



Małopolska Startup Rocket

CATALOGUE OF STARTUPS FROM MAŁOPOLSKA REGION, POLAND

Economic Accelerator
We boost your startup
We boost Małopolska



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The Małopolska Region, and in particular Cracow's startup environment, is one of the most dynamically operating environments of this type in Poland. The region's key technological specialties include beacons, 3D printing, games, virtual reality, blockchain and machine learning.

Startups in Małopolska Region already employ hundreds of people and produce solutions that are used all over the world. The largest startups in the region have attracted investments worth over PLN 500 million to Cracow.



Aleksandra Baka
Founder & Coordinator
Economic Accelerator

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

As a part of the Economic Accelerator, the Małopolska Startup Rocket project has been launched in March 2019. As a part of the project, 30 innovative companies took part in the "Polish Davos", as the Krynica Economic Forum is often referred to. What is more, as early as in 2020 these companies will participate in the largest innovation fairs in Tokyo, Kuala Lumpur, Hannover, Milan, Singapore and Tel Aviv. The below catalogue presents the profiles of these 30 innovative companies that all have a strong potential for international expansion.



diCELLa

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diCELLa is a bioinformatic company which creates its own software for the analysis of microscopic images. Because of the use of authoring algorithms in combination with the latest techniques of machine learning, and especially deep neural networks, our software gives new possibilities in image analysis. Our main target is to create software supporting diagnosticians and lab technicians in their daily work. We are very happy to support all forms of development, that's why we employ young, talented enthusiasts who have not only knowledge but also talent and intelligence. The data of the applications and programs we create are protected against unauthorized changes by the BLOKCHAIN technology – a system that cannot be broken, which ensures their authenticity and non-repudiation.



DIETdrive

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DIETdrive - is an innovative system for serving healthy, individually prepared meals quickly and without the customer leaving the car. It is the ideal solution for people who care about healthy nutrition and try to manage their time in the most effective way. The order for an individually prepared balanced meal takes place at www.dietdrive.pl. A healthy meal is prepared when you arrive at the DIETdrive delivery window, so the pick-up occurs immediately upon arrival at the headquarters of DIETdrive, without having to leave the car. We have created a unique system enabling the preparation of a meal based on the customer's diet guidelines, which is synchronized with the work of the catering facilities and the quick online transaction service panel. This solution enables the maximum time savings (no need for everyday shopping, cooking). Within a few months the concept turned into a profitable business - the first DIETdrive in Europe - in Tarnów. At the moment DIETdrive is a very successful debut in the Małopolskie voivodship, it enters the franchise market cooperation in Poland and in other countries. The DIETdrive concept has received prizes in nationwide competitions - first place In Franczyza Expo, 'Innovation of the Year' category, fifth place in the Startup Award competition organized during the Innovation Forum 2019; Lady Business Awards organized by the Lady Business Club in Warsaw; 100 Business Women organized by Puls Biznesu.



FindAir

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FindAir is an award-winning technology company in the med-tech sector, that is developing innovative solutions to support asthma therapy. The company is implementing a digital asthma control system that is a combination of a hardware device (FindAir ONE), mobile app (FindAir - Asthma Diary) and a communication platform between a patient and a physician (FindAir Platform). The integration of these components together with proprietary algorithms for data analysis enables a more comprehensive control over the treatment processes by the physician, as well as the higher engagement of the patient in this process.

FindAir solutions allow for verification of therapy effectiveness, analysis of treatment progress, measurement of compliance and facilitation of patient education. The FindAir system also monitors a number of environmental factors that may be associated with asthma symptoms for individual patients. The FindAir system is able to identify the most dangerous factors for the patient and helps to decrease the chance of developing asthma symptoms.

As a result, FindAir solutions significantly reduces the number of potential asthma symptoms in patients and improves overall disease control. It enables the physician to conduct a more precise and reliable treatment process, at the same time facilitating the daily time-consuming and burdensome elements of each patient's visit, i.e.: an interview with the patient and patient education.



