



Agrikola AI

Agrikola AI: Eradicating pesticides and reducing the carbon footprint of agriculture through AI and robotics.

Problem: Substituting chemical pesticides with non-toxic alternatives.

Solution: A crop protection service based on combining autonomous crop protection rovers with an intelligent farm automation system.

Business model: SAAS per usage crop protection fees per hectare + robot sales at cost. MVP 8K €/robot

Accomplishments: MVP done, 5 LOIs signed worth 300 K€ ARR, got Startup Capital grant 100 K€, accelerated by SBC, also invested 15 K€

Pitch deck: files.dealum.com/2025-05/44i55poad28y...

Team



Ricard Pardell
CEO

Experience: Serial deeptech entrepreneur. Five years of experience (2018-2023) as CTO and Spain Country Manager at Earth Rover, a British AgTech company which developed an autonomous laser weeding and crop scouting rover. Also small owner of vineyards and orchards. Working on mobile robotics since 2014.



Áine McLaughlin
CFO

Experience: More than three years of experience in financials. MBA IESE candidate.



Bram Benist
Chief Engineer

Experience: More than two years of experience in field robotics. Previously developing autonomous systems in the defence sector.



Daniel Lechuga
Full Stack Developer

Experience: Daniel has been doing an splendid job developing our Nimbus cloud system.

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?: Deep technical know how and market experience. Patent on UVC fungicide technology. Cloud based farm automation system. AI predictive models.

Business Model

Explain in short, how is your business model scalable?: Our revenue is based on a subscription and per usage payment model. Our rovers can be series manufactured in a decentralised way

Finance

Annual revenue (€): 2024: 0

2023: 0

2022: 0

Annual revenue forecast (€): 2025: 71,000

2026: 1,090,000

2027: 4,887,000



ESADE BAN



Step: Próximo Foro

Tags: comité 6/05/2025,

comité deeptech 2025

[View in Dealum](#)

Registered Mar 2024

www.agrikola.ai

Country: Spain

www.linkedin.com/company/agrikola-ai

MVP/Seed Stage

Agriculture, Aquaculture & Agritech

AI, Autonomous systems

Fertilizer & plant protection products

B2B

Raise instrument: Equity, Convertible note

Other

Capital seeking (€): 300,000

Pre-money valuation (€): 2,000,000

Registered/incorporated: Yes

Company legal name: Agrikola AI, S.L.

Address: Valldoreix

Primary currency: EUR

Contact: Ricard Pardell, +34 626 243 989, ricard@agrikola.ai

How much funding and investment have you received so far in total? (€): 170,000

Raise instrument: Equity, Convertible note
Other

Capital seeking (€): 300,000

Pre-money valuation (€): 2,000,000

Strategy

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

GOAL 8: Decent Work and Economic Growth

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 15: Life on Land

Explain how your company is contributing to the goal 13 (Climate Action): Our systems are fully electric and therefore substitute activities currently executed by tractors consuming diesel

Exit strategy: Selling the company to a corporate

Other

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

Do you have any ideas you consider patentable? Which ideas?: We have registered a patent for our UVC fungicide system,

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






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...

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

Country: Spain

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.

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.

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

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.

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



Electraqua

Electraqua is developing a technology to eliminate micropollutants in water, particularly pharmaceutical residues

Problem: Natural water bodies contain micropollutants such as pharmaceuticals, which contribute to antibiotic resistance, which is projected to be the leading cause of death by 2050. The EU has adopted a new directive to implement advanced technologies ensuring effective water treatment to guarantee the optimal elimination of pharmaceuticals.

Solution: We developed a solution for the efficient removal of micropollutants, such as pharmaceuticals, from water. Our patented system produces hydrogen peroxide to generate strong oxidants that degrade these pollutants into less toxic and biodegradable by-products

Business model: Our business model focuses on selling electrochemical reactors and decentralized water treatment systems. We also ensure optimal technology performance through operation and maintenance services, as well as electrode sales

Accomplishments: The development of our first MVP was made possible through public funding from various projects. Also, we developed our business model and financial plan, and made initial contact with potential clients to validate the technology in real environment

Pitch deck: files.dealum.com/2025-05/styn9p51sec7...

Team



Fernanda Murrieta
CEO

Experience: PhD in electrochemical technologies for water treatment.
Experience in electrochemical reactor design and characterization.
Complementary business training by different programs.
Finalist in the IX Preacceleració Program by Barcelona Activa



Birame Boye
CSO

Experience: Experience in electrochemical technologies for industrial wastewater treatment.
Technology transfer and company creation.



