D5.3 SUCCESS STORIES

SMEs IN THE DATA UNIVERSE

Data Market Services

WORKPACKAGE	WP5 - <Communication and Dissemination>
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STATUS-VERSION	v1
DUE TO	M12
SUBMISSION DATE	30/12/2019
EC DISTRIBUTION	Public
ABSTRACT	First annual report on the featured Success Stories.

HISTORY

VERSION	DATE	MODIFICATIONS INTRODUCED	
		MODIFICATION REASON	MODIFIED BY
v0.1	26/12/19	1st draft of the deliverable	Ogilvy
V1	27/12/19	Reviewed version to submit	Zabala

EXECUTIVE SUMMARY

The deliverable 5.3 Success Stories: SMEs in the Data Universe compile the interviews realized during the first DMS Bootcamp. This event has taken place in Leipzig, 11 and 12 of December 2019, and it was one of the services offered during this year by Data Market Services.

Within the services of DMS, the opportunity was offered to attend an event organized by the project: DMS Bootcamp. This Bootcamp offered workshops and live mentoring to the assistant startups, previously selected among the 50 that have participated in the project during these months.

Taking advantage of the opportunity to meet the startups in person, individual interviews were conducted with each of them. These interviews were recorded and will be part of a series of videos that are currently in production.

The questions were asked to one or two members of each startup, using the same questions and the same order. The objective of these interviews can be divided into two: to get to know more about startups and that they can use the recorded interview for their personal promotion, and also to know their opinion and the results obtained thanks to the services of this project.

CONTENTS

LIST OF FIGURES

LIST OF TABLES

1. INTRODUCTION

The *Success Stories – SMEs in the Data Universe* is the first annual report on the featured Success Stories. One of the key factors to help the Data Economy forward is to be able to demonstrate, communicate and disseminate how startup-companies and SMEs are incorporated into the Data Market ecosystem as a result of the services offered by this project.

One of the main objectives of this WP5 is to spread the word of Success Stories of the Startups that have been part of this first period of the project M01 – M12.

This D5.3 is related to the tasks 5.2 and 5.3:

Task 5.2 Building of the Success Stories, which objective is the creation of the key content to be used as an asset for Communication and Dissemination. This fulfils one of the top objectives of the project: "Demonstrate Success Stories among clients as a result of the services offered by the Data Market Services consortium".

Task 5.3 Communication and Dissemination of the Success Stories and Project Services, maximizing the impact of the project activities to the different targets by the efficient use of the communication channels and the dissemination activities around the promotion of the services offered and, mainly the Success Stories developed in Task 5.2.

2. SUCCESS STORIES

A *success story* is a dissemination tool to publicize the achievement of success by a person or organization. In the case of this D5.3 the success stories shown below are made up of a brief file with the startup data, and an interview. It has been organized in such a way that all startups have the opportunity to address and talk about the same topics and experience.

These interviews were recorded during the first DMS Bootcamp in Leipzig, which took place in December 2019. Besides gathering these interviews on this document, they will be part of a series of videos that are currently in production. Each startup interviewed will have their own video-pill as this material is also part of the services offered by this project. Some of the frames recorded will be also part of the after movie video of this first year of the project.

Below are seven different success stories, each starring startups that have been part of the first Data Market Services call during the M06 - M12 period.

STARTUP	TAGLINE
HOP Ubiquitous	Human oriented products for smart cities and industry
IndeeWork	Field Service Automation Platform
Medicsen	Smart treatment of diabetes and other chronic diseases. Join the needle-free revolution!
OneWatt	Non-invasive motor health monitoring
U-Hopper	Helping companies create value out of data
uTrigg	The next generation of web forms that analyze how users feel and whether user cheats while answering the survey
Vesputi	We are the public transit integrator

