Menorca Millennials startup decelerator selects 20 international startups from sectors such as biotechnology, business & team management, fashion and music

- **The Menorca Millennials Experience takes place from the 1st to the 15th June on the Balearic island of Menorca, in Spain**

- **The 20 Top companies selected come from the US, the UK, Netherlands, Germany, Sri Lanka, India, Israel, Spain, Finland, France, Ireland and Russia**

- **Martin Varsavsky (Prelude Fertility, Fon, Jazztel); John Keagy (GoGrid), Alden Mills (former Navy Seal of the US); Tim Draper (DFJ, Draper Associates and Draper University) and Verne Harnish (Entrepreneur's Organization) are some of the more than 50 Experience makers that will help companies to decelerate**

- **Menorca Millennials' faces its third edition after its community of startups has achieved an exit and more than 50 m € in financing rounds**

Menorca, May 29th 2017. Menorca Millennials, the world's first startup decelerator, announces the 20 startups selected to participate in the third edition of its international event, that will take place from the 1st to the 15th June on the Balearic Island of Menorca, in Spain.

The final 20 Top companies selected are AdHeat (US), Docuvo (UK), Eccocar (Spain), Electronic IDentification (Spain); Eximap (Finland), Hubrix (France), HypeHash (Sri Lanka), Ictiva (Spain), InsideDNA (Netherlands), JNB Music (Ireland), MeetYourTalent (Spain), Mercaux (UK), MUrgency (India), Piligrim XXI (Russia), Social Internet (Israel), Swapp (Spain), Swarms Technologies (Germany), Team EQ (Spain), Vudoir (Spain) and Weplan (Spain).

Coming from 12 different countries, these companies represent a wide variety of sectors: biotechnology, recruitment, sports, automotive, travel, music and fashion, among others, and use innovative technologies such as augmented reality, artificial intelligence, machine learning, and biometric algorithms, among others. *(Consult the list and descriptions of each company below).*

They have been selected after a tough process, as Menorca Millennials received more than 360 valid applications from more than 60 countries (63% came from Europe, 15% from Asia, 10% from Africa, 9% from North America, 2% from South America and 1% from Oceania). The organization pre-selected the 100 best projects and then the 30 judges, composed of the founding partners of Menorca Millennials and global expert advisors, personally evaluated the companies and chose the 20 startups that will live the Menorca Millennials Experience.

Decelerating together with top leaders of the entrepreneur global ecosystem
For 15 days, these 20 international startups, all of them led by serial entrepreneurs, will immerse themselves in the decelerator experience and live together on the Menorca Millennials campus with top figures of the entrepreneurial and economical global ecosystem. **Martin Varsavsky**

(founder of Jazztel, Fon, Prelude Fertility and founding partner at Menorca Millennials); **Len Shneyder** (VP of Industry Relations at SendGrid); **Alden Mills** (former Navy Seal of the US); **John Keagy** (founder at GoGrid); **Verne Harnish** (founder at Entrepreneur's Organization); **Tim Varner** (co-founder at Roost), **David Goldberg** (co-founder and CEO at Founder's Pledge); **Jason Eckenroth** (co-founder at Sovereignty) and **Cole Mercer** (Senior Product Manager at SoundCloud) are some of the 'Experience Makers' that will travel to the island to decelerate with the 20 startups. **Tim Draper** (founder at DFJ, Draper Associates and Draper University) will also participate through a video conference to share his experience with the entrepreneurs.

Menorca Millennials' goal is to really get to know the team behind every company, evaluate its skills and capabilities and perform a human due diligence process to accelerate investments. To do so, the program focuses on inspirational workshops, informal chats, engaging 1:1s and unique activities to enhance the personal relation between startups, experience makers and investors. Biking with Martin Varsavsky; team building activity in the sea with Alden Mills and John Keagy, discussing about scaling up with Verne Harnish and a culinary experience to deal with chaos are some of the scheduled activities.

