






# ColorSensing

A smart packaging system to help the food industry reduce waste and ensure 100% product safety.

**Problem:** Food waste in the supply chain of packaged foods due to undetected leaks, bad sealing, cold chain breaks and excessively preventive expiry dates to cover all this uncertainty. This waste has a social and environmental impact for all of us, and a cost impact for food manufacturers. Nowadays, they use inefficient and high cost quality control tools.

**Solution:** A patented smart label with colorimetric sensors and digital scanning that provides real-time data to detect leaks, monitor the cold chain, and assess freshness, helping producers reduce waste, enhance quality control, and optimize supply chain costs.

**Business model:** B2B Subscription Model. A fully integrated and scalable service, including labels. We provide the printers with the printing files and process the label readings coming from manufacturers and retailers. We have established a Set-up & Recurrent fee.

**Accomplishments:**  €1.5M in non-dilutive funding  Validation with technology centers and testing with retailer Vegalsa-Eroski  €250K in revenue by applying our technology to other sectors, accelerating the evolution of our core technology.

**Pitch deck:** [files.dealum.com/2025-05/buunoazw960q...](https://files.dealum.com/2025-05/buunoazw960q...)

## Team



**MariaEugenia Martin-Hidalgo**  
CEO

**Experience:** She began her career at Unilever and Arkema, where she gained experience in technology-driven industries, innovation, and industrial projects. She later transitioned to technology transfer and project management, working in a tech transfer unit, before founding ColorSensing. As the CEO of ColorSensing, she has been building and leading a deep tech startup, securing funding (>1.5M€).



**J Daniel Prades**  
CSO

**Experience:** Degree in Physics (2005) and Degree in Electronic Engineering (2009), Master in Nanoscience and Nanotechnology (2007), and Doctor in Nanoscience (2nd February 2009) by the University of Barcelona. He has carried out technology transfer activities with the industry, participating in 12 R&D contracts. He holds the co-authorship of 3 Spanish Patents and 1 German Patent.



**Miriam Marchena**  
CTO

**Experience:** BSc (2011) and MSc (2012) in Chemical Engineering from the University of Castilla La-Mancha and a Ph.D. in Photonics (2018) from ICFO

**Number of full-time employees:** 10

**Amount of female co-founders in the core team:** 1

**Do you have any Esade Alumni in your founders team?:**No

## Market

**What is the competitive advantage of your company?:** Smart packaging is a growing market, driven by the increasing demand for solutions that enhance food safety and reduce waste. Competitors such as Oscillum, Senoptica Technologies, Insignia Technologies, Blakbear, and Evigence exist, but ColorSensing stands out with key advantages:

- Multiparametric: It can simultaneously measure multiple gases, temperature, and other factors in a single label.
- Digital and affordable: It generates both quantitative and qualitative data tailored to each user and is Blockchain-compatible, while maintaining low costs thanks to industrial printing.



**ESADE BAN**



Step: Próximo Foro  
Tags: 2025 - 13/05 Foro  
Barcelona, comité Madrid [View in Dealum](#)  
mayo 25, 2025 - 29/05  
Madrid

Registered Jun 2018

[www.color-sensing.com/en](https://www.color-sensing.com/en)

**Country:** Spain

[www.linkedin.com/company/coloursensing](https://www.linkedin.com/company/coloursensing)

Product-market fit

Food & Beverage, Manufacturing  
Software & Services

Computer Vision, Data analytics  
Special purpose algorithm

B2B

**Raise instrument:** Equity, Convertible  
note

**Capital seeking (€):** 1,000,000

**Pre-money valuation (€):** 3,500,000

**Valuation cap (€):** 3,500,000

**Registered/incorporated:** Yes

**Company legal name:** COLORSENSING  
S.L.

**Address:** Barcelona

**Primary currency:** EUR

**Contact:** MariaEugenia Martin-Hidalgo,  
+34665709536, memartin@color-  
sensing.com

- Controlled information: It prevents alarming consumers, as the color change is discreet, and only authorized users can access critical information.

This combination positions us as a more versatile, accurate, and accessible solution, with a unique model that facilitates adoption in the industry.

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## Business Model

**Explain in short, how is your business model scalable?:** Our customer: food manufacturers. Only in Spain we have 345 potential customers. The cost of manufacturing the label is very low and affordable for the food manufacturers.

