

STARTUP ECOSYSTEM in BARCELONA & CATALONIA

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This document provides insight on Barcelona's entrepreneurial startups ecosystem and partner acceleration programs. The information here included is not exhaustive. It focuses on the main acceleration programs currently active in Barcelona area.

The information is divided in three sections:

- The *Relevant Generalist Agents* section contains information of the most important agents regarding entrepreneurship in the city of Barcelona.
- The Acceleration Programs & specific agents sections contains information of the most important acceleration programs and agents related to the field.
- Venture capital funds: the more relevant ones in Catalunya

1. Introduction

Barcelona's digital ecosystem, taking into consideration investment rounds and sales (exits), moved around **1,200 million euros in 2016**.

This is a record figure for the ecosystem and includes large operations such as the sale of **Privalia** to **Vente Privée** for some **500** million euros, **Social Point** to **Take Two for 234** million, or **Olapic** to **Monotype for 120** million, as well as capital increases of **Scytl, Letgo-Wallapop**, and smaller investments in more embryonic companies.

The Venture Capital Maturity in Spain: see this <u>report</u>_done by <u>Webcapitalriesgo</u> with the collaboration of **Enisa**, **Acció**, **Barcelona Activa and Bcn Tech City**—that points out that venture capital in Spain between 2011 and 2016 *"lived its period of greatest growth and transformation"*, and draws attention to the presence of over 100 international investment funds.

Miguel Vicente, president of the digital company cluster Barcelona Tech City, states, "The fact that companies are being sold is good news for the ecosystem, it means there are returns for shareholders and they can invest once again." He recognizes that the previous year in Barcelona was, "a positive exception, but we hope it repeats itself". Vicente also stresses that now "entrepreneurs have a far more global vision, and there are more disruptive projects, but there is still room for a lot more progress".

The sector is in a maturing and growth phase, with entrepreneurs with experience, final demand, investors that cover all points of the chain (business angels, venture capital, first series...) although there's a lack of capacity in the larger rounds, more exits and private investors.



2. Highlights

- 85% of funding comes from international venture capital
- 25% of startups in late stage venture funding
- +1,100 startups in more than 40 different industries
- Sectors: Biotech Mobile Gaming IoT Smart Cities eHealth Big data – eCommerce – Robotics

3. Relevant generalist agents

3.1. Programa Catalunya Emprén

Contact person	Pere Condom (Catalunya Emprèn Director) http://catempren.gencat.cat/
Description	Catalunya Emprén is a program of the Generalitat de Catalunya, to promote and empower both public and private initiatives that support entrepreneurs. Its range of action is very wide, and goes from resources for entrepreneurship for SME, startups, science-based or social projects.

3.2. StartUp Catalonia

Contact person	Jordi Aguasca (Start Up Catalonia Manager) http://accio.gencat.cat/cat/estrategia-empresarial/start-ups/start-upcatalonia/
Description	StartUp Catalonia, is the acceleration program promoted by Catalunya Empren. It mainly offers two programs: a growth and an internalization program.

3.3. Barcelona Activa

Contact person	Xavier Dumont (Head of Entrepreneurship Services) http://www.barcelonactiva.cat
Description	Barcelona Activa is the city council's organization in charge of empowering the economic development of the city, designing
	and implementing employment policies for citizens. Among
	their policies, there is the entrepreneurship services, which
	under the direction of Xavier Dumont, provide citizens having
	business ideas with the information and high quality resources
	to help them launching and consolidating their business. The
	services include several incubation facilities all over the city.



3.4. Barcelona Tech City

Contact person	Miquel Martí (CEO)
Contact person	· · · ·
	http://www.ecommercetechbcn.com/es/
Description	It is an association for all the digital and technological players in Barcelona's ecosystem. It is one of the main actors promoting entrepreneurship both offering their own services and partnering with most of the initiatives in the city. - Barcelona Tech City − PierO1 gathers a bunch of enterprises start-ups and matured ones in accelerators entities. It has been thought as an ecosystem of startups entreprises, accelerators, offices etc. in order to create an image of the city of Barcelona as a digital hub becoming a reference in Southern Europe. - PierO1 hub receives more than 80 cos, 1000 professionals in a 10500 m2 building in Barcelonetta district, offering offices, showrooms, coworking spaces, restaurants, meeting areas, to foster innovation and collaboration. → Refer to Corporate Presentation quite exhaustive on Pier O1 history, including a company launched by a Belgian national Tiendeo

