DMS Accelerator

D5.4 Success Stories: SMEs in the Data Universe v2

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Document History

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v01	22/01/2021	First draft of the report and layout prepared by Ogilvy and shared with Zabala
v02	26/01/2021	Second draft of the report with updated information from the startups shared with the partners
v1	29/01/2021	Final version of the report including inputs from Zabala and KCL

Contents

Executive summary

The deliverable 5.4 Success Stories: SMEs in the Data Universe v2 compiles the interviews carried out with the startups that have been selected to participate in the next DMS Bootcamp, and with the winner of the DMS Investors Day Pitch Battle organised by DMS Accelerator on November 19th. The second edition of the DMS Bootcamp will take place in a virtual format in March 2021. Due to the current situation, we had to adapt some of the services and project activities to continue with the established plans.

Among these changes are these interviews, which should have been conducted in person at the afore mentioned event.

Thus, we have contacted the startups by email, and offered them the interview in writing. In addition, some startups have also participated in an audiovisual way and this collaboration will appear in the summary video of the year that is under production.

The questions were asked to one of the members of each startup, using the same questions for each one. The objective of these interviews is two-fold: 1) to get to know more about startups, and also 2) to know their opinion and the results obtained thanks to the services provided by the DMS Accelerator.

1. Introduction

The Success Stories – SMEs in the Data Universe v2 is the second annual report on the featured Success Stories from the 2020 DMS Accelerator cohort. 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 the Communication and Dissemination WP5, is to spread the word of Success Stories of the startups that have been part of this second edition of the acceleration programme.

This deliverable D5.4 is related to the tasks 5.2 and 5.3:

- **Task 5.2 Building of the Success Stories**, which main objective is the creation of key content to be used as an asset for Communication and Dissemination. This task 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 D5.4 the success stories shown below are made up of an introduction header about the startup, and an interview. It has been organized in such a way that all startups could address and talk about the same topics and experiences.

These interviews have been conducted virtually with the startups due to the COVID-19 pandemic situation.

In addition to these interviews, each startup interviewed will have their own professional video-pill as this material is also part of the promotion services offered by this project.

Moreover, some startups have also provided audiovisual content to the DMS Team and this collaboration will appear in the summary video of the second year aftermovie.

Below are eight different success stories, each starring startups that have been part of the second edition of the DMS Accelerator during July-December 2020.

2.1.   Advanced Infrastructure

Advanced Infrastructure

is a cross sector energy data platform providing analytics to corporations looking to cut their emissions.

" Hi, I'm Lily – one of the co-founders at Advanced Infrastructure.

. What do you highlight from your personal experience as an entrepreneur?

The opportunity to change the way industries and companies think about carbon.

. What attracted you to this Open Call?

As a Europe-focussed, but UK-based SME, we were attracted to the DMS because of their strong network of European partners.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

The DMS has been invaluable in helping us improve our sales strategy through increased visibility, introductions and product development workshops.

Informative, Useful, Engaging.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

The value add from their content and workshops is good. Their tech deals and mentors help leverage this effectively.

. Could you name three adjectives to describe this programme?

Informative, useful, engaging.

. What do you recommend changing for next startups applying the programme?

Introduce a weekly stand-up meeting – with the goal of connecting the participating startups by sharing success stories and advice.

DMS has been invaluable in helping us improve our sales strategy through increased visibility, introductions and product development workshops.

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2.2.   Builtrix

Builtrix is a web-based energy tracking, analysing and benchmarking platform designed for commercial buildings.

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Hi, I'm Javad – CEO & co-founder at Builtrix.

. What do you highlight from your personal experience as an entrepreneur?

The core journey of an entrepreneur is full of up and downs, happy and bad days, tears, and laughs. You should always be motivated to move forward. Find a way to get motivated along the journey, as it is a long and hard journey. If you know how to play the game, it is a very rewarding and intellectually joyful pathway.

. What attracted you to this Open Call?

The great mentorship, deep webinars & courses about essential things entrepreneurs and startups needs to know to scale up their businesses.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

DMS helped us to better prepare for investment pitch. It provides a great opportunity to get connected and pitch in front of great investors. We enjoyed using DMS services to plan for our start up success and growth.

Supportive, Fun, Friendship.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

DMS acceleration program is one of amazing program designed for data startups to deepen their knowledge about data-driven businesses, how to scale their businesses and get funded. If you are looking for to be well prepared for fast growing of your businesses, you should seriously consider DMS acceleration program for your success.

. Could you name three adjectives to describe this programme?

Informative, useful, engaging.

. What do you recommend changing for next startups applying the programme?

I believe there should be more one-to-one mentorship for startups.

We enjoyed using DMS services to plan for our start up success and growth. It provides a great opportunity to get connected and pitch in front of great investors.

2.3. Cittamap

"Hi, I'm Gagan – CEO & co-founder at Cittamap.

Cittamap is a data analytics company providing access to quality decision making to create climate neutral cities of the future.

. What do you highlight from your personal experience as an entrepreneur?

An entrepreneur journey is synonymous with excitement, and adventure. It gives the experience of dangerous moments in an adventure, and the thrill of challenging the status quo. I personally have seen ups and downs but would not imagine taking another path.