Our early-adopters: Mid-sized food manufacturers focused on sustainability & innovation.

Printers & equipment providers: Key prescribers printing, distributing and connecting us with food manufacturers.

Retailer engagement: Potential customers and market drivers, introducing us to their suppliers.

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## Finance

**Annual revenue (€):** 2024: 64,190

2023: 105,940

2022: 19,099

**Annual revenue forecast (€):** 2025: 125,000

2026: 710,000

2027: 1,970,000

**How much funding and investment have you received so far in total? (€):** 50,000

**Raise instrument:** Equity, Convertible note

**Capital seeking (€):** 1,000,000

**Pre-money valuation (€):** 3,500,000

**Valuation cap (€):** 3,500,000

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## Strategy

**Sustainable Development Goals:** GOAL 9: Industry, Innovation and Infrastructure, GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

**Explain how your company is contributing to the goal 13 (Climate Action):** ColorSensing contributes to Goal 13: Climate Action by actively reducing food waste and improving sustainability in the food industry.


**Exit strategy:** In 2027, we will open a new Series A investment round to drive our international expansion and maximize profitability.

Our growth has already captured the attention of key industry players who have shown interest in the potential future acquisition of ColorSensing by 2029–2030: Walmart Mexico & Central America, one of the world's largest retailers; Harbour Group, a U.S. industrial fund that owns the sensor company SpotSee; and MCC Label, one of the leading packaging companies in both Europe and the USA, with over \$3 billion in annual revenue and a strong presence in the smart label market.

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## Other

**Do you consider your company a Social Impact project?:** Yes

**Do you have any ideas you consider patentable? Which ideas?:**  Patent granted in Europe, the U.S., Mexico, Japan, and Israel, securing our competitive advantage.

This patent covers the technology behind the smart packaging solution as well as other potential solutions for health and 4.0 industry.

**Are you applying for a specific call (healthcare, real estate, deep tech, digital challenge or climate change)?:** Foro de Inversión presencial MADRID

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# Dr. INUK

Dr. Inuk desarrolla productos para el cuidado bucal con eficacia testada y sin causar sensibilidad

**Problem:** Hasta ahora, la única forma eficaz de blanquear los dientes eran los tratamientos de clínica: caros (más de 300 €) y con efectos secundarios como la sensibilidad. Aunque a más del 80 % le gustaría tener los dientes más blancos, solo un 10 % lo hace, principalmente por el precio.

**Solution:** Dr. INUK ha creado las tiras blanqueadoras N°1 en España: una solución práctica, cómoda y asequible (<100 €) para blanquear tus dientes en casa. Son seguras, no causan sensibilidad y su eficacia ha sido avalada por la Facultad de Odontología de la UIC.

**Business model:** Vendemos productos de blanqueamiento dental B2C a través de canales online & offline (farmacias i clínicas dentales). Generamos ingresos con un margen alto gracias a nuestra fórmula propia, marca fuerte y un modelo de venta eficiente y escalable.

**Accomplishments:** Hemos facturado más de 500.000 € en menos de un año. Somos líderes en ventas online de tiras blanqueadoras y estamos presentes en farmacias, parafarmacias y clínicas. Todo sin inversión externa y con fuerte crecimiento

**Pitch deck:** [files.dealum.com/2025-04/i74fkl1rwy5...](https://files.dealum.com/2025-04/i74fkl1rwy5...)

## Team



**JORDI RIPOLLES**  
CEO

**Experience:** Graduado en ADE y serial entrepreneur en proyectos de healthcare y cosmética. Co-funde VALY COSMETICS con ANTAL y ATRESMEDIA. Ha co-fundado otros proyectos como SKINTUALS (marca nativa digital de cosmética democrática), ALQUIMIA LABS (marca de cosmetica y suplementación) y board member de ATOMITE.



