



European American Enterprise Council

Member of Enterprise Europe Network USA

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EAEC IPEX ICT TRIP CA [Dec, 1-5, 2014]

TRADE & FDI AGENCY



IPEX

www.ipex.es

IPEX - Trade and Invest is a governmental office of the region of Castilla-La Mancha, assigned to the Regional Ministry of Employment and Economy. Its priority mission is to boost the internationalization of companies from Castilla-La Mancha, and to promote foreign direct investment in the region. Ipex executes actions to support the commercialization of products and services abroad. It organizes seminars and various training activities as well as give assistance and advice in different areas concerning foreign trade and FDI.

COMPANIES

aTurnos

aTurnos

www.aturnos.com

Team: 5 employees - 3 partners.

Product: Solution (software and hardware) for indoor attendance/location management using Bluetooth iBeacon (for workers/employees) from smart phones and tablets; with push and pull of info/content (e.g. alarms).

Today freemium users: 25,000 users (from 10,000 users last year).

Today paying users: 1,000 users.

Integration done with leading ERP solutions.

Markets: Hospitality (hotels and restaurants), hospitals/clinics, manufacturing, army, airports, ports, etc.

Clients/References: Seat, Siscom, Melia Hotels, and Royal Army.

Objectives of trip: Exploration Mode. Talk to prospective clients as well as software/platform and hardware partners. Initiate discussions with US accelerators and investors.

@Beperk.com

Beperk

www.Beperk.com

Team: 5 employees - 2 partners.

Product: Platform for freelancers/consultants to sell services, and works on digital files. Great integration with LinkedIn and Facebook.

11,302 followers on LinkedIn (3rd largest in Spain).

No relevant revenues yet, but relevant metrics:

- Month-to-month 50% increase.
- Today: 14,000 signups, 15% selling services.

Funding:

- Closing 100,000 Euros round in Europe; with government funding matching investors' money.
- Next round for a mobile strategy.

Objectives of trip: Exploration mode. Talk to prospective software/platform partners. Initiate discussions with US accelerators and investors.



Be Your Guide

www.beyourguide.es

From Nexora

www.nexora.es

Team: 5 employees - 2 partners.

Product: City digital tourist guides; local content generated by local partners and supported by Be Your Guide's web sites, mobile apps and audio guides (in 6 languages).

Prize winner at FITUR 2014 in Madrid (the largest tourism trade fair in Spain).

Launched 6 months ago and are already in negotiation with 20 franchisees for 20 cities in Spain for revenues of \$200,000 in upfront fees. Locally, cities, EDCs and tourism offices fund/support the projects/developments too.

Objectives of trip: Exploration mode. Talk to potential middle term clients (SD, Carlsbad, SF and may be Las Vegas) and local franchisees. Initiate discussions with US accelerators and seed investors.



Feebo

www.feebo.com

Product: Online Segmented Market Research: Surveys, opinion polls in real time.

Objectives of the trip: Exploration mode. Talk to potential partners.

MYSCORE

From LECH-TECH

www.lechtechsolutions.com

Company: Web agency and software development.

Team: 4 developers - 2 partners

Product: Score boards of sports games and tournaments published online in real time on sports-clubs' social networks and on a master social network (US and international)

Objectives of the trip: Approach seed investors to launch US company.



Intelva

www.intelva.com

Company: Value Added Distributor and Systems Integrator of innovative profiling/advertising solutions (leveraging big data and data analytics/visualization technologies) and serving the media/broadcast/telco industries in Mexico.

Team: Spin-off from Tmira (www.tmira.com). Tmira is a 10 year old + company who had up to 30 employees including R&D. **Objectives of the trip:** Sourcing, distribution/licensing agreements, and investment.

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