



COMPANIES PORTFOLIO COHORT 1

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ABSTRACT	



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Executive Summary

This document presents the 50 selected companies in the 1st Open Call of the Data Market Services project. All applicants have been categorised based on the different stages of their business (validation stage, scaling stage and establishing stage). The portfolio is comprised of 5 establishing, 15 scaling and 30 validating companies that will take part in the first cohort of services of the programme. They will be benefiting from 5 different categories of services which are: (1) Fundraising; (2) Acceleration; (3) Standards & Legal; (4) Data Skills and (5) Promotion.



1. Introduction

Following the completion of the Data Market Services registration form available on the Index.co platform, the Consortium accelerators proceeded to the evaluation and rating of incoming applications.

In total, 149 applications were received in the 1st Open Call of the programme during the period from 1st March to 27th May 2019.

2. Portfolio of companies selected in the 1st Open Call

The selected companies are divided in three different categories based on the stage of their business. The portfolio is comprised of 5 establishing, 15 scaling and 30 validating companies that are presented in this Section.

The selected SMEs and startups are categorised as validating, scaling or establishing companies, considering the following:

- **Validating:** The objective of the startups in this phase is to have an alpha version with users. Investors here can be accelerators, incubators and even some angels (rare). Companies at this stage are small and would need services to help them increase their data skills, introduction to standardization in data, IPR and introduction to potential customers... Growth hacking techniques are key elements.
- **Scaling up:** This phase is used to establish the product market fit and get early revenues. Business Angels and Venture Capitalists (VCs) invest at this stage. Companies are more mature and private investment can be explored with guarantees for success. Still might need specific training and validation of their market-fit approach. Contacts with corporates and investors will be part of our offer as well as facilitating the internationalisation process.
- **Establishing:** Startups looking for growth are on this phase. Investors here are VCs managing large amounts of funds looking for high returns in the mid-term within their portfolio of investments. There are different rounds of funding here identified as Round A, B, C or D and the average values extracted from

Crunchbase¹ for each round in 2014 are: Series A: \$6.9M; Series B: \$14.7M; Series C: \$27.3M and Series D: \$50M. Companies here are mid-size and are looking for expanding in new markets. VCs connections are crucial here. Training is perhaps not so needed as the size of the company allows new hires. Connections and promotion are the core elements here.

The selected startups are listed in their respective categories by alphabetical order:

2.1 List of companies

No. #	Name	Webpage	Category
1	Aerialscoop	www.aerialscoop.com/	Establishing
2	Evreka	www.evreka.co/	Establishing
3	NVISO	www.nviso.ai	Establishing
4	OSeven Telematics	www.oseven.io/	Establishing
5	Sensei	www.sensei.tech	Establishing
6	20treei.ai	www.20tree.ai/	Scaling
7	BitPhy	www.bitphy.com	Scaling
8	Envisioning.io	www.envisioning.io	Scaling
9	Geabit	www.geabit.com	Scaling
10	HOP Ubiquitous	www.hopu.eu	Scaling
11	IndeeWork UG	www.indeework.com/	Scaling
12	inKin Social Fitness Platform	www.inkin.com/	Scaling
13	IntelSoft Technologies	www.intelsofttech.com	Scaling
14	OneWatt	www.onewatt.eu/	Scaling
15	Open Mind Innovation	www.lab.omind.me/	Scaling
16	Qucit	www.qucit.com	Scaling
17	Taikai	www.taikai.network	Scaling
18	Vesputi	www.vesputi.com	Scaling
19	WeFitter	www.wefitter.com	Scaling
20	XOresearch	www.xoresearch.com	Scaling
21	AdVerif.ai	www.adverifai.com/	Validating
22	ALTAROAD	www.altaroad.com	Validating
23	Bandora Systems	www.bandorasystems.com/	Validating
24	BeSure Healthcare B.V.	www.besure.online/	Validating
25	Blockdata	www.blockdata.tech	Validating
26	De Databoerin	www.databoerin.nl	Validating
27	DigitalTwin Technology GmbH	www.digitaltwin.technology	Validating
28	Hedyla	www.hedyla.com	Validating
29	HÉRCULES CONTROL S.L.	www.herculescontrol.com/	Validating
30	holler.live	www.business.holler.live	Validating
31	LeanXcale	www.leanxcale.com/	Validating
32	Loop!	www.looptogether.nl	Validating
33	Mammoth Analytics	www.mammoth.io	Validating