Ignacio Sirés
Scientific advisor

Experience: Over 20 years of experience in electrochemical technologies for water treatment.
Full Professor at the University of Barcelona.
Ranked among the world's top 2% most cited researchers (Stanford ranking).
Author of two patents

Number of full-time employees: 1

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

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



ESADE BAN



Step: Próximo Foro
Tags: comité deeptech
2025

[View in Dealum](#)

Registered Nov 2024

www.linkedin.com/company/electraquate

Country: Spain

MVP/Seed Stage

Cleantech, Deep tech

B2C

Raise instrument: Equity

Capital seeking (€): 100,000 - 350,000

Pre-money valuation (€): 2,000,000

Registered/incorporated: Yes

Company legal name: Electraqua Tech S.L.

Address: Barcelona

Primary currency: EUR

Contact: Fernanda Murrieta, 644212735, mf.murrieta@gmail.com

Market

What is the competitive advantage of your company?: Our patented electrochemical reactor increases the volumetric capacity of this type of system. It features a simple configuration that is easy to integrate with existing water treatment stages. The process uses only air and electricity as its main consumables. Unlike other solutions, this is a true transformation process that ensures the complete degradation of pollutants while preventing the generation of solid waste. Furthermore, it

offers an effective alternative to chlorine-based treatments, avoiding the formation of chlorine-derived by-products, which tend to be more stable and toxic than the original pollutants.

Business Model

Explain in short, how is your business model scalable?: We are seeking key partners for the main consumables of our system, the electrodes, which we consider the primary challenge for our company. Additionally, we will establish alliances with key players in the national and international water sector who can contribute their expertise during the scale-up process.

Finance

Annual revenue (€): 2024: 0

2023: 0

2022: 0

Annual revenue forecast (€): 2025: 200,000

2026: 560,000

2027: 2,000,000

Raise instrument: Equity

Capital seeking (€): 100,000 - 350,000

Pre-money valuation (€): 2,000,000

Strategy

Sustainable Development Goals: GOAL 6: Clean Water and Sanitation

Exit strategy: We are targeting a strategic acquisition as our exit, once we reach key milestones in customer adoption and revenue. This would allow larger industry players to benefit from our innovation and go-to-market progress

Other

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

Do you have any ideas you consider patentable? Which ideas?: Our current technology is patented, and we are working on developing new products, such as improved electrochemical reactor designs. In addition, we aim to create a software solution that simplifies the operation of electrochemical systems like ours

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



EPHION HEALTH

We use wearables and AI to get the full picture of drug efficacy in clinical trials.

Problem: Clinical care and pharmaceutical research in several diseases continue to rely on subjective, semi quantitative and motivation-dependent measures to assess disease progression and the efficacy of new therapies. This is hampering the treatment of patients and making Clinical Trials long and expensive.

Solution: Our digital platform integrates data from 3rd party wearables (we are hardware agnostic) and analyses it with artificial intelligence to provide an objective and sensitive measure of drug efficacy. Our highly sensitive biomarkers shorten the duration and reduce the sample size required in Clinical Trials, creating up to 500M€ in value per program.

Business model: B2B Software with two revenue streams
- One-off projects with Pharma Co.: closed price based on trial phase, number of patients enrolled and type of disease (0,1-5M €)
- SaaS for Hospitals and private clinics: yearly subscription fee (5K-10K / year)

Accomplishments: First round closed in 2023: 500K€
1M€ in non-dilutive funding
Selected to participate in KUNSEN accelerator program
Project in collaboration with Quirón Salud Group
Comercial agreement with IQVIA
Selected for Google Growth Academy: AI for Health

Pitch deck: files.dealum.com/2025-05/upw4193bxrhv...

Team



Quique Llaudet Carles
CEO

Experience: PhD, MBA, 20 years of international experience in the sector, founded 4 startups (2 failed, 2 ongoing), raised 5M€ in three funding rounds (Sarissa Biomedical, NLAB Bioscience, Linda Drinks, Leukos Biotech).



Felip Miralles
Chairman of the SAB



Mireia Claramunt
CTO

Experience: PhD, researcher from the Digital Health Unit of Eurecat. Technical leader of the EIT Health project where Ephion's technology was developed.



Sebastian Idelsohn
CSO

Experience: PhD, his work experience covers the academic and the industry health sector. Project leader of the EIT Health project where Ephion technology was developed.

Number of full-time employees: 9

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?: Current solutions based on wearables rely on a single proprietary sensor as the only source of health data. These systems do not offer a complete picture of the patient's health. Ephion Health platform collects biomechanical and physiological data simultaneously from several 3rd party sensors, we are hardware agnostic.

