

BUSINESS DIRECTORY

# Barcelona Activa *start-ups* at 4YFN



Ajuntament de  
Barcelona



Barcelona  
Activa



## BARCELONA GLOBAL STARTUP HUB

As the **Mobile World Capital**, Barcelona is fully committed to the promotion of the mobile sector and has become a mobile startup hub, with a highly dynamic ecosystem, made up of companies, incubators, institutions and investors specialised in the sector.

Proof of this is the implementation of the **5GBarcelona initiative** to create an experimental environment in the city that transforms it into the European metropolitan laboratory of 5G technology.

Barcelona Activa, the local economic development agency, facilitates access to this ecosystem, as well as offering a personalised business or growth plan assessment for both local and foreign start-ups and entrepreneurs.

Barcelona Activa is presenting today **20 start-ups** at this very unique 4YFN platform. Their work proves the diversity of products, services and applications that are being created by the mobile and digital sector in Barcelona.

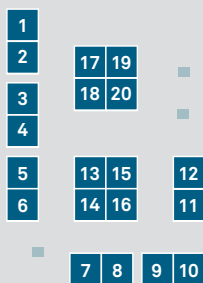
We would like to invite you to find out about these start-ups.

**Welcome to Barcelona**



## T2 STAND

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- T2.2 Rational Pixels
- T2.3 Foot Analytics
- T2.4 Nobone
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## MANZANING

### MANZANING Marketplace

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 [www.manzaning.com](http://www.manzaning.com)  
 [eva@manzaning.com](mailto:eva@manzaning.com)

Manzaning is the Marketplace that allows customers to make their weekly purchase of fresh food in food markets and local retailers of their city with home delivery.

Available through web or app, Manzaning includes more than 250 stores and 5 food markets. Customers select the store or market where they want to make the purchase, add products to the shopping cart or use the chat to speak with the retailer and send their shopping list or ask any questions they may have, and schedule the delivery. We operate in Barcelona, delivering in 60 min or scheduled in 1h time slots.



# rational pixels

## RATIONAL PIXELS

Advertising / Content / Ad-tech / AI.

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 [www.rationalpixels.com](http://www.rationalpixels.com)

 [rida@rationalpixels.com](mailto:rida@rationalpixels.com)

Rational Pixels (RPx) is a tech company that engineers native in-video ad formats. Video as a form of digital content is booming. Its growth has seen it surpass television as the advertising medium of choice. But marketers and publishers are struggling to achieve the advertising results they want through digital video. Sounds familiar?

At RPx, driven by the belief that an improved viewer experience leads to stronger video advert performance, we are pioneering a completely rethought video advertising format that allows the ad to form part of the video content as if it were there when the video was originally recorded.



## FOOT ANALYTICS

**Big Data / Retail Analytics / Smart City Analytics**

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[www.footanalytics.com](http://www.footanalytics.com)



[miquel@footanalytics.com](mailto:miquel@footanalytics.com)

Foot Analytics is a start-up company based in Barcelona and specialized in data analytics.



Our Big Data platform ingests and processes smartphone signals to gain analytics and illuminate people traffic and behaviour a way you've never been able to understand before. Our plug & play footscan sensors analyses large volumes of data in real time, in a non-intrusive way and always guaranteeing customer privacy. We measure street traffic, store visits, and people behaviour (around the city, parks, inside specific spaces as museums, parks and festivals, stores, restaurants or public transport). We provide a very easy to deploy and cost efficient solution.





## **NOBONE** **Mobile App**

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 [www.nobone.es](http://www.nobone.es)  
 [jordi.barnes@nobone.es](mailto:jordi.barnes@nobone.es)



Nobone is a mobile app that works as a second hand marketplace for gamers. Users can buy or sell gaming products to other players, allowing them to sell what they don't use and buy cheaper than a new product. They also can communicate through the app's integrated chat and make safe payments. The app also gives the possibility of delivering the buyer's product purchase home and, integrates a reward coin system that grants users with discounts and more exposure for their products.