**JORDI CEBRIAN**  
BUSINESS DEVELOPER PH...

**Experience:** CEO de AREAFAR y DSINCO empresas distribuidoras en el canal farmacia a nivel nacional  
Associate Partner en S&E Partners



**Victoria Garós Bonilla**  
CMO

**Number of full-time employees:** 3

**Amount of female co-founders in the core team:** 0

**Do you have any Esade Alumni in your founders team?:**No

## Market

**What is the competitive advantage of your company?:** La ventaja competitiva de Dr. INUK radica en haber transformado un tratamiento tradicionalmente costoso y exclusivo —el blanqueamiento dental profesional— en una solución accesible, eficaz y segura para el gran público. Mientras que los tratamientos en clínicas superan los 300 €, nuestras tiras blanqueadoras ofrecen los mismos resultados por menos de 100 €, sin provocar sensibilidad dental. Este avance ha sido posible gracias a una fórmula propia avalada por la Facultad de Odontología de la UIC, que garantiza eficacia sin comprometer la salud bucal. Actualmente, somos la marca N°1 en ventas de tiras blanqueadoras en España, lo que valida tanto la demanda del mercado como nuestra ejecución. Además, hemos construido una marca moderna, cercana y con fuerte tracción digital, combinando ciencia, experiencia de usuario y estrategia de contenido. Estamos en una categoría en crecimiento, con una propuesta de valor clara y difícil de replicar.

## Business Model

**Explain in short, how is your business model scalable?:** Nuestro modelo es altamente escalable porque combina venta online directa al consumidor con distribución en farmacias, parafarmacias y clínicas dentales. Esto nos permite crecer rápidamente



**ESADE BAN**



Step: Próximo Foro  
Tags: comité 6/05/2025,  
2025 - 13/05 Foro  
Barcelona, comité Madrid  
mayo 25, 2025 - 29/05  
Madrid

[View in Dealum](#)

Registered Mar 2022

[www.drinuk.com](https://www.drinuk.com)

**Country:** Spain

[www.linkedin.com/in/jbripolles](https://www.linkedin.com/in/jbripolles)

Product-market fit

Healthcare, Wellness

Advanced materials, Nanotechnology  
Waste separation/recycling

B2C, B2B2C

**Raise instrument:** Equity

**Capital seeking (€):** 300,000 - 400,000

**Pre-money valuation (€):** 2,000,000

**Registered/incorporated:** Yes

**Company legal name:** MOZI VENTURES S.L.

**Address:** BARCELONA

**Primary currency:** EUR

**Contact:** JORDI RIPOLLES, 650857293,  
[jordir@drinuk.com](mailto:jordir@drinuk.com)

en distintos canales, con baja inversión inicial y márgenes sólidos.

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## Finance

**Annual revenue (€):** 2024: 502,505

2023: 167,236

2022: 58,448

**Annual revenue forecast (€):** 2025: 1,218,000

2026: 3,046,000

2027: 9,138,000

**Raise instrument:** Equity

**Capital seeking (€):** 300,000 - 400,000

**Pre-money valuation (€):** 2,000,000

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## Strategy

**Sustainable Development Goals:** GOAL 3: Good Health and Well-being, GOAL 6: Clean Water and Sanitation

GOAL 9: Industry, Innovation and Infrastructure

**Exit strategy:** Nuestra estrategia de salida se enfoca principalmente en una adquisición estratégica por parte de un grupo del sector salud, belleza o gran consumo, que quiera incorporar una marca digital nativa, rentable y con un fuerte posicionamiento en el mercado del blanqueamiento dental. Dr. INUK ha demostrado una rápida tracción, validación científica y un modelo de negocio escalable tanto en canal online como offline (farmacias, parafarmacias y clínicas dentales), lo que lo convierte en un activo muy atractivo para grandes grupos que buscan acelerar su presencia en la categoría del cuidado bucal o ampliar su portfolio de marcas DTC (direct to consumer).

A medio plazo, también contemplamos la opción de realizar una ronda Serie A que nos permita expandirnos internacionalmente y reforzar nuestra presencia en retail. Esto abriría la puerta a una futura adquisición por parte de un fondo de private equity o multinacional con capacidades globales. El objetivo final es escalar la marca manteniendo su esencia y valores, generando así un retorno significativo tanto para los fundadores como para los inversores.

