



## **LOCAL STARTUPS TO PITCH TO AMERICAN INVESTOR COMMUNITY IN MIAMI**

- **Wayra is hosting its first international “Demo Day” in Miami on December 12th, where it will present a selection of accelerated companies to the American investor community**
- **ClearKarma and Cleverlize from the German Academy will join other Wayra projects from eleven countries to pitch their projects and investment opportunities**
- **The event, which will take place within the framework of the Americas Venture Capital Conference (AVCC), is supported by the Florida International University (FIU) and The LAB Miami**

**Munich, 23 October 2012.** - Wayra, Telefónica Digital's global startup accelerator, today announced that two start up projects from its German Academy will get the chance to pitch their businesses to the American investor community at its first international 'Demo Day' in Miami on the 12<sup>th</sup> December.

ClearKarma and Cleverlize will join a selection of Wayra startups that have been accelerated this year at its twelve centres in Latin America and Europe. The portfolio of participating companies in this first [“Global demoDay 2012”](#) maintains a careful balance in terms of maturity and development of the products, geographical diversity, market size and business areas. The startups will present innovative proposals in response to current business problems and opportunities in areas such as Cloud Computing, Video, HTML5, Financial Services, Mobile Applications, e-Health and Security, among others.

ClearKarma is a social start-up enterprise for food safety. Its innovative solution enables consumers to make responsible food decisions while shopping or at the restaurant. Food labels are not easy to understand and when eating out, one rarely knows what ingredients the chef uses in his cooking. ClearKarma's mobile application helps people with special dietary needs/allergies maker safer food choices.

Cleverlize brings e-Learning to smartphones and tablets. Their cloud-based platform helps over 80 million teachers and educators around the world to build and sell personalised e-Learning applications for iOS, Android or HTML5 from already-existing learning materials.

**Tanja Kufner**, Academy Director Wayra Germany said, “Given that we have barely started our acceleration phase, we are very proud that two of the 17 greatest Wayra startups worldwide are from Germany. After just a few weeks, they have the fantastic opportunity to present their ideas in the land of Venture Capital in front of an exclusive circle of global investors, who can potentially help the open doors to global markets.”



"The LAB Miami", a co-working space in the emerging tech and arts district of Wynwood, will be the venue for the Demo Day, which will bring together the 17 startups and over a hundred risk capital investors, angels and entrepreneurs.

The interest of the investment funds in the high growth markets in Latin America, together with the innovative potential of Europe, make this an excellent opportunity to bring together startups and capital networks in the United States. The **Wayra Global demoDay 2012** will also be the meeting point for the Amerigo international funds network, recently launched by Telefónica Digital.

This event is the first of a series of forums that Wayra will convene over the course of the coming year in order to show the potential of its accelerated companies in Argentina, Brazil, Chile, Colombia, Germany, Ireland, Mexico, Peru, Spain, the United Kingdom and Venezuela. There are currently over 170 startups that Wayra has helped to grow, impacting the development of thousands of entrepreneurs and making a valuable contribution to the creation of sources of technological employment in the countries in which it operates.

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#### **PROFILES OF THE STARTUPS TAKING PART IN THE GLOBAL WAYRA DEMODAY 2012**

##### **AATAG - WAYRA BRAZIL** (São Paulo Academy)

<http://www.aatag.com/>

aaTAG is a network which turns the exchange of personal information into an easy, safe and enjoyable experience. aaTAG is a bridge between the online and offline worlds, making physical objects "clickable" just as if they were on a browser.

##### **AGENT PIGGY - WAYRA CHILE** (Santiago Academy)

<http://www.agentpiggy.com/>

AgentPiggy is the first web platform that enables parents to educate their children in finances (lending, donating, saving, investing) through captivating online experiments.

##### **AKDEMIA - WAYRA VENEZUELA** (Caracas Academy)

<http://www.akdemia.com/>

Akdemia is an online service that improves school management and the modernisation of information and communication in schools. It offers practical tools for the management of evaluations and marks, communications to teachers, parents and students, the scheduling of activities and automated billing, among others.

##### **BEVELITY - WAYRA SPAIN** (Barcelona Academy)

<http://www.bevelity.com/>

Bevelity brings true 3D scenes to the browser, enabling users to interact with them in real time. Without waiting, without renders. Its native output in HTML5 permits its insertion in any application or web service.



**BRAGBET - WAYRA IRELAND** (Dublin Academy)

<http://www.bragbet.com/>

BragBet is a social sports betting network. This enables groups of friends or work colleagues to decide which events they would like to bet on. BragBet aims to become the world leader in social gaming.

