

Vinculación de Emprendimientos y Emprendedores con ecosistemas internacionales

Programa de Emprendedores con la Aceleradora 500 Startups

Informe para Directorio

El objetivo del presente documento es presentar los proyectos seleccionados por la aceleradora 500 Startups para participar en el programa de Aceleración a ser realizado en Uruguay.

La visión general de los proyectos seleccionados es que cada uno de ellos cuenta con excelentes emprendedores, una clara definición de sus objetivos de crecimiento y mercado potencial y cumplen con los criterios establecidos en las bases de la convocatoria.

A continuación se presentan los 21 proyectos seleccionados por la Aceleradora 500 Startups:

Startup	Entrepreneur	Description	Approval justification	Country
Sur 3D	Alejandro Lozdziejski	We empower brands to offer custom product creation, through software that bridges the gap between the client's idea and the brands manufacturing methods. We provide a software that integrates into brands ecommerce sites, making personalizations tools available for their clients to use, and at the same time generates production files (from the exact personalization the client made) to be used on the brands existing production facilities with any digital manufacturing technique (engraving machines, laser cutting, 3d printing, sublimation, cnc milling, etc).	Has a working sales model, has active customers, very strong founders, had applied to our SF program in 2016 and made it to final round	Uruguay
1000 Razones	Macarena Zas	1000 Razones is a dress rental company. We design occasion dresses and reform old clothes to do new ones. We invented "Put your wardrobe to work. Anyone can bring its occasion wear and win a commission each time is rented. We are the only company who offers on-line rent with 24hs delivery service. Our business model also includes a service of trying up to 4 dresses at home in other to help women with little spare time and living long distance from the store. We developed a powerful software that allows managing all transactions and design our franchise system. We have one own store and 3 franchises. 1000 Razones franchise in Uruguay are in Department of Treinta y Tres since 2014 and soon opening in Montevideo, Carrasco. In Argentina we are in Province of Cordoba, City of Rio Cuarto since January 2017.	Strong, female founder, are currently in two countries (Argentina and Uruguay), has good idea of what her expansion plan is, clear target market, has made USD \$30K in profit this year	Uruguay
ABYA	Franco Miceli	ABYA is a Montevideo-based startup that creates and develops ABYACast, its Gaming as a Service (GaaS) platform, one of the first cloud gaming solutions in the southern hemisphere. With AbyaCast, video game players have access to an extensive library of games by the major developers in the world, at any time and with any device through the cloud. We are backed by ANII – Uruguay's	Founder with very strong background, currently creating a prototype, clear plan to launch in Mexico by EOY, Received USD \$120K from IBM to use their data centers, have negotiated 20	Uruguay

		National Agency for Research and Innovation – and by equity capital. We are currently being accelerated by ThalesLab.	titles so far	
Startup	Entrepreneur	Description	Approval justification	Country
Armor Bionics	Bruno Demuro	<p>We are a startup based in Montevideo, Uruguay founded back in 2013, ever since, we haveve been driven in developing tailor made solutions for the medical field, designing tools for the optimization of surgery planning, designed to aid professionals in the three-dimensional visualization and materialization of sliced based imaging acquisition data.</p> <p>We at Armor Bionics specialize in 3D modeling and image segmentation, offering a straight forward cloud based set of tools aimed to closing the gap between imaging acquisition solutions and physical and digital materialization. Though our main focus has been the medical field, we have worked with numerous other sectors, and industries. Our services are currently being used by health centers, universities and various industry sectors, having direct applications in the many industries.</p>	<p>Making a steady, monthly revenue, already in the process of redoing their website and making it stronger (so they understand what changes they need to make in order for success), already have forecasted three major contracts</p>	Uruguay
Chipsafer	Victoria Alonsoperez	<p>Chipsafer developed a global patented IoT platform that uses sensors equipped with GPS receivers to track the position of the cattle, and determine the health of each exact animal using proprietary algorithms. With Chipsafer the farmer can know where the animals are and receive warnings if an anomaly is detected or if an animal trespasses a specified perimeter, which enables the detection of diseases on time and combats cattle theft. The aim is that through the information provided by Chipsafer the farmer will be able to increase the production without generating a negative impact in the environment.</p>	<p>Have pilots in Brazil and Africa too, Luxembourg, Netherlands, Australia; start pilot in Uruguay in September, understand their competition, patents in US, Uruguay, and Brazil, have gone through another accelerator so good understanding of how the program can be helpful to them going into it</p>	Uruguay and Brazil
Collokia	Pablo Brenner	<p>Using Artificial Intelligence to provide effortless knowledge management in organizations</p>	<p>Strong product, knowlegeable founders, clear understanding of what they need to do in order to grow, highest scoring company, capital is USD \$2M</p>	Uruguay

