



**CATALOG OF THE
BEST E-SERVICES
AND B2B
TECHNOLOGIES
OFFERED BY THE
BENEFICIARIES OF
MEASURES 8.1 AND
8.2. POIG**

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We support e-business www.web.gov.pl

INTRODUCTION

Our catalog in PDF format is a collection of the 100 best startups in Poland, which will serve to promote our startup ecosystem in Poland and abroad!

Using a proprietary methodology, whose foundations are presented in the following e-book, we selected those projects that were above all active online and that our analysis showed as e-services or B2B companies that were known and sought out by users.

This is the third and final edition of the popular e-book that promotes the most interesting and innovative Polish e-services and B2B technologies implemented with funding from Measures 8.1 and 8.2 of the Innovative Economy Operational Programme. This time, at the end of the implementation period of the Innovative Economy program we examined all of the several thousand companies that have acquired funding and were on the ranking lists or described their projects by posting them in folders on the website www.web.gov.pl. Using a proprietary methodology that will be presented later in the e-book, we selected those projects that provide the greatest value to Internet users measured by the popularity of the service among users.

As regular internet users, we've doubtlessly used one of the services that was created as a result of EU co-financing. By analyzing our native e-businesses we increasingly find unique,

innovative Polish projects that can successfully compete with the best practices abroad. These are the very solutions we present here, side by side with expert analysis from online industries and statements from their founders about their inspirations and further development plans. The goal of this publication is to promote innovation in the domestic market, identify the best projects financed under Measures 8.1 and 8.2 of the Innovative Economy Operational Programme and encourage new founders to launch online businesses, as well as investors and organizations supporting startups to provide an even greater commitment in this sector of the economy.

I encourage you to read on. The team behind web.gov.pl

METHODOLOGY

UNIVERSAL METHODOLOGY OF STARTUP ASSESSMENT

Based on desk research analysis of global methodology, we have developed the first general and universal model of startup assessment. This model is a proposal for the analysis of potential startups by analyzing the following criteria:

Development Stage:

- The current business stage of the company (Plan, Product under development, Product ready for customer testing, Product verified and accepted by the customer [prototype, beta], Customer orders)

Team:

- The reputation and experience of the founders (How many years of experience in business, Experience in this industry, Experience as a CEO, Experience as COO, CTO, or CFO, Experience as a product manager, Experience as a salesperson, Graduate)
- Completeness and experience of the Management Team
- Does the company's location give it access to talent - employment of the right people for key positions that need to be filled
- The competencies of the management team allows it to implement strategy and take advantage of opportunities
- Willingness of the founders to step down, if necessary, and appoint a new CEO/Director
- The balance of shares among the founders (50/50, 33/33/33, etc.)
- Possession of equity by the Founding Team

Market / Sector Size:

- The value of the specific market/segment for the products/services of the company
- The potential for revenue growth in the next 2 and 5 years
- Access to markets (access to the target market)
- The reliability of the data used for the analysis

Product / Technology / IP (intellectual property):

- Status of the intellectual property (Trade secrets, Basic patent applications, Patents obtained, Irrefutable patents)
- Impact of competition on the market
- Barriers to entry

METHODOLOGY

UNIVERSAL METHODOLOGY OF STARTUP ASSESSMENT

- The ability to generate exceptional value for customers
- Business model for profiting off the product
- Traction
- Competition
- Price (Pricing strategy, Length of contract – how often are payments processed, Gross margin: price – costs, Structure of calculating margins for customer segments)

Sales / Partnership Channels:

- Available sales channels
- Strategic alliances - strategic relationships (reducing market and competitive risk)

Finances and the required level of funding:

- Revenue, Income, Assets, Liabilities
- Financial indicators (internal rate of return [IRR], net present value [NPV], return on investment [ROI], cumulative annual growth rate [CAGR])
- The amount of funding required (50, 100, 500, 1,000K...)
- Ongoing investment contract, the structure of the investment transaction, the exit of previous investors
- The structure of the transaction provides the right incentives – it gives an incentive to increase the company's value and encourages key people to work

Risk:

- The identification of risks in the above areas of the analysis of assigned negative values

METHODOLOGY

METHODOLOGY FOR ASSESSING BEST PRACTICES FOR THE BENEFICIARIES OF OP IE MEASURE 8.1

At this stage, we indicated the characteristics differentiating technology startups and startups whose primary product offered on the market is e-services. The methodology resulted in the addition of specific criteria relevant to the specifics of the implementation of e-services and the specifics of building market advantage based on online e-services. During the assessment of best practices in the field of e-services, we took into account the specific additional criteria:

- The number of customers using e-services
- The general accessibility of e-services, including an assessment of the service's usability and utility and the use of the service for Marketing automation
- Creating unique value for the e-service's end users – innovation
- The use of e-services to attract new customers or new markets – the possibility of using e-services to shift the boundaries of the market or to enter into new segments, including geographical ones (e.g. a new target market, international expansion)
- The global reach of e-services
- The adopted business model
- Marketing e-services
- The ability to use EU funds for other activities (complementary use of EU funds)
- The ability to use several private funds (VC capital investment)

METHODOLOGY

METHODOLOGY FOR ASSESSING BEST PRACTICES IN THE FIELD OF AUTOMATION OF BUSINESS PROCESSES BY THE BENEFICIARIES OF OP IE MEASURE 8.2

At this stage, we indicated the characteristics differentiating technology startups and companies automating their business processes. We added specific criteria to the general methodology relevant to the specifics of implementing software for automating processes in a company and the specifics of building a market advantage based on the implemented B2B system. The variant of the methodology takes into account the specifics of the evaluation of best practices in the automation of business processes, taking into account additional specific criteria:

- The company's industry
- The importance of automated processes in increasing the efficiency and development of the company in this industry
- The importance of automated processes in offering unique value to end users – innovation
- The impact of automated processes on acquiring new customers or new markets – the possibility of using automated processes to shift the boundaries of the market or to enter into new segments, including geographical ones (e.g. a new target market, international expansion)
- The number of automated business processes
- The ability to use EU funds for other activities (complementary use of EU funds)
- The general accessibility of the B2B platform, including an assessment of the performance of the service and its usefulness and the use of the platform for Marketing automation
- The number of clients/companies using B2B technology

METHODOLOGY

PRESELECTION OF PROJECTS

Conducting research on potential companies and the identification of best practices was preceded by a specially developed preselection process, as the analysis using the above methodology placed over 8,000 companies beyond the scope of the criteria.

Preselection carried out with the use of programming technology included the verification of the availability of companies and their products (e-service websites and B2B) online or in business databases. We verified data such as: popularity on ranking sites determining the existence of e-services and the existence of a domain and its popularity, availability of an indexed website and links to it in the most popular search engines such as Google, Bing, or Yahoo; listing in the web.gov.pl database.

Negative selection was conducted on the basis of the technical analysis. The identified top companies were evaluated by PARP employees in order to verify the accuracy of the project. This is how the ranked list of companies from OP IE 8.1 and 8.2 were selected for a more thorough analysis of additional qualitative factors.

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BEST PRACTICES IN ONLINE SERVICES

WELCOME TO AEXOL'S WORLD

APPLICATIONS

We believe that smartphones can make our life easier. We create mobile tools useful for everyday life.



GAMES

We believe fun is as much important as hard work. We create games which help you relax on a bus or in the waiting room.

DESIGN

We can help you bring your products or services to the right customers with the right message and look.



IT SOLUTIONS

We create custom IT solutions: software, web apps & websites.



AEXOL.COM

BIAŁYSTOK | aexol.com

Category: 8.1 POIG

Name of the beneficiary: AEXOL - ARTUR CZEMIEL

Province: Podlaskie

Recruitment number: WND-POIG.08.01.00-20-106/13

Funding amount: 471 102,88 PLN

Email: office@aexol.com

Category: New Technology, IT, Industry

Character of Service: Global.

Aexol is a Białystok-based technology incubator founded in 2011 on the initiative of Artur Czemiela, combining the services of a software house and interactive agency.

The startup specializes in creating custom mobile applications for iOS and Android. Sample projects include the game Gravity - Planet Rescue, which uses the proprietary AexolGL engine, Pocket Glasses, which turns a smartphone into a magnifying glass, Metal Detector, using Apple's built-in magnetic sensor to detect objects that generate a magnetic field, and the Digital Weight Scale Pro, which converts a smartphone into an electronic scale for small items.

The company also provides IT (web applications, web pages) and design (graphics, corporate identity, product branding) services.

The success of AEXOL's products is a result of the innovative combination of selected smartphone features with the functions of everyday objects. Thanks to its apps, the company turns phones into something more than tools for efficient communication and information transfer. Giving them the seemingly simple function of glasses, an electronic scale or a magnetometer was a simple but innovative idea that set them up for international success.



Łukasz Bromirski, Regional Sales Manager,
Cisco Systems



Korzyści ze współpracy z apaczką



Prosty panel Klienta do zamawiania kuriera



Integracja z największymi sklepami e-commerce



Koperty, paczki, palety na Polskę i cały świat

APACZKA

WARSAW | apaczka.pl

Category: 8.2POIG

Name of the beneficiary: R2G Polska Ltd.

Province: Masovian

City: Warsaw

Recruitment number: WND-POIG.08.02.00-14-032/11

Funding amount: 600 400, 00 PLN

Email: bok@apaczka.pl

Category: Tourism, Travel, Transport

Character of Service: Global



Founded 6 years ago, apaczka.pl is an electronic system for ordering courier services. The company specializes in services for e-commerce and works with major courier companies such as UPS and DHL.

Apaczka's services provide value by grouping large numbers of packages, which allows operators to reduce their prices. In addition, Apaczka has an easy-to-use system for placing orders and the ability to integrate with many existing e-commerce platforms, allowing for far-reaching automation of shipment and easy generation of bills of lading within the platform.

Apaczka works with many business customers both Polish and foreign, including Home.pl, Przelewy24, and Euler Hermes.

The market of postal and courier services has undergone enormous changes in recent years. In the heyday of international online trade, companies have sought out ways to be able to meet the growing expectations of e-customers. Apaczka's success is based precisely on this trend. Its founders sensed the right time to place the product on the market, and provided a high-quality, working product. Using their services has allowed their customers to save large sums of money and optimize their work, so it's no wonder that the product quickly entered the global market.



Andrzej Targosz, CEO of Eventory, investor, creator of Bitspiration

APACZKA

*„Jesteśmy **najdynamiczniej**
rozwijającym się operatorem
logistycznym w Polsce”*

- Kamill Krzos, kierownik działu handlowego

Is the location of a startup's headquarters important for its success?

It all depends of course on the nature of the business. In the case of electronically supplied services, the location of the headquarters is of secondary importance. What counts much more is the business environment. It's this that often determines the scale of success.

Should you plan for your e-services to have a global reach from the beginning, or rather test locally and expand in the next stage? Why?

One does not rule out the other. The bottom line is to plan and study the scalability of the business in general - which, unfortunately, many startup founders do not. Many proven models of business development are based precisely on gradual and sustainable development. This is mainly due to the costs that activities on a global scale entail - at the beginning a potential startup can only operate in a limited capacity and on a limited market. Therefore, you must always think globally, but act depending on your capabilities.

What is your target customer segment?

Apaczka directs its services primarily to customers in e-commerce, the SEM segment, as well as SOHO, or small businesses that often run their business in their own home or close by. Using industry definitions, we focus on entities whose shipping needs are at a level of a few to several hundred shipments per month.

