



Małopolska Startup Rocket

Economic Accelerator
We boost your startup
We boost Małopolska



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Introduction

Nowadays, with business environment facing new challenges related to the technological transformation, innovations have become a necessity. They not only improve the performance of individual companies, but also have a huge impact on communities, regions, countries and, in many cases, the whole world.

Małopolska is undoubtedly one of those regions where innovation plays a very important role in economic development. Over a decade ago, the “Regional Innovation Strategy” was created here, which indicates that innovative companies are to be the main driving force of the region. There are certainly many factors in Małopolska which could ensure implementation of this strategy. The region can boast of its intellectual capital, entrepreneurial drive and committed inhabitants.

What sets Małopolska apart from other regions in Poland are the clearly defined seven intelligent specialisations of Małopolska. They determine the directions of the region’s development and drive its economy. These seven specialisations include:

1. life science
2. sustainable energy
3. information and communication technologies
4. chemistry
5. manufacture of metals and metal products and products from mineral non-metallic raw materials
6. electrical engineering and machine industry
7. creative and leisure time industry

The potential of Małopolska related not only to innovations, but also to investments in this region can be proved, among others, by the fact that in 2017 the city of Krakow was second in Europe and eighth in the world in the ranking of cities that are most attractive for international business services (Tholons Services Globalization City Index).

Another achievement that Małopolska can boast of is the title of European Entrepreneurial Region awarded by the Committee of the Regions and the European Commission in 2016. Małopolska was the first voivodeship in Poland to receive this title.

Important numbers related to Małopolska:

- 830,000 sqm – modern office space in Krakow
- 370,000 – economic entities conducting their business in Krakow
- 200 – investment offers in the database of Business Center in Małopolska
- \$ 20.5 billion – the value of foreign investment in Małopolska in the years 1989-2015
- EUR 8.8 billion – the value of export of goods and services from Małopolska in 2016.
- 1.4 million – the number of professionally active people in Małopolska.

Intelligent specialisations of Małopolska determine the strategic directions of the region's development using its competitive advantages, such as human capital or entrepreneurial drive among its inhabitants. These specialisations have the largest share in the creation of GDP in the region and offer the largest number of jobs. Thanks to the support of these areas by the voivodeship authorities, companies from these industries can count on additional assistance and funding.



Economic Accelerator and Małopolska Startup Rocket

Economic Accelerator is a program initiated by the organizer of the Economic Forum in Krynica, which for 29 years now, has been organizing the largest business and political conference in Central and Eastern Europe. The mission of Economic Accelerator, which has been operating for two years now, is to create a platform for dialogue for representatives of large business, experts, government administration and startups.

Since the launch of the Economic Accelerator program in December 2017, Startup Session paths have been included in every conference of the Economic Forum organizer: the Industry Forum, the Europe-Ukraine Forum, the European Congress of Local Governments and the Innovation Forum, which is entirely devoted to startups and technology companies.

This year, as part of the Economic Accelerator's activities, the Małopolska Startup Rocket project was also launched. 30 innovative companies from Małopolska took part in the Startup Session Elite path during the XXIX Economic Forum and in 2020 they will go to the largest innovation fairs in Tokyo, Kuala Lumpur, Hannover, Milan, Singapore and Tel Aviv. The projects from the Małopolska Voivodeship participating in the Małopolska Startup Rocket project are consistent with the seven smart specialisations of the region. The folder presents two companies from each specialization that are taking part in the project.

Intelligent specializations of the Małopolska region

1. Life Science

Life science or life sciences is one of the fields developing very dynamically in the world, but also in Małopolska. Life science is a science containing elements of medicine, biology, biotechnology and biochemistry.

Life science is a very broad concept, which has been divided into two sub-groups. The first one is health and quality of life, and it encompasses products, technologies and services used in the prevention, diagnosis and treatment of diseases and people, but also animals. The second group includes solutions from the field of bioeconomy as well as semi-finished products and products used in the production of pharmaceuticals, cosmetics, food, materials and energy. The use of such specialist areas of science is connected with high expenditures on R&D. The invested amounts are growing every year, which is in line with global trends.

