

Telefonica

Hall of Fame 2020

OPEN INNOVATION

What is Telefonica Open Innovation?

Open Innovation unit is a force for transformation that drives open innovation within the new Telefonica.

Our initiatives include Telefonica Activation Programme, Wayra, Open Future, Innovation Ventures & Venture Studio and our programme for disseminating talent and ideas in universities within our footprint.

Telefonica is a key player in the global ecosystem of new firms. Our commitment to Open Innovation is growing year by year and this will not change. We are constantly looking for new companies that have adapted to Telefonica to accelerate their business in areas such as IoT, Cybersecurity, IA, Cloud, Big Data, Blockchain, Video, Connectivity... etc.

As pioneers in Open innovation, we understand that all companies are faced with two options: innovate or disappear. Working side-by-side with entrepreneurs worldwide, we are defining the technology of the future.



WE ARE TELEFÓNICA



WE ARE GLOBAL



WE ARE DISRUPTORS



WE ARE CONNECTORS



WE ARE PARTNERS



WE GENERATE BUSINESS

We are especially
proud of our
Hall of Fame cast.

Meet our **Champions!**

4iQ
Acámica
Adjust
Ahgora Sistemas
Airtime Rewards
Baby2Body
Balbix
Blueliv
Carto
Century
Chazki
Crehana
Codec
CyG IT Sustainable Tech
DefinedCrowd
Devo
Ebot-7
ePayco
Flywire
Gesto
Holberton
JobandTalent
Kubo Financiero
Magnetis
Nozomi
Odilo
Paack
Packlink
Qudini
Quit Genius
Qustodio
RankMyApp
Red Sift
Rotageek
Simpliroute
Sky.One
Smart Protection
Tembici
Trocafone
Voicemod



4iQ

4iQ protects digital identities and investigates threats, adversaries, and fraud, for defence & law enforcement agencies as well as for enterprises. The company is based in USA & Spain.

www.4iq.com



Global



Innovation Ventures



Business Services



B2B



Acámica

Acámica is an online learning platform, founded in Argentina, that provides alternative education opportunities to formal education programs

www.acamica.com



Argentina



Wayra



Education, Training



B2C



Adjust

Adjust, from Germany, offers a Business Intelligence platform for marketers, combining attribution for advertising sources with analytics and store statistics.

www.adjust.com



Global



Innovation Ventures (Active)



Marketing, Media, Entertainment



B2B



Ahgora Sistemas

Ahgora Sistemas, founded in Brazil, is a management company that specializes in products and services for point of control of company management.

www.ahgora.com



Brazil



Innovation Venture (Invest Tech)



Business Services



B2B



Airtime Rewards

Airtime Rewards, founded in the UK, rewards consumers with money off their phone bills, as they shop and engage with certain partner retailers.

www.airtimerewards.co

 United Kingdom

 Wayra

 Loyalty, Marketing

 B2B2C

BABY 2 BODY.

Baby 2 Body

Baby2body, founded in the UK, is a fully automated personal health and wellbeing coaching app for women that provides personalised, and highly engaging content throughout a woman's reproductive life cycle and beyond.

www.baby2body.com

 Global

 Wayra

 eHealth, Fitness, Wellness, Lifestyle

 B2C



Balbix

Balbix, founded in the US, is the first cybersecurity platform to leverage specialized AI to provide comprehensive and continuous measurement of enterprise breach risk and resilience, on premise and in the cloud, across hundreds of attack methods.

www.balbix.com

 Global

 Innovation Ventures (Alter)

 Business Services

 B2B

Blueliv.

Blueliv

Blueliv is a Cyber Threat Intelligence Security Platform that provides actionable information and analysis of cyber threats targeting your organisation. The company is based in Spain, Mexico and Brazil.

www.blueliv.com

 Global

 Innovation Ventures (Kibo I)

 Business Services

 B2B



Carto

Carto, a Spanish company, focuses on location intelligence and data visualisation for organisations. Its online mapping platform incorporates big data and real-time technologies to provide location intelligence applications.

www.carto.com



Global



Innovation Ventures (Kibo I)



Business Services



B2B



Century

CENTURY is a British tested intelligent intervention platform that combines learning science, AI and neuroscience to identify learning gaps, address misconceptions measuring, collecting and analysing data about learners and support teachers.

www.century.tech



GBR, EUR, USA, ASIA, AFRICA, AUS & MIDDLE EAST



Wayra



Education, Training



B2B2C



Chazki (Entrega creativa)

Chazki, founded in Peru, is a private last mile delivery service, for e-Commerce, businesses and individuals.

www.chazki.com



PER, ARG, CHL, MEX



Wayra



Logistics & Transportatio (Goods)