EME	Nicolás Mescia	<p>EME was founded in 2005 and became the first Uruguayan publishing company to develop content products for newspapers in Latin America. Since then, we have been working for the most important network of newspapers in the continent GDA (Grupo Diarios América): La Nación Argentina, El Mercurio Chile, El Comercio Perú, El Tiempo Colombia, El Comercio Ecuador, El Universal México, El País Uruguay, La Nación Costa Rica and also for many other newspapers like Clarín (the biggest hispanic newspaper in the world), El Universo Ecuador, La Razón Bolivia, Ultima Hora Paraguay. We have sold over 30MM books, in more than 15 countries in Latam. In 2016, and after having several meetings with the digital managers of these newspapers, we started working in a spin off called SPOT with the support of ANII. Spot is a content platform that will provide newspapers with the content they need to reach and monetize their audiences.</p>	<p>Very strong founder, clear expansion model and direction, product has been purchased throughout 15 LatAm companies, have business representatives in multiple countries</p>	Uruguay
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Hacknoid	Rosina Ordoqui	Hacknoid is a SaaS B2B cybersecurity solution, developed by Arcanus as a new paradigm to deal with security issues at organizations, based on our previous service called "Ethical Hacking", which we've been developing as a consultancy service since 2003. This new paradigm incorporates continue monitoring and real time alerts, bringing as a result the most important: Business language reports. In other words: aligning the technology focus with businesses interests. This transparency allows visualize the security issues in consequence to the potential business continuity threats.	Started in consultancy and now have had the chance to develop their product based on their learnings, USD \$150K in revenue this year, presence in multiple countries, large team of 10 strong members	Uruguay
LARCTEST	Maria Tula	We created a diagnostic tool for sport horses that is used through and app. Our results are: No injuries, more prizes and more winnings. Horse owners enjoy their horses, horse trainers are guided by the horse's voice and veterinarians have a new preventive practice.	Have expanded to the US and therefore understand multiple markets, have a set business model and expansion plans	Uruguay
Loog Guitars	Rafael Atijas	Loog is a line of guitars designed to make it fun and easy for kids and beginners to play music. They come with an app that gets children playing songs on day one.	Strong founders who have a clear understanding of their business and what is needed in order to do well, understand how to expand to a new market (not only children, but adults too), targeting \$1M in revenue by EOY	Uruguay
Meitre	Juan Caviglia	Meitre is a revenue management platform that fully automates the reservation process for restaurants. We provide a complete toolset that enables restaurateurs to eliminate no-shows, lower cancellation rates and allocate demand efficiently, thus increasing the number of covers served and improving the bottom line. All of this whilst we offload the low value work of manually managing reservations to focus in better serving customers.	New product that solves an issue for restaurant industry, currently working with the top 29 restaurants in Montevideo, clear sales model, understand their pipeline, rapidly expanding	Uruguay
MobiDoc	Federico Sterenstein	MobiDoc is a on-site mobile repair company specialised in iPhone, iPad and Galaxy S phones. We look forward to provide an easy, comfortable, quick, safe and quality repair to our customers on the spot throughout Montevideo.	Growing customers, clear expansion plan to move to Argentina, will start servicing all of Samsung in the future as well; \$250K AR/\$30K/mo; 25% profit off of that	Uruguay