¹ Crunchbase crowdsource database of startups and investments <https://www.crunchbase.com>



34	Medicsen	www.medicsen.com/en/	Validating
35	MedMee	www.medmee.co/	Validating
36	Mimirium	www.mimirium.io/	Validating
37	Nori Health	www.norihealth.com	Validating
38	Octagon Careers	www.octagoncareers.com/	Validating
39	Oliver	www.tryoliver.com	Validating
40	OROCON	www.orocon.me/	Validating
41	Outmind	www.outmind.fr	Validating
42	Pact Care	www.pact.care/	Validating
43	PriceFlux.net	www.priceflux.net/	Validating
44	RoadEO	www.roadeo.io/	Validating
45	Sensewaves	www.sensewaves.io	Validating
46	STORYDATA	www.storydata.cat	Validating
47	Tesselo	www.tesselo.com	Validating
48	Ticketless	www.ticketless.ai	Validating
49	U-Hopper Srl	www.u-hopper.com/	Validating
50	uTrigg	www.utrigg.com/	Validating

Table 1. Companies portfolio cohort 1.

2.2 Establishing companies

No. #	Name	Webpage	Vertical/s	Country
1	Aerialscoop	www.aerialscoop.com/	Analytics, Data Visualization, Business intelligence, Software	The Netherlands
<p><u>Description of the company:</u></p> <p>Aerialscoop aggregates your most important data and delivers it to your inbox every day.</p> <p>Staying on top of all the data you need to analyse your business can be time-consuming. But it doesn't have to be. Aerialscoop combines information from all of your various online accounts into an easy-to-understand report and delivers it to your inbox every day. When you subscribe to Aerialscoop you don't just get metrics for your own brand, you'll also receive industry benchmarks to let you know exactly how you're performing compared to your competitors. This helps you identify where you're excelling, as well as the areas of your business that need improvement. With fresh insights sent to your inbox every day, you'll be able to set goals for yourself and track your performance against the rest of your industry.</p>				
2	Evreka	www.evreka.co/	SaaS, Internet of Things, Fleet Management, Optimization	Turkey
<p><u>Description of the company:</u></p> <p>Evreka is a software company developing smart solutions for waste collection and city cleaning operations.</p>				



No. #	Name	Webpage	Vertical/s	Country
3	NVISO	www.nviso.ai/	Health Care, FinTech, Automotive	Switzerland
<p><u>Description of the company:</u></p> <p>NVISO are leading experts in artificial intelligence (AI) and deep learning to accurately detect and predict human behaviours using visual intelligence.</p> <p>NVISO is an artificial intelligence company founded in 2009 and headquartered at the Innovation Park of the École Polytechnique Fédérale de Lausanne (EPFL) in Switzerland.</p> <p>NVISO provides AI solutions that can sense, comprehend and act upon human behaviour using emotion analytics.</p> <p>NVISO's AI solutions create actionable data through its measurement of instantaneous emotional reactions of consumers. This is achieved in real-time using standard camera devices installed on everyday products, such as phones, tablets, and computers and only with the consent of the user. These can be any type of camera and they have countless commercial applications.</p> <p>NVISO's products and services consist of applications, software development kits (SDK's), and data services. These are used by NVISO customers to measure and increase productivity, and to accurately perform specific business functions, such as the automation of customer-facing operations. NVISO commercialization is focused on AI solutions for several key industries.</p> <p>With a singular focus on how to apply advanced technology to industry and societal problems that matter, NVISO's solutions help advance human potential.</p>				
4	OSeven Telematics	www.oseven.io/	FinTech, Automotive	Greece
<p><u>Description of the company:</u></p> <p>A driving behaviour analytics company that creates motivated, safe and eco drivers. Top3 in #InsurTech & Top25 in #FinTech Awards 2016 #EFTA16</p>				
5	Sensei	www.sensei.tech/	Machine Learning, Artificial Intelligence, Computer Vision, Retail Technology	Portugal
<p><u>Description of the company:</u></p> <p>Sensei's powerful computer vision technology and AI can finally empower retailers to build a new generation of intelligent stores all over the world.</p> <p>Launched in mid-2017, after graduating from Techstars, Sensei is a fast-growing retail tech startup created to help millions of people around the world to have a better shopping experience.</p>				

Like many great solutions, Sensei was born from the frustration of the founders with the time lost shopping, so they've built technology to make existing stores autonomous and cashier less. Today, Sensei is one of the few companies in the world capable of delivering a fully autonomous store powered by Artificial Intelligence. This isn't just an update: This is the future of retail.