Table 1. List of Startups interviewed on this D5.3 in order of appearance

2.1 HOP Ubiquitous

HOP Ubiquitous (HOPU) is an innovative SME that develops data-driven IoT solutions for urban planners to confront the current climate change goals. In addition, the SME researches network protocols, IoT management tool, IoT safety and IoT devices, based on open standards as FIWARE. HOPU aims to assist decisions makers to boost urban sustainability through environmental data-driven services based on contextual, accurate and relevant environmental data, which is enriched at HOPU's calibration laboratory. HOPU is able to customize and improve the data-driven services meeting the latest regulations and standards such as GDPR, OMA LwM2M for standardized remote management and data modelling fully integrated with FIWARE platform.
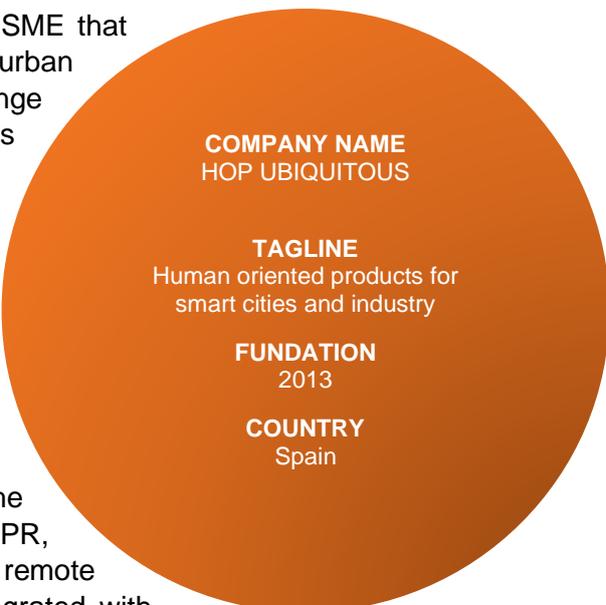
COMPANY NAME
HOP UBIQUITOUS

TAGLINE
Human oriented products for smart cities and industry

FUNDATION
2013

COUNTRY
Spain

On top of it, HOPU is currently geared towards data economy and advanced Air Quality Services to support informed decisions making through data driven services based on own algorithms, Artificial Intelligence (AI) and Machine Learning techniques, customized dashboards and consultancy. In this regard, HOPU is able to provide powerful context-aware data-driven tools that support decisions makers to carry out a sustainable urban planning.

HOPU values are defined in the name of the company, HOP means Human Oriented Products, putting people in the centre, thinking always about user experience and value engineering. HOPU team is composed of experts from different disciplines: communication and creative experts work on the human part of all of their projects, developing tools adapted to the real needs of the users and making it easy and useful, thanks to their experience in the web design and UI/UX; experts in software and hardware development build the final data-driven solutions for cities; management team has a strong experience in the international project management, and finally, calibration laboratory team provides high quality and trustable datasets via algorithms development that address key challenges such as cross-sensitivity, fatigue compensation and predictions/modelling of air quality. Moreover, HOPU is leading the emerging standard IEEE PAR 2510 for IoT sensors data quality. The company is part of different organizations based on the use of open technologies and standards for an open information world as the OASC (Open and Agile Smart Cities), a non-profit, international smart city network that has the goal of creating and shaping the rising global smart city data and services market. Finally, HOPU plays a key role and participates in

standardization activities: currently is chairing the Internet of Things Technical Committee of the IEEE Communications Society, is a member of FIWARE Foundation (Gold Member, Experts and Evangelists), OMA SpecWorks, ENISA IoT Security Expert Group and ETSI CIM (NGSI-LD) for data models and management of contextual information in FIWARE.

The Interview

What attracted you to this Open Call?

We discovered DMS during FIWARE Summit in Genoa, after discussing with Zabala representatives. We really found it as the place to be if you really want to understand how Data Economy will work. For that reason, we applied.

What challenges were you facing and what tools or services DMS gave you to solve them?

Figure 1. Iris Cuevas, CTO of HOPU

The major challenge when you pivot from classical market approaches around data-driven services, which are usually consultancy services to a more disruptive approach focused on "data as a service", i.e. data economy. You need to understand much better what the value of datasets is, value proposition, how to present it and get this market-product fit. The best way DMS has helped us has been via webinars with success cases, key basis about IPR, data ownership, GDPR and the most valuable has been supporting the attendance and exhibition in key events as Intergeo, South Summit, Big Data Value Forum and direct meetings with key experts.

How have you benefited from using our services? What have you learned from Data Market Services?

We have learned about all the regulations to make our business legal and aligned with GDPR, how to interact with early adopters to validate our product and also how to interact with investors.

What would you say to other businesses facing the same challenges as you?

