freeze-dried saffron, justifying the choice because the stigmas were whole, distinct and therefore not subject to fraud.

In the current scenario of food consumption there is a change in the needs of consumers, who are increasingly looking for products made in Italy, premium, and coming from entrepreneurial food & baverage with high specialization.

#### Customer problem

The globalization of the market and the environmental problems caused by intensive production systems are influencing the choices of the medium-high consumer who is increasingly looking for products quality obtained in a sustainable manner. This trends will increasingly influence the agri-food industry, also influencing enterprises choices. Analyzing this evolution Nurkara decided to produces an high quality freeze-dried saffron, in a niche sector still lacking technological innovation.

#### Business model

Nurkara aims to create and transfer value by entering the market niche of agro-food products. Furthermore, we want to create a disciplinary to optimize the saffron drying and preservation process.

#### Founders

Leonardo Sechi

Antonio Masala

#### Contact

Web: [www.nurkara.com](http://www.nurkara.com)



#### Project name

**EABlock – Your Safe Business**



#### Sector

Other economic sectors - Cyber Security - Blockchain

#### Product / Service

EABlock is a software for companies' data management that approximates to 0% the probability of undergoing cyber-attacks, through cryptography and Blockchain.

How it works: every data is constantly encrypted and thanks to the consent mechanism only authorized users can perform operations considered safe, avoiding data theft and blackmail.

In a first phase we develop a CRM for customer management (which can also protect websites and e-commerce platforms), in a second phase (thanks to technology's versatility) it aims to become a store where each user can create his own package of functions.

#### Target

The target is represented by companies that operate in e-commerce, in the energy sector and in the financial and banking sectors. EABlock operates in CRM market, whose value 36B in the world.

#### Customer problem

Currently the data is saved in plain text on the internet, for this reason they become easy prey to cyber-attacks. The cybercrime will be the first threat for 2020: every minute more than 2000 data are stolen, the companies suffer on average 130 attacks a year and must incur costs for 11.7M.

#### Business model

The product will be delivered in SaaS mode, through the subscription of a monthly subscription based on functionality and users, but it will be possible to request customized solutions on order.

#### Patent / Traction / Validation

The product is in line with the GDPR regulations. We work with some companies and with an external sales channel. We have started a private beta. Currently the product is being tested at Sartec.

#### Founders

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Project name  
**GRETA TULIPANI**

Sector  
Other economic sectors - Handcraft/Clothing



#### Product / Service

The production is characterized by the fact that each item is a unique one and a few samples are made with skilled and specialized labor. The customer could choose the fabrics online or in company and Greta Tulipani will provide to take the appropriate measures, the design and the tailor-made ad hoc for the customer.

#### Target

The offer of the Greta Tulipani fashion design is located on the product's top bracket belonging to the Slow Fashion sector and is aimed to both traditional outlet markets and new emerging realities, particularly it aims to a winning role in the growing export to the Arab, European and American markets which have always appreciated the "Made in Italy".

#### Customer problem

Greta Tulipani has the objective of developing, producing and marketing a range of clothing items for women, thanks to the meeting of the Italian design with the simplicity and strength of the fabrics and prints typical of the African continent. The brand responds to the need for greater transparency and attention to equity in the production chain: from the fabric (Africa wax print) that will be produced by a sustainable color fixing system, to the last seam.

#### Business model

Direct contact in the tailor's workshop, the company also aims to play an important role in foreign markets, which have always valued Italian manufacturing quality, the use of the e-commerce website, social networks and the app, fundamental elements for the development of the business in promotional and commercial terms.

#### Patent / Traction / Validation

Registered trademark of the Chamber of Commerce of Sassari 2012

#### Founder

Emanuela Mura

#### Contact

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## Project Name

**Conpet**

## Sector

Other economic sectors - Information and Communication Technology



## Product / Service

ConPet is a virtual circuit that encompasses and combines pet-friendly services and users. The service providers will be able to enjoy a wide visibility thanks to the network consisting of web application, social integration, geo-localized webmapping and points collection system, in addition to normal advertising. Thanks to a web oriented application (iOS / Android application and a web portal) it will be able to be easily found by those looking for that specific service (eg grooming, feed and similar). Users can find, through a mapping system integrated into the application, numerous points of sale where, as a reward for your purchases, you will receive loyalty points. Moreover, thanks to the application, a dog tracking system can be connected via GPS: at any moment, through the small device placed in the animal's collar, you can know its exact position and this will be visible in the application. The application also allows to collect statistical data on kilometers traveled with the furry friend, the path physically performed and the average speed to which you can connect a consumption of calories (based on precise calculations) of our animal

## Target

Today everything is digital oriented: sending mail, signing contracts, attending meetings and even networking. The target is to create a virtual circuit that includes vendors and consumers in order to facilitate the search for quality pet services.