Table 2. **Establishing** selected startups in cohort 1.

2.3 Scaling companies

No. #	Name	Webpage	Vertical/s	Country
6	20tree.ai	www.20tree.ai/	Artificial Intelligence, Agriculture, Computer Vision, Deep Learning	Portugal
<p><u>Description of the company:</u></p> <p>Providing solutions to help forest industry companies, NGOs & governments, and corporates to improve decision making with timely and accurate insights into natural resources.</p> <p>Forest Intelligence Forests produce the air we breathe and the products we use. They are massive and complex, that's why we need AI and a view from the sky to understand them. Thanks to very high-resolution satellite imagery and radar data, 20tree.ai is able to extract insights on tree level on a global scale. This includes insights into forest composition like tree species, tree height and diameter (DBH), tree growth & productivity, and harvesting insights. Providing near real-time intelligence into forest and wood inventory. Combining satellite imagery and AI also unlocks insights that are not directly visible for the human eye. Insights into forest health & threats, like deforestation, drought, insect plagues, soil health, storm damage, and other forest disturbances. Resulting in more efficient use of resources and limited negative impact.</p> <p>Sustainable Farming Farming and agriculture can have a big impact on forests and nature in general. Agriculture is the biggest driver of deforestation and resources are often used unsustainably. Our technology is leveraged by local farmers and NGOs to extract up-to-date land cover classification on granular level and deeper insights into yields and productivity. By looking at large areas of land with high spatial resolution and frequent revisits, 20tree.ai is able to monitor coherence to zero-deforestation commitments.</p> <p>For healthier cities Two-thirds of the global population will live in cities by 2050. Driven by climate change people are forced to move to cities, but cities are also under pressure of climate change. Heatwaves, air pollution, storms, and flooding are a serious threat that effect millions of people on a daily basis.</p>				

No. #	Name	Webpage	Vertical/s	Country
	Trees provide a nature based and cost-efficient solution to manage these extremely stressful situations. 20tree.ai uses city scans and monitoring services to gain insights into urban green spaces, like tree canopy cover, urban forest diversity, and air quality. Our technology is also being leveraged by industry to monitor remote assets, such as electrical lines and train tracks, and their impact on nature and vice versa.			
7	BitPhy	www.bitphy.com/	Big Data, Machine Learning	Spain
	<u>Description of the company:</u> BitPhy provides predictive and prescriptive analytics based on Machine Learning technologies for the retail sector. The final user has key tools and information to make better decisions and to improve the profits of his business.			
8	Envisioning.io	www.envisioning.io/	Enterprise Software, Analytics, Big Data, Collaboration, Market Research	Estonia
	<u>Description of the company:</u> Envisioning is the world's first intelligence platform for emerging technology. <i>We combine data visualization with systematic research in order to help you see and prepare for the future.</i>			
9	Geabit	www.geabit.com/	Big Data, Machine Learning, Artificial Intelligence, Internet of Things	Greece
	<u>Description of the company:</u> Geabit is an artificial intelligence startup with great ideas about the future of agriculture and how technology can tuple agricultural production efficiency.			
10	HOP Ubiquitous	www.hopu.eu/	Data Mining, Internet of Things, Sensors, Data Visualization	Spain
	<u>Description of the company:</u> Urban innovation through data-driven solutions. Open Source Platforms + FIWARE + Data Quality + Air Quality monitoring.			
11	IndeeWork UG	www.indeework.com/	Artificial Intelligence	Germany