The academic environment in Małopolska also proves beneficial in this area of activity. A very large percentage of students in the voivodeship study medicine, biology, agriculture and environmental protection. The trend of close cooperation between the academic and business communities and the transfer of knowledge from universities and laboratories to enterprises is also promising.

In Małopolska there is a large number of business support institutions operating in the life science sector. The biggest of them are: the LifeScience Krakow cluster, MedCuster and the Jagiellonian Innovation Centre.

Life science in Małopolska:

- 10,566 enterprises and institutions operating in the life science sector
- 56.5% of the entities are located outside of Krakow - the capital of the region
- 16% of students planning to start their own business want to establish it in the field of life science
- 16 research centres are related to the life science industry
- 9 business support institutions direct their offer to life science entities

Companies involved in the Małopolska Startup Rocket project operating in the intelligent specialization of life science:

FindAir



FindAir, an award-winning technology company from the med-tech industry, has developed solutions supporting asthma therapy. The company is implementing an asthma control system which combines a physical device (FindAir ONE), telephone software (FindAir - Asthma Diary) and a communication platform between a patient and a physician (FindAir Platform). The combination of these components together with proprietary data analysis algorithms allows for a more complete control over the treatment process by a physician, as well as patient's involvement in the process.

Intelliseq



Intelliseq is a rapidly growing biomedical company specializing in genomics and bioinformatics. Our mission is to accelerate medical diagnosis by providing effective genome analysis software. We focus on the development of new algorithms and bioinformatics tools dedicated to human DNA interpretation. The company was founded in 2014 by a group of scientists fascinated by pharmacogenomics and transcriptomics. At Intelliseq, we understand that in-depth analysis and interpretation of data are the foundations for genome research. The company consists of an interdisciplinary team of experts in genomics, molecular biology, bioinformatics, mathematics, neuropsychology and software development. We are developing an automatic genome interpretation system that creates clinical reports and integrates easily with medical information systems. Our goal is to improve people's quality of life by translating genetic knowledge into health relevant information.

2. Sustainable energy

In today's world, sustainable energy production and use is an important issue. Given the 4.0 industry revolution, this issue is becoming increasingly important, inter alia, in the context of reducing carbon dioxide emissions to the atmosphere and the use of fossil fuels, as well as the development of renewable energy sources.

Małopolska is actively developing and in this area – energy efficiency of Małopolska's companies is being improved, pollution emissions are being reduced and low-emission urban transport is being introduced.

The region has a huge research potential regarding this specialisation. The AGH University of Science and Technology in Krakow, one of the best Polish universities, is the coordinator of one of the so-called six nodes that make up the international Knowledge and Innovation Communities (KIC InnoEnergy). The Community is made up of the best universities and research centres from Europe, which specialise in energy innovations.

Sustainable energy in Małopolska:

- 199 entities operating in the field of sustainable energy
- 56.3% of entities are located outside of Krakow
- 71% of renewable energy comes from solid biofuels
- In 2016 Małopolska adopted an anti-smog resolution which allows the use of only selected, ecological heating systems.

Companies involved in the Małopolska Startup Rocket project operating in the smart specialization of sustainable energy:

S-Labs



We are an innovative laboratory providing IoT solutions. We focus on creating solutions that change the face of energy for individual customers as well as small and medium enterprises. S-Labs has 3 product lines Appartme, Smart Energy and EESME.

Appartme is a HEMS class system that cooperates with various smart home

systems. The aim of Appartme is to increase the energy efficiency of flats in the CEE region by installing monitoring devices in flats by developers and by increasing the awareness of energy users.

LGM



LGM has developed a technology for increasing and optimizing power output of electricity generators, incl. car alternators, by more than 50%. Nowadays, more and more electronics is mounted in vehicles and car alternators are not sufficient anymore. Our patent pending method makes car alternators more capable and affordable while at the same it limits their fuel consumption and greenhouse gases emissions. LGM controller also works with other types of power generator applications, for instance wind turbines.



3. Information and communication technologies

Małopolska is a region where many companies from the ICT industry are located. This voivodeship is ranked second in Poland among the voivodeships with the highest employment rate in this sector.

In the context of the aforementioned digital transition, these indicators positively impact the economic development. The companies operating within this specialisation are investing heavily in R&D activities.

