



European Union
European Regional
Development Fund

INTERREG-EUROPA START EASY PROJECT



Oficina de
Gestió Empresarial



Generalitat de Catalunya
Government of Catalonia

Background of the Action Plan

Currently, the Department of Business and Work of the Government of Catalonia, which provides the different services available to companies and start-ups to improve their competitiveness, structures its work in 3 main branches:

- Entrepreneurship Services – **Responsible Unit: Entrepreneurship and Training Area (Action 1)**
- OSS services – **Responsible Unit: Business Management Office (OGE)**
- Directory of start-ups that based on the databased of Barcelona & Catalonia Startup Hub – **Responsible Unit: ACCIÓ (Action 2)**

ACTION 1: New start-ups services platform

The objective of this action is to develop a platform that offers digital and personalized services to start-ups. To make it fully operational, we are carrying out the following steps:

1. Definition of technical requirements
2. Functional analysis
3. Design and development of the platform
4. Implementation of the platform

The timeframe of activities included in Action 1:

- Definition of technical requirements – September – December 2022
- Functional analysis – January- June 2023

The timeframe of next steps, out of Action 1:

- Design and Development of the platform – January- September 2024
- Implementation – September- December 2024



Prototype of Action 1

Left Prototype (Què vols fer? selected):

- Inici
- Qui som i què fem?
- Què vols fer?**
- Dones em...

Right Prototype (Dones emprenedores selected):

- Inici
- Qui som i què fem?
- Què vols fer?
- Dones emprenedores**
- Xarxa emprèn
- Impulsa als emprenedors
- Inspira't i connecta
- Recursos per emprendre

Content Areas:

- Què vols fer?**: Placeholder text: "Text introducció que millora el SEO de la pàgina lorem i incididunt ut labore et dolore magna aliqua. Ut enim ad commodo consequat."
- Primers passos per a emprendre**: Placeholder text: "Primers passos per a emprendre"
- Demanar assessorament**: Placeholder text: "Demanar assessorament"
- Planificar el negoci**: Placeholder text: "Planificar el negoci"
- Crear el negoci**: Placeholder text: "Crear el negoci"
- Impulsar el meu negoci**: Placeholder text: "Impulsar el meu negoci"
- Canviar o tancar del meu negoci**: Placeholder text: "Canviar o tancar del meu negoci"
- Sobre dona emprèn**: Placeholder text: "Sobre dona emprèn"
- Històries d'èxit de dones per inspirar-te**: Placeholder text: "Històries d'èxit de dones per inspirar-te"
- Assessorament per dones que volen emprendre**: Placeholder text: "Assessorament per dones que volen emprendre"
- Formació per a dones emprenedores**: Placeholder text: "Formació per a dones emprenedores"
- Inversió i acceleració per projectes de dones emprenedores**: Placeholder text: "Inversió i acceleració per projectes de dones emprenedores"
- Premis per iniciatives de les dones emprenedores**: Placeholder text: "Premis per iniciatives de les dones emprenedores"
- Comunitat de dones emprenedores**: Placeholder text: "Comunitat de dones emprenedores"
- Accedeix a "Dones emprenedores"**: Placeholder text: "Accedeix a 'Dones emprenedores'"
- Accedeix a "Què vols fer?"**: Placeholder text: "Accedeix a 'Què vols fer?'"
- Lore ipsum dolor sit**: Placeholder text: "Lorem ipsum dolor sit"
- Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.**: Placeholder text: "Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus."



ACCIÓ – ACTION 2

ACCIÓ is the Agency of Government of Catalonia and public reference to promote the competitiveness and growth of the Catalan business ecosystem and contribute to its transformation

Executive Secretary. Market intelligence

Generation of knowledge based on three strategic lines of action

1

Analysis and detection of
sectoral opportunities

2

Analysis and detection of
technological opportunities

3

Portals and business
directories

+5 directories



BARCELONA &
CATALUNYA
STARTUP HUB

CATALUNYA
INDUSTRY SUPPLIER



Barcelona & Catalonia Startup Hub



<http://startupshub.catalonia.com/>

1. It includes almost 2,000 start-ups in Catalonia.
2. It allows for searches by sector, technology (deeptech), region, business model, company size, funding stage, etc.
3. It offers the possibility of registering through a data registration form.

What type of information does it contain?

- ID company
- Company name
- Brand
- Address
- Region
- Province
- Web
- NACE
- Main industry/sector
- Main Technology
- Business activity
- Business model
- Nº of employees
- Funding stage

Which kind of companies can we find in Catalonia & Barcelona Startup Hub?

