



## 16 Startup Scaleup startups go to IoT World in Dublin for Demo Day

**During 6 months Startup Scaleup supported its second batch of 78 IoT startups. On 21<sup>st</sup> and 22<sup>nd</sup> November the TOP 16 startups will present their products at IoT World conference in Dublin.**

For the last six months, 78 startups had access to a **IoT tailor-made accelerator programme** with courses, tools and resources to prepare teams for anything, from business growth and international expansion to getting their products ready and becoming investor magnets.

Startup Scaleup supported startups by establishing the connection between teams and mentors, investors, opinion leaders and other entrepreneurs, setting KPIs and strengthening the fundamentals to help in the process of taking their products to the next stage and to sustainable and fast scale.

In November, 2016, the six month journey is about to end and to celebrate it TOP 16 startups are gearing-up to **pitch their products and services in Dublin, at the Internet of Things World 2016 conference**, on 21<sup>st</sup> and 22<sup>nd</sup> of November. Besides the pitching session, startups will also have the opportunity to schedule one-to-one meetings with investors and to demonstrate their project on the exhibition area.

From the previous batch, comprised of 49 companies, **more than €3M were raised**, so according to Andres Iborra, Startup Scaleup project coordinator, “it is expected that the value will multiply with the current batch of companies, tackling global challenges.”

Here’s a look at 4 out of 16 companies that will pitch at Dublin:

**Connecty** (Lithuania) - Connecty provides IoT, M2M, Telemetry, SCADA, BMS platform as service. Connecty platform serves about 7000 devices at the moment. The platform facilitates the activities of operators by supplying monitoring services for energy consumption, water supply, sensors and refrigeration equipment.

<http://www.connecty.lt>

**Warden Automation** (Madrid, Spain) - Warden develop smart systems and devices with video analytics services for providing automated monitoring and peace of mind to homes and operation statistics to small businesses (retail). The analytics services are adapted to customers for gaining insight about daily indoor activity and provide opportune alerts when abnormal behaviour is detected.

<http://wardenautomation.com>

**ALMA.care** (Belgium) - ALMA.care is a Health as a Service IT company headquartered in Belgium that focuses on telehealth to empower customers in the healthcare process. By monitoring and analyzing your health 24/7 we can provide you with actionable insights and give you alerts to tackle problems before they even appear.

<http://www.alma.care>

**SwitchMetrics** (Dublin, Ireland) - SwitchMetrics is developing an Internet of Communications solution. Leveraging insights from the SwitchMetrics dashboard, incorporating social and predictive analytics and a digital marketing platform to drive real time offers and new telecommunication service delivery. The SwitchMetrics dashboard provides operational metrics on the people that call SMBs, enabling the SMBs to grow their own business revenues. Think of it as Google analytics for telephone calls.

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

### **About Startup-Scaleup**

Startup Scaleup is the 6 month IoT accelerator of Startup Europe powered by the European Commission which is combining physical and virtual acceleration, and looking for talented startups aspiring to take their business to the next level and expanding to international markets.

Startup Scaleup is building a European ecosystem connecting the players of four consolidated entrepreneurial hubs (Cartagena, Dublin, Vilnius and Zoetermeer) in order to provide a greater range and quality services to ambitious entrepreneurs who want to launch and grow companies focused on the Internet of Things and Services (IoTS).

Startup Scaleup is run by the Universidad Politecnica de Cartagena, Crosspring LABs, Open Coffee Club Lithuania, the Ryan Academy, F6S and BluSpecs.

### **About Startup Europe**

Startup Europe is a European Commission initiative that aims to strengthen the business environment for web and ICT entrepreneurs so that their ideas and business can start and grow in the EU.

Uniting European startup ecosystems is its value proposition. Some of its concrete activities are:

- Connecting startup ecosystems throughout Europe.
- Bridging the gap between investors, corporates and startups.
- Creating a bottom-up movement across Europe.

- Giving voice to startups to influence new policies (capital markets union, digital single market).
- Celebrating entrepreneurship.

**More information at:**

<http://startup-scaleup.eu/>

<https://www.f6s.com/startup-scaleup>

<http://startupeuropeclub.eu/>