B2B, B2C & B2B2C



Codec

Codec is the next-generation audience intelligence platform, founded in the UK. It allows brands to identify the audience networks that matter most to them, providing actionable insights into the behaviour, values, and passions of brands' desired audience.

www.codec.ai



GBR, EUR, USA, MEX, IDN



Wayra



Marketing, Advanced Data Analytics, Business Intelligence



B2B



Flikn

Crehana, founded in Peru, is an on-demand learning platform for creative & digital professionals - an online education community that connects people who want to learn with people who want to teach.

www.crehana.com

 Latam & Spain

 Wayra

 Education, Training

 B2B & B2C



Myfixpert

CyG IT Sustainable Tech a Spanish company, is a leader in after-sales service management for the largest technology manufacturers and integrators worldwide. Their key product is Aitana, an AI platform to manage the complete lifecycle of any gadget.

www.cygit.com

 Global

 Wayra

 Customer Services

 B2B



DefinedCrowd

DefinedCrowd provides quality training data for AI, combining human-in-the-loop and machine learning technologies. Founded in the USA, it addresses customer care, email contact with customers, and marketing/after-sales.

www.definedcrowd.com

 Global

 Innovation Ventures (Kibo II)

 Business Services

 B2B



Devo

Devo, a US-based company, is a real-time Big Data platform that ingests and analyses companies' data for IT operations, fraud, security, marketing, IoT, and more.

www.longtrust.com

 ESP, DEU, GBR, USA & BRA

 Innovation Ventures (Kibo II)

 Business Services

 B2B



Ebot-7

Ebot-7 is an all-in-one Chatbot platform that enables companies to reach, monitor and to communicate with customers on messaging platforms such as Facebook, Messenger, Slack, Telegram, etc. It was founded in Germany.

www.e-bot7.com

- GBR, DEU & FRA
- Wayra
- Connectivity & Networks
- B2B



ePayco

ePayco is a Colombian online payment solution that allows people and businesses to make payments, collections and recharges. It guarantees affordable prices, easy integration, adaptability and anti-fraud protection.

www.epayco.co

- Colombia
- Wayra
- API, Enablers, Development Tools, E-commers
- B2B



Flywire

Flywire is an American company focused on payment transfer for universities.

www.peertransfer.com

- Global
- Innovation Ventures (Kibo I)
- Financial Services, Legal & Insurance
- B2B & B2C



Gesto

Next generation health insurance broker, founded in Brasil, leveraging proprietary data, artificial intelligence and digital channels to optimize plan selection and improve patient care.

www.gestosaude.com.br

- Brazil
- Innovation Ventures (Redpoint)
- SaaS
- B2B

Holberton

Holberton

Holberton School is an American company that provides an state-of-art pedagogical solution to teach computer science and computer engineering to the new generation of technology professionals in a very scalable way.

www.holbertonschool.com

-  USA, COL, LBN, TUN, URI & MEX
-  Innovation Ventures (Redpoint)
-  Education
-  B2C

jobandtalent

JobandTalent

HR e-recruitment specialist Jobandtalent was founded in Spain and is the first on-demand staffing agency that integrates the full process of selecting, hiring and managing within a mobile app.

www.jobandtalent.com

-  Europe & Latam
-  Innovation Ventures (Kibo I)
-  HR
-  B2B



Kubo Financiero

Kubo Financiero is a Mexican marketplace that allows individuals to apply for loans, make investments or provide and request peer-to-peer lending.

www.kubofinanciero.com

-  Latam
-  Wayra
-  FinTech & Insurtech
-  B2C

magnetis

Magnetis

Magnetis is the leading digital wealth management platform in Brazil, targeting new mass affluent investors. The company uses technology to help clients manage their investment portfolios

www.magnetis.com.br

-  Brazil
-  Innovation Ventures (Redpoint)
-  Financial Services, Legal & Insurance
-  B2C



Nozomi

Nozomi Networks is an American business, leader in industrial cybersecurity, delivering the best solution for real-time visibility to manage cyber risk and improve resilience for industrial operations

www.nozominetworks.com

-  Global
-  Innovation Ventures
-  Cybersecurity
-  B2B



Odilo

Odilo is a Spanish company that provides a platform for digital content management, allowing entities (e.g. libraries, universities and companies) to offer their digital content to end users.

www.odilo.es

-  Global
-  Innovation Ventures (Active & Kibo II)
-  Education, Training
-  B2B & B2C



Paack

Paack is a Spanish business offering a last mile ecommerce parcel delivery solution.

www.paack.co

-  ESP, GBR, PRT, FRA
-  Innovation Ventures (Kibo II)
-  Energy, Transport, Utilities
-  B2B



Packlink

Packlink is a Spanish online platform that offers cost-effective package delivery services in Spain and internationally, allowing users to compare prices across providers to find the most cost-effective solution.