First look for your product market fit, it is crucial, be aware that having customers is not a 100% complete proof about having a product market fit, you need to get beyond that a traction, and it is only feasible if you are solving a global and common need. Therefore, just go out, ask, attend events, get feedback and keep open to evolve/change your idea; at the end, market is defined by customers, so just listen to them.

What do you think other people should know about DMS programme?

DMS is an excellent programme to help you in the valorisation of your solution, scalability and market development. If you are really interested working with data and creating businesses around it. DMS is the best place to be.

Why other Startups should apply to Data Market Services?

It is agile, online, free, driven by key experts including investors, communication experts and consultancy agencies with a long trajectory, so it is very serious and well-done programme, value proposition was defined with a strong interest to help startups. Therefore, it is really a good thing to invest your time, even when you do not have too much, since it can help you to save much more time that you will require to dedicate to follow up the programme. Learn from experts, share with similar companies to you and let's growth.

Could you tell us an achievement or contribution that you are most proud of?

The strongest achievement at the beginning was to win best DEMO award from MIT (http://iot.mit.edu/), which give us a lot of credibility and the most recent achievement, I think was Madrid Central Low Emission Zone (LEZ) from Madrid, Spain; which is also supporting us to get higher visibility around Spain and Europe.

How working on your startup has changed your life?

I am not yet father, but I assume it is like a little child. The best that happen in your life, it is part of yourself, it represents you, but at the same time, it is independent, free and with its own life. However, you are responsible, always taking cared, alert, worried etc. Therefore, it simply disrupts your life and change all focus and priorities. But it really makes a lot of sense, but you need to be ready to accept all these sacrifices.

2.2 INDEEWORK

IndeeWork develops modular and easily configurable automation platform that enables companies to create their own integrated and automated field service workflow to an extent, which is unique on the market. IndeeWork's vision is to be the leading Field Service Automation Platform.

IndeeWork is a tech startup that empowers customers to build their field service operations in a modern, flexible, optimised an automated way and tailor them to individual domain and business goal.

Everything started out in 2016 with an idea that came up during a trip to Vietnam. Initially, it was mainly a B2C business model, however, while working in other jobs. Their founders were shaping the idea continuously. Finally, they focused on a very specific aspect of the initial idea: the scheduling of field service task.

COMPANY NAME
INDEEWORK UG

TAGLINE
Field Service Automation Platform

FUNDATION
2016

COUNTRY
Germany
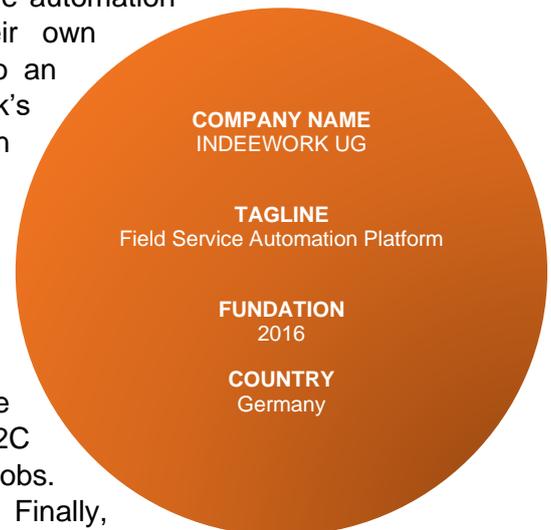
The Interview

What attracted you to this Open Call?

DMS is the first international startup program we attend. We were attracted by its focus on data-driven startups and the training it provides.

What challenges were you facing and what tools or services DMS gave you to solve them?

Figure 2. Katherina Harr, Marketing Manager at IndeeWork

Our main challenge at the end of 2019 was to set up a professional sale proves for our company. DMS provided us with a sales coach who supported our Sales Manager with this task and gave him useful advice on various sales related topics.

How have you benefited from using our services? What have you learned from Data Market Services?

Data Market Services provided us with the opportunity to attend the Smart City Solutions event in Stuttgart. On this event we had the chance to meet relevant people in relevant fields for IndeeWork. We were able to take part in the startup pitching session at the

event where we won a prize! The prize was a free participation on the next Smart City Solutions event in Berlin. This is a great opportunity for us to be part of the next edition.