Intelliseq

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Intelliseq is a dynamically growing biomedical company specializing in the fields of genomics and bioinformatics. Our mission is to accelerate the medical diagnostics by delivering a simple drop-in software solution for genome analysis. We are focused on the development of novel algorithms and bioinformatic tools devoted to the interpretation of the human DNA sequence. Intelliseq was established in 2014 by a group of scientists fascinated with pharmacogenomics and transcriptomics. At Intelliseq, we understand that in-depth data analysis and interpretation lies at the very heart of successful genome-wide research. The company consists of an interdisciplinary team of experts in the field of genomics, molecular biology, bioinformatics, mathematics, neuropsychology, and software development. We are launching an automatic genome interpretation system that creates clinical reports and easily integrates with medical information systems. We aim to enhance people's lives through a translation of genetics knowledge into meaningful medical insights.



Prodromus Sp. z o.o.

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Prodromus, established in 2013, is present in more than 20 countries. The company is a developer, manufacturer and certified service of medical devices in compliance with ISO 13485 and CE mark.

Main product Prodrobot automated gait trainer is device that allows the user to train all six joints of the lower limbs at the same time, making it equivalent to having six trainers. A sitting assistant allows the patient to adjust himself or herself while sitting and, unlike other machines, it does not have a treadmill, which makes it possible for patients with ankle joint problems to still train. It's also extremely adjustable for patients whose limbs are different lengths. Finally, it's very easy to use. The accompanying software does not require specialized knowledge.

Prodrobot dedicated for pediatric patients is already on the market. In 2019 the company will launch a visualisation and biofeedback system for rehabilitation equipment allowing to diagnose movement of patient by observing forces, angles and speed of movement. The company will also present prototype of the automated gait trainer for adult patients, which will be again innovative in comparison to current devices on the market.

The company is looking for partners in the field of sales and able to service automated medical devices (certified service preferred) with experience and sales contacts with different public or private medical institutions/center, hospitals, nursing homes etc. We are also open for trade investors.



TakesCare

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TakesCare is an online and mobile healthcare platform / service whose main goal is to combine, support and facilitate contact between patients and healthcare professionals, enabling the creation of new digital medicine products tailored to your needs.

TakesCare is a health care subscription online. Online patient account (IKP). Online medical consultations and video-consultations online with a specialist. Storing medical records, managing the schedule of visits and medicines.

TakesCare provides both parties with tools for cooperation in online communication, remote diagnostics, medical care, coordinated care, health control and monitoring. In addition, we promote a holistic approach to patient-specialist relations. Our goal is to offer health services as a service (HaaS) - predictive analysis and artificial intelligence will actually support more accurate and more current identification and management of various health problems. At TakesCare, we offer a sustainable business model - a mix of subscriptions and individual consultations (pay-as-you-use)

TakesCare TODAY

I use 24/7 digital health care with my specialists. 360-degree service focused on the patient. We call it medicine 2.0

TakesCare TOMORROW

Self-learning artificial intelligence in TC, which can constantly diagnose my health and prevent disease.

Communication between me and TC is based on the voice.

TakesCare is available to doctors, patients and partners at takes-care.com



LGM

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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 are mounted onboard vehicles and car alternators are not sufficient anymore. Our patent pending method makes car alternators more capable and affordable while consuming less fuel and emitting fewer greenhouse gases. LGM controller works with other types of power generator applications eg. wind turbines, too.



S-Labs

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We are an innovative laboratory of solutions from the IoT segment. We focus on creating solutions that change the face of energy for individual recipients and small and medium-sized enterprises. S-Labs has 3 product lines: Appartme, Smart Energy and EESME.

Appartme is a HEMS class system that works with various smart home systems. The purpose of Appartme is to raise the energy efficiency of flats in the CEE region by installing control devices by developers and by increasing the awareness of energy users.

Smart Energy is a solution for operators allowing the use of HEMS, smart home and AMI meters to analyze data on energy consumption by households and small businesses.

EESME is an innovative solution addressed to small and medium enterprises enabling automatic energy audits using energy sensors developed in S-Labs communicating via LTE-m.