4. Acceleration programs & specific agents

4.1. mStartup (Barcelona Activa BA)

Contact person	Itiziar Blasco (Head of mStartup)
	http://w28.bcn.cat/mstartupbarcelona/
Description	mStartup is one of the main projects of Barcelona Activa's entrepreneurial services. It is responsible of attracting the best accelerators for early seed-stage startups. It offers an incubation space in the heart of the entrepreneurial 22@ district, including a space for events and a co-working space. - BA is already 30 y. old incubator, i.e. a pioneer in Barcelona - 3 y. set up in famous Media-Tic building, along with another incubator from BA located in Llacuna street with 55 entreprises - Media Tic building with several accelerators: Startup Bootcamp / Ship 2B / Connector. mStartup works with 2 years old startups and put them in contact with accelerators - Success story like 8FIT (Fitness, wellness)



4.2. Conector

Contact person	Eli Martínez (CEO)
	http://www.conector.com/
Description	- Targeted startups: Seed and growth phase,
	- Program: 4-month program for an average of 10 projects receiving 95.000 € in services.
	- Two-sided matching: Startups choose preferred mentors,
	and mentors preferred startups. From 5 to 10 % equity for
	Conector.
	- Located at Pier01, taking over companies from mStartups
	when they mature Main sectors of interest:
	Telecommunications, Internet, Media and Entertainment.
	Description: Founded by very well-known personalities in Spain
	like Carlos Blanco, Xavier
	Verdaguer, two of the best serial entrepreneurs and VC's, or
	Risto Mejide, unique and popular marketing guru. One of its
	main points is the visibility it provides to its startups.

4.3. **Wayra**

Contact person	Julian Vinue (Barcelona director)
	http://catempren.gencat.cat/serveis-per-
	emprendre/es/entidad/barcelona/wayra-barcelona
Description	Year of creation: 2012 Barcelona
	Targeted startups: Seed and Growth phase
	Program: 4 months program offering value of 150.000 € in
	services and up to 50.000 € in funding. 7 to 10 % equity
	share.
	Main sectors of interest: Problem-solving technological startups
	Description: Wayra is <i>Telefonica</i> 's acceleration program.
	Started in Barcelona back in
	2012, it has grown to become one of the most valued
	programs in Barcelona, mainly because of the networking
	opportunities that offers to the participants, being very likely
	to end up working with Telefonica. Currently further
	expanding internationally.
	- Wayra Accelerator, duration of program of 1 yearsite is ok.
	Wayra Global Call in 2017 receives over 880 proposals from
	entrepreneurs
	- Wayra has set up accelerators where Telefonica offices are
	locatedMadrid / London / Munich / LatAm
	- Data base with country / sectors sorting of more than
	2000 startups, see this <u>link</u>



4.4. **Nuclio**

Contact persons	Alex DIAZ (CEO, CoFounder) <u>alex@nuclio.com</u> Pablo GARRIDO (investment / M-A) <u>pablo.garrido@nuclio.com</u> https://www.nuclio.com/en/
Description	Nuclio is a Venture Builder which drives and builds startups from business ideas validated in other markets. To achieve this, it identifies and investigates successful models in other countries, introduce them in Nuclio and develop the business idea following an agile methodology based on lean startup. They are ubicated in Palau de Mar.

4.5. **Numa**

Contact person	Pep Gómez (CEO)
	https://barcelona.numa.co/
Description	- Year of creation: 2016 in Barcelona
	- Targeted startups: Seed and Growth phase
	- Program: 4 months program offering 30.000 € in
	convertible notes plus in-kind services. 5 % equity of the
	startup for Numa.
	- Main sectors of interest: Tech startups
	- Description: Originally started in France in 2000, and with
	the support of mVenturesBCN, Numa just landed in
	Barcelona to offer a new acceleration program with highly
	dedicated international mentors. Also present in Paris,
	Casablanca, Moscow, Bengalore and Mexico, shows a high
	rate of success in further funding for the participants.