## SHARIFY

Internet / Mobile / Smart Cities

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 [www.sharifyapp.com](http://www.sharifyapp.com)  
 [gemma@sharifyapp.com](mailto:gemma@sharifyapp.com)

Sharify is the Social Network where every person, business or event can share whatever they want to share in just three clicks: what, where and when. But not sharing tweets, posts or likes but real life things such as music, sport and parties through a real-time map. Sharify answers for the very first time: what's happening right now around us. Our business model lets us offer the platform for free to users while providing local businesses with the ultimate local digital advertising tool through an easy, creative and fast way to boost clients' traffic when and where needed.



## BIEL GLASSES

Social entrepreneurship / Health technology

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 [www.bielglasses.com](http://www.bielglasses.com)

 [jaume@bielglasses.com](mailto:jaume@bielglasses.com)

Biel is a child who has low vision. We are a team of expert people from technology, optometry and medicine who have joined to create a definitive solution for bringing a normal life to people like Biel.

Low vision is a condition much more common than blindness, in which vision is permanently reduced and cannot be corrected with regular glasses, medicine, or surgery. Using 3D computer vision, AI and AR/VR technologies, our glasses adapt the reality to the people who have low vision, detecting and identifying obstacles, objects and faces, showing these items in a way they can perceive.



## LITERUP

### Education / Literature

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 [www.literup.com](http://www.literup.com)

 [jose@literup.com](mailto:jose@literup.com)

Literup is the first gamified literary platform in the market. We created the only platform that connects writers, readers, publishers and bookstores.



Our differential value is the application of game mechanics to motivate our users to write and read. When they register, they choose an avatar that represents them and, by interacting and participating, they earn points, which can be redeemed to get rewards. We also have pill courses (both free and paid) to perform them anytime, anywhere. And we programmed the first cross-platform professional writing tool, which allows you to access to your stories from any device.



## **BITPHY**

### **Analytics / Big Data / AI**

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 [www.bitphy.com](http://www.bitphy.com)  
 [joan@bitphy.com](mailto:joan@bitphy.com)

Bitphy provides predictive BI analytics based on Big Data, IoT and Machine Learning technologies for the retail sector. We are the easiest way to make better decisions and increase the profit of your business!



We want to make small businesses more competitive. These businesses suffer from a gap in technological resources with respect to large retailers or chains. We offer a platform with a dashboard where the user obtains a diagnosis of what is happening in their business and predictive and prescriptive advice. Business owners who use this tool will be more competitive and will increase their margins through better control of economic inputs, stocks, staff, marketing campaigns, clientele profiling...



## COCOONING

Food Tech / Blockchain / Sharing economy

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 [www.cocooning.es](http://www.cocooning.es)  
 [albert.argiles@cocooning.es](mailto:albert.argiles@cocooning.es)



Meet people through shared lunches “One day I cook for you, another day you cook for me”. CoCooking is a digital platform where people that share a working space and eat there, can share meals without using money, but points, becoming part of a big game where everyone can be recognized and awarded, and with a real benefit of linking the community, that is where our business model is focused (a SaaS for HHRR). We use Blockchain, Chatbots and Elixir (high scalability).



# Gasport

## **GASPORT** Smart Mobility / Energy

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 [www.gasport.es](http://www.gasport.es)  
 [francesc.ribas@gasport.es](mailto:francesc.ribas@gasport.es)



Gasport connects independent gas stations with local drivers. We are a mobile platform that helps gas stations to sell more fuel and improve customer loyalty, by providing savings and convenience to drivers. Drivers use Gasport to compare nearby deals, including exclusive customized promotions from subscribed gas stations, once at the pump, they can pay with Gasport and get their fuel in half the time. Finally, they can also get a digital invoice with all refuellings. Due to our knowledge of drivers' purchasing behaviour, Gasport provides gas stations with: impacting promotions, loyalty increase and an improvement on competitive positioning.



## AMALFI ANALYTICS

### Healthcare / Big Data

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 [www.amalfianalytics.com](http://www.amalfianalytics.com)  
 [ricard@amalfianalytics.com](mailto:ricard@amalfianalytics.com)

We are a spinoff from *Universitat Politècnica de Catalunya*, Barcelona, based on 20 years of experience in Machine Learning and applications.

