


# The Barcelona **Startup** Festival

THE FEST-UP!  
*Startup* Expo  
**GUIDE**



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**Building a sustainable startup ecosystem is not an accidental occurrence. It takes hard work and requires the right mix of philosophy, leadership and dedication over a long period of time. It is also not created by entrepreneurs alone. A vibrant startup community requires the deliberate participation of universities, governments, investors, mentors, service providers and large corporations working together to build an inclusive entrepreneurial culture.**

**Barcelona has all of the ingredients to become a world-leading startup community. However, there is one common factor that hurts our growth, both locally and internationally, and that is the lack of communication within the community. Barcelona is home to cutting-edge design innovation, technological advancements and biomedical breakthroughs. However, many of these success stories are not heard by even our closest of neighbors here in the city.**

**Hence, the creation of *FEST-UP!***

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# The Fest-UP Startup Expo

Wednesday, May 7th, 2014  
Mobile World Centre

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**Fest-UP** is Barcelona's first-ever, crowd-sourced startup festival. With more than 45 events taking place the week of May 5th – 10th, Fest-UP is a platform for the change-makers of the Barcelona Startup Ecosystem to showcase their projects, share their knowledge, and get to know one another a little bit better.

To truly strengthen the fabric of the Barcelona Startup Ecosystem, Barcinno is dedicating one afternoon to the people who make this community run: the startups!

**The Startup Expo** is an opportunity for any local startup to showcase its work to potential investors, advisors, future team members, and fellow entrepreneurs and startups. In addition to receiving high-profile exposure, all participating startups will also automatically qualify for the FEST-UP Awards! By putting the startups on center-stage, the Expo is unlike any other event. Barcinno is excited to work with you to raise the profile of our community, and each startup!

barcinno

**Mission.**

Helping brands to engage audiences and grow business by providing tools to let them make branded social games.

**Industry.**

Digital Marketing and Social Media, SaaS

**Website.**

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

**E-mail.**

[joanmi@adverway.com](mailto:joanmi@adverway.com)

5 years from now -  
we hope to be satisfied with what we have accomplished, and motivated by all the decisions that are to come.

## Alma's Powers

**Mission.**

We develop games, apps and digital contents that help children to explore the world of emotions and values through mobile devices.

**Industry.**

Education

**Website.**

[www.almapowers.net](http://www.almapowers.net)

**E-mail.**

[andrea@almapowers.net](mailto:andrea@almapowers.net)

the bcn startup community needs an association that works for the common good, gives visibility to local projects, and facilitates collaboration between us.



## AudioSnaps

**Mission.**

Audiosnaps captures five seconds of audio at the same time that the picture is taken, letting people capture their moments and remember them forever, as vivid as they were the first time that they lived them. We capture moments, not only images.

**Industry.**

Mobile/Social Network

**Website.**

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

**E-mail.**

[marc@audiosnaps.com](mailto:marc@audiosnaps.com)

*the bcn startup community needs investors willing to take risks, and universities that foster entrepreneurship.*

**Mission.**

To uncover the popularity ranking of every area, place, and venue on the planet.

**Industry.**

Big Data analytics

**Website.**

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

**E-mail.**

[op@avuxi.com](mailto:op@avuxi.com)

*i am an entrepreneur because it's the fastest way to have an impact on improving the world.*

**Mission.**

A hub of startups working as a collective advisory board.

**Industry.**

Tech Companies

**Website.**

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

**E-mail.**

[info@barcelonafactor.com](mailto:info@barcelonafactor.com)

*what makes the bcn startup community unique?  
the multicultural background of the city united with  
the business tradition of barcelona's locals.*

*It's a great mix that exhales creativity and professionalism.*

**Mission.**

Barcelona Improv Group is an improvisational theatre and school. We provide classes, perform comedy shows, teach workshops in team building and creativity to corporations and schools, and perform private showcases.