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## Other

**Do you consider your company a Social Impact project?:** No

**Do you have any ideas you consider patentable? Which ideas?:** Se podrían patentar las formulas de los productos

**Are you applying for a specific call (healthcare, real estate, deep tech, digital challenge or climate change)?:** healthcare

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# Friday Systems

Friday develops Physical AI for logistics companies to automate labor tasks too complex for traditional automation

**Problem:** Friday's main focus is to automate Mixed Palletizing. Mixed palletizing is one of the most human-dependent tasks in a warehouse and is the biggest source of sick labor. It is also a large source of human errors for logistic companies. Our solution can increase warehouse margins by 24%.

**Solution:** Friday Systems develops Intelligent Robots for manual tasks in logistic environments. The Company uses A.I. and industrial robots to automate tasks that are too complex for traditional automation

**Business model:** We charge a SaaS annually fee per station for the use of the software and the client pays up-front for the hardware

**Accomplishments:** Install functional 24/7 robot at Inditex warehouse  
Close agreement with El Corte Ingles to deploy robot in their warehouse

**Pitch deck:** [files.dealum.com/2025-03/b9zaglyl9mu2...](https://files.dealum.com/2025-03/b9zaglyl9mu2...)

## Team



**Eduardo Uriarte Ruiz**  
CEO

**Experience:** Experience in startups & logistics, executing growth initiatives globally.

- Monitor Deloitte, Via On-demand

- Kellogg MBA & Industrial Engineer



**Alberto Gascon**  
CTO

**Experience:** Career devoted to develop and implement AI solutions in Academia, Consulting, and Industry.

- McKinsey, Veeva, Cepsa,  
- ML professor & Industrial Engineer



**Oscar Piñeiro**  
COO

**Experience:** Large experience developing custom industrial robotic solutions. Two times company founder.

- Tecnatom, Cimpa  
- IESE EMBA & Industrial Engineer

**Number of full-time employees:** 4

**Amount of female co-founders in the core team:** 0

**Do you have any Esade Alumni in your founders team?:**No

## Market

**What is the competitive advantage of your company?:** By leveraging AI and making software the core of automation, we achieve task automation with a capital expenditure (CAPEX) one order of magnitude lower than hardware-driven automation solutions.

## Business Model

**Explain in short, how is your business model scalable?:** By installing several stations per warehouse and using the cloud-based SaaS platform to adapt the solution to each client's needs while leveraging the scalability of SaaS

## Finance

**Annual revenue (€):** 2024: 0

2023: 0

2022: 0

**Annual revenue forecast (€):** 2025: 30,000

2026: 956,000



**ESADE BAN**



Step: Próximo Foro

Tags: comité 6/05/2025,

comité Madrid mayo 25, [View in Dealum](#)  
2025 - 29/05 Madrid

Registered May 2023

[friday-systems.com](https://friday-systems.com)

**Country:** Spain

[www.linkedin.com/company/friday-systems](https://www.linkedin.com/company/friday-systems)

MVP/Seed Stage

Infrastructure & Logistics, Deep tech

AI, Computer Vision

Industrial robotics

B2B

**Raise instrument:** Equity

**Capital seeking (€):** 1,000,000 - 1,600,000

**Pre-money valuation (€):** 6,400,000

**Registered/incorporated:** Yes

**Company legal name:** Friday Systems SL

**Address:** Madrid

**Primary currency:** EUR

**Contact:** Eduardo Uriarte Ruiz,  
+34649994666, [eduardo@friday-systems.com](mailto:eduardo@friday-systems.com)

2027: 2,540,000

**How much funding and investment have you received so far in total? (€):** 400,000

**Raise instrument:** Equity

**Capital seeking (€):** 1,000,000 - 1,600,000

**Pre-money valuation (€):** 6,400,000

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## Strategy

**Sustainable Development Goals:** GOAL 3: Good Health and Well-being, GOAL 8: Decent Work and Economic Growth  
GOAL 9: Industry, Innovation and Infrastructure

**Exit strategy:** Now the goal is to build a sound and profitable business around our Mixed-palletizing solution. From there, the sky is the limit.

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## Other

**Do you consider your company a Social Impact project?:** No

**Do you have any ideas you consider patentable? Which ideas?:** Yes, our core solution

**Are you applying for a specific call (healthcare, real estate, deep tech, digital challenge or climate change)?:** deep tech

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# UpDog

UpDog offers specialized and premium dog care services, combining 24/7 daycare, grooming, veterinary and boutique.