We provide tools for planners and managers in the healthcare system to understand their true problems and evaluate improvement scenarios. Our tools help put resources and efforts where they are needed and effective.

We go beyond statistics of the usual dashboards (tables, rows, and columns) to provide predictive power, find complex multifactor associations, and temporal evolutions and, say, reduce undesirable events and complications. Example use cases include prescription rationalization, predicting hospital readmissions and bed requirements, and analyzing therapeutic variability.





## WEFITTER Wellness

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[www.wefitter.com](http://www.wefitter.com)



[roger@wefitter.com](mailto:roger@wefitter.com)

Well-being SaaS software that helps organizations improve business performance and reduce healthcare costs by increasing employee engagement through gamification and rewarding. WeFitter helps companies & insurers to engage with their employees and customers and to know, thanks to our API that aggregates real-time data from multiple Health & Fitness Apps, how to form a complete and unified view of a person's health.



# Fotoraporto

## FOTORAPORTO

Social impact online platform

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[www.fotoraporto.com](http://www.fotoraporto.com)



[albert@fotoraporto.com](mailto:albert@fotoraporto.com)

Fotoraporto is a B-Corp company located in Barcelona and founded in 2016.

Fotoraporto is an online global platform, where anyone can upload and support photos, create and spread causes of social and environmental impact and even sponsor them using a mobile app, and where users can make donations directly to social impact organizations using the web app.



We think that people should have a place where to express their proposals and concerns to improve the world, and non-profit organizations should have greater visibility and have the possibility of accessing funds to be able to carry out their work.



# Athlepic

## ATHLEPIC Social eCommerce

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 [www.athlepic.com](http://www.athlepic.com)  
 [guillemarcet@gmail.com](mailto:guillemarcet@gmail.com)

We are the e-commerce revolution. People show sports products in social networks, but there isn't a solution to provide users an access to those products. Brands are losing sales. We offer a solution.

Through Athlepic users can purchase sports products and find comprehensive information about them on social networks.

**Brands:** they increase sales through user generated content. We transform every single picture into a potential purchase.

**Influencers:** they monetize their social activity as well as analyze their performance and get better sponsorships.

**Users:** they have all the product information (best prices, specifications, reviews...) and a user-friendly interface for purchasing them.



## **GUIDD**

**Travel Tech / Wellness Corporate**

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[www.guidd.io](http://www.guidd.io)



[carles.ponti@guidd.io](mailto:carles.ponti@guidd.io)

Guidd selects thousands of unique guided outdoor activities delivered in a white-label platform for large eCommerce platforms and wellness corporate programmes.

Our enormous capacity to attract the best local guides positions us as the largest catalogue of guided outdoor activities in Spain.

Our mission is to improve the quality of life of the people and employees by bringing them closer to nature in an easy and safe way, in contact with locals. We promote a more sustainable and decentralized tourism.



We are working on the contents with the goal of creating a highly advanced piece of technology: a “recommender” of experiences based on Artificial Intelligence.

# GPS

Schedule & Time Management

## GLOBAL PLANNING SOLUTIONS Technology

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 [www.gps-plan.com](http://www.gps-plan.com)  
 [scarrasco@gps-plan.com](mailto:scarrasco@gps-plan.com)

We develop and implement standard software planning solutions which are flexible and dynamic. We manage Time, Resources and Activities. Our team is composed of highly trained and experienced people who has spent the last 20 years solving real and complex planning problems for different sectors.

Global Planning Solutions believe in the strategic importance of creating alliances. We are therefore always open to establishing close relationships with suitable partners where we can mutually identify synergies, complementary offerings and mutual benefit.



Our aim is that our solutions add real value to the partner's global solutions & services offering, allowing them to better differentiate themselves and help them meet and enhance their customer's needs.



## **CHILDCARE ON**

**Software development / App / Web development  
specialized in Education and Educational business**

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 [www.childcareon.com](http://www.childcareon.com)  
 [tania@childcareon.com](mailto:tania@childcareon.com)

Childcare On develops software and mobile platforms for managing, communication and real time connection between parents, educators, monitors, students and principals for Schools and educational centres from babies to 16 years old.