Marcin Susmanek



AUDIOTEKA

WARSAW | www.audioteka.pl

Category: 8.2POIG

Name of the beneficiary: MDPL Ltd.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-005/12

Funding amount: 589 904, 00 PLN

Email: marcin.beme@audioteka.pl

Category: Hobby, Sport, Recreation

Character of Service: Global

Audioteka is a mobile service that offers access to audio books - a wide range of literature, books and magazines in audio form. Audioteka users have the ability to listen to audiobooks on all mobile devices and to make purchases from the same application.

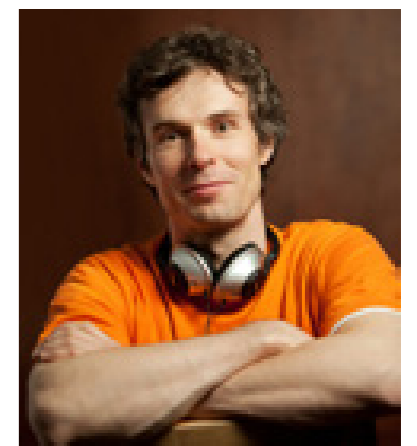
Audioteka's application is available not only for most mobile devices such as smartphones, but also for cars and wearables. The company boasts partnerships with renowned car manufacturers Ford and Volkswagen (using the Ford AppSync and MirrorLink applications) and have launched an application for children called Audioteka Kids (available from Samsung Apps).

Thanks to their partnership with key Polish and foreign publishing houses, Audioteka has created the largest digital audiobook bookstore, which has allowed Poles to listen to more than 25 million books over the past seven years. Audioteka is also the largest producer of audiobooks in its region, which allows it to actively create the best selection of audiobooks on the market. The company's mission is to return books to people's lives by providing them with quality literature.

Audioteka's assortment includes detective stories, action, thrillers, romance, fiction, youth literature, and nonfiction. Their most popular titles include Steve Jobs' biography, the Song of Ice and Fire books, The Godfather trilogy,

Millennium and Lord of the Rings. The team of lecturers working with Audioteka includes many well-known Polish stars: Janusz Gajos, Maciej Stuhr, Krzysztof Gosztyła, Mariusz Bonaszewski, Adam Ferency, Magdalena Cielecka, Danuta Stenka, Maria Seweryn and Anna Dereszowska.

Audioteka launched in 2008 and is the market leader for audiobooks in Poland and the Czech Republic. It is available in more than 20 countries and nine languages, including Polish, Czech, German, French, Spanish and Swedish. In 2012 Audioteka was recognized by the European Union as an entrepreneurial leader as well as the E-service of the Year in Central Europe. Audioteka is all about well-told stories.





Aktualności

118-04-12

Nowa wersja aplikacji CallPay Kolej

CallPay udostępnił nową wersję aplikacji do zakupu biletów kolejowych

Co to jest CallPay?

Nie musisz się już martwić, gdy zorientujesz się, że nie masz przy sobie portfela. Do wykonania płatności wystarczy Ci teraz telefon. Przy jego użyciu możesz zapłacić wszędzie tam, gdzie zobaczysz logo CallPay.

CALLPAY.PL

POZNAN | callplay.pl

Category: 8.1 POIG

Name of the beneficiary: CallPay Sp. z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30169/09

Funding amount: 849 264, 24 PLN

Adres e-mail : tomasz.waligora@callpay.pl

Category: New Technology, IT, Industry

Character of Service: Global



Callpay is an innovative application that allows you to quickly and easily purchase bus and train tickets using your phone or tablet. You don't even have to have the latest smartphone to use the application, as the system allows you to make the purchase through a special hotline as well.

To use the Callpay app, the user must register for free in the system, during which they create an individual account. Ticket payments can be made in several ways. The first allows you to link your credit card information to your account, which allows you to quickly pay on your phone.

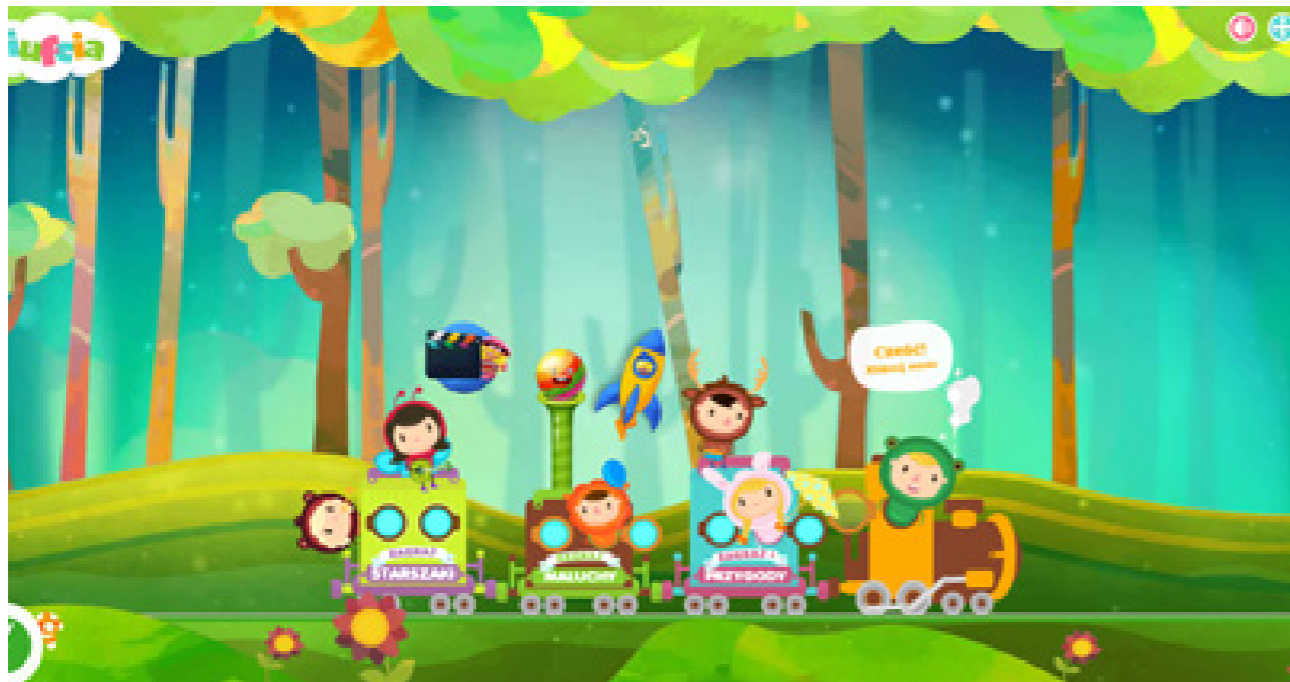
Another way is to create a virtual wallet within the application, which you can pre-pay for any amount and set a PIN for secure payments.

The app's notification system notifies both the user and the ticket controller about the purchase of a ticket using Callpay. The application is now one of the most popular of its kind on the Polish market. Over 42,000 users have used the service since its launch, and more than half a million tickets have been purchased. Passengers can use it in more than

60 cities in Poland, including the Tricity area, Katowice and Poznan.

Each year Callpay has provided its customers with new solutions. Currently, you can use the app to pay for parking, city bikes or a taxi.

ciufcia



CIUF CIA.PL

KRAKOW | ciufcia.pl

Category: 8.1 POIG

Name of the beneficiary: Han Bright spółka z o.o.

Province: Lesser Poland

Recruitment number: WND-POIG.08.01.00-12-107/09

Funding amount: 530 465, 00 PLN

Email: rafal@ciufcia.pl

Category: Hobby, Sport, Recreation

Character of Service: Nationwide

Ciufcia.pl is the first and currently the largest internet service in Poland for educational games aimed at children ages 2 to 6 years. The platform was created in 2008 and from the start has been gaining popularity among preschoolers and their parents. Three years after the launch of ciufcia.pl, the service has more than 300,000 unique users.

Ciufcia.pl is a service that aims to make parents' lives easier. It helps parents build relationships with young children while guaranteeing safe and appropriate content. In simpler words - it is a service with games for preschool-aged children.

"The games are created with an edutainment focus (learning through play)," says Marek Przysaś, who is responsible for the project.

Currently the site has 400 games that were created in collaboration with psychologists and educators. The main task of the games is comprehensive support for different areas of child development, including linguistic, logical-mathematical, musical and motor development. The games on the site are divided into two age groups, 2-3 years old and 4-6 years old, so that the games can be adapted to the needs of the child at a given age.

As the service's founders ensure, all of the available games are completely safe and non-violent. In 2011 ciufcia.pl received financial support from the Satus Venture VC, which allowed the service to implement their development strategies in other countries.

The founders of ciufcia.pl built their product using research data from recent years that shows that teaching through games is very effective. What's more, the games are tailored for mobile devices and use their built-in accelerometers to successfully diagnose autism in the first years of life. Ciufcia.pl was one of the first sites with educational games, and is made for the generation that has access to Internet-connected devices from the first months of life. Ciufcia's founders want to make sure that this

access is used properly.



Andrzej Targosz, CEO of Eventory, investor, creator of Bitspiration



DELIVERO.PL

WARSAW | delivero.pl

Category: 8.1POIG

Name of the beneficiary: Delivero, Katarzyna Hiller

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-143/08

Funding amount: 251 099,00 PLN

Email: bok@delivero.pl

Category: Other

Character of Service: Nationwide

Launched in 2008, delivero.pl is one of the first Polish sites for ordering food over the internet.

Delivero.pl covers dozens of cities in Poland, working with restaurants in different price ranges. Ordering is very simple - just enter the address, and then select the restaurant and dishes from the menu. Delivero.pl uses all of the popular payment methods. Orders can be placed without the need for cash.

Since the launch of delivero.pl, the number of websites for ordering food over the internet has grown very quickly, transforming the market from a niche to a permanent feature of everyday life. Delivero.pl contributed to this, and considering how many years it has remained on the market, it will probably continue to do so.

Systems for ordering food over the Internet are very popular these days, and a variety of companies offer this service. However, not all are as successful as Delivero. I think the answer to the question of why this has happened is simple - in addition to ensuring a long list of available dining options, Delivero provided an easy and reliable payment system, which anyone with a bank account can use. Easy and safe payments are an essential element for the success of e-services.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments in startups



EFAKTUROMAT.PL

WROCLAW | e-fakturomat.pl

Category: 8.1 POIG

Name of the beneficiary: Itezone.pl Spółka z o.o.

Province: Lower Silesia

Recruitment number: WND-POIG.08.01.00-02-289/13

Funding amount: 484 120, 00 PLN

Email: fakturomat@fakturomat.com.pl

Category: Finances, Stock Exchange, Insurance

Character of Service: Nationwide



eFakturomat is a system for automatically generating invoices for customers. It allows users to issue a VAT invoice at any store belonging to the eFakturomat network. Using the system allows both the client and the store owner to save time, as well as reducing the cost of generating documents.

The service operates as an online platform and is also available as an app for iOS, Android and Windows, as well as a separate self-service device that issues VAT invoices. The system allows you to issue invoices quickly and efficiently through intuitive, friendly software. Documents are stored securely in the cloud, giving retail chains and customers instant access to their invoices.

Manual entry of company data minimizes the risk of errors, and changes can be made up until the final verification. Generating invoices is simple and is performed by scanning a receipt. A huge improvement is the ability to ignore any item on the receipt and not include it on the invoice. Using the mobile application is free for the customer.

The Fakturomat machine is primarily intended for places where the waiting time for an invoice is longer than 10-15 minutes - chains and shopping malls, supermarkets or restaurants. It reduces the cost of personnel, frees workers and allows them to better manage their responsibilities. Above all, it enables the customer to be serviced faster, which greatly improves the image of the company.