www.packlink.com

-  Europe
-  Innovation Ventures (Active)
-  Energy, Transport & Utilities
-  B2B & B2C



Qudini

Qudini, a UK-based company, improves customer experience, increases efficiency and boosts sales with its powerful suite of market-leading, cloud-based customer experience SaaS solutions.

www.qudini.com

 EUR, USA, AUS

 Wayra

 Business Services, Smart Retail

 B2B



Quit Genius

Quit Genius is a UK digital behavior change platform for various addictions. It uses a disruptive model to deliver best practice care via digital cognitive behavioral therapy, expert coaching, a connected breath sensor and easy access to proven medication.

www.quitgenius.com

 GBR & USA

 Wayra

 eHealth, Wellness & Lifestyle

 B2B & B2B2C



Qustodio

Qustodio makes internet safety and device usage monitoring simple for families, schools and businesses worldwide. The company was founded in Spain.

www.qustodio.com

 GBR, ESP, BRA, CHL, MEX

 Innovation Ventures (Kibo I)

 Business Services

 B2C



RankMyApp

Rankmyapp is a Brazilian marketing and acquisition intelligence solution for mobile apps that helps companies' apps attain more organic downloads by ranking higher in app stores.

www.rankmyapp.com

 Global

 Wayra

 Marketing, Media

 B2B

RED SIFT

Red Sift

Red Sift is a data-driven cybersecurity business from the UK that offers a dashboard of tools that analyse and synthesise data from core business processes - such as email - to help users to better manage their online security.

www.redsift.com

-  EUR, USA & AUS
-  Wayra
-  Cybersecurity
-  B2B



Rotageek

Rotageek, a UK-based company, uses predictive data-driven technologies to effectively and fairly schedule staff. The solution helps businesses meet demand, engage teams, and drive efficiency.

www.rotageek.com

-  EUR, AUS & MIDDLE EAST
-  Wayra
-  HR, Smart Retail
-  B2B



Simpliroute

SimpliRoute, founded in Chile, optimizes your delivery routes in seconds, using a web routes management system.

www.simpliroute.com

-  CHL, BRA, USA
-  Wayra
-  Logistics & Transportation (Goods)
-  B2B



Sky.One

Sky.One, founded in Brazil, offers a layer of intelligence in Cloud Computing bringing benefits to those migrating to the cloud or optimizing their infrastructure.

www.skyone.solutions

-  Brazil
-  Innovation Ventures (Invest Tech)
-  Business Services
-  B2B

[] SMART PROTECTION

Smart Protection

Smart Protection, the leading media protection company in the Spanish market, ensures content protection by locating and deleting pirated content on the internet. It also offers cutting-edge solutions for online brand protection and publishers.

www.smartprotection.com

 Europe & Latam

 Wayra

 Media, Entertainment & Cybersecurity

 B2B

tembici.

Tembici

Tembici is a Brazilian company that offers shared bikes solutions for public spaces and private - residential and corporate.

www.tembici.com

 Brazil

 Innovation Ventures (Redpoint)

 Transportation

 B2C

TROCAFONE™

Trocafone

Trocafone, founded in the USA, is an online marketplace and e-commerce platform for buying and selling new and secondhand/used electronics in LATAM, particularly smartphones.

www.trocafone.com

 Argentina & Brazil

 Wayra

 Consumer Goods, E-commerce

 B2B2C & B2C

VOICEMOD

Voicemod

Voicemod, founded in Spain, is a real time voice changer technology, industry leader in immersive and expressive audio technologies. The app allows gamers, streamers and content creators to have more entertaining and engaging audio experiences in real-time.

www.voicemod.net

 Spain

 Wayra

 Games, Media & Entertainment

 B2C

The future is now!
Meet our **Tech Bets**

Aerial
Altiostar
Clear
Cobrainier
Countercraft
SiMa.ai
Visionable
Wiliot

Aerial

Aerial

Aerial, founded in Canada, leverages existing WiFi signals to detect motion and recognise activity. Aerial's technology analyses distortions and fluctuations in WiFi signals to detect motion, and uses machine learning to unlock the motion's meaning.

www.aerial.ai



USA



Innovation Ventures (Active - Kibo II)



Manufacturing, Engineering, Construction



B2B



Intelligent LTE with Ethernet Cloud

Altiostar

Altiostar is an American company that provides a 4G and 5G E2E Open vRAN software solution, supporting open interfaces and disaggregating the hardware from the software to build a multi-vendor web-scale cloud-based network.

www.altiostar.com



Global



Innovation Ventures



Communications, Connectivity, Networks



B2B



Clear

Clear, founded in Israel, builds blockchain-based settlement and clearing networks for global industries (telecom, shipping, energy, healthcare and insurance). Clear uses enterprise-grade blockchain technologies and programmable smart contracts.

