

Press Kit Demo Day

30 November 2017



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Demo Day: 16 promising start-ups show their best side



Dear Journalist, Welcome to Demo Day, the start-up event of the year!

During a series of nerve-racking, 3-minute pitches, 16 start-ups will give their all in front of a critical audience of 300 investors, CEOs and captains of industry.

Previous editions of Demo Day prove beyond a doubt that a good pitch will open doors to new venture capital. While several start-ups have, on the strength of their Demo Day pitch – been admitted to some of the world's top accelerators. This year, the standards have once again been set very high.

Want to find out who will go home with the Audience Prize and the Start it @KBC Award, each worth 5,000 euros!



The ability to present high-impact proposals to potential (international) clients and investors can significantly increase your company's chances of success. Nonetheless, this often proves difficult for Belgian start-ups, despite the quality and the potential of their innovations.

That's why the sixteen start-ups are working around the clock in preparation for Demo Day. An experienced team of Start it @KBC mentors is coaching them to perfect their pitch and deliver a top-class stage performance.

Demo Day offers our start-ups the ultimate forum for promoting their business to investors and potential customers. Who, in turn, have a chance to discover and support innovative start-up talent. And you? You will get an exclusive inside view of start-up life while getting to know a few of the most promising start-ups in Belgium along with their mentors.

The start-ups scheduled to present their pitch cover both B2C and B2B domains. The companies cover a broad spectrum of sectors from health and food to real estate, design, energy, DIY, HR, artificial intelligence and machine learning:

2Grow, Bao, Belgunique, Blueberry, Chestnote, Co-libry, Condugo, Epihunter, Inmanta, Karma Karma, MindFuel, Mymesis, Sitwear, SpareSpace, Staenis, Talentree

You can vote for the best pitch and decide which start-up will receive the People's Award worth € 5,000. The winner of the prestigious Start it @kbc Award, which is awarded to the start-up that has made the most progress, will also receive a cash prize of € 5,000.

Have a great night!
Start it @kbc and partners



The start-ups



2Grow

These days, market gardens measure everything that happens around their plants, but have no idea how the plants react to those external conditions. Which is why the start-up, 2Grow has developed innovative technology to measure how plants respond to external stimuli and actions in real-time. In so doing, 2Grow optimises cultivation methods from the perspective of the plant. Each action can be monitored, analysed and ultimately corrected separately, by virtue of point comparisons that were previously not possible.

*Speaker: **Olivier Begerem**, Founder*



Bao

Bao aims to change the way we build apartments and has therefore developed SAM, a prefabricated, modular solution for the installation of utilities in residential buildings. Each SAM unit contains the kitchen and bathroom along with all necessary installations for heating, ventilation, electricity, water and home automation. SAM can be installed in virtually any living space in a matter of days, thereby installing all utilities at once. Bao sells SAM units directly to real estate developers who build smaller living spaces such as student housing, care homes and compact urban apartments. Bao recognises the importance of cities as drivers for environmental change. This, coupled with the current rapid pace of urbanisation and the influx of over 2.5 billion people into urban environments, means that we all have to start thinking about how to make living in cities as attractive as possible. Bao thereby hopes to contribute to building affordable city housing that does not compromise on quality.

*Speaker: **Pieter Lesage**, CEO Studio Dott*



Belgunique

BBelgunique is an online community that brings Belgian creators closer to local shoppers. Designers today from around Belgium create a whole range of original products that deserve to have a market. With the help of the robust Belgunique ecosystem, the start-up helps designers reach



potential buyers and helps local shoppers discover unique creations. More than just an online sales platform, however, Belgunique is a community of creative people who inspire each other and support the development of creative talent.

*Speaker: **Sofie Smolders**, Founder*

Blueberry

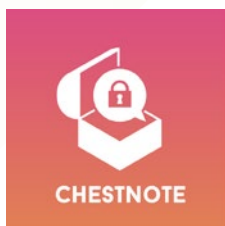


Blueberry is a mobile, versatile and environmentally friendly car wash that offers a convenient and time-saving service adapted to the schedule and location of its customers. All of this without wasting a single drop of water! Since the launch in August 2017, Blueberry has already secured partnerships with companies such as Poppy, the ecological car-sharing company in Antwerp, to take care of its entire fleet of 350 cars.