ETUTOR.PL

KATOWICE | etutor.pl

Category: 8.2 POIG

Name of the beneficiary: WebTutor sp. z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-059/09

Funding amount: 601 200, 00 PLN

Email: pomoc@etutor.pl

Category: Science, Education, Work

Character of Service: Nationwide



eTutor is Poland's first online platform for learning English. Its aim, according to its founders, is to create a variety of e-learning tools aimed at the improvement and, above all, effective assimilation of knowledge of the English language by adults.

The courses available on the platform use the latest tools in the field of e-learning, such as multimedia presentations, algorithms that allow for individual reviews, and a module that automatically checks grammar in essays written in English. What differentiates eTutor among other language learning platforms is primarily the vast prevalence of multimedia used in the lessons. This includes videos, MP3 recordings made by native speakers, and numerous photographs that create a network of associations in the user's head, from single words to complete phrases. An important advantage of the platform is also its use of the online multimedia dictionary Diki, which in 2010 was awarded the Webstar Academy prize for the best educational site. Such a wide range of tools guarantees lasting effects and substantial progress while learning a foreign language.

eTutor quickly gained followers through its teaching methods. Since launching in 2009 about 430,000 users have taken its courses, completing more than 133 million exercises, as well as more than 430 million reviews.

Currently, the eTutor and Diki services are visited by more than 6 million users per month, generating over 30 million page views. Thanks to the huge interest in the English language course, in 2013, the developer of the site decided to also offer a German language course based on the same teaching method.

In 2014, a shareholder in the company LangMedia Ltd., which owns the platform, became the company Benefit Systems Inc. Establishing this cooperation has opened new roads leading to the acquisition of further business clients.

In December 2015 the company LangMedia received funding from the European Union under the Innovative Economy Operational Programme for the project „Automatic detection of language errors and suggested revisions to texts written in the English language”.

ETUTOR.PL



Michał Lach,
board member of LangMedia Ltd.

Should you plan for your e-services to have a global reach, or rather test locally and expand in the next stage? Why?

It depends on the type of service. Note, however, that most solutions will still be subject to local modifications. Hence, often being a global player means in practice being multi-location. When dealing with such a situation, entrance into each new market means making an investment. And making further investments should be planned only once the business model is verified in your own market.

What differentiates your product on the market?

Behind our success is a unique strategy to focus on just one language pair. We only teach English online, and only to Poles, and we do it the best in the world.

What is your target customer segment?

Our service is aimed at adults whose goal is self-improvement and who are looking for services such as ours.



EVENEА.PL

WARSAW | evenea.pl

Category: 8.1 POIG

Name of the beneficiary: EventLabs Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-180/09

Funding amount: 307 445, 00 PLN

Email: info@evenea.pl

Category: Business, Executive, Marketing

Character of Service: Global

Evenea is a comprehensive solution for people who want to professionally plan and organize any kind of event, from business meetings to conferences or even concerts.

The website offers its customers not only easy ticket sales and distribution, but also Marketing on different channels as well as help in the design and printing of conference materials. Thanks to the simple and intuitive event panel, the client can create an event page and link it to their domain, send newsletters and invitations to the participants, or create an event on Facebook.

Since the launch of the service in 2009, 4,000 events have been organized and 75,000 tickets have been distributed with the help of Evenea. In 2014, the company Eventlab, which manages the service, received funding from the Hedgehog and Benefit Development Fund for further development and expansion of services with new functionalities.

The event market has greatly increased in recent years. More and more companies and individuals are organizing small and large events and their participants have become picky. Traditional tickets have long been replaced by QR codes, and people expect a smooth online transaction, including through modern mobile applications. Event organizers want a permanent social media presence and efficient customer service via chat or e-mail. Evenea helps event organizers meet these expectations and further optimizes their daily work. Evenea's advantage over the competition is their ability to easily account for payments made through Evenea in accordance with Polish tax law.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments in startups

FISZKOTEKA.PL

WARSAW | fiskoteka.pl

Category: 8.2 POIG

Name of the beneficiary: Sonbou Marcin Młodzki

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-587/13

Funding amount: 486 850, 00 PLN

Email: fiskoteka@fiskoteka.pl

Category: Science, Education, Work

Character of Service: Nationwide

Learning foreign languages with the help of flashcards and the Leitner method is considered by many as one of the most effective and enjoyable ways to progress rapidly. This is the premise believed by Marcin Młodzki, founder of the site fiskoteka.pl.

Founded in 2010, Fiskoteka offers flashcards in the form of a mobile application and website. Users can create their own and share them with others. The website also contains a huge database of flashcards. They are mainly used for learning languages, but you can also find flashcards for such topics as medicine or history. According to the developers, using flashcards to learn and using them at the optimal intervals in accordance with best practices can increase your effectiveness by even several dozen times.

Though there's no shortage of programs and websites for learning foreign languages in Poland, few of them can boast of more than 400,000 users and over 100 language schools that use their product.

Learning foreign languages using flashcards is nothing new - the effectiveness of this method is very high. What differentiates Fiskoteki's product is their wide range of flashcards in digital form. Their advantage over the competition comes from launching with a sufficiently large number of flashcards divided into categories, so that users entering the site for the first time stay on it longer, and can immediately find what they need. Good preparation and efficient Marketing - this is what we can learn from the founders of

Fiskoteka.



Andrzej Targosz, CEO of Eventory, investor,

Platforma FlyComp wspiera przygotowanie i realizację lotów GA na terenie Polski. FlyComp to mobilne narzędzie dla pilotów, które zawiera m.in. plan lotu, kalkulator lotniczy, dziennik nawigacyjny, mapę, aktualne ASP i AUP. Z FlyComp możesz korzystać także w trakcie lotu - platforma ułatwi nawigację, pokazując na urządzeniu mobilnym Twoje aktualne położenie na mapie lotniczej i stan realizacji lotu.

Jak działa FlyComp?
Platforma pobiera i analizuje informacje z serwisów udostępniających dane dla pilotów, a następnie przetwarza je pod kątem Twojego lotu. Dostęp do platformy możliwy jest przez komputer, telefon GSM lub inne urządzenie mobilne.

FlyComp is a mobile tool for general aviation pilots, supporting the preparation and implementation of visual flight (VFR) in Poland. The platform automatically collects and analyzes information from sites that provide data for pilots and converts it for the user's flight.

Users registered with FlyComp receive updated real-time meteorological information, information about temporary airspace restrictions, calculation of fuel consumption, as well as an analysis of the location of the aircraft, allowing for the precise planning and execution of the VFR flight plan. As a result, the time needed to prepare significantly shortens, and pilots have all the information they need in one place.

The developer of FlyComp is the Warsaw startup Bidadari Ltd. that comprises pilots and aviation enthusiasts, founded in 2010 by Stefan Chabier.

FLYCOMP.PL

WARSAW | flycomp.pl

Category: 8.1 POIG

Name of the beneficiary: Bidadari Spółka z o.o.

Province: Masovian

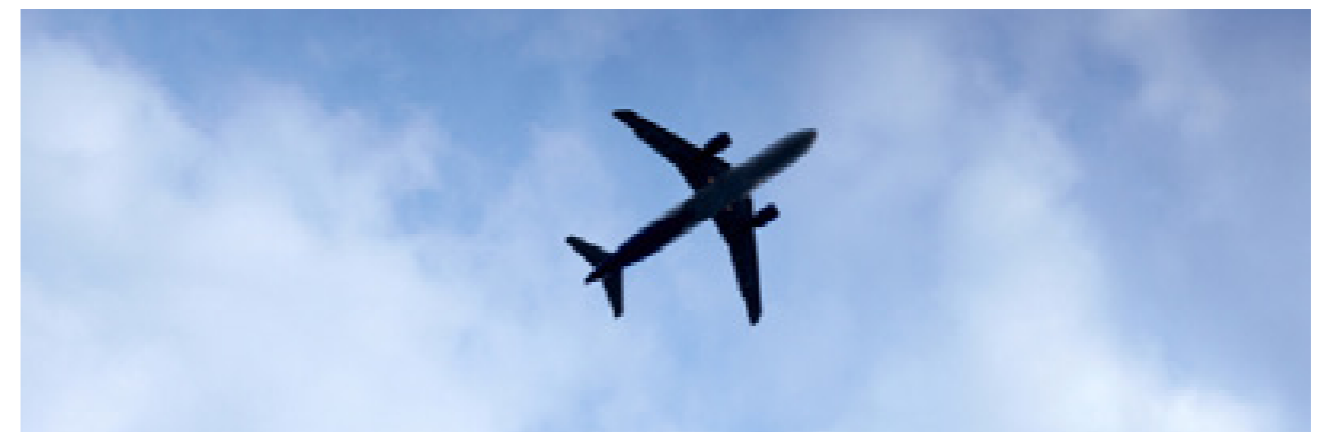
Recruitment number: WND-POIG.08.01.00-14-868/09

Funding amount: 849 957, 50 PLN

Email: Office@bidadari.pl

Category: Tourism, Travel, Transport

Character of Service: Global





HADRONE.COM

WARSAW | hadrone.com

Category: 8.1POIG

Name of the beneficiary: Hadrone Sp. z o. o.

Province: Masovian

Recruitment number: WND-

POIG.08.01.00-14-254/13-00

Funding amount: 489 020, 00 PLN

Email: office@hadrone.com

Category: New Technology, IT, Industry

Hadrone launched in 2012 and is dedicated to providing software support and investment management services.

Their products enable efficient financial management, minimize costs, and allow the effective use of staff competencies. Hadron is focused on a comprehensive approach to project portfolio management. The solution is intuitive, reduces implementation time and allows for the flexible adaptation to the user's needs. Many well-known brands use the company's services, such as mBank, NEUCA, Credit Agricole and ISS.

The company offers two versions of their software. The first, Hadrone PPM, is used for project portfolio management. It allows you to maximize benefits, compare and select the best projects and allows flexible operation.

The initial prioritization process allows the selection of the best set of projects. The next stage is supervising their implementation and monitoring their performance. Hadrone PPM is designed especially for departments such as management, finance and controlling, PMO, product development and innovation, and IT.

Hadrone SPM is software for the management of catalogs and IT service costs. This option allows users to effectively analyze and optimize IT spending. Thanks to this, it enables the ongoing adjustment of the scope and cost of IT services to the real needs of the company. This tool is addressed primarily to the management, finance and controlling of business units and IT.

FinTech is a very fashionable concept in recent times, as well as a rapidly growing trend. Hadron was one of the first companies who saw the need to optimize financial processes, to ensure maximum security while offering its product in a friendly way. The specialization of their services by directing them to one specific customer segment was also definitely a good decision.



Andrzej Targosz, CEO of Eventory, investor, creator of Bitspiration



HONEYACCESS.COM

WARSAW | honeyaccess.com

Category: **8.1 POIG**

Name of the beneficiary: **Honey Access Spółka z o.o.**

Province: **Masovian**

Recruitment number: **WND-POIG.08.01.00-14-125/09**

Funding amount: **777 750, 00 PLN**

Email: **info@honeyaccess.com**

Category: Business, Executive, Marketing

Character of Service: Global

Honey Access is a Warsaw startup specializing in tracking and analyzing retail customer behavior.

Honey Access' technology allows you to increase the turnover of traditional stores by letting you make relevant operational and Marketing decisions on the basis of new data that was previously unavailable for retailers: customer loyalty as well as their engagement.

To provide this data, Honey Access tracks the mobile phones of customers. By using special anonymizing algorithms, all of the collected data lacks identifying features and does not violate the privacy rights of the store's customers.

Is the location of a startup's headquarters important for its success?

We think so. The location has considerable importance for the success of the business. It determines the employees the business has access to. Most of the highly skilled IT professionals live in large cities. It's also worth taking into account logistical issues such as the distance from an international airport - especially if you want your service to have a global reach.