No. #	Name	Webpage	Vertical/s	Country
	<u>Description of the company:</u> IndeeWork improves the planning of field service operations. The data-driven solution uses artificial intelligence in order to optimize and automate the scheduling process. As a result, service workers arrive in time, energy parks are maintained more efficiently and the upkeep of city infrastructure is executed in a way that public life is interrupted as little as possible.			
12	inKin Social Fitness Platform	www.inkin.com/	Fitness, Health and Wellness, Mobile Health	Armenia
	<u>Description of the company:</u> inKin Social Fitness Platform helps users with different fitness trackers and health devices to connect, socialize, monitor their health and fitness data, and get active together with their friends, family, and co-workers.			
13	IntelSoft Technologies	www.intelsofttech.com/	Big Data Analytics, Enterprise Software, Business Intelligence, Artificial Intelligence	Ukraine
	<u>Description of the company:</u> IntelSoft Technologies provide complete modeling automation so that companies can predict their operations, customers' behaviour, and external environment.			
14	OneWatt	www.onewatt.eu/	Technology, Analytics, Big Data, Machine Learning, Artificial Intelligence, Internet of Things, Sensors, Predictive Analytics, Green	The Netherlands
	<u>Description of the company:</u> Non-invasive motor health monitoring. Using our custom non-invasive sensors and our machine learning algorithms, our EARS (Embedded Acoustic Recognition Sensors) literally listens to motors to prevent problems.			
15	Open Mind Innovation	www.lab.omind.me/	Health, Health and Wellness, Artificial Intelligence	France
	<u>Description of the company:</u> Neurotechnology startup dedicated to healthcare applications of virtual reality and quantitative neurophysiology for the general public.			

No. #	Name	Webpage	Vertical/s	Country
16	Qucit	www.qucit.com	Transportation, Parking	France
	<p><u>Description of the company:</u></p> <p>Qucit is a French startup that is using AI to make cities more efficient, comfortable and liveable by providing software to urban operators.</p>			
17	Taikai	www.taikai.network	Blockchain, Software, Gamification, Innovation Engineering	Portugal
	<p><u>Description of the company:</u></p> <p>Taikai connects talent and entrepreneurs with the challenges of the corporate players, through the power of sharing economy and blockchain.</p>			
18	Vesputi	www.vesputi.com/	Artificial Intelligence, Public Transportation	Germany
	<p><u>Description of the company:</u></p> <p>Vesputi is The map for mobility applications. Integrating public transit allows you to provide a holistic service and customer experience.</p>			
19	WeFitter	www.wefitter.com	Big Data, Health, Health and Wellness, Consumer Electronics, Internet, SaaS, Sports, Data Integration, Wearables, API	Spain
	<p><u>Description of the company:</u></p> <p>Data-driven wellness platform that helps companies reduces costs by encouraging employees to lead a healthy lifestyle.</p>			
20	XOresearch	www.xoresearch.com/	Machine Learning, Artificial Intelligence, Health Care	Latvia
	<p><u>Description of the company:</u></p> <p>XOresearch is a company focused on providing deep learning technology to real-life products for natural language processing and healthcare.</p> <p>XOresearch's AI lab is a research unit that both offers outsourcing services and develops technologies for company's products.</p> <p>The company's first product is called CardioAI, which uses deep learning to automatically annotate and interpret electrocardiograms captured and recorded by any legally</p>			

No. #	Name	Webpage	Vertical/s	Country
	<p>marketed source. This software medical device enables unattended cardiac monitoring with a seamless EHR interface. The cloud-based solution is scheduled to be released in 2018.</p> <p>The software's key value is the ability to accurately process and analyse ECG data more quickly than humans can currently do it, with process times for a single 24-hours ECG hovering in the 30-second range. This feature allows for real-time monitoring and analysis of patients with heart conditions, which can provide physicians and caregivers an additional tool to manage chronic conditions and reduce non-essential hospitalizations.</p>			

Table 3. **Scaling** selected startups in cohort 1.

2.4 Validating companies

No. #	Name	Webpage	Vertical/s	Country
21	AdVerif.ai	www.dverifai.com/	Artificial Intelligence	The Netherlands
	<p><u>Description of the company:</u></p> <p>Ad verification with AI. Fighting misinformation with the FakeRank AI solution.</p>			
22	ALTAROAD	www.altaroad.com	Predictive Analytics, Transportation, Tracking, Construction	France
	<p><u>Description of the company:</u></p> <p>ALTAROAD offers real-time data analysis to measure precise characteristics of each passing commercial and industrial vehicle and its impact.</p>			
23	Bandora Systems	www.bandorasystems.com/	Energy Efficiency, Data Science, PaaS, Commercial Real Estate	Portugal
	<p><u>Description of the company:</u></p> <p>Cloud based Operations Manager leverages AI to provide real time command and control of a building's energy system.</p>			
24	BeSure Healthcare B.V.	www.besure.online/	Health Care, Information Technology, Big Data, Health	The Netherlands
	<p><u>Description of the company:</u></p>			

