INTERREG-EUROPA START EASY PROJECT

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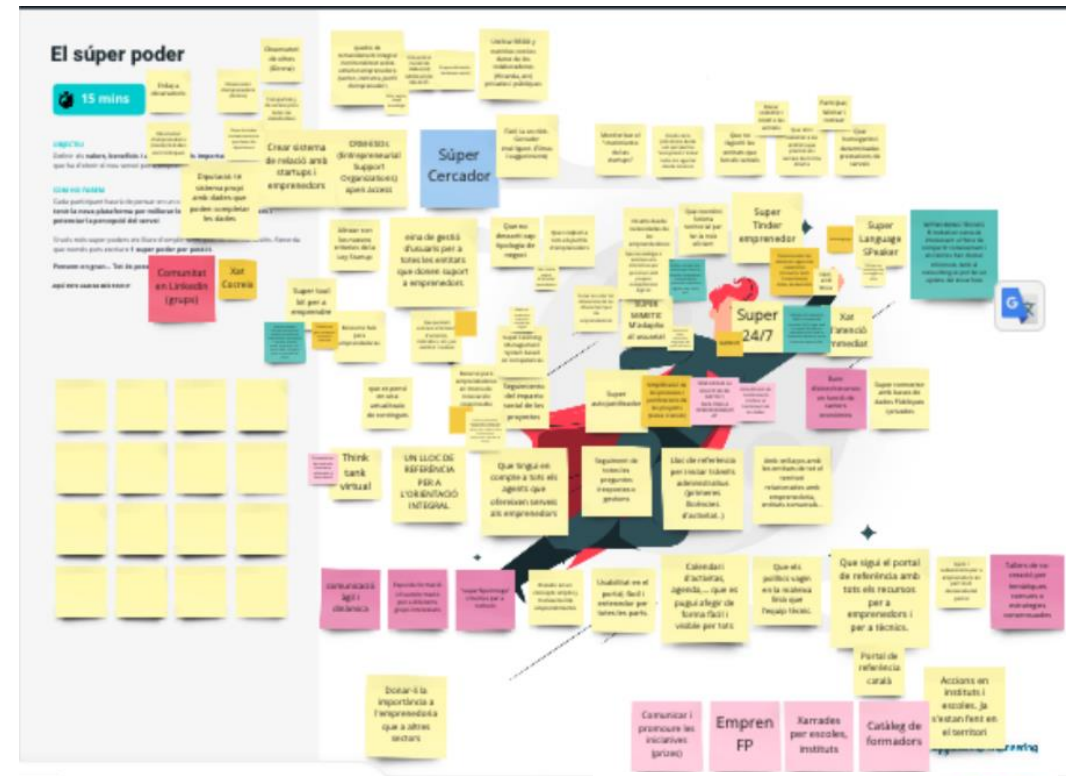
1. Definition of technical requirements
2. Functional analysis
3. Design and development of the platform
4. Implementation of the platform

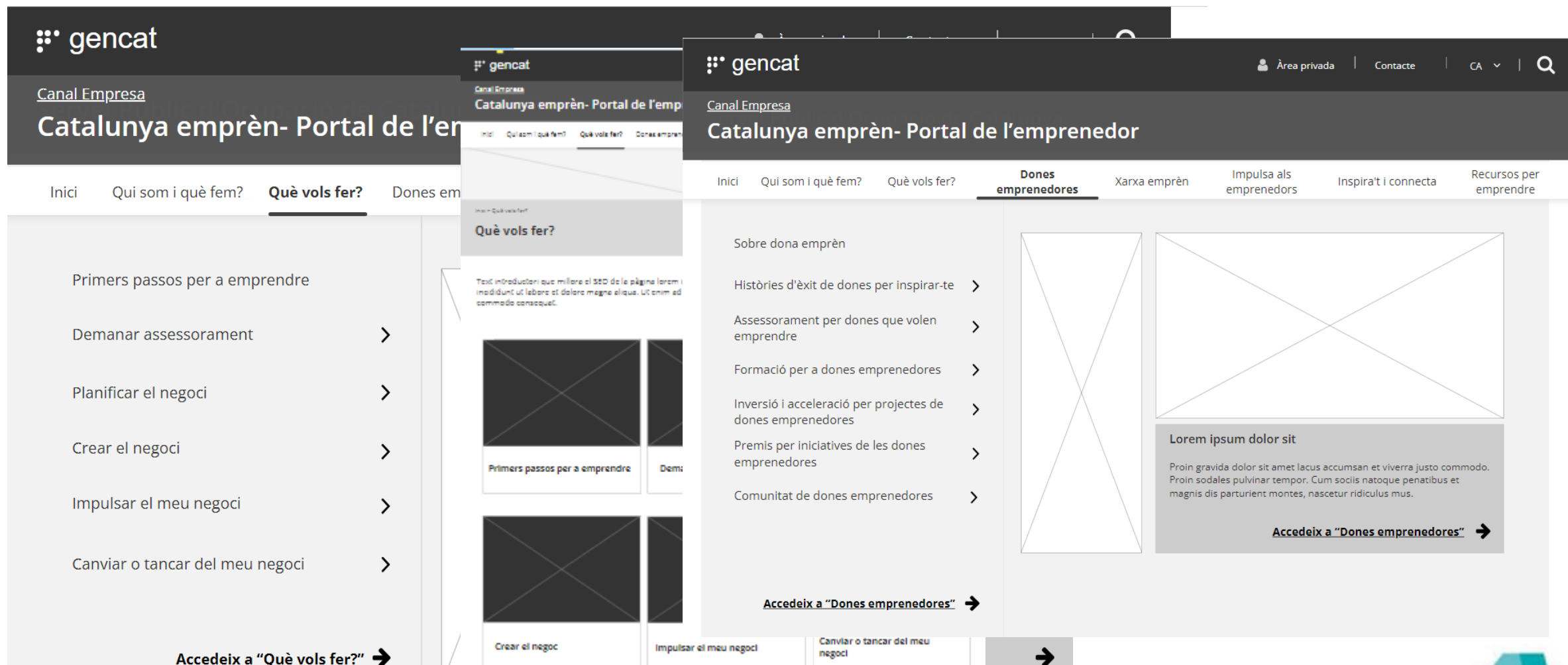The timeframe of activities included in Action 1:

- 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

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 & CATALONIA STARTUP HUB

CATALONIA INDUSTRY SUPPLIER

ACCIÓ
Catalonia
Trade & Investment

Generalitat de Catalunya

START EASY
Interreg Europe

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?

- 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

AORTYX

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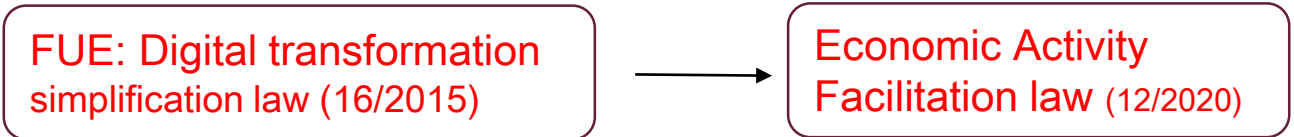
- Business model: **Other types of licence**
- Target: -
- Spinoff participants: **University (Universitat Ramon Llull IQS School of Engineering); Company /Other Centre (Hospital Clínic Barcelona)**

Funding

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

Project

Finestreta
Única Empresarial

Generalitat de Catalunya
Government of Catalonia

FUE: Digital transformation simplification law (16/2015) → **Economic Activity Facilitation law** (12/2020)

START EASY
Interreg Europe

European Union
European Regional
Development Fund

Directory of companies, establishments and registers
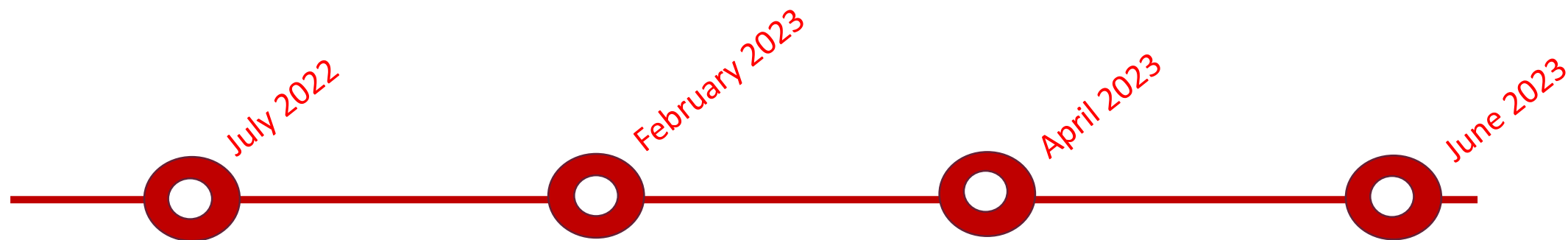
How?
- 360 degree vision
- Data only once
- Structuring of information