Beyond their passion for cars, Blueberry aims to contribute to a better environment by saving millions of litres of water per year.

*Speaker: **José Reis**, Founder & CEO*

Chestnote



Chestnote is a free app and the world's first contextual messaging platform. It turns your messages into treasures that open at the right place, at the right time. This allows you to surprise and interact with your audience like never before. Contextual marketing will represent an estimated 21 billion dollar global market in 2018, with immersive experiences replacing traditional broadcasting. Chestnotes' ambition is to help people spread positive messages to their communities using this new mobile messaging approach.

*Speaker: **Peter Wellens**, CO-founder & Chief Experiment Officer*

Co-libry



10% of Belgian employees move house every year, resulting in significant amounts of stress both at home and at work. Co-libry has therefore developed a digital platform to guide employees through the entire process; from searching for a new home to the move itself and everything in between. This innovative platform ensures that every employee (white or blue-collar, professional or private movers, national



or inmpats) can move house simply and efficiently. Co-libry also offers a digital guide with relevant information on housing, experts and contracts precisely when the user needs it. There is also an extensive compendium of useful tips, blogs and checklists.

More than 15,000 movers currently make use of Co-libry each month, with KBC and the Cronos Group as clients and partners. By the summer of 2018, Co-libry aims to accommodate at least 30 large companies, taking care of the relocation process for their employees.

*Speaker: **Wendy Geeraert**, Co-founder*

Condugo



condugo

The Condugo Energy Hub software streamlines energy management in industrial companies. It works by centralising all energy data and using smart tools and customisable reports to enable users throughout the organisation to extract maximal value both quickly and easily. Put simply, the Energy Hub platform is to energy management what CRM is to sales. Condugo focuses on the European market, starting with the Benelux. There are 2,500 companies in Belgium that stand to gain from using the platform (600 of which have an official obligation to report their energy consumption); and 3,500 more in the Netherlands. Condugo has the power to save companies up to 30 days per year in administration while reducing their energy costs by 10%.

*Speaker: **Peter Verboven**, Co-founder & Sales & Business Development*

Epihunter



Epilepsy affects almost 1% of the population. The unpredictability and diversity of seizures create day-to-day challenges, continuous stress and sub-optimal treatment. The Epihunter smartphone app offers an open platform for medical professionals and research partners, with objective information that is converted into day-to-day digital tools for analysing both user and environmental data. It works by connecting with small, well-designed third-party headsets to measure the wearer's brain activity. The initial focus is on detecting 'absence' epilepsy in the classroom. In subsequent phases, Epihunter will roll out solutions for people with all forms of epilepsy. Epihunter's aim is to be the no. 1 brand and smartphone app for people with epilepsy and foresees a preliminary launch on the market by February 2018 with 500 users.

*Speaker: **Tim Buckinx**, Founder & CEO*



Inmanta

Inmanta enables telecom operators to deliver their services faster and in a more agile way. Its end-to-end service orchestrator automates and streamlines the entire operational process. Instead of months and years to deliver services and release new features, Inmanta reduces the process to a matter of weeks and minutes. Inmanta is a spin-off of the University of Leuven and is strongly committed to making Inmanta the no. 1 orchestration tool in telecom and beyond.

*Speaker: **Stefan Walraven**, Co-founder & CEO*



Karma karma

1 out of 3 Belgians between 18 and 34 skips breakfast, even if they are well aware this is the most important meal of the day. Moreover 22% of Europeans claims to be interested in a healthier diet with less sugar. Karma Karma is an oat mix in a paper cup that fits into a bag. No added sugar, lots of nuts, dried fruit and spices. 100% organic and delicious. But best of all, ready in a minute with a shot of hot water, warm milk or yoghurt. Karma Karma is already listed on Bio-Planet and available from local health food stores.