**Problem:** UpDog addresses a change in social dynamics where dogs are considered a full-fledged family member, helping owners to find specialized dog services in a highly fragmented market with low level of professionalization. The challenge of balancing work and personal life is making dog daycare centers an essential service.

**Solution:** We support our clients throughout their dog's life, providing all the services and products they need (daycare and overnight, veterinary, grooming, food and accessories). Our daily interaction with clients allows us to build a trusting relationship, becoming their primary reference for any questions regarding their dog's care and well-being.

**Business model:** We offer comprehensive and professional care services for dogs, combining our core daycare and overnight care services with veterinary, grooming, nutrition consulting, dermatology and a boutique with premium dog products

**Accomplishments:** From the start, we've experienced double-digit growth, opening new stores annually and securing key growth drivers that enable rapid scaling. As a recognized industry leader, major companies actively seek partnerships with us.

**Pitch deck:** [files.dealum.com/2025-05/lfs69rz6syy...](https://files.dealum.com/2025-05/lfs69rz6syy...)



ESADE BAN



Step: Próximo Foro  
Tags: comité 6/05/2025,  
comité Madrid mayo 25, [View in Dealum](#)  
2025 - 29/05 Madrid

Registered Feb 2020

[www.updog.es](http://www.updog.es)

**Country:** Spain

[es.linkedin.com/company/updog-peluqueria...](https://es.linkedin.com/company/updog-peluqueria...)

Scaling Stage

Veterinary, Consumer Services

E-commerce tools, POS systems

Web/mobile tools

B2B, B2C

**Raise instrument:** Equity, Loan

**Capital seeking (€):** 500,000 - 600,000

**Pre-money valuation (€):** 3,250,000

**Registered/incorporated:** Yes

**Company legal name:** UpDog SL

**Address:** Madrid

**Primary currency:** EUR

**Contact:** UpDog Peluquería Canina,  
+34695427900, [updog.ec@gmail.com](mailto:updog.ec@gmail.com)

## Team



### UpDog Peluquería Canina

CoCEO and Financial Direc...

**Experience:** Over 10 years of experience in the financial sector, leading strategic and technological consulting projects such as banking integrations, data migrations, digital transformation, and cloud infrastructure support.



### Gonzalo Martin

CoCEO y Commercial Direc..

**Experience:** Over 9 years of experience in sales and commercial departments in the service sector. Leading the definition and implementation of the commercial strategy. Setting and monitoring commercial objectives, conducting periodic performance analysis. Last 5 years working as Commercial Director in UpDog.



### David Fernández Riera

Operations Director

**Experience:** Over 10 years of experience in sales and operations departments. Responsible for the company's logistics and internal operations. Supervision and optimization of operational processes. Operational controlling of owned and franchised centers. Team coordination. Last 5 years working as Operations Director in UpDog



### Eduardo Barros Merino

Strategic Advisor and Inves..

**Experience:** Over 18 years of experience in the financial and utilities sectors and serving as an Investment Director for the last 10 years



### María Garrido Palomares

Marketing Director

**Experience:** Over 7 years working at the multinational marketing company Ogilvy managing national and international brands and developing 360° campaigns. Account Supervisor for Ginos, VivoBritish American Tobacco (Vuse, glo and Velo).

**Number of full-time employees:** 18

**Amount of female co-founders in the core team:** 0

**Do you have any Esade Alumni in your founders team?:**No

## Market

**What is the competitive advantage of your company?:** UpDog is the biggest brand in Spain and Europe in the canine service sector with 6 centers in Spain.

The canine services sector is highly fragmented, with the self-employment model predominating, where the owner operates their own business and lacks financial knowledge, marketing skills, or business management expertise.

Most businesses offer services for all types of pets, lacking specialization.

UpDog is specialized in dog care services, offering a premium service catalog that covers all of a dog's vital needs throughout their life.

UpDog is managed by a high qualified management team.

**Strategic Business Partnerships:**

Signed contract for the operation of an UpDog center at El Corte Inglés Pozuelo and currently negotiating upcoming openings.

Signed contract with MUTUAMADRILEÑA to include UpDog services in their new MUTUA Pets platform for mutual client loyalty programs.