## Customer problem

Today the pet world is increasingly becoming part of the family. There are so many people who love animals, like children but animals entail relevant expenses. Quality food and the services related to dog education are expensive and through this application you want to enter the market by providing a "point" system for the purchase of products and services within network providers that will annually pay a fee to stay inside the circuit. Opportunity is important as there are few services that try to centralize suppliers and users under a single platform, collecting profits from both.

## Business model

With this business model vendors can have a visual representation of how this organization delivers value to its internal and external customers. The cards, the profiles, with the maps, are created to help customers visualize and understand the role each part of the circuit in meeting the needs of other components..

## Patent / Traction / Validation

The product needs a web-oriented application developer, a marketing expert online, a dog trainer. The project is being defined, there is a beta app but we would need funds for finish it and for its publicity. The GPS device connected to the application is being defined but, collaborating also with a local automation company, it has a well-established and defined design. Currently they are undergoing completion of the web platform and the design of marketing campaigns aimed at finding pet stores.

## Founders

Andrea Piras - Davide Batzella

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Project Name  
**BioFertiMed**

Sector  
Biotech



#### Product / Service

BioSS focuses its attention on production of organic fertilizers, that can be used either for productive and private purposes. Application of organic fertilizers produces positive consequences on both environment and human health and encourages recycling of organic matter by vermicomposting. Indeed, our technology can be applied to transform a wide variety of organic waste into products of high ecological value. For this reason, it could be used by different kind of agricultural realities, in order to reduce their waste (or by-products) production and encourage circular economy processes.

#### Target

BioSS addresses to organic and conventional farms, zoo technical companies, recreational and sports facilities, hobbyists and anyone chooses to surround himself with natural and eco-sustainable products.

#### Customer problem

Soil overexploitation and indiscriminate use of chemical fertilizers has contributed to seriously impoverishing organic matter into the soil, with consequent loss of nutrients and fertility. As many scientific evidences demonstrate, vermicompost represents an effective solution of these problems.

#### Business model

The BioSS business model focuses on transformation and enhancement of organic waste from agricultural/industrial processes, within a typical context of circular economy and environmental sustainability.

#### Founders

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Margherita Silveti

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Project Name  
**HiveGuard**

Sector:  
Biotech



#### Product / Service

HiveGuard has an idea of automated hives monitoring, equipped with a night vision camera and a classifier based on deep learning algorithms, which identifies real and infected cells and sends a notification to a dedicated application.

#### Target

Our target audience are beekeepers who have more than 100 hives, representing 20% of the market. The market is worth 50 million euros in Italy, 750 million euros in Europe, 6 billion euros in the world.

#### Customer problem

Current beekeeping practices generate a lot of stress for bees and cause mortality and depopulation of hives. HiveGuard devised a sensor for automated hives monitoring, equipped with a night vision camera and a recognition algorithm based on image processing. The device allows to specifically identify the real and infected cells and to notify their presence to beekeepers through a dedicated application.

#### Business model

The sensor is offered on loan for use with three different packages based on the number of products purchased.

#### Patent / Traction / Validation

Currently the team is developing 5 prototypes to be included in the experimental apiary that is being implemented. Expanding the network through digital marketing, social media marketing, SEO and SEM.

#### Founders

Daniele Melis CEO  
Sara Sulis CTO  
Lorenzo Atzeri DEV

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### Project Name

## **Production of Spirulina by ICHNOS ALGAE s.s**

### Sector

Biotech

### Product / Service

The company aim to produce Spirulina, because of the high price on market, but the plant is perfectly capable to grow various type of microalgae (as Chlorella sp.). This means that also “omega 3: food supplement” and “biodiesel” can be produced. Spirulina is well known in the scientific literature and in the market as well. Innovation consist in how Spirulina is produced. The plant will be totally automated and managed with a remote system through a dedicated software.

### Target

Spirulina is a supplement or food additive, it can be consumed by humans and animals (cats, fishes, chickens etc.).

### Business model

The sales are guaranteed by an agreement with the company “TEREGROUP srl” at an established catalog price per kg, for 5 years. Thanks to a pilot plant, which is active, approximately, since 20 years, it was possible to accumulate a big amount of data (price of reagents per liter, quantity of energy consumed by one bioreactor) and calculate ROI (which is, basically, the established catalog price of Spirulina per kg over the cost of the culture). An “O & M” type of contract is envisaged with the supplier; that guarantees its functionality and minimum production.

