

Start4big (Aigües de Barcelona, CaixaBank, Naturgy, SEAT and Telefónica) are searching for the best startups at Tech Spirit Barcelona

The five large corporations have showcased their joint open innovation platform at Start4big today, along with the benefits for startups and companies

Barcelona, 25 February 2020- [Start4big](#), the first European multi-sector open innovation initiative promoted by **Aigües de Barcelona, CaixaBank, Naturgy, SEAT and Telefónica**, took part at Tech Spirit Barcelona today to explain their open innovation model and the benefits for startups and companies. The aim was to convey, to Spanish and foreign entrepreneurs, the huge opportunity open to an emerging company - the chance to work with one of the 5 founding companies, with a total of 380 million customers across 80 countries.

Under the title **“Start4big: how open innovation can speed up your idea”**, the five enterprises have presented the challenges facing the entrepreneurial ecosystem to innovate together on augmented reality solutions, biometric authentication or the circular economy, among other areas. **María Monzó**, Aigües de Barcelona Innovation and Knowledge Manager; **Jordi Nicolau**, CaixaBank CEO; **Silvia Sanjoaquín**, head of Customer-driven Innovation at Naturgy; **Núria Domínguez**, SEAT Strategic Partnerships and Open Innovation manager and **Bruno Vilarasau**, Telefónica Mediterráneo Digital Services Manager. The founder of **Unmanned Life**, a startup already working with Start4big, also shared his experiences.

Start4big is the first European initiative that sees 5 large companies from 5 different, strategic sectors join forces in the name of open innovation. After a successful first call, Start4big has opened a second wave of innovation for startups around the world, with a period of up to 1 March for registration, putting forward a disruptive solution to the challenges posed.

Second wave of innovation challenges

The candidate submission period for the second wave of Start4big innovation is open until 1 March. Startups must respond to one of the 4 challenges posed:

- Use biometric data to improve security and enhance the user experience in digital transactions and at home, in the car and other infrastructures (facial recognition and other biometric data).

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- Enhance a company's processes and customer service by using display technology (augmented reality, virtual and mixed reality).
- Exploiting the connections between systems and infrastructure network data in urban environments to offer new products and services to citizens in real time (Smart City).
- Capitalising on the circular economy solutions to contribute towards sustainable development and promote the use of renewable energy (Circular Economy).

In May 2020, those selected will submit their project to the founding companies, who will pick the winners.

The first edition saw 170 applications from around the world

Start4big's first wave of innovation was launched at the end of 2018 with challenges focused on improving customer experience and customising products and services and received 170 applications from around the world. In November 2019, the five winning startups were announced (**Lang.Ai, PlayFilm, Séntisis Analytics, Smart IoT Labs and Unmanned Life**), which are launching different pilot projects alongside the Start4big promoting companies.

About Start4big:

Start4big is the open, multi-sectorial innovation initiative promoted by Aigües de Barcelona, CaixaBank, Naturgy, SEAT and Telefónica. It provides startups from around the world with the chance to work with these major corporations on developing and testing prototypes in real environments and access the market more quickly. Its goal is to scout for national and international talent to strengthen the Spanish entrepreneurial fabric and offer valuable solutions to its customers and to society. It is the first time in Europe that five major companies belonging to strategic sectors have combined forces to take open innovation to another level: a multi-sectorial collaborative model in which to develop technological solutions that have an impact on all the areas in which these companies work.

Further information:

www.start4big.com

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