7

- A recently established company with a product ready to sell and with less than 10 years (except Biotech).
- A scalable company with high growth potential.
- Founded by ambitious entrepreneurs, highly committed to growth.
- Highly innovative or technological.
- Globally market focused.
- Have a company VAT-No.
- Should NOT merely be a consultancy/agency or developing software/apps only for others. Should not be just a website/landing page that lacks activity either



Carrer la Vinya, 9B 08329 Teià
<https://aortyx.com>

We have a b2b marketing approach focused on hospitals as customers and their managers as decision makers. we expect to price our devices at 15,000€, slightly above current tevars demonstrating superiority in our clinical trials. we estimate that administrative expenses will be 35% over sales. we will pay 3% of royalties to hospital clinic and iqs, 6% in manufacturing costs, and commercialization costs of 27%, resulting cogs of 36%. altogether, the operating margin is 29%.

Industries & Technologies

 Industries: **Healthtech**
 Technologies: **Biotechnology**
 Other fields: **Social Economy, DeepTech**

Financial data

 Funding stage: **Series A (1 M EUR - < 5 M EUR)**
 Founded: **2018**
 Employees: **From 11 to 20**

Other information

 Business model: **Other types of licence**
 Target: -
 Spinoff participants: **University (Universitat Ramon Llull IQS School of Engineering); Company /Other Centre (Hospital Clínic Barcelona)**

Funding

1.6M € (APRIL 2021)
Capital increase unknown %
Investors: Capital Cell platform

Project



Generalitat de Catalunya
Government of Catalonia

FUE: Digital transformation
simplification law (16/2015)

Economic Activity
Facilitation law (12/2020)



Directory of companies,
establishments and registers

How?

- 360 degree vision
- Data only once
- Structuring of information

START EASY
Interreg Europe



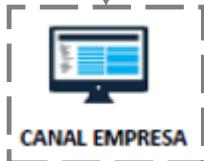
- Company authentication
- Users can edit their profile

Data sources

Startup Hub

- Share initial data
- Automation of updates (REST API)