Business support institutions operating in the field of ICT include the Krakow Technology Park, the Intelligent Information Systems Centre and the Academic Computer Centre CYFRONET.

Information and communication technologies in Małopolska:

- 1,179 entities operating in the ICT sector
- 100 startups from the ICT sector are founded in Krakow
- 41,9% entities from the ICT sector are located outside of Krakow
- 10 business support institutions in the ICT sector operate in Krakow

Companies involved in the Małopolska Startup Rocket project operating within the intelligent specialization of information and communication technologies:

Secfense



Secfense provides a comprehensive solution of the problem of phishing and identity theft. This is achieved by the introduction of an intermediate security layer by Secfense, which makes it very easy to introduce any two-component authentication method or other user access rules without programmers, vendors and without interfering with the source code of the application.

As a result, the companies that choose to implement the Secfense solution:

- are able to secure all applications and sensitive application areas
- eliminates huge development and maintenance costs
- have the possibility to use any second component available on the market.

Car Scanner



Car Scanner System enables remote 360-degree view of a car body and vehicle interior by generating high quality photo documentation protected by Blockchain technology. It significantly facilitates making a decision to purchase a car from the aftermarket. The whole process takes two minutes and is an alternative to more than ten times more expensive rotary tables.

edrone



edrone, Autonomous Cloud for eCommerce, is the first eCRM system designed for eCommerce. We provide advanced Marketing Automation solutions based on proprietary algorithms, easy to integrate (Plug'n'Play). Our goal is to help you understand customer behavior (Customer Intelligence) and engage customeres (Marketing Automation) through a universal e-commerce marketing cloud. The system consists of two parts: Learn & Engage. Learn: advanced statistics, RFM segmentation and detailed client view (even with social media statistics). Engage: 30+ ready-to-send scenarios, including recovery of abandoned cards, sending recommendations and increasing revenue through cross-selling based on our Customer Intelligence algorithms. Marketing Machine is more than just a recommendation frame: it makes the idea of a segment easy to implement in any e-commerce business. Our clients include both large European online stores as well as developing e-shops. Some of edrone's clients: DUKA, Tous, x-Kom, Energa, Abra Meble, Wojas, Ryłko, Reporter Young and many other online shops. edrone supports online transactions worth more than €3 billion.

4. Chemistry

The chemical industry is one of the key sectors of the Polish economy, as it has the highest share in exports of our country. It is also very important for Małopolska itself.

The main centres of the chemical industry in Małopolska are, among others, Tarnów, Oświęcim, Alweria and Skawina.

Business support institutions from the chemical industry in Małopolska include Tarnowski Klaster Przemysłowy S.A. and the Scientific and Technical Association of Engineers and Technicians of the Oil and Gas Industry.

Chemistry in Małopolska:

- 249 entities operating in the chemical industry
- 93% of companies from Małopolskie voivodship operating in the chemical industry have introduced innovations in recent years
- 53% of entities associated with this sector are located outside of Krakow
- 14 scientific entities and research centers associated with the chemical industry



5. Manufacture of metals and metal products and products from mineral non-metallic raw materials

Małopolskie voivodship is very active in this specialization. Investments in research and development in this sector are very large, which in turn leads to a high rate of innovation in individual companies in Małopolska.

Business support institutions operating in this sector include, among others, the Polish Foundry Technical Association, the Technological Casting Cluster Modern Cast Sp. z o.o. and INNOAGH and INTECH PK companies, which support the transfer of knowledge from the best technical universities in Krakow to business.

Manufacture of metals and metal products and products from mineral non-metallic raw materials in Małopolska:

- 3,705 enterprises operating in this business area
- 75,3% of business entities are located outside of Krakow
- 8 science and research centers focusing on the production of metals, which are located in Małopolska
- EUR 1.5 billion – value in 2016.

Companies involved in the Małopolska Startup Rocket project operating in the intelligent specialization of manufacture of metals and metal products and products from mineral non-metallic raw materials:

CREATEC sp. z o.o.



We are a high-tech company providing solutions, among others, for the aviation and automotive industries. We offer support in the development of existing solutions and implementation of new, globally unique solutions in the field of metal and plastic processing, measurement systems, 3D printing and computer expert systems. Interdisciplinary teams of specialists from research units and R&D centres work on implementation of individual projects.