The last days of the programme are focused on investors, as Menorca Millennials will host venture capitalists, mostly from Europe, that will travel to the island to personally meet the startups of the third batch of Menorca Millennials. The event will also receive successful companies from the previous editions that will share their experience with the community.

Menorca Millennials, a growing community of tech professionals

Menorca Millennials has proven its ability to achieve its goal of detecting the best international talent and startups with great potential for scaling and succeeding. The community of startups of Menorca Millennials has done well, with the first Exit coming from Skylight (previously Homeswipe). In addition, 15 other startups that participated in the first or the second edition of the program have raised capital with a total value of almost € 50 million.

The organization has again the collaboration as a strategic partner of SendGrid, a company that has supported Menorca Millennials since the early days and that actively participates in the program; and La Caixa Balears. Laqtia, a company dedicated to manufacture and commercialize special soluble food preparations for use in automatic machines of hot drinks of vending and dispensing, has also incorporated as an strategic partner of this third edition.

List of the 20 startups selected to participate in Menorca Millennials 2017

- **AdHeat** (US): AdHeat is a Creative Technology Startup that designs and develops visionary technology platforms across multiple industries. Its first product is a Creative Intelligence Platform and Curated Community of the World's Top Creative Talent, using AI. AdHeat is Data Visualization, Competitive Intelligence, and Talent Discovery all in a single platform.
- **Docuvo** (UK): docuvo is a fast browser for all the user's files in the cloud, bringing control back to the user while clearing the knowledge pollution for teams.
- **Eccocar** (Spain): Eccocar is a peer-to-peer car-sharing/car rental platform. Eccocar users have a variety of cars and vans on demand, close to where they are and for as

long as they need them. Typical uses: holiday rental, car replacement and rental by hours. Eccocar also offers a solution for managing fleets and opening cars with the mobile phone.

- **ElectronicID**: ElectronicIDentification provides a digital identification SaaS solution for maximum automation. The company has created VideoID, the first solution that identifies people by video in real time with the same level of technical security and legal compliance as face-to-face identification.
- **Eximap** (Finland): Eximap transforms the usage of cars and services for cars through digital experiences based on cloud services and a platform for smartphone applications. Eximap develops solutions for car drivers and automotive service providers who want to improve communication with their customers, provide better services, manage the car fleets and improve their own operations and sales.
- **Hubrix** (France): Hubrix builds API-based software components, each one fulfilling a complete functional requirement in an application. Hubrix's first product, now under development, is Hurima™, offering activity-centric access control for a variety of applications, frameworks and platforms.
- **HypeHash** (Sri Lanka): HypeHash is a disruptive marketplace community platform which monetizes #Hashtags and Hype surrounding trending topics worldwide by giving real-time analytics and creative tools for product sellers and fans who are following the same topics to create and co-create.
- **Ictiva** (Spain): online fitness platform that offers virtual classes on desktop and mobile led by professional trainers. The platform includes personalized training plans, challenges and leaderboards, nutrition plans and recipes, and more.
- **InsideDNA** (Netherlands): InsideDNA is a cloud based platform that helps biopharmaceutical companies to shorten discovery/target validation stages and to reduce the risks of drug attrition at clinical trial phases. It applies artificial intelligence and bioinformatics approaches to multi-omics data and chemical compound structures to re-purpose existing compound libraries and optimize in-vitro cell-line experimentation.
- **JNB Music** (Ireland): JNB Music is a music tech company. JNB Music is a cloud-based platform which gives the customer access to the playlist of any venue which plays music (via the app). The customer can then vote for his/her favorite songs and the songs with the most votes are played first.
- **MeetYourTalent** (Spain): MeetYourTalent helps junior candidates and companies get to know each other better and faster. Through its website, candidates solve games and practical cases that simulate the reality of different professions, facilitating their orientation and automating the processes of evaluation and pre-selection of candidates. BNP Paribas Cardif, CEMEX, Leroy Merlin, Accenture, Cuatrecasas, Cetelem, KPMG and Grupo Santander are some of the companies that already work with MeetYourTalent.
- **Mercaux** (UK): Mercaux is an in-store platform that helps traditional retailers smooth transition into digital era. Mercaux brings technology into physical stores to connect online and offline channels, provide real-time communication between HQs and Stores, and empower the sales team with product data&content at fingertips (e.g., inventory availability, full catalogue and extended range, cross-sell, looks / outfits, alternatives, social media content etc.). Mercaux is already working with clients like Benetton, LKBennett, KIKO Milano, and others.
- **MUrgency** (India): MUrgency develops MUrgency Airport Assitance, that offers end-to-end assistance services in 626 airports in 136 countries. MUrgency ensures a