**Industry.**

Entertainment

**Website.**

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

**E-mail.**

[info@barcelonaimprovgroup.com](mailto:info@barcelonaimprovgroup.com)

*advice to our pre-startup selves?  
get your paperwork in order -  
playing catch up is harder than organizing early.*

**Mission.**

Improve the learning abilities of children worldwide by turning them into enthusiastic readers.

**Industry.**

eCommerce, education, culture

**Website.**

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

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

**E-mail.**

[shuber@boolino.com](mailto:shuber@boolino.com)

*the barcelona startup community needs  
more global success start-up stories that help  
attract more investment money and even more talent.*

**Mission.**

Chictravelling.com is the first travel reverse search engine that searches by price rather than by destination.

**Industry.**

OTA

**Website.**

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

**E-mail.**

[rgermain@chictravelling.com](mailto:rgermain@chictravelling.com)

*what advice would i give my pre-startup self?  
have a strategy!*

**Mission.**

Through Clifundy's partnerships with more than 200 hundred platforms, startups, companies and people can help to fund projects through their regular purchases, or with a tweet or share.

**Industry.**

TIC

**Website.**

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

**E-mail.**

[dgomez@clifundy.com](mailto:dgomez@clifundy.com)

*which entrepreneur would i like to take  
out to dinner?*

*Perry Chen -  
i could learn a lot of things from him*

**Mission.**

CONDUCTR. Multitouch your music.

**Industry.**

Music Technology

**Website.**

[www.conductr.net](http://www.conductr.net)

**E-mail.**

[julia@ptchwrks.com](mailto:julia@ptchwrks.com)

*advice to our pre-startup selves?  
a good product doesn't guarantee success.  
you better get a good marketing plan before releasing it!*





**DATOSPHERA**  
Big Ideas, Big Data

**Mission.**

DatoSphera helps entrepreneurs to validate their business ideas and investors to identify the best market opportunities.

**Industry.**

Big Data, Internet

**Website.**

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

**E-mail.**

[info@datosphera.com](mailto:info@datosphera.com)

*we would like to take to dinner any entrepreneur  
that has failed -  
they are the ones we really have to learn from  
and not the few ones that succeeded the first time.*

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**Mission.**

DRIBBLE DOTS provides gourmet specialty cooking oils of the highest quality with a fun, modern, and sexy image. From the novice to the seasoned professional, people of all culinary talents will find creative ways to use Dribble Dots Edible Oils.

**Industry.**

Consumer food products

**Website.**

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

**E-mail.**

[info@dribbledots.com](mailto:info@dribbledots.com)

*which entrepreneur would we like to take  
to dinner?*

*Richard Branson -*

*because he would DRIBBLE in the most  
creative ways!*

**Mission.**

ECrowd! connects investors with high-quality, local-impact projects that need financing. Through our crowdlending platform, we offer alternative investment opportunities with better and transparent returns. To developers of projects (from 100.000 euros) we offer an alternative financing channel, in a faster and more agile way.

**Industry.**

Finance

**Website.**

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

**E-mail.**

[MvHaperen@ECrowdInvest.com](mailto:MvHaperen@ECrowdInvest.com)

one of my favorite BCN startups is Kantox -  
these guys are amazing,  
pulling off what they have done so far!

**Mission.**

EnjoyToday allows tourist to buy activities and attractions directly from their mobiles.

**Industry.**

Mobile Apps

**Website.**

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

**E-mail.**

[info@enjoyBCNtoday.com](mailto:info@enjoyBCNtoday.com)

i would have loved to have met Steve Jobs -  
a simple man, a great inventor, and benchmark for me

**Mission.**

Eyetok is the mobile app to watch the world live through the eyes of other people by using smartphones like a webcam.

**Industry.**

Mobile Apps

**Website.**

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

**E-mail.**

[bruno@eyetok.com](mailto:bruno@eyetok.com)

*we'd like to have a drink with Larry Page or Sergei Brin,  
as to us Google is the company that transforms the rules,  
besides Apple (Steve Jobs rip)*

**Mission.**

With carefully chosen products, Foodie Amateur provides foodies and chefs not just the best ingredients, but also who sells them, where they come from, and our personal culinary tips. We hunt for the flavors that your kitchen desires!