Market-recognized brand image with solid marketing strategy with strong emphasis on digital channels.

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## Business Model

**Explain in short, how is your business model scalable?:** Our expansion model combines the opening of company-owned centers with franchised centers or shared ownership centers.

We have a consolidated and proven franchise structure, established 4 years ago with the supervision of Mundofrancias.

All operational procedures are optimized and documented, allowing us to build teams faster and be able to open new stores in less than 3 months.

Our daily operations management program is 100% online, allowing us to control daily operations remotely and perform data analysis to identify operational improvements and business opportunities.

We are working with El Corte Inglés to implement our business model in all their centers thanks to the success of our center in El Corte Inglés Pozuelo (Madrid).

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## Finance

**Annual revenue (€):** 2024: 498,193

2023: 336,000

2022: 288,246

**Annual revenue forecast (€):** 2025: 1,485,224

2026: 4,115,486

2027: 9,038,468

**How much funding and investment have you received so far in total? (€):** 228,340

**Raise instrument:** Equity, Loan

**Capital seeking (€):** 500,000 - 600,000

**Pre-money valuation (€):** 3,250,000

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## Strategy

**Sustainable Development Goals:** GOAL 3: Good Health and Well-being

**Exit strategy:** Our exit strategy is projected to commence in 2027, by which time we anticipate achieving revenue levels sufficient to position ourselves as a leading consolidator in the dog services sector.

At that stage, we believe the business could attract interest from a range of strategic and financial players. Key potential exit avenues include:

Strategic Acquisition by International Operators

Major U.S.-based players such as Dogtopia and PetParadise have already begun expanding beyond the U.S., with entries into Canada and Mexico. These groups may view a European market entry—through acquisition—as a compelling growth opportunity.

Private Equity Consolidation Play in Spain

We plan to engage with Spanish private equity firms such as BuiltUP, which specialize in roll-up strategies and have experience in executing consolidation platforms in the local market.

Veterinary and Pet Services Investors

We would target funds and insurance groups currently consolidating veterinary clinics—particularly in the UK—who are beginning to expand into adjacent pet service verticals. This could represent a strategic expansion for them.

Engagement with Sector-Specific Strategic Buyers



We have already established preliminary contact with groups such as Grupo Skypet, who expressed interest in a potential acquisition once the company reaches €1 million in EBITDA. We intend to re-engage with them and similar operators as we approach this threshold.

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## **Other**

**Do you consider your company a Social Impact project?:** Yes

**Do you have any ideas you consider patentable? Which ideas?:** No

**Are you applying for a specific call (healthcare, real estate, deep tech, digital challenge or climate change)?:** No

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# vRAIn

VRi has created the X Rays of the XXI century to completely digitalize the healthcare system using Virtual Reality and AI

**Problem:** One of the big problems at present in hospitals is the lack of specialists, which causes many treatments are delayed, students don't learn well and patients

do not understand their condition. The specialist can use up to 3 hours a day in mechanical, tedious and routine tasks that do not add any value to the patient's care

**Solution:** Help doctors save 3 hours a day, removing all the tedious, routine, mechanical tasks and empower students and patients by:

- 1) Use AI to automatise mechanical processes more than 1000 times faster
- 2) Standardize and create a unified platform with a collaborative interface
- 3) Make this tool very intuitive and easy to learn using VR

**Business model:** First phase B2B with an App for Patient

Empowerment (AtheleteVR and BabyVR)

Second phase B2B Medical Modules that operate as Software as a Service (by subscription) in the US market (FDA).

Third phase same business model but applied to EU (mark).

**Accomplishments:** Best partners, including Cambridge University, Harvard University and Institut de Recerca contra la Leucèmia Josep Carreà (Manel Esteller). For first phase of specific product we have a contract from 1st league football and basketball Spanish teams

**Pitch deck:** [files.dealum.com/2025-04/nx5r4akoc2pd...](https://files.dealum.com/2025-04/nx5r4akoc2pd...)

## Team



**Daniel Esteban-Ferrer**  
CEO

**Experience:** Telecommunications Engineer (UPC – Campus North of Barcelona), Master in Science (University of California Berkeley), Master in Nanoscience and Nanotechnology (University of Barcelona), Cum Laude PhD Nanobioengineering (IBEC-UB). Previously it has always worked with big data, especially with multidimensional biomedical imaging (eg two years at Cambridge University with SuperResolution Microscopy).