The team is supported by Massimo Bertolotti and Maria Francesca Scanu as financial advisors.

### Patent / Traction / Validation

The project is not covered by patent. Ichnos Algae would patent discoveries in the research field, if there were any.

### Founders

Edoardo Bertolotti & Federico Palludo

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**Project Name**  
**CMS Marine**



**Sector**  
Yachting

**C M S**  
Design. Economics.

**Product / Service**

Kelvet has excellent mechanical characteristics and extraordinary lightness compared to materials such as wood, resin, fiberglass, etc. It is different from any other material due to its flexibility, this allows it, also considering its lightness, to work in three-dimensional complex shapes. Together with Eperan offers a unique combination that allowed to be processed in 3D. Kelvet is also compatible with other materials in the form of accessories, reinforcements, soundproofing, thermal insulation, and valuable aesthetics, for example the covering of a wall in masonry, steel, glass or wood.

**Target**

The Global Nautical market can be ideally divided into three broad categories:

- I. Ships (over 24 Meters)
- II. Crafts (between 10 and 24 meters)
- III. Boats (less than 10 meters)

The reference market is the international one for pleasure boating that represents about 10% of the world market, reaching a value of over 2 billion euros.

**Customer problem**

Easy production and repair of boat hulls

Business model

produzione e vendita di imbarcazioni con nuovo materiale brevettato rivolti ai cantieri nautici sviluppo di una nuova imbarcazione

**Patent / Traction / Validation**

Eng. Di Filippo Maria, inventor of the patent, has obtained 14 Italian and French industrial patents

**Founders**

Carlo Maria Sandroni (creator, expert in the nautical and commercial sectors),

Ing. Maria Di Filippo (inventor of Kelvet, scientific expert, consultant),

Alessia Senes (area manager, expert in design, graphic),

Ing. Luigi Scotti (marine engineer consultant, builder, sailor)

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## Project Name

**Glambnb**

## Sector

Tourism



## Product / Service

Glambnb is the first Italian platform entirely dedicated to glamping.

Glamping is a portmanteau of glamour and camping and it is a revolutionary way to conceive tourism: tourists can book structures such as tents, treehouses and lodges located in stunning natural scenarios, where luxury meets the extreme comfort, respecting the surrounding environment.

Glambnb also helps the landlords create new glampings thanks to its glamping kit and its guidelines.

## Target

Glamping market is worth: €4B worldwide, €1,5B in Europe and €225M in Italy with a +25% annual growth in Europe.

The early adopters are young couples between 25 and 45 y.o.

## Customer problem

Nowadays, glampings are mainly sponsored on not-specialized website. Plus, the majority of the structures are in crowded touristic villages and cannot offer an exclusive experience.

On the other hand, Europe is full of beautiful lands, even in high-touristic areas, with an untapped potential: they would be a perfect glamping location, but the landlords are not aware of this entrepreneurial chance.

## Business model

On every reservation, made on our platform, we earn a fee of the 15%.

## Patent / Traction / Validation

On glambnb.com we already sponsor the best European glamping and in March 2019 there will be the first glampings created with the Glambnb kit.

During the first 6 months of activity the first 30 happy customers made a reservation on Glambnb.

## Founders

Fabio Adamo Zicarelli, CEO

Matteo Lombardini, CMO

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#### Project Name

**Crociera Semplice - Il motore di ricerca dei crocieristi**



#### Sector

Tourism

#### Product / Service

Crociera Semplice is developing a cruise search engine that compares and combines cruise products. It aims to help cruise passengers to organize their experience on line by themselves: cruise, excursions and transfer: all in one. It simplifies the customer experience returning to the user the aggregation of three essential products, the cruise (the main element), the excursions (essential activities in each port of disembarkation), and the transfer (also necessary to connect home-port-home). Apparently simple, they are all complex activities as sectorial cruise products.

#### Target

Travelers, specifically cruise passengers with a average spending capability between 2.000 € and 3.000 €, a basic internet knowledge, between 30 and 60 years old, both male and female.

#### Customer problem

Difficulty in obtaining a single and cumulative price for a cruise (excursions and transfer are not ordinary but calibrated on the period of disembarkation and carried out by specialized operators who have reserved access to the port). Manual price comparison, aggregation, unconnected products.

#### Business model

Essentially based on a revenue share model with success fee from the sale of cruise products (B2B). Currently by lead generation. On the other side, we create value for our users (free B2C).

#### Patent / Traction / Validation

Crociera Semplice is already validated on the market, operating with one of the main worldwide shipping companies, in Spain, France and Italy. Demonstrable traction: profitability, trafic, engagement, users.

#### Founder

Luigi Murolo

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