*Speaker: **Griet Daelemans**, Founder*



Mimesys

Mimesys enables holographic communication using AR/VR in combination with 3D sensors. This allows them to make remote collaboration a lot more efficient and intuitive. With Mimesys Connect you can use whiteboards, access your documents or work on 3D objects together from the other side of the globe as if you were standing right next to each other.

*Speaker: **Davy Loots**, CTO & Co-founder*



MindFuel

MindFuel

MindFuel is a healthy snack delivery service for offices. The start-up aims to make people both happy and healthy at the office — while helping them power through excel sheets, e-mails and all those awesome team meetings! Mindfuel comes in a variety of packaging and even vending machines, and can therefore accommodate all kinds of companies.

*Speaker: **Nicolas Verfaillie**, Founder*



Sitwear

An accident in 2014 landed Steven Claeys in a wheelchair. His subsequent search for decent trousers inspired him to launch the start-up, Sitwear. After 2 years of development, he is now ready to introduce his “Ultimate Wheelchair Trousers”, the most advanced and empowering trousers for wheelchair users ever created. They are well designed, empowering, safe and comfortable. With over 60,000 people restricted to a wheelchair in Belgium alone, Sitwear takes on the challenge to solve all kinds of clothing problems faced by disabled people. His trousers are the first step toward Steven’s dream of creating a place where science, creativity and cutting-edge technologies are combined to solve the issues that matter most to disabled people.

*Speaker: **Els De Maeijer**, Mentor Sitwear*



SpareSpace

SpareSpace is a sharing economy platform focused on leveraging un(der)-used creative, business or event spaces owned by both companies and private individuals. The company essentially delivers an extremely fast, easy and secure booking process, enabling thoughtful consumption and a great experience at the same time. As such, the platform takes the hassle out of finding the right venue for any given event (a 90 billion dollar global market). SpareSpace aims to be the no. 1 platform for finding and renting out spaces in a flexible and affordable way.

*Speaker: **Olivier Blockhuys**, Co-founder*



STΔENIS

Staenis

Staenis is the start-up behind an innovative construction product that allows both professionals and home handymen and women to install high-quality, perfectly flat and damage-free screeds for flooring. The Staenis grid is the first innovative damage-free screed floor tool on the market that makes screeding very accessible and can be pulled with zero tolerance. In so doing, Staenis aims to raise the quality of finishing in the construction sector.

*Speaker: **Daisy Bohyn**, Co-founder*



TALENTREE

Talentree

Talentree is a job platform for highly-educated, multicultural talents. The start-up matches expats, students and newcomers such as refugees and migrants – an underexploited pool of 400,000 job seekers in Belgium – with companies who are looking for more diversity. Companies that are ready to manage diversity have been shown to strengthen their strategic objectives with regards to innovation, growth and internationalisation while building a long-term competitive advantage in the growing war for highly-educated talent.

*Speaker: **Hannelore Waterschoot**, Founder & CEO*



Awards Demo Day

Start it @kbc will be presenting two awards during the Demo Day. Start it @kbc hopes these awards will encourage start-ups to learn how to sell their ideas to an audience in a convincing and effective way. Both awards come with a cash prize of € 5,000, which the start-ups can use to invest in the future of their business.

People's Award

The audience votes on which start-up they find most convincing. The People's Award goes to the best pitcher of Demo Day.

Start it @KBC Award

Start it @KBC founder Lode Uytterschaut will award the much-coveted Start it @KBC Award. The Award goes to the entrepreneur who has made the most progress at the preparations for Demo Day, and who did so with the most commitment.

Ava & Trix, winner People's Award Demo Day March 2017.