4.6. SeedRocket

Contact person	Jesus Monleon (Cofounder)
	http://www.seedrocket.com/
Description	- Year of creation: 2008 (Carrer de la Llacuna, 162 -164, 08018
	Barcelona)
	- Targeted startups: Seed phase
	- Program: 3 to 6 months program offering up to 150.000 €
	in funding. No equity of the startup taken
	- Main sectors of interest: Internet and mobile startups
	- Description: First accelerator program born in Spain.
	Founded by experienced IT professionals. Considered by
	many the best option in the city due to its mentors and the
	network provided. Has accelerated current flagship startups
	of Barcelona like Kantox or Ulabox.

4.7. mVenturesBarcelona

Contact person	Carles Grau (CEO of Mobile World Capital) & Adrià Battle (Programme Director)
	http://mventuresbcn.com/
Description	It is the new Mobile World Capital's program to foster
	innovation by promoting and empowering acceleration



programs in the city.

4.8. Startup BootCamp

Contact person	Angel García & Aldo De Jong (founders)
-	https://www.startupbootcamp.org/accelerator/
Description	- Year of creation: 2014 (Barcelona)
	- Targeted startups: Seed phase
	- Program: 3-month program for 10 startups offering 450K in
	partner's deals, 15 k in cash for living expenses. 6% equity for
	Startup Bootcamp
	- Main sectors of interest: IoT, Data, Analytics, Artificial
	Intelligence, Virtual Reality, Connectivity, Infrastructure, Big
	Data, Security, Storage.
	- Description: International acceleration program present in
	several locations all over Europe. Its differential value is the
	Demo Day at 4YFN and its international mentors and
	network. https://www.startupbootcamp.org/accelerator/
	working with BA. They work under franchise format in
	several countries, sector wise ex. Fintech in London, Energy
	– transport in Berlin, health in Miami, IoT & Big data in
	Barcelona.

4.9. Esade Creapolis - Programa Empenta

Contact person	Joan Riera (Managing Director) & Edgar Jordà (CEO)
	http://www.esadecreapolis.com/#innovation-ecosistem
Description	- Year of creation: 2006 (Barcelona)
	- Targeted startups: Tech based startup
	- Program: 6 months program for 20 startups receiving
	strong training focused on Team, Business and Funding, plus
	18 hours of mentoring. 0 % equity for ESADE.
	- Main sectors of interest: New disruptive technologies and
	tech based solutions to solve existing problems.
	- Description: In collaboration with StartUp Catalonia, the
	program offers access to ESADE Creapolis, an innovation hub
	hosting also consolidated business. Free program offering a
	high value network and association of the startup to one of the
	best business schools in the world.

4.10. Other programs

❖ Itnig

Website: http://itnig.net/about
Address: C/ Alaba 61, 5-2 Barcelona
Contact person: Bernat Farrero

Description: Incubator for internet projects, having high involvement in the

creation process of their startups.

❖ Incubio



Website: http://incubio.com/

Address: C/Almogavers 165 -08018 Barcelona

Contact person: Simon Lee

Description: Acceleration program for Big Data Startups

❖ La Salle Technova

Website: http://technovabarcelona.com/
Address: C/Almogavers 165 -08018 Barcelona
Contact person: Isabel Giménez (Director)

Description: Incubator of La Salle University offering all kind of services for startups

❖ Ship2B

http://www.ship2b.org/ an accelerator - investor promoting social impact projects

Co-Working Spaces

There are a lot of co-working spaces in Barcelona, see web page http://coworkingspain.es/espacios/coworking/barcelona and COWOCAT www.cowocat.cat: Associació Coworking de Catalunya, president is Jordi Silvente Muñoz.

In Catalonia, there are about 180 co-working spaces, 100 of which in Barcelona area, the rest of them in other provinces.

Example of Co-working in 22@ district: Valkiria Hub Space www.valkiriahubspace.com

5. Venture capital funds

5.1. Caixa Capital TIC I & II, SCR

Contact person	Elena Rico
	info@caixacapitalrisc.es
	+34 934 094 060
	http://www.caixacapitalrisc.es/en/
Description	Priority sectors: telecommunications, software, Internet and
	e-commerce, entertainment and media, game development.
Sector	Sustainable mobility industries
Companies	Icinetic TIC SL, Gigas Hosting SL, Knowledge Development for
	POF SL, I Neumaticos Online Franquicias SL, Groupalia Venta
	Online
Volume of Fund	€ 20.000.000 & € 29.700.000