BFirst.Tech sp. z o.o.

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We are creating the innovative solutions suited to the needs of our clients by providing services such as: research and development, diagnostics and modeling, product development, prototyping and optimization. In order to reach expectations of our clients, we are creating the innovative technological solutions dedicated to their needs. Based on our experience and competences, we claim our business partners are the key pillar of our company's development. In reference to the market demands and in response to contemporary challenges, we are open for cooperation both on the domestic and global market.



EcoTech System

EcoTech System - Incentive Waste Management System

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The purpose of the Incentive Waste Management System is to provide an efficient and pro-social way of segregating waste “at source” resulting in a change in the behavior and habits of residents as well as general education with the use of motivational factors, including through a guaranteed system of prizes for active project participants achieving high results in packaging waste segregation. The idea is to show users that segregation makes sense and that it pays off! We want to convince the inhabitants that the segregated raw material is simply valuable, collecting it will also pay off for them. The Central element of the Incentive Waste Management System is the EcoTech System Platform – an IT system that manages, monitors and accounts for the entire information and secondary material flow process in real time. Secondary raw materials are collected using automatic segregation devices that are connected to the EcoTech System Platform.

The device for automatic waste segregation is a fully automated device used to receive predefined secondary raw materials (eg aluminum, PET, metal, glass). The machine accepts only packages that will be parameterized accordingly. The device is monitored and managed centrally by means of an administration module, which sends information to the EcoTech System Platform on an ongoing basis about the working status and filling level of the received recyclable materials.

The Motivational Waste Management System is an innovation in the process and technological aspect that allows synergy of four project groups:

- business partners – promotion through ecology
- local government – achieving real levels of recovery and recycling
- recycling industry – access to clean secondary raw materials
- resident – motivation for segregation



Edrone

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Edrone, an Autonomous eCommerce Cloud, is the first eCRM designed for eCommerce. We provide advanced Marketing Automation solutions, based on our algorithms, that are easy to install (Plug'n'Play). Our goal is to help to understand customers behavior (Customer Intelligence) and engage them (Marketing Automation) with all-in-one e-commerce marketing cloud. The system consists of two sections: Learn & Engage. Learn: advanced stats, RFM segmentation and detailed view per client (even with the social media stats). Engage: 30+ ready to send scenarios, including recover abandoned cards, send recommendations and increase the revenue with cross-selling based on our Customer Intelligence algorithms. The Marketing Machine is something more than a simple recommendation frame: it makes the idea of a segment of one easy to implement in every e-commerce. Our customers are both major European online stores as well as developing eStores. Some of edrone customers: DUKA, Tous, x-Kom, Energa, Abra Meble, Wojas, Ryłko, Reporter Young, Ryłko, Wojas, and many more online stores. edrone handles Internet transactions worth over 3 billion Euros.



Efento

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Efento company was founded in 2016. Since the beginning, we focus on solutions in the field of Internet of Things (IoT)

As one of the few companies in the world, we offer an integrated solution for monitoring and analyzing various physical parameters, based on wireless sensors (Nb-IOT, LTE Cat M1), advanced cloud platform, and mobile applications.

Efento's NB-IoT sensors has been nominated to 35 most interesting solution in the world - AMA prize by Verband für Sensorik und Messtechnik.

In March 2017 Efento sensors were awarded a gold medal at the Automaticon 2017. Automaticon is Poland's largest automation and measurement fair.



INMOTION LABS

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InMotion Labs develops technology of the camera movement in a strictly controlled manner and analysing the collected data by means of Artificial Intelligence.

InMotion products: ANPR InMotion and Car Scanner are tools dedicated to car scanning in B2G and B2B segments.

The ANPR InMotion is used to control paid parking zones and it facilitates enforcements of fines for unpaid parking fares. Thanks to cutting-edge technology of car positioning, the system can locate parked vehicles with an accuracy of 10 centimetres, at speed of up to 50 km/h. This solution will help to generate dynamically updating maps of free parking zones, and as a result significantly decrease air pollution in the busiest urban areas.