No. #	Name	Webpage	Vertical/s	Country
	<p>BeSure is a global cloud-based collaborative platform connecting senior people with their healthcare teams — health care providers and family members.</p> <p>The product could be used both with and without our wearable functional diagnostic device. Each patient has his or her own healthcare plan, which can be monitored, analysed and corrected in real time by the healthcare team. If an emergent situation is detected, our real-time analytics engine will issue an alert to inform the healthcare team. Our patients feel more engaged in their healthcare, cared for and safe.</p>			
25	Blockdata	www.blockdata.tech/	Finance, Internet, Curated Web, FinTech, Blockchain	The Netherlands
	<p><u>Description of the company:</u></p> <p>Blockdata helps you discover and understand blockchain projects.</p>			
26	De Databoerin	www.databoerin.nl/	Agriculture	The Netherlands
	<p><u>Description of the company:</u></p> <p>De Databoerin is a company providing data services and advice about the use of Smart Farming technology in arable farming. We are networking with different startups and SME to provide a wider range of services like drone data collection.</p>			
27	DigitalTwin Technology GmbH	www.digitaltwin.technology/	Information Technology, Construction	Germany
	<p><u>Description of the company:</u></p> <p>DigitalTwin Technology GmbH optimizes ideation process and planning with the support of a digital twin. Design construction sites or the entire city digitally and simulate their characteristics virtually. Plan, simulate and engineer the site digitally.</p>			
28	Hedyla	www.hedyla.com	Cloud Computing, Big Data, Machine Learning, Logistics	Spain
	<p><u>Description of the company:</u></p> <p>Hedyla is focused on applying Big Data and AI in the logistics sector (warehousing and transport) to provide new insights that help to make better decisions and optimise operations in the day-to-day, operational level, and the strategic level.</p>			
29		www.herculescontrol.com/	Maritime	Spain

No. #	Name	Webpage	Vertical/s	Country
	HÉRCULES CONTROL S.L.			
<u>Description of the company:</u> HCTech was born in 2011 with the mission of satisfying the technological demands of the maritime sector in the field of Hydrography.				
30	holler.live	www.business.holler.live	SaaS, Business Intelligence, Market Research, Enterprise	The Netherlands
<u>Description of the company:</u> Turning your customers into your own big data always-on focus group with the @hollerliveapp platform.				
31	LeanXcale	www.leanxcale.com/	Big Data, Machine Learning, Databases	Spain
<u>Description of the company:</u> LeanXcale was born to bring to the market the latest innovations developed by top researchers of UPM in the field of databases. LeanXcale is a highly innovative next generation database management system utilising patented technology to enable scaling across all dimensions an enterprise may need. Leanxcale developed a solution for solving the biggest obstacle for the last 30 years in database management systems, the lack of horizontal scalability. This fact has conditioned the full market since the databases cannot scale out to more than a few nodes. Through its innovative cutting-edge research LeanXcale has been able to create a database accessible through both SQL and key-value interfaces giving the choice of rich flexible data access through an industry standard interface or ultra-fast data updates and lookups delivering enterprise-class performance and scalability while lowering ownership costs. LeanXcale can cut costs of business analytics up to an 80%.				
32	Loop!	www.looptogether.nl	E-Commerce, Postal and Courier Services, Logistics, Supply Chain Management	The Netherlands
<u>Description of the company:</u> An algorithm that enables personalised delivery solutions for each individual customer. Creating the most efficient last mile delivery.				

No. #	Name	Webpage	Vertical/s	Country	
33	Mammoth Analytics	www.mammoth.io/	Manufacturing, Machine Learning, Business Analytics	United Kingdom	<u>Description of the company:</u>
					Mammoth Analytics is a data management platform that empowers anyone in an organization to take their data from its raw state to interactive reports, without any help from IT, and all within minutes.
34	Medicsen	www.medicsen.com/	Machine Learning, Artificial Intelligence, Health, Medical	Spain	<u>Description of the company:</u>
					Predictive health risk is a predictive and dynamic indicator on the past, present and future health of your insured or possible clients health.
35	MedMee	www.medmee.co/	Artificial Intelligence, Machine Learning, Healthcare, Health	Germany	<u>Description of the company:</u>
					MedMee is a healthcare startup, working to digitize the healthcare industry and eradicate medical & medication errors via modernday technologies like AI & ML.
36	Mimirium	www.mimirium.io/	Big Data, Blockchain, Privacy, Surveys	Bulgaria	<u>Description of the company:</u>
					Distributed Database. New Kind of Business Intelligence. Anonymization Protocol. Privacy and Security Based on the Blockchain.
37	Nori Health	www.norihealth.com	Personal Health, Artificial Intelligence, Health Care, Chat	The Netherlands	<u>Description of the company:</u>
					AI-driven Chatbot coach for chronic disease patients, to identify and change what is making them sick through regular conversations.
38	Octagon Careers	www.octagoncareers.com/	SaaS, Business, Services, Software, Technology, Analytics	Germany	<u>Description of the company:</u>