5.2. Compas Private Equity

Contact person	Alicia Meana i Ferran Ruiz
	info@compaspe.es
	+34 933 685 640
	https://www.compassequity.com
Description	Corporate services for searching industry partners, financial and



	legal due diligence, contracts and agreements of partners. They
	also collaborate in co-funding with financial institutions.
Sector	All, except real estate and finance
Companies	Corporate services for searching industry partners, financial
	and legal due diligence, contracts and agreements of partners.
	They also collaborate in co-funding with financial institutions.
Volume of fund	€ 10.000.000

5.3. Hotusa Ventures (Group Hotusa)

Contact person	Pere Mayol
	info@hotusaventures.com
	+34 932 681 010
	http://www.hotusaventures.com/en/
Description	This is a corporate equity fund that promises to help
	entrepreneurs build and develop technology companies
	oriented to the tourism industry through the investment of
	financial resources and strategic capacity for development.
	They are looking for emerging projects and compa-nies that
	show potential long-term success.
Sector	Sustainable mobility industries and experience based industries

5.4. ICF Capital MAB, FCR

Contact person	Emilio Gómez Jané
	consultes@icf.cat
	+34 933 428 410
	http://www.icf.cat/en/qui-som/grup-icf/icf-capital/capital-
	mab/
Description	The fund invests in companies based in Catalonia, IPO or capital
	increases / finance operations in companies listed on the MAB
	acting as institutional investors and generating more
	confidence in the market operators. Capital MAB is managed by
	ICF Capital, the venture capital fund manager of the Catalan
	Institute of Finance (ICF).
Sector	All, except real estate and finance
Companies	Biotics, Medcomtech
Volume of fund	€ 10.000.000

5.5. Inveready First Capital I & II



Contact person	Ignacio Fonts
	<u>ifonts@inveready.com</u>
	+34 931 807 263
	Roger Piqué
	rpique@inveready.com
	Josep Maria Echarri Torres
	jecharri@inveready.com
	Carlos Conti
	cconti@inveready.com
	http://inveready.com/venture-capital/
Description	Investment in innovative technology-based companies during
	their first years and ability to expand internationally in the short
	term, especially in the American market. Committed and highly
	qualified teams are preferred.
Sector	Sustainable mobility industries
Companies	Adman Media, Catchoom, Selfpackaging, Conzoom
Volume of fund	€4.750.000 & € 20.000.000

5.6. Itnet Capital Partners

Contact person	Carlos Blanco
	inversiones@grupoitnet.com
	+34 902 999 343
	http://grupoitnet.com
Description	It is one of Spain's main Internet groups. Founded by Carlos
	Blanco, it has a strong team in the areas of investment,
	marketing and product. It invests in seed-phase digital start-
	ups. Although it displays a preference for sectors associated
	with digital leisure and games, it also invests in other sectors.
Sector	Sustainable mobility industries
Companies	Captio, Kantox, Deporvillage, Glovo, Let me space
Volume of fund	€ 1.000.000

5.7. Lanta Digital Ventures

Contact person	Ángel García
	hello@lantacapital.com
	http://lantacapital.com
Description	Lanta Digital Ventures is a Barcelona-based early stage venture
	capital fund focused in investing in innovative Spanish and
	European Startups with high potential growth. Lanta Digital
	Ventures takes a hands-on, team-focused approach to early-



	stage investing. As former company founders, CEOs, Board
	members and senior executives of startups we know what it
	takes to build successful companies. Investors must now be
	able to not just identify potential category leaders, but also add
	real value to companies.
Sector	Internet and Mobile, Technology, Education, Healthcare
Companies	Traity, PayPro, Apartum, TripUniq, Le Guide Noir, Restbai

5.8. Lánzame Capital

Contact person	Ferran Burriel
	info@lanzame.es
	+34 678 658 870
	http://lanzame.es
Description	Looking for disruptive, scalable and ongoing projects. The
	founding business team should be 100% involved. Ideally they
	are keen on fintech, biotech and all those that relate traditional
	industries with new technologies.
Sector	Food, chemical, energy and resources, experience based
	industries and sustainable mobility industries
Companies	Arboribus, Udance!, Kantox, Green Momit, Slid
Volume of fund	€ 350.000