**CLEARKARMA - WAYRA GERMANY** (Munich Academy)

<http://www.clearkarma.com/>

ClearKarma helps consumers to take responsible decisions in food shopping. Its mobile application enables its users to examine the information published by food producers.

**CLEVERLIZE - WAYRA GERMANY** (Munich Academy)

<http://www.cleverlize.com/>

Cleverlize helps teachers and educators to build and sell mobile e-Learning applications. By means of the use of its cloud-based platform, over 80 million teachers around the world can create personalised webs and native apps for iOS, Android or HTML5 from already-existing learning materials.

**CLOUD66 - WAYRA UNITED KINGDOM** (London Academy)

<http://www.cloud66.com/>

Cloud66 is an infrastructure maintenance services provider in the cloud. Its platform acts like an "App Store" for the administrators of systems and DevOps, facilitating the management of servers and enabling developers to deploy their applications in companies with large infrastructures.

**COGNICOR - WAYRA SPAIN** (Barcelona Academy)

<http://www.cognicor.com/>

Automated complaint resolution service for service companies which minimises the need for human intervention. Using the CogniCor service, simple complaints are resolved automatically based on what has been learnt from previous resolutions, while those which require further attention can be resolved through its assisted negotiation software.

**COQUETAME - WAYRA SPAIN** (Madrid Academy)

<http://www.coquetame.com/>

Coquétame offers a free "personal shopper" service. Thanks to its technology, the user can select the clothes that go together best and which are in fashion. This service is initially integrated into the stores of the brands, and later in the Coquétame marketplace itself.

**INVOOST - WAYRA SPAIN** (Madrid Academy)

<http://www.invoost.com/>

Invoost is a share buying and selling game in which the users compete in tournaments using virtual money which can be converted into chances to make real money.



**KUBO FINANCIERO - WAYRA MEXICO** (Mexico City Academy)

<http://www.kubofinanciero.mx/>

Kubo Financiero is an online market that enables its users to lend money and make investments. Its platform analyses the credit risk of each profile and makes their funding requests public so that lenders can offer their money.

**MACHINA - WAYRA MEXICO** (Mexico City Academy)

<http://www.machina.cc/>

Machina is a brand of men's clothing based on a simple concept: portable technology seeking a balance between the rebellious, innovative, masculine and irreverent. Machina creates clothes and accessories that incorporate devices of the latest technology in their designs.

**PAPAYA - WAYRA PERU** (Lima Academy)

<http://www.papaya.pe/>

A web platform which offers audiovisual contents and services. These services include information, cinemas, films, television series, actors, directors, the sale of cinema tickets online and the digital distribution of contents on demand via mobile devices.

**POSITIVE ID - WAYRA COLOMBIA** (Bogotá Academy)

<http://www.positiveid.com.co/>

PositiveID is an identity verification network backed by major companies. The PositiveID service offers security and confidence to clients and organisations during their daily interactions.

**QUOLAW - WAYRA ARGENTINA** (Buenos Aires Academy)

<http://www.quolaw.com/>

Quolaw offers a legal tool in the cloud that helps lawyers to do their work in a secure and efficient manner. Quolaw offers a simple, easy tool which will enable law firms to increase their efficiency and the handling of information.

**TEDCAS - WAYRA SPAIN** (Madrid Academy)

<http://www.tedcas.com/>

TedCas develops the most advanced natural interfaces for medical assistance. By means of the use of Microsoft Kinect, TedCas's technology enables doctors and nurses to access digital information remotely and in a totally aseptic manner, using only gestures.

## ABOUT WAYRA

Wayra is an initiative of Telefónica Digital whose main aim is to promote innovation and the detection of new talents in Latin America and Europe in the field of the Internet and the new Information and Communication Technologies (ICTs). By means of its global project acceleration model, it supports entrepreneurs in their development, providing them with the technological tools, qualified mentors, a cutting-edge work space and the funding necessary to accelerate their growth.



With presence in eleven countries (Germany, Argentina, Brazil, Chile, Colombia, Spain, Ireland, Mexico, Peru, the United Kingdom and Venezuela), Wayra has received over thirteen thousand proposals for new digital businesses, making it the largest technological talent spotting platform in the ICT world. Its academies in Bogotá, Mexico City, Lima, Buenos Aires, Madrid, Barcelona, London, Sao Paulo, Dublin and Munich are currently home to over one hundred and seventy startups going through the acceleration process.

### **About Telefónica Digital**

Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications under a new umbrella brand called Tu and in Big Data through Telefónica Dynamic Insights. Telefónica Digital will deliver these new products and services to Telefónica's 311 million customers as well as leveraging the power of the internet to enter new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

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