www.clearx.io



Global



Innovation Ventures



Business Services



B2B



Cobrainer

Cobrainer is a German data analytics company that applies concepts of machine learning and natural language processing to the analysis, management and visualization of expertise.

www.cobrainer.com



Germany



Wayra



Advanced Data Analytics, HR



B2B

Counter Craft

Counter Craft

CounterCraft, founded in Spain, is a pioneering provider of cyber deception and counterintelligence products to detect targeted attacks.

www.counterccraft.eu

-  Europe & Latam
-  Wayra
-  Cybersecurity
-  B2B

SiMa^{ai}

SiMa.ai

SiMa.ai is an American, machine learning company enabling high performance compute at the lowest power. Initially focused on solutions for computer vision applications at the embedded edge

www.sima.ai

-  Global
-  Innovation Ventures
-  Business Services
-  B2B

Visionable

Visionable

Visionable is the first video collaboration platform designed especially for healthcare teams' advanced clinical needs. It was founded in the UK.

www.visionable.com

-  United Kingdom & USA
-  Wayra
-  eHealth, Connectivity & Video
-  B2B

wiliot

Wiliot

Wiliot is a fabless semiconductor company whose mission is to scale the Internet of Things by connecting people with products via cloud connected, sticker sized, battery-free Bluetooth tags. It was founded in Israel.

www.wiliot.com

-  Global
-  Innovation Ventures
-  Connectivity
-  B2B

Let's not forget
about our most
relevant Exits!

Americanet
Amobee
Govertis
Gupy
Marfeel
Mediação Online
Mindmeld
Quantenna
Relayr
Teravoz
Trustev



Americanet

Americanet is a telecommunications operator from Brasil, providing solutions for all sizes of companies, government agencies and banks, through its fiber optic network.

www.americannet.com.br

EXIT

-  Innovation Ventures (Invest Tech)
-  Communications, Connectivity, Networks
-  B2B



Amobee

Amobee is a US mobile advertising platform offering end-to-end mobile advertising solutions and services for advertisers and publishers.

www.amobee.com

EXIT

-  Innovation Ventures
-  Marketing, Media, Entertainment
-  B2B



Govertis

Govertis, founded in Spain, unifies legal and technological perspectives to offer its clients an integral solution to their I.T. governance, cybersecurity, integral risk management and legal compliance needs.

www.govertis.com

EXIT

-  Wayra
-  Cybersecurity
-  B2B



Gupy

Gupy is a Brazilian professional recruitment and selection platform that helps companies to find the right person for their job vacancy, using Artificial Intelligence and People Analytics to match the best candidates with the company.

www.gupy.io

EXIT

-  Wayra
-  HR
-  B2B



Marfeel

Marfeel is a Spanish company. Its proprietary technology gathers insightful data on user behaviour and dynamically adjusts site layout to match usage patterns, optimising user engagement and maximising advertising revenue. Bought by Nauta Capital.

www.marfeel.com

EXIT



Wayra



Digital Marketing



B2B



Mediação Online

Mediação Online is a Brazilian marketplace for online resolution of legal disputes, focused on selling to the companies a way to resolve juridical problems in a more simple, fast and cheaper way.

www.mediacaonline.com

EXIT



Wayra



Legal



B2B



MindMeld

MindMeld, based in the US, is an advanced Artificial Intelligence platform capable of powering a new generation of intelligent conversational interfaces and experiences for any app, device or website. The company has 30 employees. Bought by Cisco.

www.mindmeld.com

EXIT



Innovation Ventures



Digital Marketing



B2B



Quantenna

Quantenna is a US-based enterprise and was successfully listed on the NASDAQ in 2016. Quantenna's solutions combine semiconductor architecture with system-level software and cloud analytics to deliver the highest speed, broadest coverage and highest capacity.

www.quantenna.com

EXIT



Innovation Ventures



Connectivity



B2B



Relayr

Relayr, a German company, is an industrial IoT powerhouse, providing tech, financing, insurance and delivery from a single source. Their technologies include Neokami, the first global, real-time searchable sentiment heatmap and visualization engine. Bought by Munich RE.

www.relayr.io

EXIT



Wayra



Business Services



B2B



Teravoz

Teravoz is a Brazilian company which offers a highly customisable VoIP service that integrates with legacy systems through a robust API platform.

www.teravoz.com.br

EXIT



Wayra



Business Services



B2B



Trustev

Trustev - founded in Ireland - brings fraud prevention to every online merchant, who can see exactly who the consumer actually is.

www.trustev.com

EXIT



Wayra



FinTech, Insurtech, PoS, Payment



B2B



SCOPE



VEHICLE



INDUSTRY



APPROACH

Telefonica

W wayra

INNOVATION VENTURES