What are the barriers to entry in the e-services market in your opinion?

They're similar to those for any venture: lack of money is probably the biggest barrier. IT products are time-consuming and expensive to implement, as well as their promotion on the Internet.

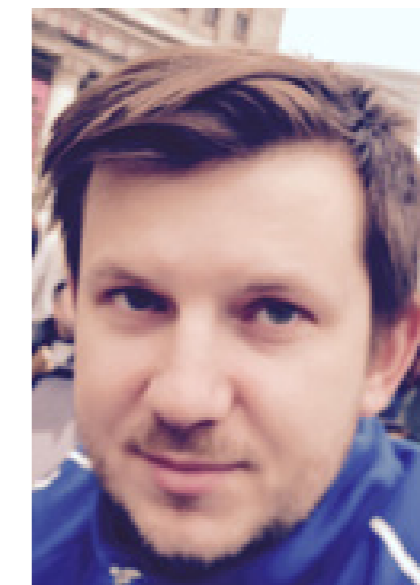
Should you plan for your e-services to have a global reach from the beginning, or rather test locally and expand in the next stage? Why?

Rather in stages. At the beginning you have to know the needs of your customers very well - does our product really satisfy them, is it convincing enough to invest in global Marketing campaigns. It's easier to understand the needs of local customers, whom you can meet and talk, and then test the product together.

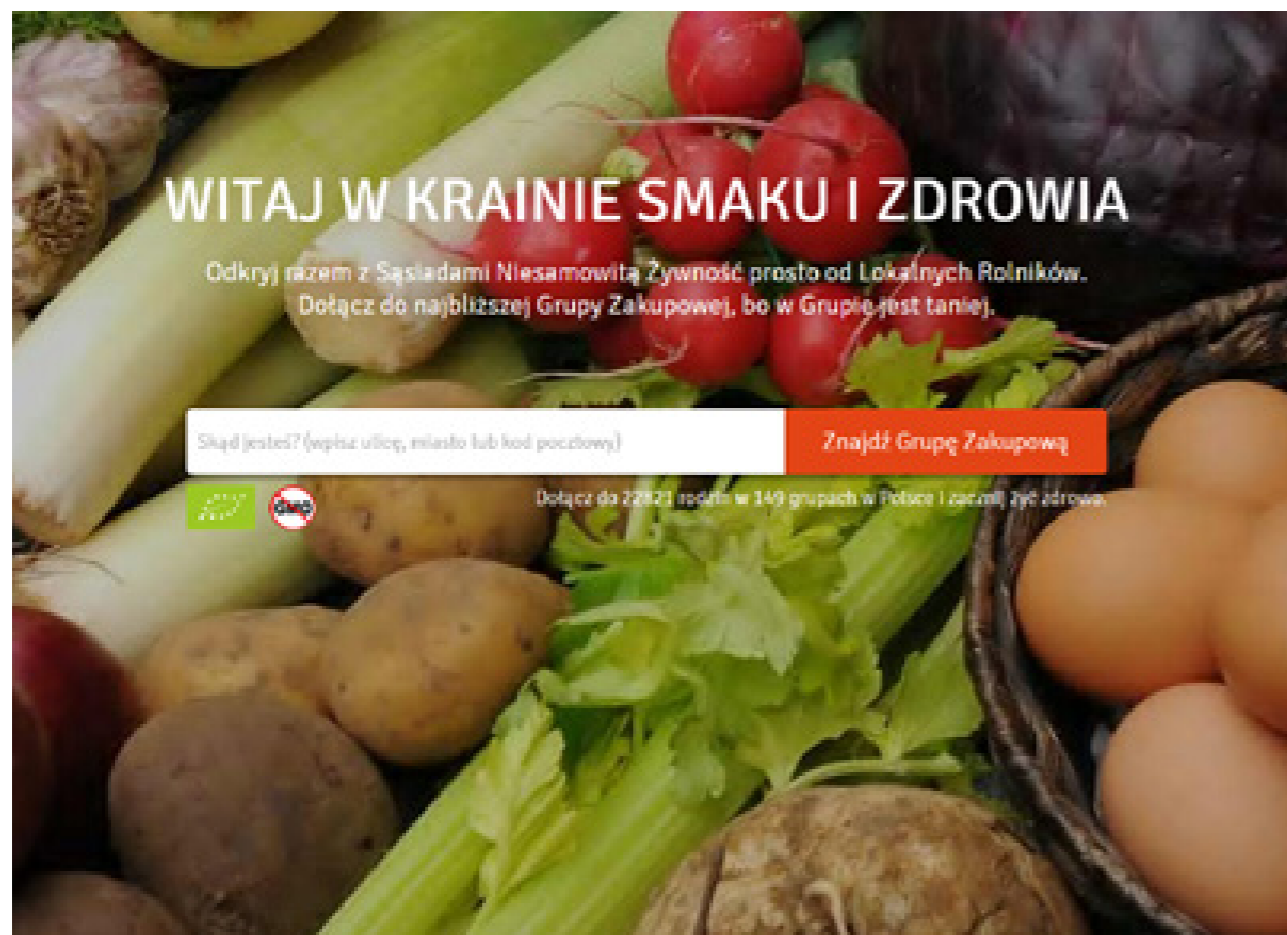
A few words of advice for other startups - what can they do

to be successful?

We advise you to limit the scope of the project and only focus on the features of the e-service that are absolutely necessary - those customers will really need. All other features can be added later in response to customer demand.



Artur Bil, CEO of HoneyAccess



LOKALNYROLNIK.PL

WARSAW | lokalnyrolnik.pl

Category: 8.1 POIG

Name of the beneficiary: Farmer Direct Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-499/13

Funding amount: 487 172, 00 PLN

Email: info@lokalnyrolnik.pl

Category: Business, Executive, Marketing

Character of Service: Global

Lokalnyrolnik.pl (local farmer) is a platform connecting farmers and producers of organic food with local consumers. Though it's a relatively new service on the Polish market for organic food as it launched in 2014, it has already generated a lot of buzz.

Lokalnyrolnik is a response to the growing demand of city dwellers for access to fresh and healthy food. The idea of creating a platform came from a need faced by its founders, Sylwia Sławińska and Andrei Modica, who could not find organic, non-sprayed food for their daughter who suffers from allergies.

„I went to a popular store with organic food. It ended up being very expensive, and in addition there was no guarantee that the products were free of preservatives. It turned out that unfortunately they had them, even though they were organic products. I visited local markets and vegetable stands, but there too I wasn't sure where the products came from, where they were stored and if they had been treated,” says founder Sylwia Sławińska.

Hence the idea to offer direct access to organic food. The food offered by the service not only comes from from certified and inspected farms, but Lokalnyrolnik stands out thanks

to its purchasing system. Consumers are grouped into purchasing groups, like in a food cooperative. Purchasing groups are grassroots initiatives of customers who order together, and receive their shopping once a week at an agreed upon location instead of at home, which reduces prices and costs, e.g. of transport.

An important aspect of the platform is also its function as a social medium that connects the individual members of purchasing groups, allowing them to keep in touch with the coordinator of the group and the producers, and enables communication within the micro-communities. Currently, Lokalnyrolnik.pl is the most developed in Warsaw, where it works with more than 10 farms, but is also active in Łódź and Wrocław.



INTERNE.ST

WARSAW | interne.st

Category: 8.1 POIG

Name of the beneficiary: INTERNEST Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-486/13

Funding amount: 488 517, 36 PLN

Email: hello@interne.st

Category: Business, Executive, Marketing

Character of Service: Global

There's no shortage of possibilities for those looking for ways to implement their innovative business ideas. There are tons of incubators, accelerators, VC funds, and crowdfunding sites. But, Interne.st, founded by Katarzyna Janocha and Marek Kotelnicki, stands out even in this rather numerous company.

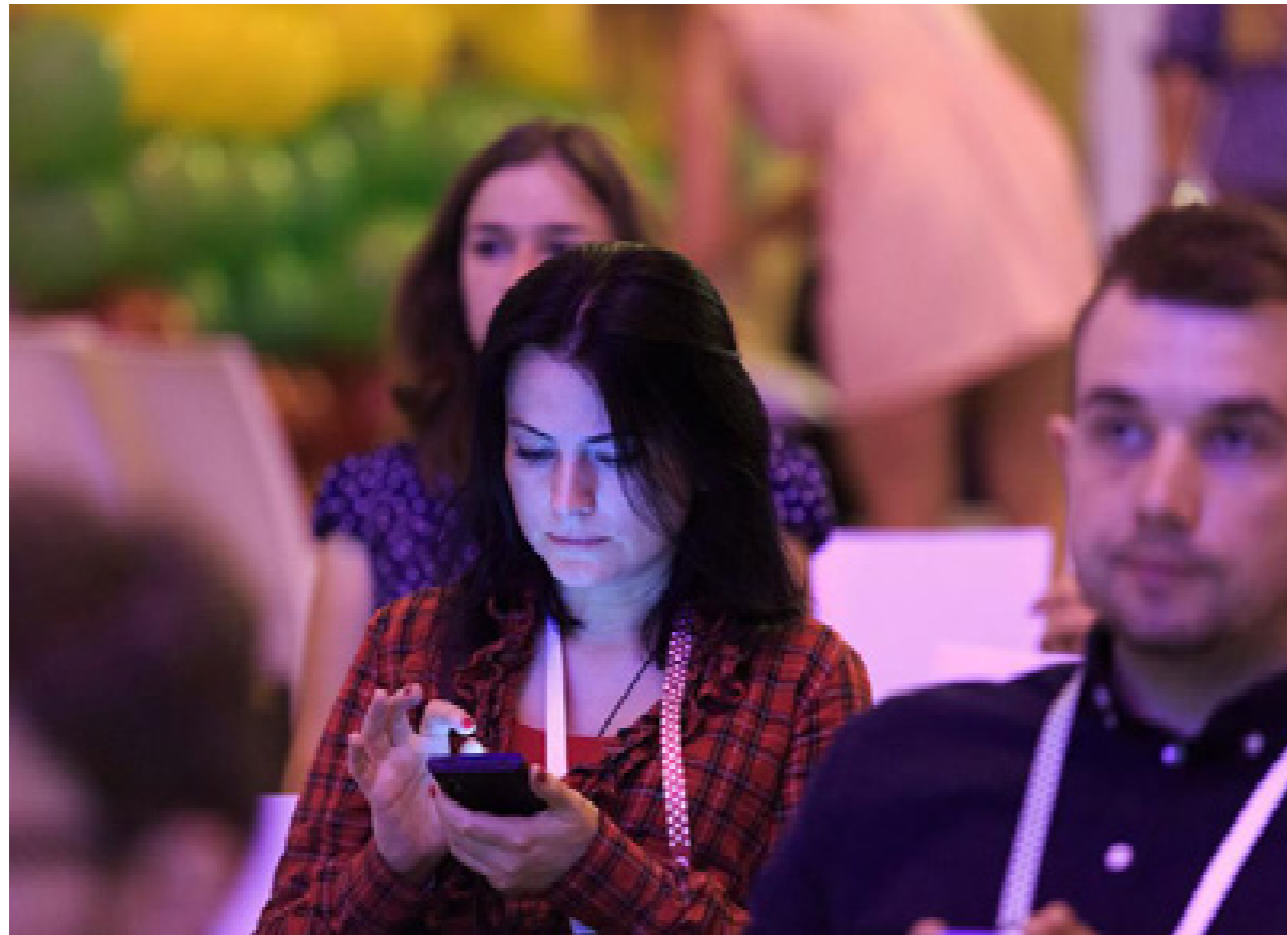
Interne.st markets itself as the first business accelerator powered by artificial intelligence. In practice, this online platform uses special algorithms to connect people launching a business with those that are interested in it. However, in contrast to the typical crowdfunding sites, not only the money and prizes are at stake. For example, you can join the project as an employee, consultant or partner. The project's founder specifies what kind of help is needed. Interne.st itself is a part of the broader sharing economy.