6. Electrical engineering and machine industry

Products manufactured within the electrical engineering and machinery industry sector are the most important export goods of the Małopolska region. The dominant area of activity of Małopolska companies in this sector is the repair, maintenance and installation of machinery and equipment.

Tarnowski Klaster Przemysłowy S.A. is a key business support institution in Małopolska in the sector of electrical engineering and machine industry.

Electrical engineering and machine industry in Małopolska:

- 3,227 companies from the electrical engineering and machinery industry operate in Małopolska
- 54.7% of entities are located outside of Krakow
- 7 research centres offer services for companies operating in this sector
- EUR 2.3 billion - the value of exported machinery, equipment, electrical and electrotechnical equipment in 2016
- 5% is the share of Małopolska's exports in the whole sector

Companies involved in the Małopolska Startup Rocket project operating in the intelligent specialization of electrical engineering and machine industry:

SEEDIA Sp. z o.o.



SEEDiA supplies intelligent furniture for cities, completely independent of energy - powered by solar energy. We offer: solar benches, solar waste bins, solar info kiosk and solar bus shelters. Each product is directly connected to the Seedia Cloud, where it sends maintenance data and, via the cloud, the administrator can control all devices.

SEEDIA products provide users with the following functionalities: inductive chargers and USB ports for charging mobile phones, free hot-spot, e-paper displays with real-time information, intelligent LED lighting.

Our products build an ecosystem of smart cities, enabling citizens to benefit from functionalities that make their lives easier. They also help cities collect critical data and manage data in real time.

STEC ROBOTICS



STEC ROBOTICS – a company established due to the constantly growing demand for automation and robotization of production processes. Experts who work at STEC ROBOTICS specialize in implementing untypical and complex solutions. The products they create are characterised by innovation, modernity and simplicity. Thanks to our great commitment, passion and continuous improvement of competences and skills of the staff, we successfully combine advanced technology with usability and ergonomics.



7. Creative and leisure time industry

Poland is one of the largest exporters in the creative sector. We rank 17th in the world. Małopolska is a very important region for the creative industry on the map of our country. Małopolska has the right climate for the development of creative industry. There are many UNESCO listed monuments here, as well as a rich cultural offer. All this makes Małopolska one of the most visited regions in Poland.

Creative and leisure time industry in Małopolska:

- 13,935 companies operating in the creative and leisure time industry
- 56.3% of entities are located outside of Krakow
- 11 research and development centers offering their services to entrepreneurs operating in the industry
- 15 million tourists visit Małopolska every year and a quarter of them are foreigners
- 13.5% of all art faculty students in the country study in Małopolska.

Companies involved in the Małopolska Startup Rocket operating in the creative and leisure time industry:

Project: People



Project: People is a strategic team founded in 2016 by Beata Mosór-Szyszek and Joanna Ostafin.

We've been operating for less than 3 years now and during this time we have had the pleasure to work with over 100 clients from all over the world (e.g. Venezuela, Singapore, Zimbabwe, USA, UK, Germany) and have built a strong brand recognition among both startups (Harimata, Doctify, LexStep) as well as corporations (T-Mobile, Nationale Nederlanden, ING).

We help companies define their products and services, build business strategies, test and implement them. We specialize in:

- designing products and services based on customer needs and expectations, as well as extensive UX research

- improving products and services through testing and experimentation, and continuous research into customer needs
- finding a way to scale your business using both lean marketing and lean strategy methods and tools.

Ideo Klocki Matt Kustra



My name is Mateusz Kustra and I represent Ideo-Klocki. I am a professional builder who works with building blocks. I build models for exhibitions, museums, private collectors and enterprises.

I started my adventure with blocks a long time ago when my parents bought me my first set. For the last three years I have built a profession using my skills and I am acquiring more and more clients in Poland.

I build using different scales. I use a scale suitable for mini figures, smaller average scale and architectural scale for architectural models. In the near future I plan to introduce a few new products made of blocks. This year I have introduced paintings made of Lego blocks into my offer.

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Republic
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KRAKÓW REGION
MAŁOPOLSKA

European Union
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