The Car Scanner System enables remote 360-degree visual inspection of the car body as well as the interior of the vehicle by generating high quality photo documentation, secured with Blockchain technology. It substantially simplifies the decision about purchasing second-hand vehicle. The scanning process takes only two minutes, and it is a good alternative for almost 10-times more expensive photography turntables.

The Car Scanner was presented at fairs in Singapore, the USA, Austria, UK, Germany and Spain, gaining a lot of interest from leasing and rental companies, OEMs and insurance companies.

At present, the Car Scanner is being implemented in UK, Austria, Germany and Poland. InMotion Labs received the support of Samsung, NVIDIA and Microsoft incubators.



New Generation Recruitment - 313C

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In 313C we specialize in effective matching of people with organizations. We believe in values match, gamification and evidence-based decisions (beside our beliefs, we also have data proving these 3 elements to be crucial for a successful recruitment). To disrupt the way most of the recruitment agencies work nowadays, we combined those 3 elements together and created the New Generation Recruitment. We delivered the first recruitment and selection processes in Poland, fully based on online simulation games and values verification, successfully implemented in a competitive business environment with exceptional results:

- 4 times lower rotation
- 100% higher applicant attraction
- 99% overall positive candidate experience
- 98% supervisor satisfaction with new hires

Up to date, we created 22 recruitment games, processed over 20 thousand candidates, and provided our customers with a recruitment platform used by 200 users running recruitment processes.

We worked for such companies as among others, BMW Group Polska, Budimex SA. The recruitment process designed by us for Budimex SA was acknowledged with "The best recruitment process of 2017" award.

We offer a complex recruitment solution that significantly lowers the turnover, attracts valuable talents, supports and shapes organizational culture, strengthens the employer brand, lowers overall recruitment costs, increases effectiveness of all development programs and many more.



Planet Heroes - Mohabo Studio

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Planet Heroes is a crowdfunding platform that rewards environmental initiatives and people making efforts to improve the environment and organizing clean up. The platform promotes the ecological activities and people who work on the benefit on the earth. It is addressed to two groups of users; Patrons, who by small donations financially support people who carry out eco-activities and document them on the platform. The important factor for building user engagement is the gamification module - rankings and trophies awarded for various activities on the platform and the opportunity to share their ecological involvement in social media.



Secfense

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In 2017 over 80% of the data theft in large companies come from phishing or identity theft.

This method of cyber attack intensifies year by year.

One of the reasons is the fact it simply pays well. Since 2015 data theft is a more profitable business than drug trafficking.

Security departments in large companies realize that the best solution to protect against these type of risks is so-called multi-level authentication (MFA).

MFA adds another authentication step to the login process.

However, the security departments that want to implement the MFA component face two big problems:

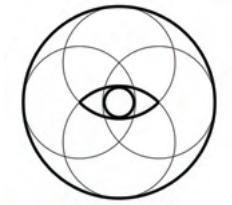
- the huge cost of redesigning the application architecture
- a wide range of applications that should be protected

Secfense solves the problem of phishing and identity theft.

This is achieved by introducing an intermediate security layer, making it easy to enter any MFA method without programmers, vendors, and without interfering with the source code of the application.

As a result, companies that implement the Secfense solution:

- are able to protect all applications and sensitive areas of application
- eliminate the huge development and maintenance costs
- are able to use every MFA method available on the market.



Spectator.earth

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Spectator.earth is a Polish start-up building an online platform to stimulate collaborative discovery and use of satellite-based information. A place for everyone to contribute to the growth of Earth Observation, Spectator offers data access centralisation, processing and products publishing capabilities. The creators believe the biggest potential for this industry moving forward lies in the community. That's why Spectator offers tools for teams and individuals to collaborate and speed up the process of getting new EO ideas ready for testing in the real world.