The company mission is to help parents, educators, etc. being in contact with just one safety click and in several languages. Children also will have a mobile support to fight against bullying in classroom and to communicate their social problems direct to the specialists and family.

Our Social Responsibility as an educational platform is to close the educational environment in order to get a higher quality and personalized care and education.



## **GUESTMATE** Hospitality

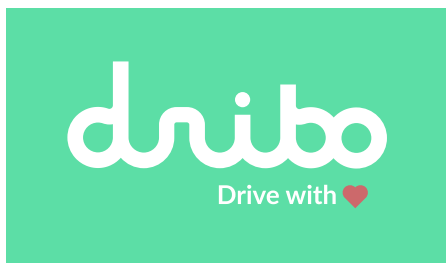
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 [www.guestpilot.com](http://www.guestpilot.com)  
 [albert@guestmate-app.com](mailto:albert@guestmate-app.com)

Guestmate focuses on the Hospitality Industry digital transformation. As a solution we offer a mobile platform to facilitate direct contact with the guests before, during and after their stay, in order to communicate efficiently, improve their experience, build loyalty and increase sales.

From our platform, accommodations can manage their own app or chatbot, broadcast their services and last-minute offers, allow mobile payments and increase efficiency by automating high time-consuming processes as the check-in/check-out.

In short, from Guestmate we bring new channels for relationships and sales with current and future guests.



## **DRIBO**

### **Education / Mobility**

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 [www.dribo.es](http://www.dribo.es)

 [manu@dribo.es](mailto:manu@dribo.es)

Dribo is the first start-up that disrupts the way people obtain their driving license.

Dribo's mobile application offers different exercises, which allow users to learn all the content needed to pass the theoretical exam. Once users are ready, they can use Dribo to process all the documentation and payment for sitting the official exam.

For the practical exam, Dribo connects users with local driving schools and Dribo's driving teachers. Users can track their own driving lessons and check all the teachers' reviews. With Dribo's App, users can manage all their driving lessons, make the payment and rate their teachers.







## **RAPID-MIX**

### **TIC / Creative Industries**

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 [www.rapidmixapi.com](http://www.rapidmixapi.com)  
 [sebastian.mealla@upf.edu](mailto:sebastian.mealla@upf.edu)

Rapid-Mix API is a toolkit for sensor integration, machine learning & interactive audio. Whether you're an artist, designer, maker, educator, or creative company, Rapid-Mix API lets you build awesome projects which integrate complex data using easy to learn APIs.

# LET BARCELONA ACTIVA BECOME YOUR BEST PARTNER TO LAND IN BARCELONA



## For international newcomers

Are you moving to  
Barcelona?

Barcelona is a welcoming city that facilitates personal landing and the connection with the local community through:

- Free and complete relocation guides and welcome sessions in English
- Seminars, workshops, expat breakfasts, city business tours
- Afterwork gatherings that put you in touch with local international clubs
- Courses of Catalan for business



Contact us at  
[citypromotion@barcelonactiva.cat](mailto:citypromotion@barcelonactiva.cat)

**“The leading  
European  
city in quality  
of life for  
professionals”**

## For entrepreneurs

Are you looking to set up your business in Barcelona?

Barcelona Activa provides you with personalised itineraries that will guide you to successfully develop your business activity in Barcelona, a path that will allow you to follow, step by step, the different stages in the entrepreneurial process of starting up a company in Barcelona.

Sign up for a welcome session in English!



Contact us at [barcelonactiva.cat/entrepreneurship](https://barcelonactiva.cat/entrepreneurship)



**“An open  
Mediterranean  
magnet that  
welcomes  
creativity and  
innovation”**

## For companies

Are you looking to expand your business in Barcelona?

The Business Landing Service, free of charge and fully confidential, provides comprehensive support for added value Barcelona-based investment projects.

- Information and advice on procedures for setting up in Barcelona
- Online business incorporation service for limited liability companies
- Support for recruitment and business location searches
- Short-term office space for softlanding
- Connection with other players in the business ecosystem



Contact us at [barcelona.cat/businesslanding](https://barcelona.cat/businesslanding)







[barcelonactiva.cat/entrepreneurship](http://barcelonactiva.cat/entrepreneurship)



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