comfortable and swift passage at the airport by providing fast track, limousine service, meet & greet, and ground handling assistance. It customizes its services for elderly, moms traveling with kids, VIP, first-time fliers, unaccompanied minors, business executives, non-English speakers, and those with disabilities. The MUrgency Network also offers MUrgency Response, MUrgency Air Ambulance, MUrgency Emergency Assistance and MUrgency Medical Care.

- **PiligrimXXI** (Russia): Piligrim XXI is an IT startup working on the international market of augmented reality for the travel industry. Piligrim XXI develops a global grid of Outdoor AR parks offering tourists an amazing experience, combining their real trip with the time travel. The service is aimed at the mass market and adapts to any modification of low cost augmented reality headsets. Therefore, using a mid-range smartphone anyone can travel to the past and see, in real time and with their own eyes, missing architectural masterpieces and the most emblematic historical events.
- **Social Internet** (Israel): Operating globally, SOCIAL-INTERNET provides technology-enabled services helping enterprises handle their Influencer Relationship Management (IRM) using its proprietary enterprise SaaS called: Au.thor.i.ty® IRM.
- **Swapp** (Spain): Swapp is the first social network to buy and sell. Swapp offers transparency, security and speed to both the buyer and the seller, making the buying process really easy.
- **Swarms Technologies** (Germany): Swarms is a self-served crowd working platform companies can use to offer paid microjobs to thousands of people who capture and label data in their idle waiting time directly on their smartphones. You can think of Swarms as Amazon's Mechanical Turk for mobile
- **TeamEQ** (Spain): TeamEQ is the online solution for high performances teams to improve their performance and analysis. It measures the intangible, that is, soft skills (such as well-being, motivation or alignment) and provides the data companies need to make strategic decision from a conscious perspective and to enhance leadership.
- **Vudoir Hub** (Spain): Vudoir is a fashion tech company.The Vudoir App is a social fashion app helping customers to decide what to buy or what to wear when they doubt through a positive and immediate feedback. Vudoir wants to help customers finding their best version considering their personality and budget. For the fashion brands Vudoir is a tool to take care of their clients and to sell more and better.
- **Weplan** (Spain): Weplan is an international company that through its free app for end users, collects unique and factual information on the behavior of smartphone consumptions and generates reports of Business and Competitive Intelligence.

About Menorca Millennials
Menorca Millennials is the world's first global community of decelerated startups that once a year meet in the island of Menorca. The program brings together the 20 most prominent projects of the year, led by second time entrepreneurs, with top figures of the global entrepreneurial and economic ecosystem (advisors, experts, venture capitalists). The goal of the program is to generate a reflexive atmosphere and a collaborative environment for the startups to analyze their business model and their next growth. Menorca Millennials is a unique and pioneering proposal that aggregates the world's best talent and that follows the philosophy of mentoring in flip flops to reduce investment risk and increase creativity and innovation.

Link to the video: https://www.youtube.com/watch?v=XttGuSz82Gk
Link to the web: http://www.menorcamillennials.com

For further information:
Adriana Ribas

adriana@menorcamillennials.com   +34 650 012 922
www.MenorcaMillennials.com
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the world's first startup Decelerator