What would you say to other businesses facing the same challenges as you?

I think it is very important to connect with people, to sign up to programmes like Data Market Services to get opportunities. It is very beneficial to employ a dedicated sales manager at an early stage.

What do you think other people should know about DMS programme?

It offers a vast range of services that help you to boost your startup. Whether you need help with marketing, legal questions and fundraising. Data Market Services gives you various means of assistance.

Why other Startups should apply to Data Market Services?

Data Market Services provided us with training in the fields we needed it the most as well as giving us the opportunity to participate at events that were relevant for us to make important business contacts.

Could you tell us an achievement or contribution that you are most proud of?

2019 was a great year for us. In only one year we built up a strong international team of 15 team members. We could strengthen our relationships with existing clients as well as build new relationships with new clients. We still work bootstrapped by calling large companies like Deutsche Telekom or Vattenfall our customers.

Figure 3. Dominik Brown, Co-founder of IndeeWork

How working on your startup has changed your life?

Startup founders should deal with very limited resources. Because of that they need to be used to work in a very fast paced environment. It is essential operationalize tasks under time pressure and to prioritize possibilities very quickly.

2.3   MEDICSEN

Medicsen is a medical device startup developing a needle-free Smartpatch for painless drug delivery, capable of injecting big molecules (insulin for example) through the micropores that the device has opened, all of this completely free of needles. Everything started when María approached Eduardo (CEO) at his hospital consult. Maria was a little girl with diabetes with a fear of needles, she was crying about the insulin pump she was using and about how other kids made fun of her.

There's when the idea of developing a wearable, comfortable and non-invasive insulin delivery device came to his mind. Regarding the Big Bang of the company, we can talk about 3 things:

COMPANY NAME
MEDICSEN

TAGLINE
Smart treatment of diabetes and other chronic diseases. Join the needle-free revolution!

FUNDATION
2015

COUNTRY
Spain

- Every time we add a new talent to the team, it makes us grow in many ways not comparable with anything else.

- The day we stopped talking about our glucose prediction capability and started talking about solving doubts on what happens on their glucose after the user drinks a Coke (for example), on that moment, people started to see our value.

- The first concept trials of the device, which led us to bigger investment rounds.

You will no longer feel uncertain thanks to the algorithm's prediction. How will I be in one hour? Do I have to take some snack with me just in case? Those are just some of the questions that will never worry you again. With the What if? functionality, you can ask how good or bad will be certain actions for you: Can I drink a soda in 30 minutes? What happens if I go for a 1-hour hike in 15 minutes? The App will show your predicted glucose levels based on your questions.

The Interview

What attracted you to this Open Call?

We were attracted because of its educational content (specially webinars) and its access to investors. We much needed this education regarding some matters you offered plus the introduction to investors, a help that everybody in a startup need.
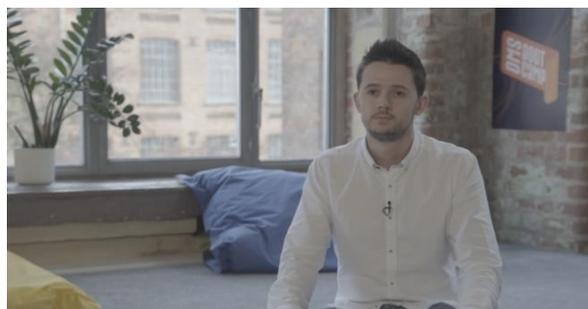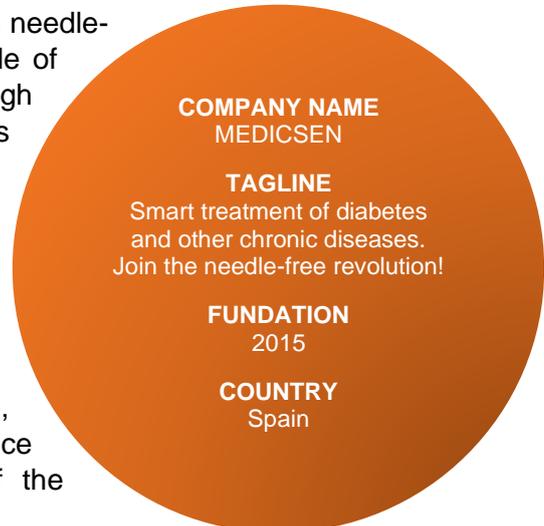
Figure 4. Alejandro Ruiz, Head of Business Development of Medicsen

What challenges were you facing and what tools or services DMS gave you to solve them?