**Joan Fite**  
Chief Medical Officer



**Azucena Rodriguez**  
Business Developer

**Number of full-time employees:** 10

**Amount of female co-founders in the core team:** 0

**Do you have any Esade Alumni in your founders team?:** No

## Market

**What is the competitive advantage of your company?:** There is only one company that fuses virtual reality and artificial intelligence apart from ours, MedicalVR. This double integration means that the technologies feed each other and are complementary by accelerating the processes several orders of magnitude (from 10 to 1000 times faster).

None of our competitors (direct or indirect like Arterys and Aidoc) except for one, have the platform model, which helps to scale the technology exponentially and none has a collaborative interface. The intensive use of the Cloud banishes the



**ESADE BAN**



Step: Próximo Foro  
Tags: comité 6/05/2025,  
2025 - 13/05 Foro  
Barcelona, comité Madrid  
mayo 25, 2025 - 29/05  
Madrid

[View in Dealum](#)

Registered Jan 2020

[www.vrain-medical.com](https://www.vrain-medical.com)

**Country:** Spain

[www.linkedin.com/company/vrain-medical](https://www.linkedin.com/company/vrain-medical)

MVP/Seed Stage

Healthcare, Medical Devices  
Digital Health

AI, Cloud computing  
Virtual Reality (VR)

B2B, B2B2C

**Raise instrument:** Equity, Convertible  
note  
Loan

**Capital seeking (€):** 1,000,000

**Pre-money valuation (€):** 7,400,000

**Valuation cap (€):** 6,500,000

**Registered/incorporated:** Yes

**Company legal name:** ViReInstruments  
S.L.

**Address:** Barcelona

**Primary currency:** EUR

**Contact:** Daniel Esteban-Ferrer, +34  
606775986, [desteban.ferrer@vrain-medical.com](mailto:desteban.ferrer@vrain-medical.com)

problems of Hardware and Software, avoiding any installation, setup or upgrades.

Alltogether we can bring a new gold standard in multidimensional bioimaging handling, storage, sharing, visualisation and analysis. We can save up to 2 hours a day for each professional which can be used for added value tasks like, personalized care, safety of the patient and early diagnosis.

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## Business Model

**Explain in short, how is your business model scalable?:** Our business model will ultimately be a Platform as a Service for patient, student and doctor empowerment. Each of the modules that will be adapted to our platform will be a Software Medical Device as a Service. The business model is hugely scalable.

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## Finance

**Annual revenue (€):** 2024: 15,000

2023: 10,000

2022: 5,000

**Annual revenue forecast (€):** 2025: 350,000

2026: 4,000,000

2027: 12,000,000

**How much funding and investment have you received so far in total? (€):** 1,100,000

**Raise instrument:** Equity, Convertible note  
Loan

**Capital seeking (€):** 1,000,000

**Pre-money valuation (€):** 7,400,000

**Valuation cap (€):** 6,500,000

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## Strategy

**Sustainable Development Goals:** GOAL 3: Good Health and Well-being, GOAL 9: Industry, Innovation and Infrastructure  
GOAL 11: Sustainable Cities and Communities

**Exit strategy:** IPO (i.e stock market) in about 4 to 6 years with a x50 valuation of the company.

We are not closed to an acquisition before that. In that case, depending on the time the valuation could be less or more than in the IPO case, but never less than a x50 respect the current valuation.

The revenue expected for the upcoming years will rise the valuation of the company soon and the numbers could be much better than what has been discussed. If anyone is interested in the Business Plan (i.e the Go-to-Market Strategy) we are happy to share it with the interested ones under a signed NDA.

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## Other

**Do you consider your company a Social Impact project?:** Yes

**Do you have any ideas you consider patentable? Which ideas?:** We are pursuing a Hardware-Software integration (input-output system) that could eventually be patented.

For now all the IPRs are deposited in a Blockchain platform that keeps the source code unaltered and with a time stamp that provides an univocal property at the date.

And we have an International Patent ongoing

**Are you applying for a specific call (healthcare, real estate, deep tech, digital challenge or climate change)?:** No

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