Sulma & Sulma

Sulma & Sulma

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Sulma & Sulma

WE IGNITE LOVE FOR PRODUCTS

We deal in efficient introduction of products to the market and dynamic generation of sales at three key stages:

Product definition (MVP), where we verify the idea and determine the course of development using sales prediction, thus avoiding the danger of market failure. Market entry, where we win over the target group, develop promotional strategy, and build sales processes. Analyzing the potential and the way it affects efficient sales, we develop a sales process targeting key market segments. We convey the knowledge and engage the client's sales force into the process.

Sales development, aimed at increasing the return on investment (ROI), winning a bigger market share, developing competitive advantage, or winning investors. We optimize sales processes, discarding unnecessary elements, while strengthening and promoting those that affect the sales volume the most.

The goals it took our clients 6 - 9 months to achieve, we reach even in 2, all the while increasing the sales volume and the pace of growth.



Talent Alpha

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Talent Alpha is a B2B Human Cloud platform that offers access to the best in class technical talent, as a service. As a marketplace, we connect global enterprises struggling with closing the 'tech talent gap' with small & medium-sized software houses in Europe. Syndicating niche and very focused organizations, we can provide a wide range of IT outsourcing-type services, meeting the most challenging needs for technology expertise and talent on demand. Our platform allows bias-free matching of IT talent with projects, thanks to the AI engine that builds a comprehensive profile of every professional in the network, allowing a deterministic match with the right project and team.



CREATEC sp. z o.o.

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We are a technological start-up operating in the field of high technology - aerospace and automotive industry. We support the development of existing solutions and implement unique ones in the field of the processing of metals and plastics, measuring systems, 3D printing and expert computer systems. We have an extensive network of partners. In order to implement some projects, interdisciplinary teams of specialists are formed (representatives of research institutes and from the industry).



FlyTech UAV

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FlyTech UAV is a Poland-based professional drone manufacturer, on the market since 2013. The company offers comprehensive UAV solutions for surveying, mining, power engineering, environment, agriculture.

In 2017 the company launched their flagship flying wing – UAV BIRDIE – a complete mapping solution, which is now successfully used across Europe, Africa and Asia.

The system consists of the fixed-wing platform (now with optional VTOL extensions), dedicated flight controller with flight planning app, full-frame camera and GSM connectivity for unlimited flight range. Lightweight construction and long flight time ensure the effective terrain coverage.

Currently FlyTech UAV is developing R&D projects, working on artificial intelligence of drones and autonomous platforms. Also, the company recently presented the portfolio of services and products dedicated to the power energy sector, which is now planning to commercialize.



JIVR

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JIVR is a bicycle company which has developed an innovative e-bike sold under the JIVR brand. The JIVR Bike was designed primarily for white collar commuters to ease their home-office-home transport but it proved to meet the needs of other target groups as well. The bike is beautiful and technically unique, as it is chainless, electric, folding and smart which minimizes major inconveniences related to cycling in a casual dress up. Up to now the company has developed a ready to market product, built the organization around it and successfully runs first test sales to individual customers (summer 2018) and bike stores (fall 2018). As the next step the company plans to increase its production capacities to handle larger scale manufacturing and start regular sales of the product.



NIX underwater drone for Offshore Industry 4.0 (Bisonte sp. z o.o.)

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Bisonte designs, develops and implements advanced mechatronic devices capable of operating in harsh environments. The company was founded with the goal to provide the world with revolutionary robotic solutions and enable mankind to reach higher, farther and deeper without risking human life. Since the foundation of Bisonte in 2015 we develop our main project – an underwater drone with variable-geometry hull. Since then we delivered mechatronic design services for both scientific institutions and private sector. We have an exceptional team of inventors, engineers and scientists who seamlessly combine unique solutions, cutting edge technologies and hands-on experience to make sure your dreams come true in the best possible way. NIX underwater drones are a family of unmanned underwater vehicles (UUV) of different sizes and designed for various applications based on ultra-lightweight elastic variable-geometry hull technology (US patent no. 9,776,694). This solution enables NIX drones to change volume, and therefore buoyancy in a range far wider than any traditional technology. Water pressure is actively countered by Internal Pressure Control System (IPCS), so NIX drones do not need bulky rigid hull.