We are facing the challenge of the prototype development, plus all the regulatory process afterwards in order to launch it to the market. The tools that DMS has gave us is help with the roadmap for the Go to Market, some office dynamics (Sprints for example) to improve our productivity and organization, etc.

How have you benefited from using our services? What have you learned from Data Market Services?

We have improved our decision-making chain, we know how to focus more on specific matters and how to execute them and some accountant mechanisms improved, etc.

What would you say to other businesses facing the same challenges as you?

Focus on the most important tasks, set achievable milestones and KPIs to achieve those and invest a lot of time in education and searching for new resources to improve your productivity.

What do you think other people should know about DMS programme?

It's the place to be. It's free, they have good materials and webinars and they are willing to help you.

Why other Startups should apply to Data Market Services?

I think they should apply if they are developing a product. The tools that DMS provided us are really useful I encourage everybody because it is a good opportunity, with good resources.

Could you tell us an achievement or contribution that you are most proud of?

We have helped numerous patients with our predictive software, but the big achievement will come when the paradigm of drug delivery will be transformed by our *Smartpatch*.

How working on your startup has changed your life?

I have always considered myself a multitasking person, I wouldn't be able to survive in a one-task job and in a startup, you are in charge of so many different tasks. Working in a startup has provided me with the ability to help others while I feel comfortable in my workplace, knowing that we are developing something to improve the world we live in.

2.4   ONEWATT

OneWatt helps industrial facilities prevent unplanned downtimes, increase electrical efficiency, and improve productivity of maintenance activities by literally listening to the motors. With the use of our Embedded acoustic recognition sensors, or EARS, AI, and frequency analysis, OneWatt is able to detect and predict faults before they cause issues in the industrial environment.

OneWatt team had a friend who owns a food additive factory, and he hires one guy every month just to listen and diagnose his motors. The problem was that guy was retiring in a couple of months and he found it difficult to get a replacement for that guy because it's something that is learned by experience and not typically taught in schools. Because of that, we had the idea of converting that guy's skill into an AI.

COMPANY NAME
ONEWATT

TAGLINE
Non-invasive motor health monitoring

FUNDATION
2019

COUNTRY
The Netherlands

Industrial motors will have problems. If not diagnosed in time, they can result in massive losses, due to unnecessary repairs, or even worse, unplanned downtime. Using OneWatt custom non-invasive sensors and our machine learning algorithms, their EARS (Embedded Acoustic Recognition Sensors) literally listens to your motors to prevent this from happening. OneWatt ensure that when your motors complain, they will be there to understand.

The Interview

What attracted you to this Open Call?

We wanted to know more of how to deal with the actual market, specially with B2B process. We needed to know how reach clients and the advice from people who have knowledge on this field.

What challenges were you facing and what tools or services DMS gave you to solve them?

One of the biggest challenges we encounter when we try to sell this product is, we don't know the people. It is important to reach people with effectiveness.

How have you benefited from using our services? What have you learned from Data Market Services?

We benefited a lot, especially the *Content Marketing* Workshop at the Bootcamp in Leipzig. Because we are really struggling on how we can reach our target and it really helped us defining our strategy on how to push awareness. Also, *How to Pitch on Investors*, this have changed the perspective we had on how we should communicate to the investors.

What would you say to other businesses facing the same challenges as you?

They should try DMS Services. And they should keep an open mind and to focus on what is helpful to them.

What do you think other people should know about DMS programme?

DMS is not just a workshop or a specific activity, a specific learning. It's open to suggestions and there is a lot of conversation going on. You can directly ask experts how you can stablish your strategy around your startup. You can learn a lo of from this kind of conversations.

Figure 5. Paolo Samontanez, CTO of OneWatt

Why other Startups should apply to Data Market Services?

There is a lot of things, especially if you are new on this environment. Getting in touch with experts; what they know and what they think about how you can improve in different aspects of your business. It is really helpful. You can raise the value and change how people see your startup after being part of these services.

Could you tell us an achievement or contribution that you are most proud of?