The founders of the service Interne.st sensed and combined the latest trends very well - the thriving sharing economy and the still-growing market of startups and investors. Interne.st digitalized and thus broadened the scope of the process that so far had only taken place in the real world - the search for investors and people with whom to build a business. Finding partners, investors and employees over the Internet can greatly accelerate the creation and development of innovative companies, but it's worth remembering that after finding a team, you need to secure a proper agreement from the beginning, so that you know your rights

and are protected when selling your shares after achieving success.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments



ISENDER.PL

WARSAW | isender.pl

Category: 8.1 POIG

Name of the beneficiary: Trustcon Sp. z o.o.

Province: Lesser Poland

Recruitment number: WND-POIG.08.01.00-14-194/09

Funding amount: 706 610, 10 PLN

Email: kontakt@isender.pl

Category: Business, Executive, Marketing

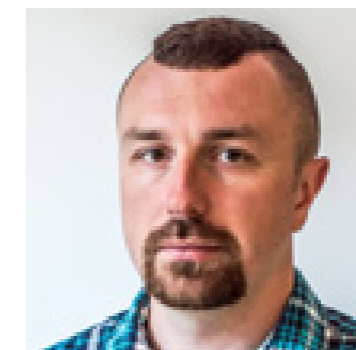
Character of Service: Global

The communication platform iSender is a modern and multi-purpose tool for direct Marketing. The service allows for quick and multi-channel reach with news, offers and notifications to potential customers simultaneously through multiple channels.

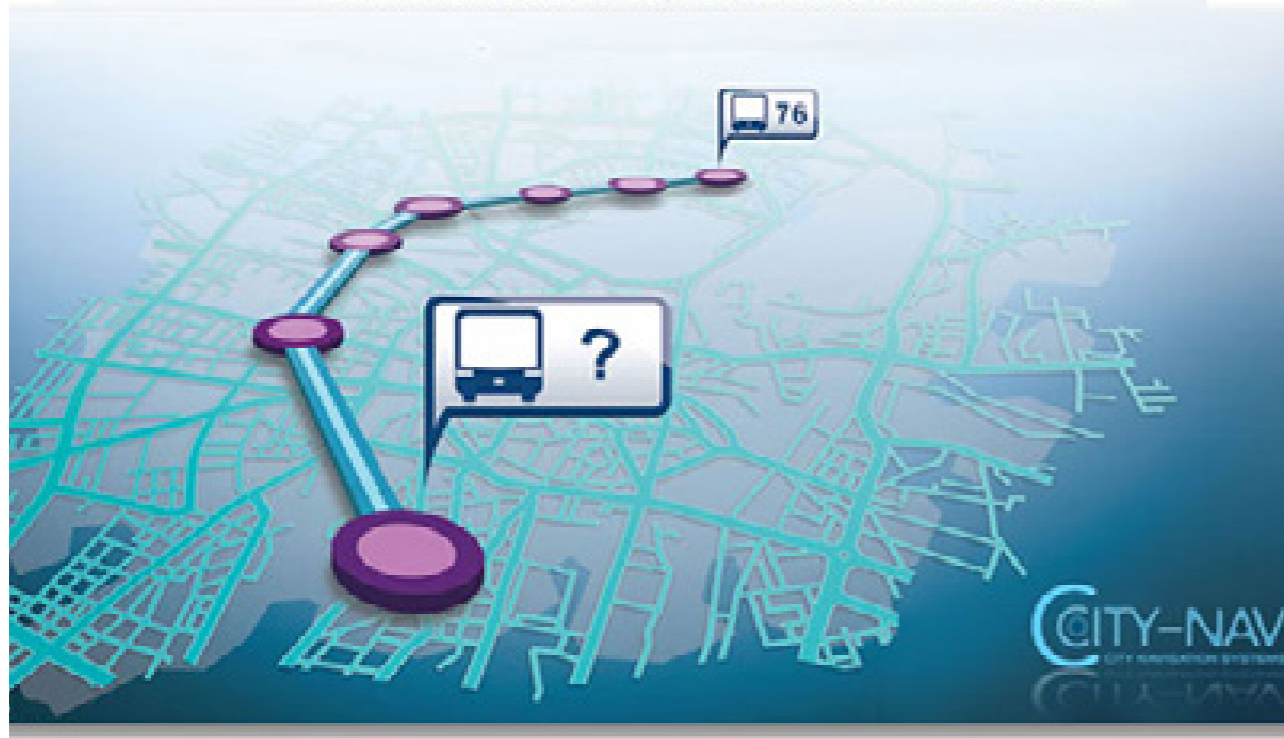
The user can create and manage email, fax, SMS, voice, instant messaging (Skype, GG, Tlen) and Bluetooth campaigns.

The platform was designed in such a way that it is an easy to use and user-friendly tool thanks to which contact with customers can be even faster and more efficient. Thanks to its developed reporting system, users can easily analyze the effectiveness of their campaigns, build a new database based on the geolocation of their target groups, and oversee message delivery in real time. Since 2009 the iSender platform has been very active on the domestic market, increasing the number of satisfied customers and expanding the system with new functionalities each year.

Direct and involved communication is the basis of successful Marketing nowadays. People want to keep in touch with the service providers whenever they need it, they want to feel cared about and be treated like an individual, not a receiver of mass communication. That's a big challenge for startups and brands, and it's clear that when a service making this process easier appears, its success is quite probable.



Andrii Degeler, tech journalist writing for Ars Technica UK and The Next Web, among others. He focuses on startup and tech scene of CEE. In addition, Andrii advises startups on media strategy and the best practices of working with international publications. He is the author of a weekly newsletter ProCEED.to which includes all the significant tech news headlines from the region.



JAKDOJADE.PL

POZNAN | jakdojade.pl

Category: 8.1 POIG

Name of the beneficiary: City-nav Sp. z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30-108/09

Funding amount: 226 519, 90 PLN

Email: bartosz.burek@city-nav.com

Category: Tourism, Travel, Transport

Character of Service: Nationwide

Jakdojade.pl a platform for planning travel on public transport in Polish cities. The trip planner is available as a web application as well as a mobile app available for smartphones running iOS, Android or Windows.

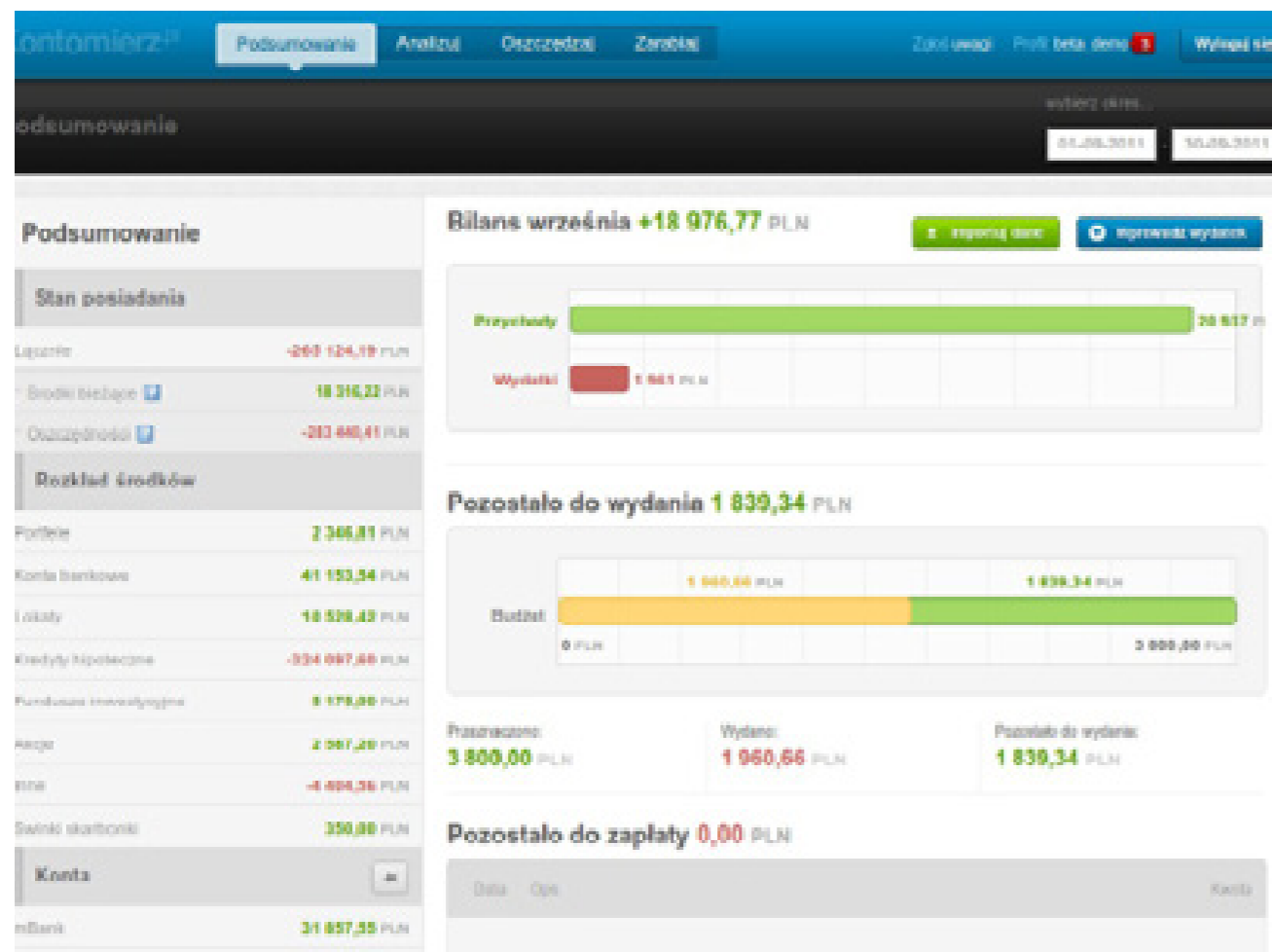
With the integration of GPS and the current timetables of public transport in 20 Polish cities, jakdojade.pl allows users to quickly plan the most precise and optimal route. One of the greatest strengths of the application is the ability to plan a trip between two specific addresses, as well as being up-to-date with transport timetables and traffic changes. Users also appreciate that jakdojade.pl provides information about the estimated arrival time to the destination.

The the moment it entered the Polish market, the mobile application quickly became the market leader, and the first advertising revenue came in 2010. Its developers plan to introduce new functionalities, including estimating the time of arrival of a bus or tram on the basis of its actual position and the ability to buy tickets.

I travel a lot, and I visit Poland quite often. From my experience it seems like any high quality and easy to use service that makes it easier to commute has a high chance of becoming successful. The key to popularity of Jakdojade.pl, which is used by customers a few times a day, is its efficient Marketing. The creators just came up with a simple idea at the right time, and offered great execution.



Andrii Degeler, tech journalist writing for Ars Technica UK and The Next Web, among others. He focuses on startup and tech scene of CEE. In addition, Andrii advises startups on media strategy and the best practices of working with international publications. He is the author of a weekly newsletter ProCEED.to which includes all the significant tech news headlines from the region.