5.9. Nauta Capital VC Partners SGECR, SA

Contact person	Daniel Sánchez
	info@nautacapital.com
	+34 935 035 900
	https://www.nautacapital.com
Description	Its value proposal is based on: sector knowledge, global area of
	investment, conversion and provision of high added value.
Sector	Sustainable mobility industries
Companies	Forcemanager, Getapp, Marfeel, Social Point, SCYTL
Volume of fund	€ 155.000.000

5.10. Sitka Capital Partners, SL

Contact person	Carlos Guerrero
	info@sitkacapital.com
	+34 666 558 118
	http://sitkacapital.com
Description	Invests in projects in their early stages, in technology-based
	newly created internet platforms, with high growth potential



	and innovative business models. Looking for scalable and fast growing international projects.
Sector	Sustainable mobility industries
Companies	Openshopen, Viuing, PayRandom, Iwopi, Meller
Volume of fund	€ 750.000.000

5.11. Societat D'inversió dels Enginyers, SL (Fons Enginyers)

Contact person	José M. Román
	jmroman@eic.cat
	+34 933 103 790
	https://fonsenginyers.wordpress.com/about/
Description	The Enginyers fund is managed by Enginova in association with
	Sabadell Capital. Priority sectors: sectors link-ed to
	engineaering and technological innovation.
Sector	Sustainable mobility industries, industrial systems
Companies	Macfer Ingenering, Tritium Software, ByHours Travel, Bleuknow
Volume of fund	€ 2.775.447

5.12. Wayra Barcelona

Contact person	Julian Vinué
	Julian@wayra.org
	+34 901 234 970
	http://catempren.gencat.cat/serveis-per-
	emprendre/es/entidad/barcelona/wayra-barcelona
Description	The mission of Wayra is to encourage enterprising talent in the
	ICT sector through minority holdings in winning projects, and to
	offer work sites, specialised training, top-level mentors for each
	company and connection with the entire network of contacts in
	order to yield additional international investment and possible
	commercial collaboration agreements.
Sector	Industries based on experience
Companies	Cl3ver, Emotions AR, Firstv1sion, Geenapp, Marfeel
Volume of fund	€ 400.000

5.13. **OneRagtime**

Contact person	Stephanie HOSPITAL, CEO and Cofunder
	stephanie@oneragtime.com
	Josep SOLÉ (Barcelona)



	josep@oneragtime.com
	Nichola Finch (Barcelona)
	nichola@oneragtime.com
	www.oneragtime.com
Description	They are a platform-powered venture ecosystem, supporting
	startups to success and connecting them to investors.
	Community of qualified investors. Cover full scope of startup
	development, (co-funder: JM Messier, ex Vivendi, plus Orange
	and Disney) with offices in Paris and Barcelona (newly created
	with 10 people). Tech based project analysis with VC and crowd
	funding for first selection, 4 months progr. About € 10 mios so
	far, not exit yet.
Sector	eHealth – FinTech – Insuretech – Disruptive tech
Companies	Zenly, Gestoos, Keli Network,
Volume of fund	€ 500 000 min for startup in equity

6. Conclusion

Barcelona, one of Europe's most dynamic startups ecosystems, especially in the field of new technologies that have given the city over **1,100** startups employing more than 10,000 people. Barcelona is the **5th European region in terms of startups** according to several renowned international rankings behind London, Paris, Berlin and Amsterdam. It has become a clear benchmark in Europe in the creation of new companies, thanks to **local infrastructures, public and private support programmes and services for entrepreneurship, successful entrepreneurs who have helped to create networks of incubators, accelerators and investment vehicles** that safeguard the new companies; and the presence of internationally renowned trade fairs such as the **Mobile World Congress, 4YFN, Smart City Expo, IOT and Barcelona Games World.**

Interesting reports on startups Ecosystem in Barcelona, Catalonia and Spain:

- http://startups.catalonia.com/ by Catalonia Trade and Investment (ACCIO) provides insights on Catalan startups ecosystem, highlighting a very detailed classification here
- http://w153.bcn.cat/#/infographics (Ajuntament de Barcelona)
- Report by Mobile World Capital on Startups Ecosystem in Spain and Barcelona: http://mobileworldcapital.com/startup-ecosystem-overview/
- The Venture Capital Maturity in Spain: see this <u>report</u> done by <u>Webcapitalriesgo</u> and also report on <u>Capital Risk in Spain</u> only in Spanish language with breakdown of investors per community.

Eric Santkin



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