I think the biggest change was in our personalities. Before, when we were starting, both of us were complete introverts, and because of doing this startup, we are now comfortable talking to people at the least. And for me, I am now more confident speaking publicly and sharing thoughts. I guess the ability to grow into what the role asks from us is one of the greatest transformations both of us experienced.

How working on your startup has changed your life?

I don't know where to start! There has been a lot of changes! Moving from a small island in the Philippines, quitting our jobs, moving to the Netherlands, and now selling to customers in the EU! There are lots of changes involved in each of those steps, but one of the biggest changes we experienced is getting used to the food and the flavors in the EU. Aside from that, we experienced a lot of personal growth, from introverts to extroverts, from engineers to sales, and from thinkers to doers.

2.5   U-HOPPER SRL

U·HOPPER

U-Hopper is a SME based in Trento, tech-hub in northern Italy, by the Alps. We are a deep-tech company developing IoT and Big Data analytics solutions with the aim of helping our customers to create value out of their data. We leverage our data science skills, our AI expertise and our proprietary software tools to tailor custom-made big data analytics solutions able to solve our customers' problems.

Our solutions range from data visualisation, business and customer intelligence, chatbots and blockchain applications. Our team is young, international and gender balanced.

COMPANY NAME
U-HOPPER SRL

TAGLINE
Helping companies create value out of data

COUNTRY
Italy

The Interview

What attracted you to this Open Call?

It was focused on DATA and in data we trust! Data is the essence of Tapoi and of our company and we believe that domain know-how is essential to deliver professional services. Our business daily relies on data to offer our customers the possibility to take data-driven decisions, which leverage on objective facts and figures.

Figure 6. Elisa Tassoni (Business Developer) and Giulia Tosato (GDPR compliance Manager) of U-HOPPER

What challenges were you facing and what tools or services DMS gave you to solve them?

Tapoi is customizable to different verticals, but our aim consists in identifying the most promising product-market fit. Consequently, our challenge is to refine business modelling, and business development activities, while adapting the technology to the most suitable vertical. By means of your training we were able to acquire valuable insights and know-how from experts and learn from the sharing of experiences with peer participants.

How have you benefited from using our services? What have you learned from Data Market Services?

Throughout the DMS programme, we took advantage of many opportunities: from participating in important international events, such as the South Summit in Madrid and

the European Big Data Value Forum in Helsinki, to taking part in mentoring sessions and round tables where we had the possibility to confront ourselves with other peer start-ups. We had the chance to meet interesting people and exchange ideas and impressions, enlarge our network and learn new methodologies (GDPR and market-related mostly) for further developing our business.

What would you say to other businesses facing the same challenges as you?

Never give up and never stop learning! Determination and curiosity will drive you to find the right solution, always.

What do you think other people should know about DMS programme?

You won't find gold, nor gems naturally on your path. Only if you are committed to taking advantage of opportunities and tools provided by DMS and the professionals at your disposal, you will find the best way to dig deeper in order to identify that hidden gold and gems.

Why other Startups should apply to Data Market Services?

We believe that the opportunity offered by Data Market Service will allow you to broaden your array of skills, competences and tools and will increase your team know-how. All this will make your business grow in a proper, sustainable and competitive way.

Could you tell us an achievement or contribution that you are most proud of?

With our business we are contributing to the cultural shift towards profiling. Up-to-date, profiling has always been associated with bad and terrible purposes, but our purpose is to apply profiling technologies to benefit consumers and doing it in a GDPR compliant way.

We want to rebuild users' as well as businesses' confidence towards profiling, by demonstrating that if used properly data is a source of mutual benefits. Our aim is to overcome the effects generated by the 2018 scandal of Cambridge Analytica: diffused fear for profiling across businesses, worried about reputational risk; user negative perception of digital services - in particular of those asking to access personal data - based on mistrust and skepticism. One of our practical actions is represented by a pilot project that we are currently running with Sigmalive, a Cypriot media partner: Tapoi leverages profiling to support the counteraction of "filter-bubbles" and to solve the "cold-start" problem, by ensuring online readers a balance between the neutral right to information and the possibility to access articles of interest even in occasion of their very first website visit.

