



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 21st and 22nd 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 21st and 22nd 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:

Bin-e (Poznan, Poland) - Bin-e recognizes, segregates and compresses your waste and then sends a notification to the maintenance service. Bin-e is as easy to use as a regular waste bin, capacious to prevent overloaded bins and mess, and efficient as the waste compression system allows you to empty the bins 8 times less

<http://bine.world>

Moggie (Madrid, Spain) - Moggie is an extremely small and lightweight collar that is connected to a mobile app that tracks cats' activities, notifies owners about their cat's health and provides them with tailored recommendations. The first version of APP for iOS will be available for customers in August of this year, and the mass production of the collar will be kicked off in Sep'16.

www.moggie.me

SemsEye (Lithuania)- SEMSEYE digitizes footfall in the real world, providing in-store analytics as a service to brick and mortar retailers. With omni-channel retail more accessible to consumers, the way people shop is changing rapidly, with an estimated \$1.1 trillion in retail sales being influenced by digital technologies.

www.semseye.com

Zeto (Cork, Ireland) - Zeto is an IoT company dedicated to putting technology into the hands of its users that allows them to manage any type of refrigeration equipment from anywhere in the world. With over 10,000 pieces of refrigeration equipment under management for clients such as Lidl and Coca Cola, Zeto is now expanding into the global refrigeration market. Their innovative Platform as a Service product is enabling some of the largest OEM's in the refrigeration industry launch their own IoT strategy within weeks of signing up to the Zeto platform.

www.zeto.ie

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/>