Agenda 2018

- 09/01 **inspirational event with Hans Bourlon, CEO Studio 100.**
- 23/01 **deadline applications wave 1 (2018)**
- 14/05 **deadline applications wave 2 (2018)**
- AUG **Start it @KBsea (2018)**
- 18/09 **deadline applications wave 3 (2018)**



Interested in attending one of our events?
Please get in touch with Saar Dietvorst via startit@contentcats.be
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Start it @KBC: An ecosystem

Start it @KBC is an accelerator programme that supports and promotes innovative and scalable entrepreneurship. Representing around 550 start-ups, it is the largest start-up community in Belgium. Its success is in part due to partnerships with a range of companies and organisations that have the same pay-it-forward mentality, enabling Start it @KBC to power a diverse ecosystem and dynamic network of start-ups, scale-ups, incubators, accelerators, mentors, VC's and expertise partners.

Together with key strategic partners (Accenture, Cronos, Flanders DC, imec, joyn, KBC, Mobile Vikings, Telenet Kickstart and various local centres of expertise) and a rapidly growing group of expertise partners, the start-ups within the Start it @KBC community can count on access to vast expertise, an enormous global network, state-of-the-art business premises and quality mentorship.

Start it @KBC is continuously evolving, expanding and improving its offer as part of a co-creative process with its start-ups. The accelerator currently operates through hubs in Antwerp, Ghent, Hasselt, Leuven, Kortrijk and Brussels coupled with a clear international focus in Europe and the U.S. as a member of the Global Accelerator Network (GAN).

Start-ups with an innovative business idea are encouraged to submit their idea via the website at any time. The best candidates are then invited to pitch their idea in person to a professional jury which convenes 3 times per year.

For more information: www.startit.be

For Start it @KBC logos and images: <http://startitkbc.prezly.com/media>

Submitting a business idea to Start it @KBC:

1. Go to www.startit.be and submit your business idea online under 'next wave'.
2. A professional jury will evaluate your idea based on its innovativeness, the composition of your team and its scalability. If your idea passes this round, you will receive an invitation for Pitch Day, when you can present your idea in person.
3. During Pitch Day, you will introduce the jury to your idea and your team in person. They will let you know later that day by telephone whether or not your start-up has earned a place within the Start it @KBC community.



Start it @KBC: Historiek

20 November '13 - Spurred on by founder, Lode Uytterschaut and the joint efforts of Accenture, Cronos, Flanders DC, KBC, Mobile Vikings and the University of Antwerp, a brand-new incubator is launched to offer assistance and support to start-ups: Start it @KBC. Their objective? To support innovative and scalable entrepreneurship while making a positive contribution to the Belgian economy at the same time. A unique project in a unique location! Within just three weeks, no fewer than 96 companies were vying for a place at Start it @KBC.

29 January '14 - The first 28 start-ups take up residence on seven floors of the Boerentoren in Antwerp.

15 February '14 - Digital research centre iMinds joins Start it @KBC as strategic partner. Start it @KBC also strikes up a partnership with startups.be and BetaGroup to give an extra boost to innovative entrepreneurship in Belgium.

10 March '14 - Following its early success and under the impulse of Mobile Vikings, Start it @KBC opens a second hub at the Corda Campus in Hasselt.

21 October '14 - Start it @KBC Leuven opens its doors. Start-ups from across Flemish Brabant now take up residence in KBC's offices near the railway station.

March '15 - The number of submissions continues to increase after every pitch wave. With almost 180 start-ups, Start it @KBC is now officially the largest start-up community in Belgium.

13 July '15 - The Start it @KBC Academy is launched, comprising a unique and comprehensive training programme tailored to meet the needs of start-up entrepreneurs. Experienced mentors coach the start-ups in business plan design, finance, sales, marketing, communication, etc.

15 September '15 - Brussels duly follows suit with the opening of the Start it @KBC Brussels hub in the heart of the European District. The community now spans more than 30 different nationalities. Start it @KBC also renews its partnership with the BetaGroup tech community.

14 October '15 - The Spirit of the Valley powered by Start it @KBC, kicks off under the mentorship of Peter Hinssen, Steven Van Belleghem and Harry Demey, inviting hundreds of start-ups to visit the hubs in Brussels, Ghent, Hasselt and Antwerp and discover what they can learn from Silicon Valley.