How is our solution GDPR complaint? First, we inform users of our profiling purposes oriented only towards personalization of their customer experience and we collect a clear consent in relation to our purposes; second, according to minimization principle, that - as you know - is one of the key principles of the European regulation, we analyses data without storing it - after 2 hours original information is deleted and we only save the results of our analysis; third, we analyses data and create profile avoiding possible discriminatory effects.

How working on your startup has changed your life?

Elisa - Before working on Tapoi, I was employed as Retail Specialist. It liked my job, and even though I was often on a business trip, tasks were quite repetitive, creativity level

equaled to zero and the environment was quite static. I decided to change, I needed to push my brain beyond the limits, and here I am today. Working in a start-up environment requires you to be mentally active every single day, for the sake of your business: up-to-date with what's going on out there, always looking for better solutions, for ideas, for people, for partners. Basically, you cannot stop your brain to spin on, and by not stopping you are able to enrich yourself.

Giulia - Well, from my side I have been working as a lawyer for almost ten years, mainly as a consultant in business and insurance law. Working for a startup has been a huge change for me as I discovered a completely different environment: more fluid and stimulating, where things move quickly. I do not feel like a drop in the bucket, but I feel that I can make the difference. Working in a startup is more than just an employment, it means believing in a project and being part of it.
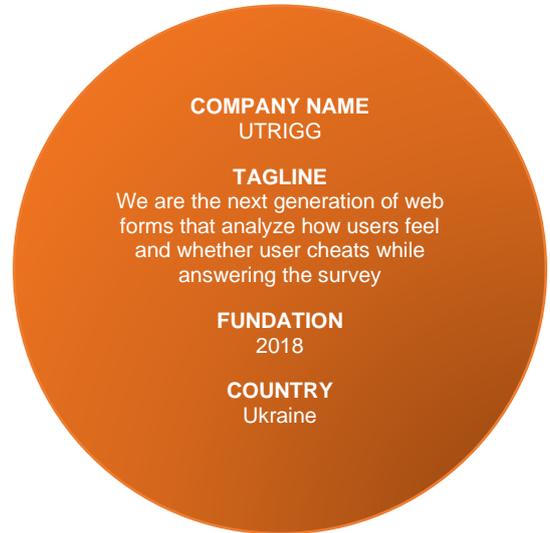
2.6 UTRIGG

uTrigg

uTrigg analyses user behavioural patterns to help B2B with crucial insights. We are a software house with a deep knowledge of science and data science (with 8+ years of experience).

uTrigg is transforming online and bring the non-verbal channel to online marketing by our unique KYC (know your customer) tool with user behaviour detection (including emotions and psycho type of anonymous person). uTrigg is SaaS of survey builder for research, EdTech or feedback / KYC purposes. uTrigg analyses HOW users feel (their unique psycho state).

COMPANY NAME
UTRIGG

TAGLINE
We are the next generation of web forms that analyze how users feel and whether user cheats while answering the survey

FUNDATION
2018

COUNTRY
Ukraine

uTrigg team brings humanity into online communication between customer and company. This company will transform marketing from targeting HOW the person looks like to WHAT the person feels and HOW behaves. As all the purchases now are made spontaneously, based on their psychological type and emotions that they have.

The Interview

What attracted you to this Open Call?

As we were a startup in the data area, so one friend of mine from the Netherlands pointed our attention to this program. As I'm a very partnership addicted person, I was hoping to find very similar startups in this program to cooperate with and also relevant corporates to provide them our innovation.

Figure 7. Victoria Gerukh, CEO and Oleksandr Zamotaiev, CTO of uTrigg

What challenges were you facing and what tools or services DMS gave you to solve them?

Webinars were great and must to be learned in a detailed manner. Still, as it was during the workday, so we had to choose all the time between meeting with clients and nice to learn info.

And that's amazing, that organizers recorded all the videos. So, I can come back to them later. Super useful!

How have you benefited from using our services? What have you learned from Data Market Services?

We were super excited to be chosen one of the startups to be represented from DMS in Helsinki at The European Big Data Value Forum.

Also, a wonderful possibility appeared to get involved in professional video promo materials creation in Leipzig during the startup workshop.

We get more exposure and status of TOP-50 data European startups.

What would you say to other businesses facing the same challenges as you?