**Industry.**

Food and products

**Website.**

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

**E-mail.**

[oliviermarques@foodieamateur.com](mailto:oliviermarques@foodieamateur.com)

*being an entrepreneur is an ongoing challenge,  
as difficult as it is rewarding!*



GEOGAMING

**Mission.**

We offer global culture for those users eager to absorb it through gaming experience, in a ludic and participative way.

Play can make us better!

**Industry.**

Videogame applicable to Audiovisual Industry

**Website.**

[http://kladdonline.com/PRESENTATION\\_GEOGAMING\\_LOW.pdf](http://kladdonline.com/PRESENTATION_GEOGAMING_LOW.pdf)

**E-mail.**

[a.zuniga@kladdonline.com](mailto:a.zuniga@kladdonline.com)

*advice to my pre-startup self?  
the best way to do it is just to do it —  
but be prepared and secure*

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# GESTGOOS

**Mission.**

A software that allows users to interact with their favourite applications using gestures; ideal for Power Point presentations, to control a number of multimedia applications, ranging from iTunes to browser applications such as YouTube, and even to control the light in your room.

**Industry.**

Software

**Website.**

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

**E-mail.**

[info@gestoos.com](mailto:info@gestoos.com)

*which entrepreneur would we like to take out to dinner?  
all - the BCN startup scene is full of fantastic people!*

**Mission.**

Package delivery made easy. You choose the time and place and our team delivers when nobody else does. At Hubbl, we are as excited as you are about your expected delivery.

**Industry.**

Internet / Software

**Website.**

[www.hubbl.eu](http://www.hubbl.eu)

**E-mail.**

[hello@hubbl.eu](mailto:hello@hubbl.eu)

*my advice to my pre-startup self?  
just do it and follow your gut  
(i should have kicked my ass a bit earlier)*

**Mission.**

iceVault: Securing digital assets.

**Industry.**

Bitcoin / Fintech / Crypto

**Website.**

[www.icevault.ch](http://www.icevault.ch)

**E-mail.**

[customerservice@icevault.ch](mailto:customerservice@icevault.ch)

*our dream acquirer? Coinbase!*

**Mission.**

INNOVATION + BUSINESS DEVELOPMENT + GROWTH

We advise startups and join them in the path of implementing their projects. We convert ideas into business.

**Industry.**

IT

**Website.**

[www.innoi.in](http://www.innoi.in)

**E-mail.**

[hello@innoi.in](mailto:hello@innoi.in)

we are a multicultural, international and multidisciplinary team, with extensive experience in business development, business models, branding, IT developments, legal advisory, and marketing.

**Mission.**

Meetion improves the experience of our daily meet-ups through geolocation technologies.

**Industry.**

Social Media

**Website.**

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

**E-mail.**

[info@meetionlab.com](mailto:info@meetionlab.com)

as an entrepreneur -  
you can focus on the problem you want to solve,  
set your own targets and change them more  
flexibly according to how your customer reacts.

**Mission.**

We help doctors provide a better diagnostic and treatment for patients with brain diseases. We are building Google Maps for the brain.

**Industry.**

Digital Healthcare

**Website.**

[www.mint-labs.com](http://www.mint-labs.com)

**E-mail.**

[paulo@mint-labs.com](mailto:paulo@mint-labs.com)

*something surprising about our founding team?  
we do partner acrobatics, as in the circus!*

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**Mission.**

We are an entertainment company with a special focus in immersive gaming events for private parties, team building, and tourists.