Data sources ← **Startup Hub**

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

Virtualization

User
Access

- Company authentication
- Users can edit their profile

CANAL EMPRESA

ACCIÓ
Catalonia
Trade & Investment

Generalitat
de Catalunya

START EASY
Interreg Europe

Meetings - OGE vs ACCIO

July 2022 · **February 2023** · **April 2023** · **June 2023**

1) Presentation: exchange of visions and synergies

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

2) Conceptual Meeting

- Details of fields and filters
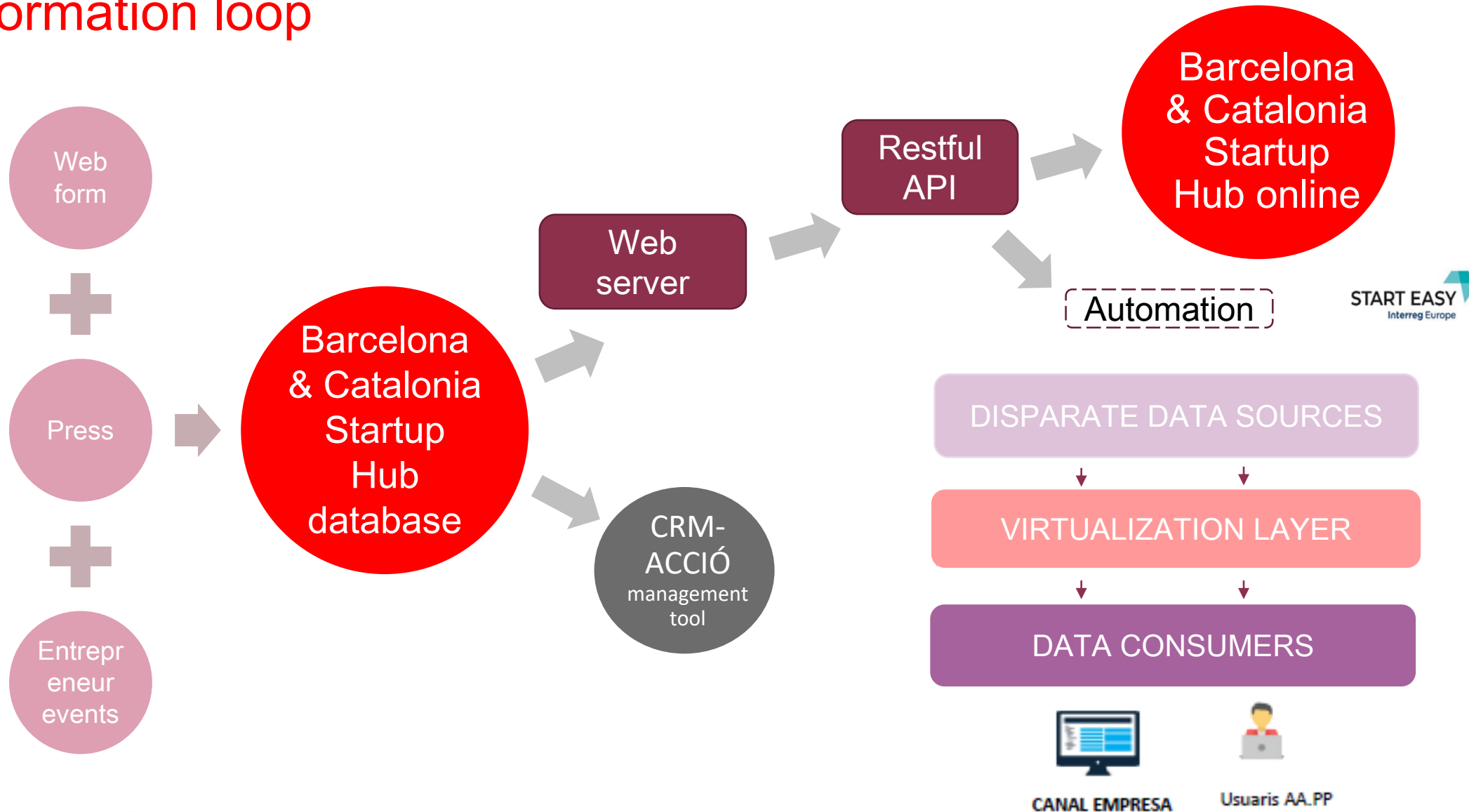- Content details

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

Conclusions and final remarks

✓ 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!

START EASY
Interreg Europe

European Union
European Regional
Development Fund

@StartEasyEU
#StartEasyEU

Contact us!

934 767 206
info.accio@gencat.cat
Passeig de Gràcia, 129
08008 Barcelona

accio.gencat.cat
catalonia.com

Follow us on social media!

accio_cat
@Catalonia_TI

linkedin.com/company/acciocat/
linkedin.com/company/invest-in-catalonia/

ACCIÓ
Catalonia &
Trade Investment

Generalitat de Catalunya
Government of Catalonia