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Nettra	Daniel Perciante	We define Nettra as a technology company that develops solutions for the monitoring of distributed infrastructures. In our early years we developed electronic devices for traffic management. Our products have been successfully installed in several cities in Uruguay. Later we developed other electronic devices with focus on telemetry and remote control of infrastructures. We were capable of installing it in OSE (local water utility) to monitor the water distribution network of the metropolitan area around Montevideo. This gave us the momentum to design a software layer on top of the our devices in order to be able to give our customers a complete solution for the monitoring of their distributed infrastructures. A particular success case of this system was the product called Smart-Wells (www.smart-wells.com) which has been developed together with Compañía Chilena de Perforaciones as our local partner in Chile.	Expanded to multiple countries, clear revenue forecast, understand their client base and who they are trying to target	Uruguay
PayForm	Pablo Alvarez	PayForm allows non-tech entrepreneurs to accept recurring payments in seconds, without coding and without any integration effort. How does it work? 1) the user creates an url in the homepage, 2) the user customizes the design and charge information 3) chooses which payment gateways to accept, and if it's a recurring or one-shot transaction. And everything is ready, they can start charging their customers in seconds. The user can create simple charges, a plan based checkout view, a single project crowdfunding view, between others. Everything is done in seconds and without having any coding abilities or design.	Customer base is rapidly growing, valid pricing model, clear expansion plan	Chile, but moving to Uruguay on September
Poipes	Pepe Amorín	Poipes is like Netflix for football (soccer). For a monthly fee of \$9.99 customers can watch live and VOD games from the Uruguayan, Ecuadorian and Chilean leagues.	Clear pricing model, understand their target market very well, lots of potential revenue	Uruguay
Quiena	Nicolas Galarza	Quiena is the simplest, most personalized, and most accessible investment tool for retail investors in LATAM, by being an automated private banking representative. We create personalized investment plans for each client in LATAM and execute the plan for them in the US public markets without any minimum investment requirement.	Business is growing 8% per week with new, paying customers, \$1.2mil in assets under management, customer base is in a couple countries, good understanding of competitors and what differentiates them	Uruguay y Argentina
Rural	Mateo Capdevielle	Portal de negocios agropecuarios, enfocados en incorporar soluciones tecnológicas en el agro, con ya más de 50 clientes en todo el país utilizándolas.	high revenue numbers, large team with strong background, have an expansion plan, only company out of competitors that are working with brokers	Uruguay
Sagal	Alejandro Tocar	Sagal is a tool allowing online sellers to automate their processes, allowing them to scale their sales channels and sell more. By plugin into their current systems (ERP, OMS, WMS) and ecommerce sites, or through excel spreadsheets we are able to automate the information input in various systems, as well as provide a friendlier interface for them to control their online sales channels.	Clear, strong focus, official partners of Ebay, presence in multiple companies, grown 3x within the last year, clear high potential	Uruguay

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Unicorn Games	Jacinto Montu	At Unicorn we are making physical board games and toys that connect with the online world. Since launching 2015, we have sold more than 22k games in Uruguay, Argentina, Peru and Colombia, and currently have plans to expand into the United States and Europe. We are approaching a new segment that allows for group play using both traditional games and mobile devices. A second business model involves partnerships and the use of our intellectual property. We have generated interest from various companies, including Disney with whom we are developing a tech toy/hardware product.	Have sold 22,000 games, presence in multiple countries, partnerships with Disney and McDonald's, strong founders	Uruguay
UXDivers	Pablo Germano	UXDivers it's a product design company, with focus on user experiences and user interface design. We design and develop tools that help developers accelerate their development process, and close the gap between engineering and design.	High traction, well known in the community, have 15,000 users, high churn rate of 90%, structured pricing model	Uruguay
Vexels	Matias Colotuzzo	Vexels is the perfect tool for those who needs to create designs in a daily basis. With or without design skills, is fast, easy & affordable through a huge graphic stock and an intuitive online editor. Vexels clients are business owners, community managers as well as web studios, advertising agencies that needs to optimize their time. Most of our clients are based in US and Europe.	They've expanded, have customers, grown a substantially in a short period of time, 350K downloads monthly, starting to break even	Uruguay