Our competitors generate large amounts of data, but physicians do not know how to interpret this data. The Ephion Health platform analyses the data with artificial intelligence to provide the doctor with a validated, disease specific and easy to interpret biomarker that is a direct measure of patient health status.



ESADE BAN



Step: Próximo Foro
Tags: 2021 - 28/10 - Foro Healthcare, 2022 - 3rd e- [View in Dealum](#)
health investment forum

Registered Aug 2021

ephion.health

Country: Spain

www.linkedin.com/company/ephion-health

Product-market fit

Healthcare, Medical Devices
Digital Health

AI, Machine Learning
Wearables

B2B

Raise instrument: Equity, Convertible note
SAFE

Capital seeking (€): 2,000,000 - 3,000,000

Pre-money valuation (€): 9,000,000

Registered/incorporated: Yes

Company legal name: EPHION HEALTH SL

Address: Barcelona

Primary currency: EUR

Contact: Quique Llaudet Carles,
+34634270335, quique@ephion.health

Ephion Health has been collecting health data from patients and healthy volunteers for the past 3 years. This proprietary growing database (>600 tests) allows us to generate and refine our AI algorithms and is a barrier to entry for future competitors.

Business Model

Explain in short, how is your business model scalable?: There are 1.000 Phase III clinical trials initiated by pharmaceutical companies every year.

For the SaaS model we are focusing in neuro-rehabilitation clinics for stroke patients, with a European SOM of 120M€.

Finance

Annual revenue (€): 2024: 8,000

2023: 0

2022: 0

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

2026: 3,000,000

2027: 9,000,000

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

Raise instrument: Equity, Convertible note

SAFE

Capital seeking (€): 2,000,000 - 3,000,000

Pre-money valuation (€): 9,000,000

Strategy

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

Exit strategy: Buy-out by pharmaceutical company or CRO.

Other

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

Do you have any ideas you consider patentable? Which ideas?: On April 2022 we filed a patent for the system and method of data analysis.

The patent application is in PTC stage with favorable Written Opinion of the International Searching Authority.

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



MiWEndo Solutions

MiWEndo is developing a microwave-based add-on for colonoscopes to help endoscopists detect polyps more accurately

Problem: Colonoscopy can miss up to 22% of polyps, especially flat or hidden ones, leading to delayed diagnosis of colorectal cancer. Detection depends on the operator and visual limitations. We solve this by providing a standardized, operator-independent tool that enhances polyp detection and characterization.

Solution: MiWEndo develops a device that attaches to any standard colonoscope and uses safe microwave signals to detect polyps, even those not visible to the camera. It works automatically, helping doctors find more polyps and reduce missed cancers, regardless of their experience.

Business model: MiWEndo sells a microwave imaging system for colonoscopies, with recurring revenue from its single-use device. We partner with distributors and hospitals to integrate our solution into routine screening and generate revenue per procedure.

Accomplishments: We've raised over €2.2M, completed the first phase of our pivotal clinical trial with strong results (97.3% NPV), and expect CE marking by late 2025. Discussions with distributors and a major OEM are already underway.

Pitch deck: files.dealum.com/2025-05/7vshbye0748d...

Team



Tomás Escuin
CEO

Experience: Industrial engineer with a background in deep-tech innovation, technology transfer, and R&D management. Before joining MiWEndo Solutions as CEO, he held different roles at i2CAT, UPF, and LEITAT, where he specialized in public-private partnerships, fundraising, and the commercialization of emerging technologies. He also holds a postgraduate degree in financial management.

Number of full-time employees: 12

Amount of female co-founders in the core team: 2

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

Market

What is the competitive advantage of your company?: MiWEndo's competitive advantage lies in its unique technology and seamless integration into existing clinical practice. Unlike AI-based solutions that rely solely on visible features and can miss polyps hidden behind folds or with flat morphology, MiWEndo uses microwave imaging to detect polyps based on their dielectric properties, making it independent of visibility and lighting. This enables automatic detection of lesions beyond the reach of conventional methods.

Moreover, our device not only detects polyps but also differentiates between benign and adenomatous ones, potentially reducing unnecessary resections and improving procedural efficiency.

MiWEndo's solution is non-invasive, safe, and compatible with any standard colonoscope, requiring no change in clinical workflow. The system is protected by patents and supported by strong clinical collaborations and early validation results showing a 97.3% negative predictive value, surpassing clinical benchmarks.