. What attracted you to this Open Call?

As an accelerator program, it started with the basics, and provided advanced techniques with business development.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

The challenge of our company has been between selling technology, or a product. The technology is novel, and hard to convey to customers, but the product is tangible benefits. We learned to test tangible customer successes as opposed to selling the technology idea.

Collaborative, Insightful, Visionary.

. What do you recommend changing for next startups applying the programme?

The challenges of the remote working tied into the EU wide approach of DMS. I would enhance one on one time more. One suggestion would be to connect the webinar schedule to the program schedule more explicitly. This would allow to retrace some steps, in the startup journey. Lastly, it would be beneficial to see industry-startup-government collaboration in the form of mini-hackathons, 'pilot' studies to develop use cases and potential partnerships.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

DMS accelerator brings together a variety of organisations that increases the chance for startups to find the right network.

. Could you name three adjectives to describe this programme?

Informative, useful, engaging.

DMS accelerator brings together a variety of organizations that **increases the chance for startups to find the right network.**

2.4.   memoresa

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*Hi, I'm Jörg – CEO &
founder at memoresa.*

memoresa is focused on simple and intuitive manageability and the GDPR-compliant and secure storage of data, documents and regulations that must always be available.

. What do you highlight from your personal experience as an entrepreneur?

It is important to learn how to deal with defeats. No matter how successful a company is, there will always be points where you lose a battle. The important thing then is to get back up, wipe the dust off your mouth, learn from your mistakes and move on!

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

We have countless challenges every day, and because of the DMS's large toolbox, we were always well equipped, whether through individual coaching or through the events.

We were especially helped by the "international" view of things, that will become very important for our future.

. What attracted you to this Open Call?

Do good and talk about it, so I am always happy to communicate.

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Structured, comprehensive, in-depth.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

Any startup that is in the blockchain space and/or interested in internationalisation should do everything they can to get into the programme.

The chance of being selected as one of only 50 European startups is not that high, but it's worth it!

. What do you recommend changing for next startups applying the programme?

A preview of the events with at least four weeks' notice would be great, then participation in the events is even easier to plan!

. Could you name three adjectives to describe this programme?

Structured, comprehensive, in-depth.

We have countless challenges every day, and because of the DMS's large toolbox, **we were always well equipped, whether through individual coaching or through the events.**

2.5.   Mobilyze

" *Hi, I'm Pavol – CEO of Mobilyze*

Mobilyze helps charge point operators find ideal locations for their electric vehicle chargers using big data analytics and artificial intelligence.

.   What do you highlight from your personal experience as an entrepreneur?

Focus, motivation, and discipline are crucial. When you are in charge, there is nobody to push you to do the work. In fact, you are the one who must motivate others and be positive, which is quite difficult at times

.   Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

I would point out two – fundraising and scalability. Although we have previous experience with starting a new business, we have not dealt with a lot of investors. DMS helped us prepare all necessary documents – financial plan, business plan and such – before reaching out to VCs. The networking sessions then helped contacting them. In terms of scalability, we needed some general guidance and the ability to "think big"

.   What attracted you to this Open Call?

There are not many people with experience in scalable data analytics businesses in our region. It was particularly important for us to find some guidance and mentorship to help us grow and get feedback on what we do.

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Professional, concise, eye-opening.

and go beyond our region, in which DMS helped us as well.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

DMS is a great way to speed up your efforts without giving away any equity. It provides all the basic information you need to know to be successful along with hands-on approach and customized content. However, it really depends on you how much you will get out of it. Try to be as active as possible and use all the opportunities it offers.

. What do you recommend changing for next startups applying the programme?

A preview of the events with at least four weeks' notice would be great, then participation in the events is even easier to plan!

. Could you name three adjectives to describe this programme?

Professional, concise, eye-opening

In terms of scalability, we needed some general guidance and the ability **to "think big" and go beyond our region, in which DMS helped us as well.**

2.6.   Onalytics

" *Hi, I'm Cristina – Chief Sales & Marketing Officer at Onalytics*

Onalytics helps breweries to automate beer keg sales and reverse logistics, enables process optimization with lower operational costs and leverages data to increase sales.

. What do you highlight from your personal experience as an entrepreneur?

This is not for the faint of heart! If you like extreme sports and enjoy a good adventure, then this is the life for you. I have to say my favourite bit is the part where you have to learn about every aspect of a company's birth and growth. It's also very challenging, but it feels like I'm building and nurturing something that will, hopefully, grow and claim its place in the global market.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

We applied for the EIC grant, and Zabala, one of the companies with DMS, helped us with the application. We also received mentorship on

We were also in the process of fundraising, and the help from mentors, as well as the available training on the DMS platform, were invaluable for building our pitch and connecting us with potential investors.

. What attracted you to this Open Call?

There were several factors that caught our eye. One reason had to do with the accelerator being sponsored by the EU, and the involvement of a number of well-known companies, including Bright Pixel and Ogilvy.

Proactive, dynamic, structured.