8 December '15 - Start it @KBC opens its doors in Ghent with a memorable fast pitch night. The start-ups that were previously located in the same building as Start it @KBC's partner iMinds move to the Cronos buildings on the Lousbergskaaai.

16 December '15 - Start it @KBC Kortrijk opens its doors, taking the tally of Start it @KBC hubs to 6. Start-up specialist Omar Mohout launches his book on the Belgian start-up landscape (Het Belgische Start-uplandschap) and gets into the ring with mayor Vincent Van Quickenborne and Kamagurka before an audience of West-Flemish start-ups.

January '16 - Start it @KBC rolls out Buy from Start-ups, a structural programme designed to match start-ups with established companies. A first reference customer opens the door for other customers and makes it easier to get funding.

11 April '16 - As part of the Be Bold in New York (#BBNY16) concept, Start it @KBC, Telenet Kickstart and Startups.be head to New York with 16 promising start-ups. On the agenda: workshops at Google, Spotify and HBO, pitches at Techstars and other accelerators, visits to FIT and Belcham, etc. A real eye-opener for the start-ups.

10 May '16 - Start it @KBC continues its international march, striking up a structural partnership with U.S. accelerator Techstars. Together with #BBNY and Techstars, Start it @KBC start-ups learn the importance of a good pitch, laying the groundwork for future advanced pitch workshops.

31 May '16 - Start it @KBC partners up with Telenet Kickstart. The Start it @KBC Academy expands as a result, offering start-ups even easier access to digital expertise and a broad international network.

23 August '16 - Start it @KBSEA opens its doors to more than 100 start-ups and coaches who take up temporary residence in Kursaal Oostende, combining numerous workshops with work, sun, sea and sand.

7 October '16 - Pitch Day! The Start it @KBC community continues to grow, taking its numbers beyond 430 start-ups. The community is surrounded by a growing network of coaches, businesses and investors.



15 November '16 - Imec, a world leader in nano-electronics and their integration within the Internet of Things becomes a Start it @KBC strategic partner. Start-ups now have access to high-tech expertise, know-how and infrastructure.

30 November '16 - Demo Day. To mark the 3rd anniversary of Start it @KBC, 15 of the most promising start-ups pitch their business ideas to an audience of 300 captains of industry, investors and other entrepreneurs.

7 February '17 - Start it @KBC holds official presentation of the first wave of 38 start-ups in 2017. The accelerator launches the Start it Boardroom, takes specific action to attract

8 March '17 - Start it @KBC links up with partner Straffe Madammen for a campaign aimed at stimulating female entrepreneurship on the Belgian start-up scene.

4 October '17 - Start it @KBC opens Hangar K – the City of Kortrijk's new incubator – together with 7 unique partners.

16 October '17 - 42 new start-ups join the community. Start it @KBC joins Global Accelerator Network (GAN), a network uniting some of the world's best accelerators. Start-ups now have even better access to major tech companies and new international markets.

9 November '17 - The Start it @KBC hub in Brussels doubles its capacity to 800 m2 in a brand new coworking space in the Brussels channel area. The accelerator focusses more than ever on internationalisation and diversity.



Meet the founder

Lode Uytterschaut is the Founding Father of Start it @KBC, the greatest accelerator in Belgium. As a pioneer on the Belgian start-up scene, he and his team are proud to have helped hundreds of start-ups and scale-ups on the road towards innovative and scalable entrepreneurship.

Lode Uytterschaut works for KBC and has a background in architecture. He presented his idea for forming an incubator together with Katrien Dewijngaert in 2012 to Erik Luts, Senior General Manager at KBC. They then developed the concept further and began the search for suitable partners. The companies Cronos Group, Mobile Vikings, Accenture and the University of Antwerp immediately put their weight behind the new incubator, which was launched in November 2013 under the name Start it @KBC.



Lode Uytterschaut



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