



## European American Enterprise Council

Member of Enterprise Europe Network USA

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### EAEC IPEX ICT TRIP CA [Dec, 1-5, 2014]

## TRADE & FDI AGENCY



### IPEX

IPEX - Trade and Invest is a governmental office of the region of Castilla-La Mancha, assigned to the Regional Ministry of Employment and Economy. Its priority mission is to boost the internationalization of companies from Castilla-La Mancha, by one side, and to promote foreign direct investment in the region, by the other side. We execute actions to support the commercialization of products and services abroad. We organize seminars and various training activities as well as give assistance and advice in different areas concerning foreign trade and FDI.

## COMPANIES

### aTurnos

aTurnos

[www.aturnos.com](http://www.aturnos.com)

**Team:** 5 employees - 3 partners.

**Product:** Solution (software and hardware) for indoor attendance/location management using Bluetooth iBeacon (for workers/employees) from smart phones and tablets; with push and pull of info/content (eg. alarms).

Today freemium users: 25,000 users from 10,000 users last year.

Today paying users: 1,000 users.

Integration done with leading ERP solutions.

**Markets:** Hospitality (hotels and restaurants), hospitals/clinics, manufacturing, army, airports, ports, etc.

Clients/References: Seat, Siscom, Melia Hotels, and Royal Army.

**Objectives of trip:** Exploration Mode. Talk to prospective clients and software/platform and hardware partners. Initiate discussions with US accelerators and investors.

### @Beperk.com

Beperk

[www.Beperk.com](http://www.Beperk.com)

**Team:** 5 employees - 2 partners.

**Product:** Platform for freelancers/consultants to sell services, and works on digital files. Great integration with LinkedIn and Facebook.

11,302 followers on LinkedIn (3<sup>rd</sup> largest in Spain).

No relevant revenue yet, but relevant metrics:

- Month-to-month increase: 50% increase.
- Today: 14,000 signups; 15% selling services.

**Funding:**

- Closing 100,000 Euros round in Europe; with government funding matching investors' money.
- Next round for a mobile strategy.

**Objectives of trip:** Exploration mode. Talk to prospective software/platform partners. Initiate discussions with US accelerators and investors.



Be Your Guide

<http://www.beyourguide.es>

From Nexora

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

**Team:** 5 employees - 2 partners.

**Product:** City digital tourist guides; local content generated by local partners and supported by Be Your Guide's web sites, mobile apps and audio guides (in 6 languages).

Was a prize winner at FITUR 2014 in Madrid (the largest tourism trade fair in Spain).

Launched 6 months ago and are already in negotiation with 20 franchisees for 20 cities in Spain for a revenue of \$200,000 in upfront fees.

Locally, cities, EDCs and tourism offices fund/support the projects too.

**Objectives of trip:** Exploration mode. Talk to potential middle term clients (SD, Carlsbad, SF and may be Las Vegas) and local franchisees. Initiate discussions with US accelerators and seed investors.