Intellectual Property and startup finance from the mentors at DMS.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

The DMS Accelerator looked interesting to us from the very start, and we applied because it promised some interesting perks, and we knew some of the companies involved in its organization. However, we have to say it greatly surpassed all our expectations. We recommend it to all startups, as the DMS team really does go above and beyond. They set us up with investors, prospects and even other accelerators. They did everything they could to support us, provided access to accredited courses, training, invaluable mentorship, and were basically at our side every step of the way.

. What do you recommend changing for next startups applying the programme?

Building up the pool of mentors and training courses, beyond the ones already available.

. Could you name three adjectives to describe this programme?

Proactive, dynamic and structured.

There were several factors that caught our eye. One reason had to do with the accelerator **being sponsored by the EU, and the involvement of several well-known companies.**

2.7.   SDX

" *Hi, I'm Antonio – Co-founder and CBDO at SDX*

SDX Network is a platform that allows sensitive data to be exchanged securely through advanced cryptography.

. What do you highlight from your personal experience as an entrepreneur?

The thrill of creating something new. Shaping a brand-new market. The bond you create with the founding team. The freedom of being one's boss, it comes with a lot difficulties such as uncertainty, frustration, rejection but if you have a clear vision and are passionate the benefits outweigh the challenges.

. What attracted you to this Open Call?

We truly believe that our solution is revolutionary. Even though we are at an early stage, we have a very ambitious vision and need validation + visibility.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

DMS has given us access to brilliant minds which clarified doubts as how to shape our business, the strategy, challenged our model to become better. The growth we have experienced thanks to this program, together with our own personal actions has been extremely

Dynamic, insightful, varied.

beneficial for our future sustainable growth.

. What do you think other people should know about DMS program? Why should other startups apply to DMS Accelerator?

To be fair, we found it pretty self-explanatory and very intuitive to navigate the different resources offered by the program.

. What do you recommend changing for next startups applying the programme?

Maybe offering more courses like the one of Southampton university? I personally found it very helpful and would have not minded doing additional courses during the program.

. Could you name three adjectives to describe this programme?

Dynamic, insightful, varied.

The growth we have experienced thanks to this program, together with our own personal actions has been extremely beneficial for our sustainable future.

2.8.   Whenwhyhow

whenwhyhow is an AI-based Customer Data Platform that uses a combination of internal customer information and external events to surface insights

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Hi, I'm Lorena – VP Sales & Alliance at whenwhyhow.

. What do you highlight from your personal experience as an entrepreneur?

It is a challenge. There is not a single day when you do not learn something new. You need to use all your skills (technical, social, creativity, perseverance…), but luckily, you also meet brilliant people that motivate you through the way.

. Which challenges have you faced during your time within the program and which tools or services DMS has given you to solve them?

We really enjoyed the online trainings and mentoring. This year all in person events were cancelled, so it was important for us to be able to improve our skills in the meantime and keep networking.

In this regard, the Southampton collaboration for the AI courses was one of the most interesting parts.

. Could you name three adjectives to describe this programme?

The DMS program offers top quality content, it is very complete, and it has the perfect pace, so you do not get overwhelmed

. What attracted you to this Open Call?

As an artificial intelligence startup, we found very interesting to join an Accelerator specially designed for data companies. Time is limited so you have to focus in what can really help your business.

. What do you recommend changing for next startups applying the programme?

There was little networking with other startups, the online format did not make it easy. I would create a forum or similar to interact.

. What do you think other people should know about DMS program? Why other startups should apply to DMS Accelerator?

I would recommend it to every data start-up that wants to improve in all aspects of their business, from getting investment to compliance, IP or sales.

Top quality content, complete, perfect pace.

As an artificial intelligence startup, **we found very interesting to join an Accelerator specially designed for data companies.** Time is limited so you have to focus on what can really help your business.

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3. Conclusions

In this document we have presented the interviews made to the startups that have been selected to participate in the next DMS Bootcamp.

The startups interviewed were the following (in the same order they appear in this document): Advanced Infrastructure (winner of the Pitch Battle at DMS Investors Day), Builtrix, Cittamap, memoresa, Mobilyze, Onalytics, SDX and whenwhyhow.

In addition to the questions made, a brief introduction of each startup has been added to learn about their work and their environment. The questions have focused on their experience through the DMS Accelerator programme and the knowledge acquired.

The realization of these interviews has allowed us to get to know more about these companies. Some of them received this type of service for the first time, while others already had previous experience in this activity. In general, we can say that their experience and results have been positive.

One of the highlights of the programme is the ease of connecting with other companies and people. They have found it very interesting to join an accelerator designed for data companies, helping them to prepare all necessary documents – financial plan, business plan and such – before reaching out to VCs.

As this last year we could not attend many physical events, we have focused on other services such as the mentoring, virtual and networking sessions. In terms of scalability, some startups needed general guidance to grow, and DMS was there for them.

Thanks to the feedback gathered in these interviews we can improve our services and focus more on those that had a greater impact and acceptance by the startups.

The results have not only been positive for startups individually, but thanks to the connection with all the startups through different channels, it has been possible to create a DMS community, to share experiences, opinions and receive feedback to continue growing in the Data Market.