Business Model



ESADE BAN



Step: Próximo Foro
Tags: comité deeptech
2025

[View in Dealum](#)

Registered Sep 2019

www.miwendo.com

Country: Spain

www.linkedin.com/company/miwendo

Product-market fit

Medical Devices

AI, Diagnostics/Imaging

Medical devices & instruments

B2B

Raise instrument: Equity

Capital seeking (€): 1,000,000 - 1,500,000

Pre-money valuation (€): 5,000,000

Registered/incorporated: Yes

Company legal name: MiWEndo Solutions, S.L.

Address: Barcelona

Primary currency: EUR

Contact: Tomás Escuin, +34609055790, tescuin@miwendo.com

Explain in short, how is your business model scalable?: Our single-use device enables a pay-per-use model with high margins and recurring revenue. Integration with standard colonoscopes ensures minimal adoption barriers, facilitating rapid scaling through distribution agreements across hospitals and geographies.

Finance

Annual revenue (€): 2024: 0

2023: 0

2022: 0

Annual revenue forecast (€): 2025: 0

2026: 0

2027: 950,000

How much funding and investment have you received so far in total? (€): 4,500,000

Raise instrument: Equity

Capital seeking (€): 1,000,000 - 1,500,000

Pre-money valuation (€): 5,000,000

Strategy

Sustainable Development Goals: GOAL 3: Good Health and Well-being, GOAL 5: Gender Equality

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

Exit strategy: Our idea is to sell the company or the technology to a major colonoscopy manufacturer so they can integrate it into the colonoscopies avoiding the need of adding our device, making it even more easy to adopt by physicians. We are already in discussions with key industry leaders and they're expecting more clinical evidence to move forward. We expect to finish our clinical trial in late 2025.

Other

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

Do you have any ideas you consider patentable? Which ideas?: Our device is already protected by patents (one granted and the other one pending). We are also developing new products in the field and also considering the use of our technology in other indications.

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



Muvity

Muvity delivers personalised telerehab via interactive exergames and exercises to support chronic patient care.

Problem: Over 13 million people suffer a stroke each year, with many requiring long-term motor rehabilitation. Recovery is slow and often unaffordable, especially beyond the acute phase. Limited public resources leave many patients without adequate care, leading to dependency, exclusion, and severe health deterioration.

Solution: Muvity provides personalized telerehabilitation by capturing precise motion data with a depth camera, enabling therapists to monitor and adapt treatments remotely. The platform improves rehabilitation for chronic patients, supports healthy aging, and bridges care gaps in rural or underserved areas, increasing accessibility and adherence to therapy.

Business model: Muvity operates under a B2B2C model, targeting clinical centers, rehabilitation facilities, elderly care homes, and insurance companies. Monetization relies on monthly/annual subscriptions, granting access to a complete device (app + camera).

Accomplishments: We are in clinical trials, in the second half of 2026 we will receive CE certification and we plan to start commercialisation. There are several residences testing Muvity who are likely to become our clients. We have received over 500,000€ in grants

Pitch deck: files.dealum.com/2025-05/nps5hlrofwp1...



ESADE BAN



Step: Próximo Foro
Tags: comité deeptech
2025

[View in Dealum](#)

Founded Nov 2019

muvity.cat

Country: Spain

www.linkedin.com/company/muvity-rehab

MVP/Seed Stage

Healthcare, Medical Devices
Digital Health

AI, Connected Health
Medical devices & instruments

B2B2C

Raise instrument: Equity, Convertible note
SAFE

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

Pre-money valuation (€): 1,800,000

Registered/incorporated: No

Address: Barcelona

Primary currency: EUR

Contact: Alexandra Stasovskaya,
+34685400938, muvity@muvity.cat

Team



Alexandra Stasovskaya
CEO

Experience: Has a BSc(Hons) Biomedical sciences from Queen Mary University of London, UK. Later worked in a biology development and molecular genetics laboratory, and did a MSc in Neuroscience at King's College London, UK. Upon Moving to Barcelona decided to move to management role, and did a MSc in Pharma & Biotech Management at Eada, Spain. Previously worked in another biotech start up as business developer



Ariadna Pamplona
Founder

Experience: Social Educator, ADFO
For many years Ariadna has been working in Associació Diversitat Funcional d'Osona (ADFO). By working closely with patients, she is the one who understands all the issues people with limited mobility have, as well as the patient journey and the necessity of high quality physiotherapy.