KONTOMIERZ.PL

WARSAW | kontomierz.pl

Category: 8.1 POIG

Name of the beneficiary: kontomierz.pl sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-361/09

Funding amount: 835 635, 00 PLN

Email: marcin.truszel@kontomierz.pl

Category: House, Office, Interior, Design

Character of Service: Global



Kontomierz.pl was founded by Marcin Truszel in April 2009 as a response to a very real problem. This problem was the simultaneous management of multiple bank accounts across various institutions. The lack of this possibility hindered the ability of users to keep track of all of their automatic payments, which sometimes resulted in considerable costs.

Over time, the range of Kontomierz's services have continued to grow, allowing it to gradually develop into a comprehensive tool for managing household finances. Kontomierz allows the automatic import of data from different banks, can search for transactions, categorizes expenses, produce simple graphs and define budgets. Particular attention is paid to the security and anonymity of users.

Today Kontomierz works with numerous banks and can boast tens of thousands of users.

What made your product stand out on the market?

Among many advantages of Kontomierz, what makes it an unique application is delivering API banking services - a perfect application for managing personal finances, through which users can automatically import their data from the banking systems. Now our bank API is also available as a separate product called Kontomatik (more on: www.kontomatik.com).

What is your target group?

Our target group consists of people who want to improve their own financial status, gain greater control over their accounts and understand their own expense schemes. The application is designed in an intuitive way, which makes it quite easy to use.

A few words of advice for other startups - what they can do to be successful?

Be brave! This is the best advice we can give to beginner startups. The beginning is always difficult, but overcoming obstacles is a part of success.



LUBIMYCZYTAC.PL

POZNAN | lubimyczytac.pl

Category: 8.1 POIG

Name of the beneficiary: Lubimyczytać.pl sp. z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30-242/11

Funding amount: 490 000, 00 PLN

Email: i.sadowska@lubimyczytac.pl

Category: Hobby, Sport, Recreation

Character of Service: Nationwide



Lubimyczytać.pl (we like to read) - a Poznan startup - is the undisputed market leader in Polish book social networking sites. The site's statistics show optimism for the entire book market. After five years, the service gets nearly 3 million unique users per month who generate 14 million page views. The CEO and co-founder of the company is Izabela Sadowska.

The strength of lubimyczytać.pl is its community of readers who discuss books, comment on news from the book world, scour an impressive database of books, adding selected items to the shelves of their online bookcases, write reviews, track news and publish information about their favorite authors and, above all, contrary to the popular opinion that there's a readership crisis in our country... soak up and buy books. Users receive system-generated recommendations based on their tastes, they can search for people with similar literary tastes, read and write reviews, and rate books. Lubimyczytać.pl is also an influential informational website, where you can read the latest news from the literary world, journalistic articles, essays, comments, interviews with authors, and also find special offers on books and take part in exciting competitions. All of this is aimed at literature fans of every possible genre and format.

Lubimyczytać.pl is also a mobile application that allows you to quickly find information on any book. Just open it and take a picture

of the selected book cover. The application is available on phones and tablets running iOS, Android, Windows Phone and Windows 8. The application was funded by PARP Measure 8.1: „Support for economic activity as regarding the electronic economy”.

“Our mission is to create a strong community based on literary passion and the promotion of reading and, above all, popularize new technologies that have entered into the world of books,” says Izabela Sadowska.

Lubimyczytać.pl received the „Polish Internet Company 2014” award awarded by InternetStandard as well as the Honorary Award of the Minister of Culture and National Heritage in the category „Online culture”.



MYGREENSPACE.PL

NOWE MIASTECZKO | mygreenspace.pl

Category: 8.1 POIG

Name of the beneficiary: COSMO GREEN Business

Usługowo-Projektowa mgr inż. Małgorzata Stula

Province: Lubuskie

Recruitment number: WND-POIG.08.01.00-08-115/11

Funding amount: 559 520, 00 PLN

Email: m.stula@hotmail.com

Category: House, Office, Interior, Design

Character of Service: Global

Mygreenspace is an online platform that lets you design your garden and then buy all the necessary products to make it a reality. This extremely helpful application allows you to design your own piece of greenery in 2D, and then quickly generate a view in 3D.

Mygreenspace also enables online design consultation with professional design offices, architects and experienced gardeners, so you can be sure that your ideas will work. In addition, thanks to the numerous partners and stores that work with the application, you can buy practically all of the elements you need for your project including trees, garden furniture and ornaments, all while keeping an eye on the costs.

In addition to letting you design the garden of your dreams, Mygreenspace also helps in the selection of products compatible with the requirements and conditions of the place where users intend to plant them. Thanks

to numerous botanical and dendrological descriptions, the platform offers a substantial knowledge base of the available plant species. If a user doesn't want to design a garden him or herself, Mygreenspace can arrange the hiring of a professional landscaping company recommended by the service.

The founder of the platform is Małgorzata Stula, who began working on the project while still a student. Development of the application began in 2012 in the Wrocław Technology Park.



PYSZNE.PL

WROCLAW | pyszne.pl

Category: 8.1 POIG

Name of the beneficiary: sto2 spółka z o.o.

Province: Lower Silesia

Recruitment number: WND-POIG.08.01.00-02-346/09

Funding amount: 394 867, 50 PLN

Email: m.krpicz@pyszne.pl

Category: Other

Character of Service: Nationwide

One of the most popular Polish platforms for ordering takeaway is Pyszne.pl. Its database includes several thousand restaurants from which you can order a meal online using a simple and intuitive application.

Service sorts restaurants on the basis of geo-location, so that users receive recommendations of restaurants closest to them that are currently open. This feature is extremely useful when ordering food at night.

Additionally, the service allows users the option to rate and write comments about restaurants. This option is available on almost every site of this type, however, Pyszne.pl users receive points for each order and review they make, which later can be exchanged for a free meal.

In order to maximize the ease of ordering for customers, the founders of the service have introduced a choice of payment options - standard cash on delivery, credit card, bank transfer or PayPal.

Currently the service handles 240,000 orders a month, but Pyszne.pl wants to increase this number to one million per month in two years according to managing director Arkadiusz Krpicz.

The website also works with 4,000 restaurants - twice as many as the competition. According to estimates, Pyszne.pl has a 55% market share of online food orders, which is valued at 150-200 million PLN. In the coming months, the site plans to extend its reach into smaller towns, as well as introduce new solutions for users, such as the ability to track orders.



RADIOWNET.PL

WARSAW | radiownet.pl

Category: 8.1 POIG

Name of the beneficiary: WNet Sp. z o. o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-650/09

Funding amount: 799 765, 00 PLN

Email: skowronski@radiownet.pl

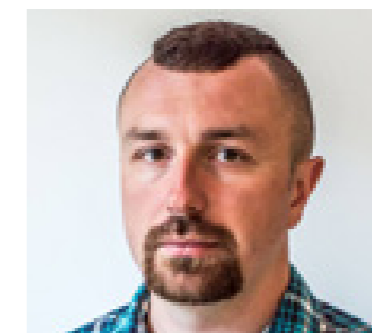
Category: News, Information, Media

Character of Service: Nationwide

Radio Wnet was created in 2009 by several well-known journalists and public figures: Krzysztof Skowroński, Grzegorz Wasowski, Katarzyna Adamiak-Sroczyńska, Monika Makowska-Wasowska, Wojciech Cejrowski and Jerzy Jachowicz. Although Radio Wnet airs broadcasts just like any other radio station, in some aspects it definitely stands out.

Co-financed by the Innovative Economy Operational Programme, Radio Wnet has the task of contributing to the development of Poland's information society. It does this through a website in which not only the broadcasters but also ordinary users can become part of the radio community. Users can write articles, create multimedia publications, and record radio broadcasts which can at any time and place be listened to on radiownet.pl. In this way, it produces dozens of programs each week, including travel programs, current affairs, music and cultural activities.

I am happy that media startups are being noticed and get money to grow. It's a great thing that Polish media too are being transformed and exploring new ways of creating, sharing and monetizing content. The key to Radio Wnet success is that it involves listeners in creating content, so that they feel as an integral part of their favourite radio station.



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rankomat.pl 22 270 00 00
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Founded in 2008 by Jacek Olechowski and a group of investors, rankomat.pl is an example of a project which quickly fulfilled all of its founders' expectations.

Rankomat.pl is a search and comparison engine for insurance. Everyone who fills out the form on the website receives, in the blink of an eye, a collection of offers from the biggest insurers in the country. They can compare them with regard to price and many other factors which they have indicated on the form, then immediately buy something without leaving the house. Rankomat.pl allows customers to find car insurance, travel insurance, and also insurance for one's home, retirement, or serious illness.

The success of rankomat.pl, which attained the decisive position of leader in its segment of the Polish market, is attested to by the fact that it became part of the Bauer Group, which bought out 100% of its shares. Now, even broader development possibilities are opening up in front of this successful project.

RANKOMAT.PL

WARSAW | rankomat.pl

Category: 8.1 POIG

Name of the beneficiary: PanFinancial S.A.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-209/08

Funding amount: 660 000, 00 PLN

Email: mkaszur@o2.pl

Category: Finances, Stock Exchange, Insurance

Character of Service: Nationwide



SASTRION.PL

WARSAW | sastrion.pl

Category: 8.1 POIG

Name of the beneficiary: Sastrion Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-520/11

Funding amount: 559 600, 00 PLN

Email: grzegorz.siennicki@mds.pl

Category: New Technology, IT, Industry

Character of Service: Global

SASTRION

Sastrion is a company that produces modules and software for wireless telemetry, broadly understood. The company produces an original smart-connected system, with whose help it is possible to install advanced telemetric systems with unusual ease.

Among the services offered by Sastrion is the development of software dedicated to clients' telemetric applications, and also for anyone interested in remote steering and control of measurement devices. In addition, Sastrion is the creator of an innovative diagnostic system which allows remote control of industrial devices. The company draws interest from clients not only in Poland, but around the world. To be closer to international clients, Sastrion also has a division in San Francisco.

SASTRION.PL

Is the location of a startup's headquarters important for its success?

The location within the country does not really matter. As far as the choice of country in which the company prospers, then it is very important - due to regional and legal differences, the characteristics of the target market, or even differences in the culture and wealth of the country's citizens.

What are the barriers to entry to the e-services market in your opinion?

I think it's the limited access to the decision-makers in industry.

What do you consider a tried and proven business model for e-services?

A good product, namely efficient hardware and software. This is the best business and Marketing model.

Should you plan for your e-services to have a global reach from the beginning, or rather test locally and expand in the next stage? Why?

I am in favor of global thinking from the beginning. Entering a larger market automatically increases the number of potential customers.

The automation of which business processes has had the greatest significance in your industry?

Automation is a very important part of doing business - in our case, the

automation of all industrial processes is particularly important. From our point of view, automation has a very large impact on the acquisition of new customers and new markets. It also allows us to enter new geographic areas. An efficient e-service needs to be ready to grow globally from the beginning.

What is your target customer segment?

Due to the nature of our solutions, our target group is industrial companies.

What differentiates your product on the market?

We do not have an adequate competitor. I have not seen a product on the market that has as many options as ours, thanks to the combination of hardware and software that interacts with each other and additionally offers comprehensive statistics.

A few words of advice for other startups - what can they do to be successful?

Just one piece of advice: you have to be persistent and believe in your product.

Alexander Michael Lavell, CEO of Sastrion



SATAGRO.PL

WARSAW | satagro.pl

Category: 8.1 POIG

Name of the beneficiary: Przemysław Żelazowski

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-728/12

Funding amount: 489 650, 00 PLN

Email: p.zelazowski@gmail.com

Category: New Technology, IT, Industry

Character of Service: Global



SatAgro.pl is an innovative monitoring platform for agriculture. Based on modern technology from NASA, the service provides users with precise images of agricultural terrain within roughly a day of the fly-by. Sat-Agro.pl also provides access to historical data indicated by the farmer of a territory, reaching as far back as the 1980's.