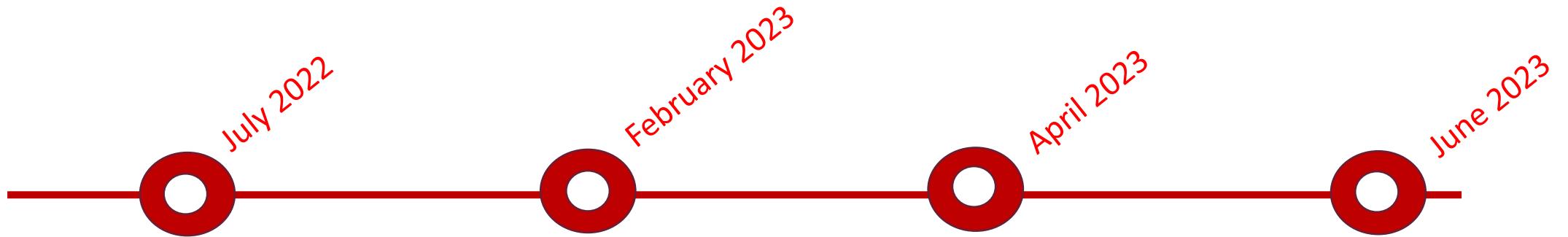
Virtualization



ACCIÓ
Catalonia Trade & Investment
Generalitat de Catalunya

START EASY
Interreg Europe

Meetings - OGE vs ACCIO



1) Presentation: exchange of visions and synergies

- Vision Hub (Catalan Start-up ecosystem)
- Company Channel Vision

2) Conceptual Meeting

- Details of fields and filters
- Content details

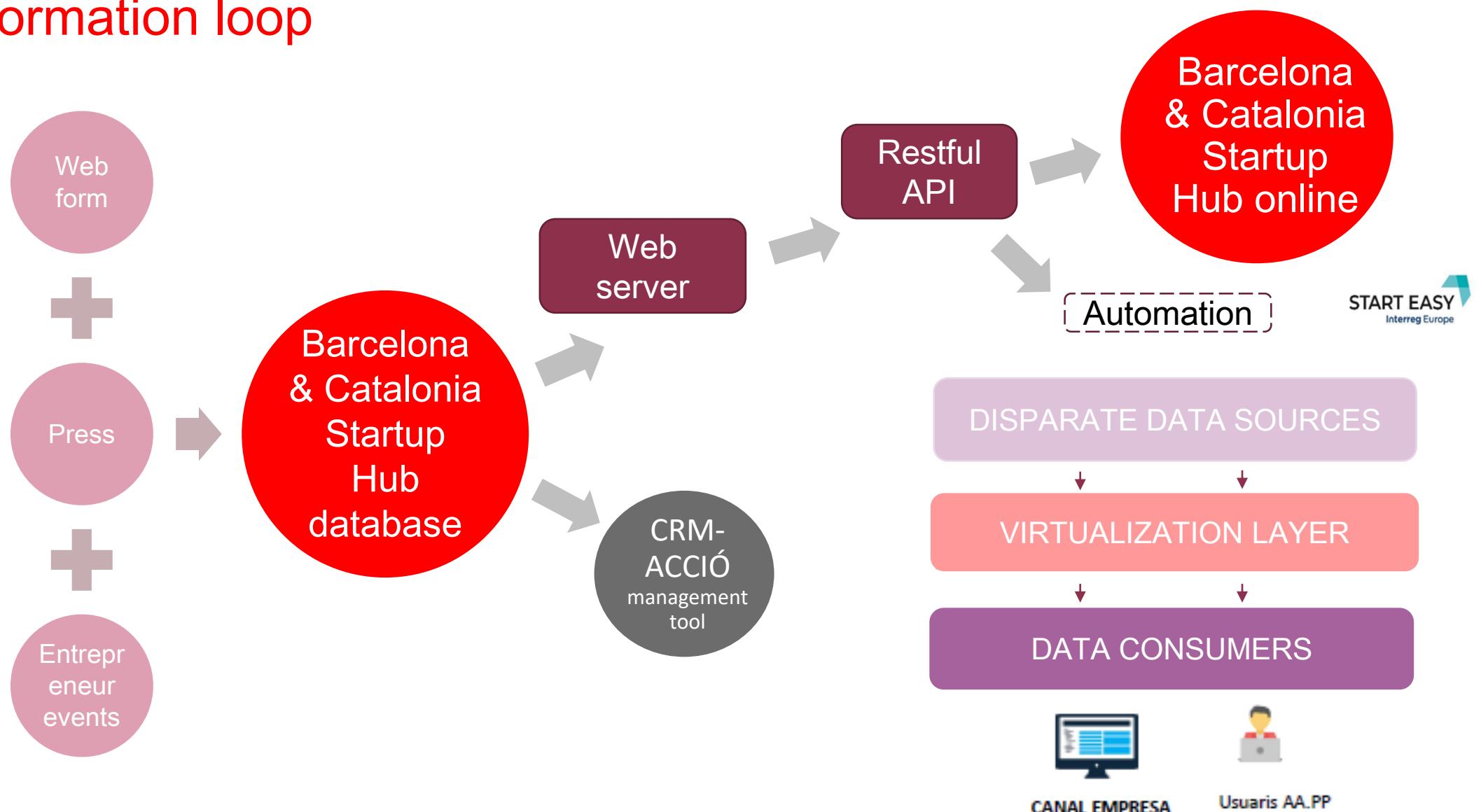
3) Technical meeting and processes

- which data can add value
- Updates and automations of data

4) Final result

- Access security, operation, information structure.
- Virtualization

Information loop



Final added information

STARTUPS

Àrea privada Canal Empresa

JAVIER GARCIA CHORDA
Perfil de la persona empresària ▾

Inici Tràmits i gestions Notificacions i avisos Les meves dades Contactes i permisos Els meus serveis

Inici > Les meves dades

Les meves dades

Aquestes dades de l'empresa i dels establiments són les que disposa actualment el Canal Empresa. En cas que detectis cap incorrecció, ens ho pots fer saber des del formulari de Contacte.

Dades de l'empresa

NOM JAVIER GARCIA CHORDA	NIF 35093234H	ADREÇA Sepúlveda 148 Barcelona	CORREU ELECTRÒNIC xgarcia.chorda@gencat.cat	Editar
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Establiments Registres de la empresa

Cerca registres Estats seleccionats Tots

Nom	N.º registre	Establiment	Estat	Data de caducitat
Frigorífiques	CIF-14-1000021-Q		Alta	
Equips a pressió	EPI-14-1007019-Q		Alta	
Registre de tallers de reparació de vehicles	REX_200		Alta	
STARTUPS	35093234H		Alta	

Industries & Technologies

Main_startup_industry
E-commerce & Marketplaces

Main_startup_technology
AI & Big Data

Financial data

Funding_stage
Pre-seed (< 0.25 M EUR)

Employees
2

Other information

Business Activity
B2C eCommerce for people diagnosed with diabetes or who have risk factors for

Business Model
Ecommerce & Trade

Year_Employees_references
2020

Conclusions and final remarks

12

- ✓ Barcelona & Catalonia Startup Hub and Directory of companies, establishments and registers are **constantly interconnected**, therefore, the data of the startups will always be updated.
- ✓ **Companies can modify and edit their data from their profiles.** Dispose of files that allow the governance of the data, with complete information on the metadata and mapping to the origin of the data.
- ✓ Startups will have their **private part of the company channel folder**, they will have a **360 degree view of the information** on economic activity that the Administration dispose of them. The companies themselves can reuse them in the relationship with the administration under the idea of "Once Only".
- ✓ Generation of the **unique identifier of the establishment**, to allow interoperating with the other databases in relation to the location is carrying out an activity.
- ✓ **Win-Win between companies and administration.** The different administrations, in the exercise of their administrative powers, can consult the data of the Directory of companies, establishments and registries, guaranteeing the traceability of inquiries

Thank you!



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Contact us!

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