**Industry.**

Entertainment

**Website.**

[www.misteryplan.es](http://www.misteryplan.es)

**E-mail.**

[info@misteryplan.es](mailto:info@misteryplan.es)

*you work well as a team when you strongly believe  
that you can't achieve what you want alone,  
without the rest of your team members.*



**Mission.**

Introduce the technology to the taxi sector creating the first Taxi App to order, pay, and rate a taxi and lead the market into 21st century.

**Industry.**

Services - Taxi sector

**Website.**

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

**E-mail.**

[marketingspain@mytaxi.com](mailto:marketingspain@mytaxi.com)

*what advice would i give to my pre-startup self?  
don't forget your goals!*



**Mission.**

Ohlalapps is an App builder that allows any person to create and easily manage native business apps.

**Industry.**

Mobile Apps

**Website.**

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

**E-mail.**

[info@ohlalapps.com](mailto:info@ohlalapps.com)



**Mission.**

PopPlaces.com is the first Spanish marketplace for renting spaces by days. We help owners rent space by days, increasing the RoI of their assets, as well as help companies and event organizers find the best space for a pop-up store, event or temporary activity.

**Industry.**

Rent-a-space by days (Real state)

**Website.**

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

**E-mail.**

[david.perez@popplaces.com](mailto:david.perez@popplaces.com)

*our advice to entrepreneurs:  
don't give up! don't hesitate! don't regret!*

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# Quipu

**Mission.**

Quipu is an invoicing and financial management cloud-based software for freelancers, SME and startups and specially developed for dummies on finance, which is the vast majority of us.

**Industry.**

SaaS - Invoicing and financials

**Website.**

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

**E-mail.**

[info@getquipu.com](mailto:info@getquipu.com)

*what advice would I give to my pre-startup self?  
make your financials easier and  
take control of them as soon as possible*

**Mission.**

Rock your Meal is a semantic search engine that suggests new recipes that are doable with the ingredients you have at home, and can be customized to your tastes and habits.

**Industry.**

Food & E-Comm

**Website.**

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

**E-mail.**

[rockyourmeal@gmail.com](mailto:rockyourmeal@gmail.com)

*an entrepreneur needs to be curious,  
restless, proactive, full of ideas, and  
with the passion to transform those  
ideas into realities.*

*-mf*

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**Mission.**

SMILEBOX is a monthly subscription service that lets you sample the latest supermarket products at up to 70% off.

**Industry.**

Marketing

**Website.**

[www.SMILE-BOX.es](http://www.SMILE-BOX.es)

**E-mail.**

[FCOLLADO@KUVUT.COM](mailto:FCOLLADO@KUVUT.COM)

*which entrepreneur would i like to take to dinner?  
Jeff Bezos – to know more about his beginnings*



**Mission.**

Streaming DJs provide Live Online DJs for private events.

**Industry.**

Entertainment

**Website.**

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

**E-mail.**

[info@streamingdjs.com](mailto:info@streamingdjs.com)

advice to my pre-startup self?

follow the lean start up methodologies



**Mission.**

The premier marketplace where talented professionals connect with other skilled people in their own community to work together and/or exchange skills.

**Industry.**

Sharing Economy, Marketplace for jobs and talent

**Website.**

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

**E-mail.**

[info@swapsee.com](mailto:info@swapsee.com)

the bcn startup community needs  
more access to capital, less fear  
of failure, and more support from  
family, friends, and the society!

**Mission.**

We help restaurant owners keep up with all their online reviews. Our clients can increase their reservations thanks to a better management of their reputation and a greater visibility.

**Industry.**

Hospitality

**Website.**

[www.thesay.me](http://www.thesay.me)

**E-mail.**

[francisco@thesay.me](mailto:francisco@thesay.me)

*advice to my pre-startup self?  
thoroughly test my project -  
the excitement for starting something new makes us rush  
through testing but this is one of the most important phases.*

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## trip4real

**Mission.**

Trip4real is a revolutionary way of traveling that offers the world the possibility of exploring Spain as never had been done before: through its people.