This cosmic revolution also allows for an increase in a territory's productivity through daily monitoring and crop analysis. Crucially, thanks to a mechanized notification system, the application automatically notifies users when user-defined limits are exceeded.

SatAgro's advanced control module connects and analyzes satellite data with meteorological information, such as rainfall and temperature, with data important to the client, such as the type of crops, or important events on the indicated terrain.

The application also allows for a quick transition to precise fertilization, thanks to a detailed map generated by the system. The system's creators assert that satellite technology is the future, available today.

"We aim to fully utilize the potential of new technologies and data, including those that are publicly accessible, which form the basis of SatAgro.pl. We will make every effort to ensure that the satellites are as useful as possible in daily practice", promises the SatAgro team.



SIEPOMAGA.PL

OLSZTYN | siepomaga.pl

Category: 8.1 POIG

Name of the beneficiary: SIEPOMAGA sp. z o.o.

Province: Warmian-Mazurian

Recruitment number: WND-POIG.08.01.00-28-257/09

Funding amount: 682 635, 00 PLN

Email: siepomaga@siepomaga.pl

Category: Culture, Art, Society

Character of Service: Global



SiePomaga.pl - an internet platform for helping, is a polish crowdfunding service which focuses on charitable causes. It was founded on April 16th, 2009, and since then, with its help, it has been possible to collect over 40 million PLN and help 2200 people, which affirms the enormous strength of Polish social financing.

The foundation of the platform's function is collaboration with NGO's, which list the people under their care and transfer the money collected to them. Thanks to this, Siepomaga.pl prevents abuses and guarantees the validity of appeals for help. They can only be placed after verifying the data and the needs of the person in question. As a result, donors receive assurance that their help is really going to those in need, and are more likely to take part in a campaign.

There are three ways to help - taking part in a collection for a selected person in need, transferring money to a foundation registered

with Siepomaga.pl, or creating an individual moneybox for helpers, with which it is possible to collect money from friends and follow its progress.

Entrepreneurs can make use of the Helpful Company program, where in return for supporting and promoting the service they receive a certificate, or with the program MOckarta - charitable coupons which allow money to be donated for any cause. 6% of the transferred quota is a donation to Siepomaga.pl, which covers the costs of running the platform.

Siepomaga to lokalna wersja globalnego trendu crowdfundingu, ukierunkowanego na zbieranie datków na pomoc dzieciom i dorosłym w potrzebie. Twórcy siepomaga.pl trafnie ocenili, że ludzie chętniej pomagają, gdy problem dotyczy osób blisko nich lub lokalnego środowiska. Dzięki temu dotujący wiedzą, że twórca kampanii jest wiarygodny i chętniej taką osobę wspierają. Stworzenie lokalnej wersji produktu, który odniósł wcześniej sukces globalnie okazało się receptą na sukces Siepomaga.



Jakub Koziół, COO of PROIDEA, organizer of Bitspiration, an international startup industry festival



SISMS.PL

WROCLAW | sisms.pl

Category: 8.1 POIG

Name of the beneficiary: Samorządowy Informator
SMS sp. z o.o.

Province: Lower Silesia

Recruitment number: WND-POIG.08.01.00-02-129/09

Funding amount: 849 660, 00 PLN

Email: sekretariat@sisms.pl

Category: New Technology, IT, Industry

Character of Service: Nationwide

SISMS Ltd. was founded in Wrocław in 2008, and specializes in creating innovative information tools designating trends in communication with citizens – one of which is a Poland-wide mobile information system, the SMS Service for Local Governments (SISMS), which won an award in 2009, used to send direct warnings and other information to residents, allowing for the transmission of messages, now not only in SMS form, but also emails for mobile applications.

When it was still just a startup, the Wrocław company was already concentrating on producing and introducing an innovative information system which did not exist on the market at the time. The company's success was due to the system's attractive functionality, meeting clients' needs, as well as the reliability of its e-services and their rapid implementation with clients. The creators were inspired by the motto "Information and Security", which was why they created a mobile early warning system of the highest quality, which guarantees an optimal standard of security, reliability and efficiency.

The SISMS system is currently still the most widespread system for communication between municipal governments and their citizens on the Polish mobile information market. Thanks to the SISMS system, with its Poland-wide mobile application, Polish cities, communes and counties effectively transmit information to local communities, taking advantage of its multimedia capabilities, such as transmitting images of missing children, as well as films and PDFs to mobile applications. The most important advantage of SISMS is the fact that it is free for recipients and transmits crucial knowledge to them from a trustworthy source.

What's your target group?

The system enjoys an ever-increasing number of users, with its current database consisting of several hundred thousand people. The SISMS system is also used by various economic entities collaborating with municipal governments which require communication with citizens. Messages are sent by firefighters from the National Fire Department, police, employees of public institutions, and entities providing services for the populace.

What made your product stand out on the market?

The SISMS system maintains its leadership position and earns the appreciation of clients by providing them with new functionalities every year and ideas for ever-more effective communications, making use of the newest technologies available on the market.

What are your plans for development?

Currently, the company, by way of its R&D department, is creating and developing not only the SISMS system, but also dedicated mobile information systems for the public transportation sector and mobile applications for institutional and individual clients on the Android, iOS and Windows Phone platforms, with diverse functions such as augmented reality, tourist routes with elevation profiles and navigation, virtual walks, local announcements placed by users, with the possibility for communication between users and clients with a function to attach images, films, and local map indications.



Sportovia.pl is a mobile platform for physically active people, combining functions for both training and diet planning (Sportovia) with the ability to consult with a chosen trainer registered in its system (Coach Sportovia). The startup was founded in 2013 by Piotr Kosmala.

Users can plan, record and analyze their exercise (running, swimming, skiing, bike riding, etc.) and take advantage of the extensive library of recipes tailored to a given exercise plan. Trainers, in turn, can easily monitor the progress of their clients, staying in contact with them regardless of their location.

The application was created in collaboration with a group of experienced sportsmen, trainers and sport dieticians, including multiple Polish champions, medalists from European and World championships as well as Olympians - triathlons, runners, swimmers, alpine skiers, mountain bikers, adventure racers and orienteers.

SPORTOVIA.COM

POZNAN | sportovia.com

Category: 8.1 POIG

Name of the beneficiary: Sportovia Sp. z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30-458/12

Funding amount: 488 670, 00 PLN

Email: piotr@sportovia.com

Category: Hobby, Sport, Recreation

Character of Service: Global



STOCKWATCH.COM.PL

WARSAW | stockwatch.com.pl

Category: 8.1 POIG

Name of the beneficiary: StockWatch.pl Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-135/09

Funding amount: 840 471, 50 PLN

Email: marcin@przasnyski.com

Category: Finances, Stock Exchange, Insurance

Character of Service: Global



StockWatch.pl is a complete service supporting individual investors by providing them with always up-to-date and verified financial data for companies, innovative tools for fundamental and technical analysis as well as analyses and opinions by professional, independent financiers.

The service makes use, above all, of a strategy of fundamental investing, which is by nature long-term investment, whose goal is finding companies' internal value.

A very important activity of the service is deepening knowledge about stock markets by making available advice and educational materials, as well as enabling contact with other investors in the context of exchanging knowledge and experience.

As the creators of StockWatch.pl emphasize, the service does not serve any advisory functions and does not lobby for investment in any particular entities - it is only a guide, which can help to make individual decisions

about beginning an adventure in investing. StockWatch.pl aims to assist users in reaching rational decisions by providing arguments: in-depth analytical information based on reliable data, and the confrontation of opinions with other investors.

The service currently has at its disposal full financial data for 650 firms traded on the Warsaw stock exchange - the primary market and alternative trading system. Additional firms are added as their information becomes available, as the requirement is the availability of financial data for the previous 4 quarters of operation. StockWatch.pl has been in operation since 2008.



THINKKONG.PL

WARSAW | thinkkong.pl

Category: 8.1 POIG

Name of the beneficiary: Think Kong Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-461/09

Funding amount: 503 370, 00 PLN

Email: nkilen@onboard.pl

Category: Business, Executive, Marketing

Character of Service: Global



Think Kong is one of the most esteemed Polish social media agencies. The agency specializes in fulfilling the aims of business clients by making use of social media tools. Think Kong operates in the framework of the On Board Group, which also includes the On Board PR Ecco Network.

It has also long formed, along with the BOX Europe Network, the world's first network of social media agencies. Think Kong is also partnered with Maple Team - a group which organizes social media campaigns. The agency's international experience allows it to lead campaigns in those social media and blogs that guarantee a concrete ROI.

Think Kong boasts an extensive portfolio, working over the years with the largest companies, such as Siemens, SONY, Coca-Cola, Cyfra+ and Polish Television. Among the most prestigious awards the agency has obtained are the IAC 2013 Best TV Social Media Campaign, IAC 2012 Best B2B Online Campaign, and the Magellan 2011 Award.



Siedziba firmy Translocus Sp. z o.o. w Poznaniu

TRANSLOCUS.PL

POZNAN | translocus.pl

Category: 8.1 POIG

Name of the beneficiary: Translocus spółka z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30-120/09

Funding amount: 538 934, 00 PLN

Email: lasecki@translocus.pl

Category: New Technology, IT, Industry

Character of Service: Global

Translocus®

usługi IT dla przemysłu

Translocus is a company in the IT field, founded in 2001 in Poznań by Wojciech Lasecki. The firm designs and implements complex communication installations for industry and construction.

The company has to its credit many achievements of various profiles, such as the modernization and development of the fiberoptic network in Volkswagen's Poznań factory, the implementation of fire-signalling installation for the 18th-century mill in Gorzów Wielkopolski, collaboration with the Poznań Polytechnic in the field of robotics, and also complex communication installations for office and residential buildings.

Banks hold a special place in the company's portfolio, where, through a concession from the MSWiA (Ministry of the Interior and Administration) in the domain of security for persons and property, Translocus implements systems for signaling break-ins and attacks, as well as for controlling access.

Besides this, the firm offers services in the field of IT outsourcing, developing electrical, fire and telecommunications installations, as well as BMS systems. Translocus also offers IT accessories for industry (plates and mounting elements for unusual sockets, sensors, and so on). Their production takes place in Poznań.

In 2009, Wojciech Pośpiech joined the firm as a partner, and since then, Translocus has been a commercial company which is entirely held by Polish capital. In November of 2015, the company opened a division in Hannover, from which it plans to broaden the scope of its services for the automotive industry in Western Europe.

TRANSLOCUS.PL



Wojciech Pośpiech,
Vice President

Is the location of a startup's headquarters important for its success?

Because we don't only do e-services, the location of the business is important in our industry when it comes to which region of the country you're in. If the business is located in a heavily industrialized area, the details of the location of the company is not significant. We are based in Poznan, but if we were somewhere else, e.g. 10 km from Poznan, it wouldn't have a major impact on our company. Good access to highways is more important than the name of the town we're in.

Should you plan for your e-services to have a global reach, or rather test locally and expand in the next stage? Why?

It all depends on the nature of the e-services. Some are planned in advance for the local market and there is no need to consider expansion into foreign markets. Some of the services may be provided either globally or locally. In this case, one must assess the break-even point. Some projects are unprofitable at a small scale and then it is necessary to enter many markets simultaneously. However, if we decide to enter other markets gradually, it is

advisable to properly plan this expansion from the beginning, e.g. taking into account the need for multiple languages. Achieving success on the Polish market does not guarantee success on a foreign market just by translating the text to the target language. You should bear in mind the different behavior of the representatives of other cultural groups. This also works the other way, when foreign companies enter the Polish market with badly translated advertisements, instructions, etc., cluttering the Polish language and decreasing understanding of their message.