Try to figure out some innovative ways. You have problems or situations that you might be innovative to solve them. Innovation is our everything. Be open to new challenges; it seems like close doors, but they are just improving your entrepreneur skills. Be open to new possibilities; it seems like opening too many doors, they teach you to be focused and persistent.

What do you think other people should know about DMS programme?

If you would like to be involved in the program and get effectiveness - indicate to managers from time to time about your expectations.

Be friendly and turn on your empathy, so people can be admired to know you.

And try to help every person, that you feel you can make it quick and in a very small period.

Why other Startups should apply to Data Market Services?

Specialists that are eager to help with any crazy idea that your startup brain generates. An amazing online community, that feels like home, whenever you interact with each of them! Wide range of connections with other conferences.

Could you tell us an achievement or contribution that you are most proud of?

We have pilot projects with Telecom company from KSA, university, and Marketing Research agencies. Our Awards: We rated as TOP-50 startup by DMS program (supported by EU). TOP-20 MarTech startups in Ukraine. TOP-10 finalists at IT arena conference.

How working on your startup has changed your life?

Huge! The whole mindset transforms into HOW to be more helpful to customers, not just selling that no one wants. We have several huge waves of deep customer development in order to grasp those ideas to cover needed business tasks!

2.7 VESPUTI

Vesputi is a multimodal real-time mobility platform, which transforms train operators into mobility providers. They are making the transport system more sustainable, digitalizing maps and refocusing on transport. The main purpose of the company is moving public transit to the core of the mobility ecosystem.

COMPANY NAME
VESPUTI

TAGLINE
We are the public transit integrator

FUNDATION
2016

COUNTRY
Germany

The Interview

What attracted you to this Open Call?

We are always looking for opportunities to build an inspiring network around us. DMS had what we need to keep growing the company and to connect with the right people.

What challenges were you facing and what tools or services DMS gave you to solve them?

Structuring our processes and participating in the right event to build the right network.

How have you benefited from using our services? What have you learned from Data Market Services?

We went to TNW in Amsterdam, as well as the Web Summit in Lisbon with DMS. There, we were able to connect with and build relationships with VC. Additionally, we participated in the Webinars that evolved around issues you need to work on as a start-up, such as how to structure and approach an effective B2B sales process.

Figure 8. Linus Frank, Co-Founder of Vesputi

What would you say to other businesses facing the same challenges as you?

We would say they should try to join programmes like Data Market Services, to move forward quicker and build a network that helps you to tackle the challenges.

What do you think other people should know about DMS programme?

We think they should know is a programme with a lot to offer. You can pick what is best for you.

Why other Startups should apply to Data Market Services?

Because they will have access to a range of webinars and opportunities to participate in events, boosting for their start-up.

Could you tell us an achievement or contribution that you are most proud of?

At the moment what we are most proud of is the team we are building. We think we are really solid, and we are ready to bring the company to the next level. At the end, the team is the company, so It is something to be proud of.

How working on your startup has changed your life?

Overall, we think it makes you busier, and you have more responsibilities. At the same time, our lives became more creative, more diverse and in general more interesting.

3. CONCLUSIONS

In this document we have been able to find the interviews made to the startups that attended during the first DMS Bootcamp that took place December 11 and 12 in Leipzig, Germany.

The startups interviewed were the following (in the same order they appear in this document): HOPU, Indeework, Medicsen, OneWatt, U-Hopper, uTrigg and Vesputi.

In addition to the questions made, a brief introduction of each startup has been made to learn about their work and their environment. The questions have focused on its passage through the Data Market Services programme in these months (M06 - M12) and the knowledge acquired.

The realization of these interviews has allowed an approach and obtain a greater knowledge of these companies. Some of them were the first time they acquired these types of services, others already had experience in this dynamic. In general, we can say that their experience and results have been positive.

One of the highlights of the program is the ease of connecting with other companies and people, especially thanks to the attendance of events. Data Market has given the opportunity to all selected startups during this call to attend several events within the data ecosystem. The importance of how to study the market, know what the target is and also know how to pitch in front of investors.

Thanks to these interviews we can improve our services and focus more on those who have had greater acceptance and better results.

The results have not only been positive for startups individually, thanks to the attendance of face-to-face events and online communication channels it has been possible to create a community, where to share experiences, opinions and receive help to continue growing in the market.