**Industry.**

Travel

**Website.**

[www.trip4real.com](http://www.trip4real.com)

**E-mail.**

[claudia@trip4real.com](mailto:claudia@trip4real.com)

*being an entrepreneur means doing what  
you love and that's something priceless.*

**Mission.**

We allow users to create, publish and promote mobile games without programming or game experience.  
TutoTOONS is mobile games made easy.

**Industry.**

Gaming

**Website.**

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

**E-mail.**

[Damien@tutotoons.com](mailto:Damien@tutotoons.com)

*which entrepreneur would i like to take to dinner?*

*Larry Page, he fascinates me -*

*changing the world one dream at the time.*

**Mission.**

viCloning is a refined tool that learns from the answers you give to customers through live, intelligent chat to automatically build a knowledge base. The result is an automated chat software that can answer all of your customers' questions around the clock without human involvement.

**Industry.**

IT/software

**Website.**

[www.vicloning.net](http://www.vicloning.net)

**E-mail.**

[edrozdova@vi-clone.net](mailto:edrozdova@vi-clone.net)

*one of our favorite bcn startups?*

*EatWith - for the brilliant idea,  
hard-working team and the prefect service.*



wanna see?  
let's viu!

**Mission.**

Viuing provides spectators and audiences of large events with a low-cost device, personal and disposable, that gives the visual and audio benefits of a home TV while in the environment of the event.

**Industry.**

Entertainment/Connectivity

**Website.**

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

**E-mail.**

[marc@viuing.com](mailto:marc@viuing.com)

*advice to my pre-startup self?  
look for partners who provide you with the  
right strategy.  
nobody's born knowing. ask for help!*



**Mission.**

Vote99 is an online voting system to transform political participation and democracy.

**Industry.**

Social Network

**Website.**

[www.vote99.org](http://www.vote99.org)

**E-mail.**

[info@vote99.org](mailto:info@vote99.org)

*advice to my pre-startup self?  
expect delays -  
but try to use them to improve the whole project.*



**Mission.**

WeFitter aims to reward everyone who is committed to sports and healthy living by providing a platform that values and rewards your daily exercise.

In fact, it's right there in our name: "We are more fit."

**Industry.**

Sports and health

**Website.**

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

**E-mail.**

[carlos@wefitter.com](mailto:carlos@wefitter.com)

one of our favorite bcn startups is UlaBox.com -

we have followed their evolution and  
have been inspired by their perseverance.

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**Mission.**

Organizing conferences and events made simple.

**Industry.**

SaaS - event industry

**Website.**

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

**E-mail.**

[info@wonference.com](mailto:info@wonference.com)

the barcelona startup community needs  
better government policies and taxes.

**DRIBBLE DOTS**  
EDIBLE OILS

 **TutoTOONS**

**ChicTravelling.com**  
El primer buscador inverso de viajes

**HUBBL**

  
iceVault.ch

**MintLabs**

**barcelona**  
FACTOR

**BIG**  
BARCELONA  
IMPROV GROUP

**Mistry**  
plan

**POP**  
PLACES

**They**  
say.me

**ROCK**  
YOUR  
MEAL 

**we**fitter

**ECrowd!**  
Your capital at work

**vote99**



**book**lino

 meetion

**W**onference  
organizing a Conference made simple

**smilebox**  
DESCUBRE. AHORRA Y AYUDA

 **ADVERWAY**

  
streamingDJr  
Live Online DJs for your Event

**GEST****S**

 **DATOSPHERA**  
Big Ideas, Big Data

  
Ohlalapps  
move your business

  
GEOGAMING

**foodie**  
amateur  
com

**eye**tok

**Quipu**  
 mytaxi

**AUXI**

**enjoy BCN today**  
Barcelona en tus manos!

**trip4real**

 **INNOI**  
INNOVATION • DEVELOPMENT • GROWTH

**cl** **fundy**

 **Swapsee**



**AudioSnaps**

 **living**<sup>TM</sup>

**Alma's Powers**

 **viCloning**