Gil Serrancolí
Founder

Experience: Industrial Engineer, PhD Biomedical Engineering, UPC
Gil is the one behind the creation of Muvity. He constantly continues to develop our solution, dedicating more than 60% of his time. Gil is working at the Department of Mechanical Engineering in the Universitat Politècnica de Catalunya as Assistant Professor. He is also the key member at the Simulation and Movement Analysis Lab (SIMMA Lab)



Albert Mas
Videogame developer

Experience: Studied BSc Videogame Design & Development at UPC. He's responsible for developing Muvity games and writing code for its features. Albert's contribution ensures that we stay at the cutting edge of tech and user engagement.



Carles Margelí
CTO

Experience: Software Development
Carles studied BSc Videogame development at UPC, Barcelona. Participated in the creation of Muvity from the very beginning together with Gil. Right now leading the software development team on further improvement of our platform.



Marc Marot

Videogame developer

Experience: Videogame developer, Business and Administration

Marc studied Business and Administration at UPF, and later worked as Business Banking Relationship Manager at BBVA. During COVID decided to study a MSc in Videogame development and joined the Muvity team. Thus he is not only helping improve our platform from the technical side, but also offers advice on business and financial aspects of our company.



Muvity Rehab

Physiotherapist

Experience: Judit did BSc Physiotherapy, and continues her education doing a MSc in Neurological Physiotherapy. She has experience in working in residencies understanding the field of geriatrics. In Muvity, she helps designing new exergames for our platform. Also, she conducts sessions with patients using Muvity platform and collects feedback, making suggestions on improvement.

Number of full-time employees: 5

Amount of female co-founders in the core team: 2

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

Market

What is the competitive advantage of your company?: Calibration system: Our system checks for any movement limitations a user might have and adjusts the exercises and exergames to fit their needs.

Precise Motion Tracking: We use a depth camera that tracks motion more accurately than regular cameras with AI.

No wearable gadgets: No need to wear any gadgets, so patients can focus on their rehab without feeling uncomfortable.

Gamification: The platform incorporates gamification elements, allowing patients to track progress, level up, and earn rewards. This approach is particularly beneficial for chronic patients requiring long-term treatment, as it combats the monotony often associated with rehabilitation.

Dynamic Analyses: Physiotherapists receive dynamic analyses reports, with information on joint moments and joint power (while our competitors provide info on joint angles only). This detailed feedback supports informed decision-making and personalised treatment adjustments.

Business Model

Explain in short, how is your business model scalable?: We are currently running an early adopters program with residencies to validate the solution. Muvity was developed in collaboration with ADFO (Association for people with physical disabilities in Osona), part of ECOM (Group of associations for the disabled) — a network of 120 disability organizations across Spain — which offers a broad channel for growth. Additionally, we have partnered with Doole Health, a telemedicine platform, to help distribute Muvity more widely. We also plan to approach insurance providers to further expand distribution.

Finance

Annual revenue (€): 2024: 0

2023: 0

2022: 0

Annual revenue forecast (€): 2025: 0

2026: 37,065

2027: 209,903

How much funding and investment have you received so far in total? (€): 613,550

Raise instrument: Equity, Convertible note

SAFE

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

Pre-money valuation (€): 1,800,000

Strategy

Sustainable Development Goals: GOAL 3: Good Health and Well-being, GOAL 10: Reduced Inequality

Exit strategy: By 2030, we plan to execute our exit strategy, which could involve acquisition by major healthcare, telemedicine, or technology companies interested in telerehabilitation—such as Siemens Healthineers, active in treating stroke and multiple sclerosis patients. Alternatively, we may pursue strategic partnerships or mergers with industry leaders to help expand our market reach, especially since we currently specialize in chronic neuromotor disorders and elderly care, allowing us to jointly address a broader range of conditions. Before then, we will focus on establishing sales in Spain and, starting in 2028, expand into key European markets like Germany and the Netherlands.

Other

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

Do you have any ideas you consider patentable? Which ideas?: While our solution includes patentable elements, we've chosen a trade secret strategy instead of patents due to the nature of our SaaS business. This approach allows us to protect our technology confidentially, maintaining a competitive edge without the limitations or public disclosure that patents would entail.

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



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 routinary tasks that do not add any value to the patient's care

Solution: Help doctors save 3 hours a day, removing all the tedious, routinary, 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 Leucemia Josep Carreias (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...

Team



Daniel Esteban-Ferrer
CEO



Azucena Rodriguez
Business Developer

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

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, comité deeptech
2025

[View in Dealum](#)

Registered Jan 2020

www.vrain-medical.com

Country: Spain

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

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.

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.

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

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.

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
