



B Sprouts

## Start-ups in B-Sprouts Incubator Program 2017

### LOOP – United Kingdom

Terry Clarke is 31 years, with degrees in Architecture (BSc) and Renewable Energy (MSc). As a head of sustainability at Europe's largest industrial developer, he did a trial project on material asset reuse. This project inspired him and his co-founder Lydia Dutton to start **LOOP, a circular economy enabler for the built environment**. Due to BREXIT and to be able to be involved in the EU market, he decided to participate in the B-Sprouts incubator program. Within the program, he valued the B-Sprouts team and mentors most, for a faster go-to-market.



### FIRMALIZER - Iran

Zahra Khani is 30 years and comes from Iran. There she was one of the co-founders of the Operating System Security Lab, that is located at Alzahra University, which aimed to foster women's participation in IT security technology. She also was the co-founder and CISO of MBSCo company that provides secure products and services for enterprises, where she worked as senior software developer and IT security Engineer. Inspired by the exponential growth of IoT devices and her awareness of their low security level, she decided last year to start **Firmalyzer to address these security issues of IoT devices**. As her customers, IoT device producers, are mostly located in Europe and US, she decided to participate in an incubator program in those regions and was accepted by B-Sprouts. She chose B-Sprouts as she quotes "I found them pretty different from the others."





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### YSA - Belgium

Said El Mazghari is 21 years old and a student in computer science at Odisee Brussels. He has always lived around Brussels. His start-up is called YSA, which stands for **Your Shopping Assistant**. The idea for YSA was developed during the Cisco Hackathon of Brussels in June 2016, where his team won the competition. YSA's goal is **to help and guide the visual impaired through stores** and help them be more independent. The incubation program supports YSA to develop the idea into a Minimum Viable Product.



### GREEN CALORIES - Pakistan

Shafaq Sarfraz is 25 years old and has a background in Banking and Finance from London School of Economics International Programs.

She grew up in Pakistan, where European tourists were always complaining about the pollution.

After she moved to Europe to do an MBA in Brussels, she found out that the problem of pollution even exists here, after seeing so many 'unhealthy' public spaces.

This inspired her to develop **Green Calories, which is a combination of cleaning up public spaces by pooling the active energy in each of us**, rather than relying solely on the government.

In the incubation program, she is developing her ideas for Green Calories on how making us and our environment healthier with a combination of activities to burn calories while cleaning up the environment.





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### **ADAPTIVE HOME AUTOMATION - Germany**

Peter Lemke came over from Berlin to Brussels to participate in the B-Sprouts incubation program. He is developing **a home automation system granting automatically individual access rights to its resources and devices based on facial recognition AND person tracking.**

In 2014 he read an article about the "keyless home", about a smartphone as a solution to substitute a key. He thought there has to be a much smarter solution for a really keyless home.

With his idea, he is reinventing the way we get access to our homes. A real keyless home with an intelligent and invisible fence to protect the things we love.

And at B-Sprouts, he quoted "I like the internationality, the team and the mentors. It's my first visit to Brussels and I am not disappointed at all..."



### **WISAM - Kenya**

Brian Otinda is from Kenya. Upon recently completing his MBA studies in Belgium, he wanted to put to practice an entrepreneurial idea, which he founded in WISAM. Through **WISAM, he would like to help prevent drink-driving** by offering an end-to-end solution for potential drink drivers by helping them manage their drinking habits and helping them get from point A to B in their preferred mode of transportation.

He made the choice to follow the B-Sprout incubator program because it will fasten his go-to-market while providing a solid test market (Belgium), given that people around here have a good appetite for alcoholic drinks;)



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**PIP ('Project in Progress') - Belgium**

Saliha El Jafoufi is 30 years old. She is educated as a software developer and living in Ghent in Belgium. With her start-up PIP she would like to develop a **smart assistant for adults that have been diagnosed by ADHD**, which is an Attention Disorder. Recently diagnosed herself for ADHD inspired her to help adults with ADHD in tackling the daily chaos that results from their inattention. Through the trainings in the B-Sprouts incubation program she aims to develop PIP into a successful start-up.