SEEDiA

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SEEDiA delivers smart furniture for the cities, totally energy independent - powered with solar energy. In our offer we have: Solar Benches, Solar Trash Cans, Solar Infokiosk and Solar Bus Stops. Each product is directly connected to Seedia Cloud, where it sends the maintenance data and via cloud, the administrator is able to control all the devices.

Products deliver functionalities to the users: mobile phone chargers, free hot-spots, e-paper displays with real-time information, smart LED lightings. Altogether our products are the smart cities ecosystem, enabling citizens to use functionalities and making their lives easier. They also help the city in gathering the most important data and give the ability to real-time data management.



STEC ROBOTICS

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STEC ROBOTICS - a company that was founded on the ever-growing demand for automation and robotization of production processes. Experts who work in it specialize in the implementation of atypical and complex solutions. The products they create are characterized by innovation, modernity and simplicity. Thanks to the great commitment, passion and continuous improvement of competences and skills of the entire team, they successfully combine advanced technology together with usability and ergonomics.



Pima Velo Bike

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Startup was created in 2010 to produce velomobile vehicles. The sale of products is currently focused on foreign markets. The offer also includes complementary products for classic and non-standard bikes. These products are currently one of the sources of financing the development of the enterprise. The development plans for the nearest future are the final refinement and market placing of the velomobile model whose prototype was created in 2010 but has not been completed, yet.



Ideo Klocki Matt Kustra

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My name is Matt Kustra and I represent Ideo-Bricks I am a professional bricks builder. I am building models for the needs of exhibitions, museums, private collectors and companies.

I started my adventure with building bricks models a very long time ago when my parents bought my first set. Today (from 3 years) I do it professionally and I increasing number of clients in Poland.

I builds on various scales. On a minifigures scale, a smaller medium scale and an architectural scale such as architectural models. In the near future I plan to introduce some new products made of bricks. This year I have introduced bricks paints builds with Lego bricks.

I am recognizable among lovers of bricks. I owe this to my hard work and my perfectionism. Because at work I try to reproduce reality as accurately as possible. That is why my models are of high quality and please the eye of even the most demanding customers. What proof of this are my clients: Panattoni Poland, Azoty Puławy, Pesa and MZK Toruń, my models decorate such exhibitions Hewelianum in Gdańsk, museum Kocham Morze the in Puck, I built all models in historyland Krakow and many more. In addition, my paintings are popular with collectors in the United States where I have already sent four of them all made of LEGO bricks.

I invite all those who remember the fun of the bricks, because I love to build offices, factories, houses and everything else that can be built with Lego bricks for my clients.



Project: People

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Project: People is a lean strategy agency founded by Beata Mosór-Szyska and Joanna Ostafin in 2016.

During just 2 years we had the pleasure to work with more than 100 clients all over the World (i.e. Germany, UK, USA, Singapore, Venezuela) and built recognizability among both corporations (T-Mobile, Nationale Nederlanden, ING) and startups (Harimata, Doctify, LexStep).

We help companies to define their products & business strategies, test them and market them:

- design products or services based on customer needs & expectations, and deep UX research
- improve products with tests and experiments, and stay in constant touch with customers
- find a way to scale it using both lean marketing and lean strategy methods and tools

TECHMO

Voice Technologies

Techmo

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The main area of Techmo's activity consists of implementing business solutions in the scope of speech technology and computer processing of natural language. We have been operating on the market since 2013.

WEARFITS®

WEARFITS

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WearFits® is an internet fitting room technology for e-commerce clothing retailers. Improving apparel online shopping experience and quality of CG visualisation by relying on physically correct 3D body representation, industry standard virtual garment model and high quality simulation process. It is able to accurately predict both the fit and the perceived comfort of wearing the garment by utilising a hybrid of accurate physics simulation and Machine Learning techniques.



Republic
of Poland



KRAKÓW REGION
MAŁOPOLSKA

European Union
European Regional
Development Fund