No. #	Name	Webpage	Vertical/s	Country
	Build an amazing candidate experience. <i>We help you create an application experience that attracts and engages Generation Z. We eliminate the need for CVs and cover letters and build a challenge specific to the role you are hiring for. We use industry best practices for competency assessment and customization based on what you want to assess.</i>			
39	Oliver	www.tryoliver.com/	Artificial Intelligence, Wearables, Hardware, Software, Sports Technology	Spain
	<u>Description of the company:</u> Platform that through a smart shin guard collects data & processes it with AI algorithms to deliver football-focused insights for amateurs.			
40	OROCON	www.orocon.me/	Construction	Latvia
	<u>Description of the company:</u> OROCON is a construction site management software that provides real-time work overview and precise forecasts for stakeholders.			
41	Outmind	www.outmind.fr	Natural Language Processing, Data Integration, Data Science, Algorithms	France
	<u>Description of the company:</u> <i>Outmind helps you find the information you are looking for, in the tools you use every day, thanks to advanced deep learning and data analysis techniques.</i>			
42	Pact Care	www.pact.care/	Personal Health, Artificial Intelligence, Health Care, Blockchain	The Netherlands
	<u>Description of the company:</u> Blockchain-based solutions that enable real-time, interoperable and secure data exchange in healthcare.			
43	PriceFlux.net	www.priceflux.net/	E-Commerce, Databases Data Integration, Business Services	Romania
	<u>Description of the company:</u>			

No. #	Name	Webpage	Vertical/s	Country
	<p>PriceFlux is the most comprehensive online price monitoring and reporting tool for small to large online retailers.</p> <p>Our mission is to help eCommerce businesses to better track, analyse pricing data and reprice products, in accordance with market strategy and business objectives.</p>			
44	RoadEO	www.roadeo.io/	Infrastructure, Predictive Analytics, Construction	The Netherlands
	<p><u>Description of the company:</u></p> <p>RoadEO is developing a road quality monitoring and prediction platform which advises our public and private clients when and where the next road segment needs to be maintained.</p>			
45	Sensewaves	www.sensewaves.io/	Energy Efficiency, Industry, Smart Grids, Analytics	France
	<p><u>Description of the company:</u></p> <p>Ai-powered analytics for Energy and Industry.</p>			
46	STORYDATA	www.storydata.cat/	News, Publishing, Governments, Enterprise	Spain
	<p><u>Description of the company:</u></p> <p><i>Experts in data analysis, visualization, research and communications. Whether you work in the public or private sector, our 360-degree communication services will help you transform data sets into stories people understand.</i></p>			
47	Tesselo	www.tesselo.com/	Big Data, Machine Learning, Artificial Intelligence, Agriculture	Portugal
	<p><u>Description of the company:</u></p> <p>Geospatial Intelligence for Sustainability.</p>			
48	Ticketless	www.ticketless.ai/	Customer Service, SaaS, Artificial Intelligence, Gamification	The Netherlands
	<p><u>Description of the company:</u></p> <p>Gamification meets Customer Service.</p>			
49	U-Hopper Srl	www.u-hopper.com/		Italy

No. #	Name	Webpage	Vertical/s	Country
			Big Data, Machine Learning, Artificial Intelligence, Data Visualization	
<u>Description of the company:</u> U-Hopper has developed Tapoi, a service for profiling users based on their social media activities. Leveraging semantic technology and big data, Tapoi enables services providers to better know their customers and personalise their online offer.				
50	uTrigg	www.utrigg.com/	Machine Learning, Market Research, Marketing, EdTech	Estonia
<u>Description of the company:</u> uTrigg brings the next generation of Web-forms, by analysing how users feel and whether they cheat while answering surveys.				

Table 4. **Validating** selected startups in cohort 1.