Does the use of automated processes allow for the borders of the market to be shifted or for entry into new geographic areas?

The entry of services into new geographic areas depends on various factors. Automated processes are only a tool. I think they have a greater impact on increasing the number of products or services offered than on reaching other markets. Automating processes is only a means, but is not sufficient in itself to achieve success.



UNIPANEL.EU

DĄBROWA GÓRNICZA | unipanel.eu

Category: 8.1 POIG

Name of the beneficiary: Proffnet Spółka z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.01.00-24-109/11

Funding amount: 484 842, 40 PLN

Email: proffnet@proffnet.com

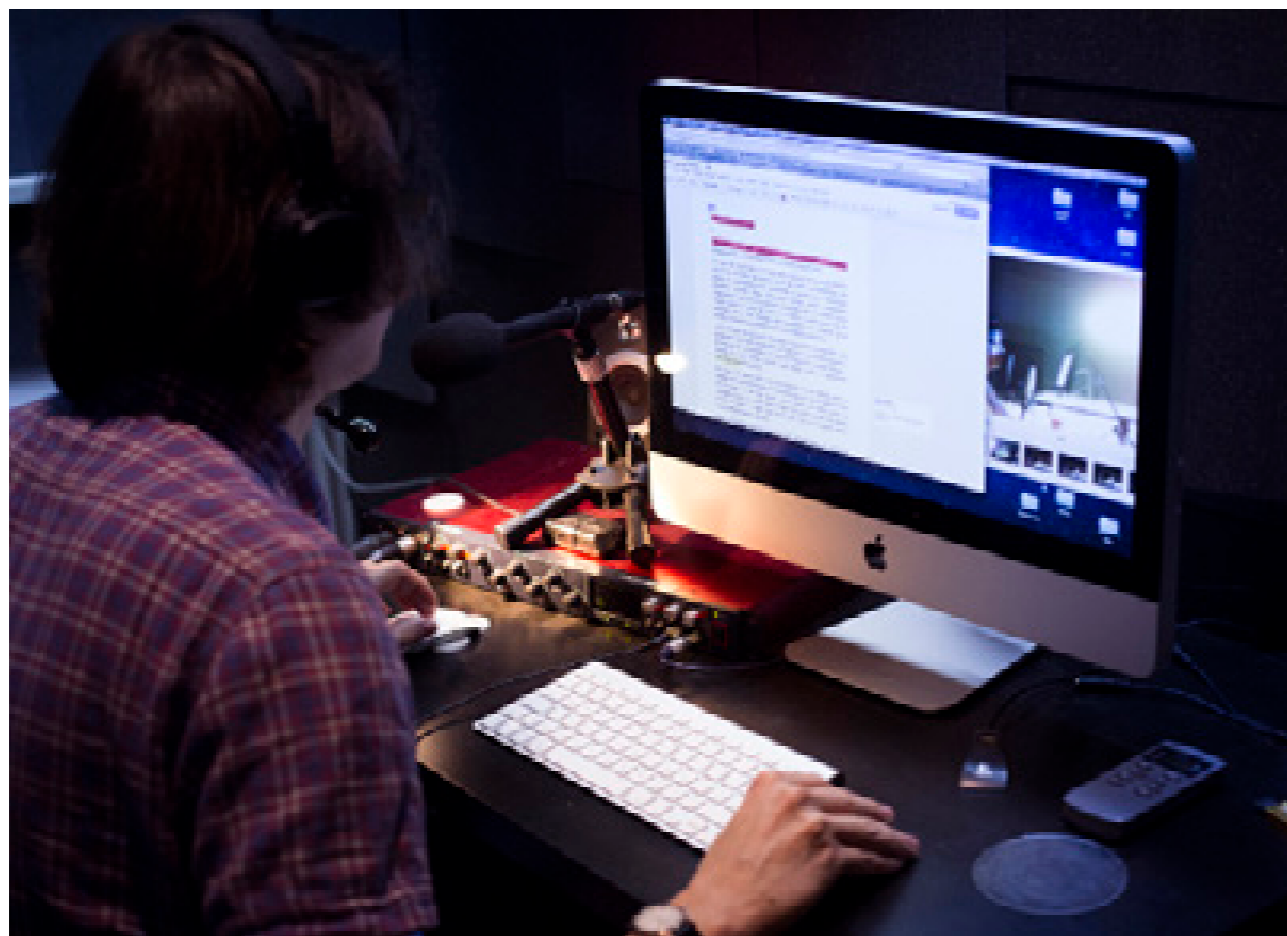
Category: Business, Executive, Marketing

Character of Service: Global

Over the years, uniPANEL has developed an ecosystem of programs which allow organizations to manage every aspect of their e-business operations. In contrast with many other startups focusing on highly specialized solutions, uniPANEL offers companies a platform which can provide them with a comfortable solution to all of their technological problems.

uniPANEL's offer includes uniCRM, a customer service system, uniSTORE, a program for managing wholesale operations, and uniLISA, which serves to analyze crucial business indicators.

uniPANEL's products also allow for the creation and management of websites, as well as the distribution of original courses and instruction manuals in digital form.



USEITBETTER.COM

GDANSK | useitbetter.com

Category: 8.1 POIG

Name of the beneficiary: Use It Better Sp. z o.o.

Province: Pomerania

Recruitment number: WND-POIG.08.01.00-22-353/09

Funding amount: 850 000, 00 PLN

Email: mariusz@useitbetter.com

Category: Business, Executive, Marketing

Character of Service: Global



**USE IT
BETTER!**

To Intercept, Understand and Optimize - this is the main motto of UseItBetter.pl, created by Łukasz Twardowski and Mariusz Zglinicki, whose mission is behavioral analysis of users for internet and mobile applications as well as gamers.

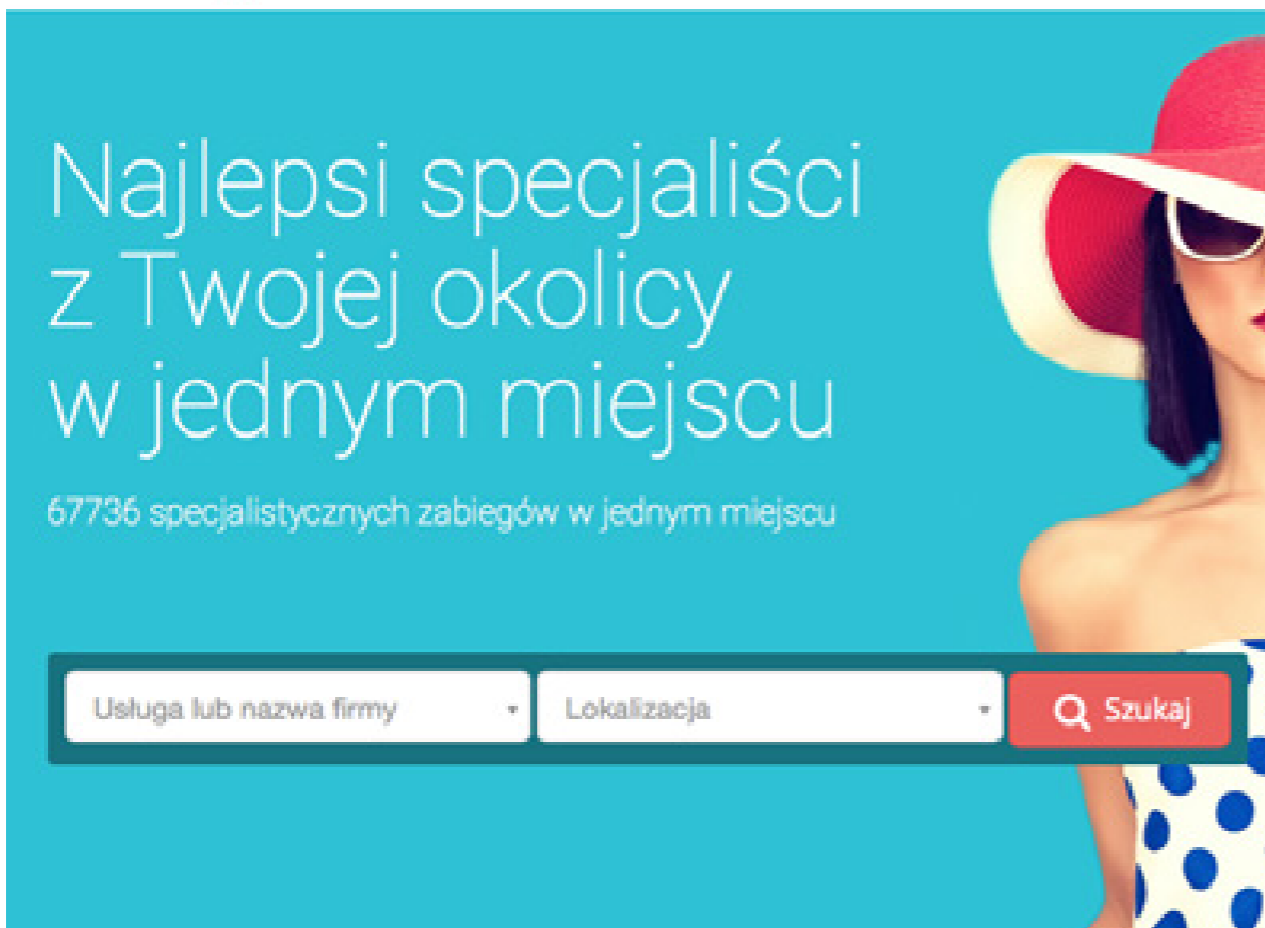
The service records 100% of a client's interactions with a website or game. Thanks to daily content updates, this tool tracks page activity nonstop - from the moment the client logs on, to the route through which they arrive at information, and also including predictions of the user's future activity.

UseItBetter.pl is able to precisely ascertain what is clicked most often on a page, how much time is spent on a given part of a website, or which part of a game was most difficult for users. All of this information is processed in the form of a report sent to the client.

Founded in 2009 in Gdańsk, this startup very quickly gained the interest of the global advertising agencies Arc Worldwide (USA), argonautenG2 (Germany) and EuroRSCG 4D (China).

UseItBetter.pl is also the winner of many prestigious competitions, such as the GiGse Launchpad in San Francisco and placing in the final of GamesBeat 2012, organized by the service Venturebeat.

Lumo.pl twoja strefa urody



Najlepsi specjaliści
z Twojej okolicy
w jednym miejscu

67736 specjalistycznych zabiegów w jednym miejscu

Usługa lub nazwa firmy Lokalizacja Szukaj

Lumo is a tool/platform, which allows to lead and manage loyalty programs in small or medium business. Each company in Lumo runs its own distinctive loyalty program aimed at their customers. Each business decides for itself what activity, besides buying products, they wish to reward the customers for, and how they want to do it. The platform does not impose a catalog of prizes, but it provides the tools to build such a catalog and communicate it to the customers. Customers collect points, and the entrepreneur rewards them according to his abilities and guidelines. Lumo works in cloud - it ensures data security and easy access to them. The program does not require cards, readers, mobile apps, etc. At the same time, it can work with loyalty cards if necessary. The product is sold in the form of a subscription.

What problems does it solve?

1. Allows you to stimulate the loyalty of existing customers and uses the current customer base to attract new customers in their environment.
2. Management of the program - the platform collects all the information you need to run the program, and the company has access to them.
3. Knowledge about the company - besides information on individual customers, the statistics are also available. Eg. how many clients come from recommendation, and what revenue have they generated. Furthermore, a database of customers is created, including their contact information and other information that may be very useful in the future.
4. Communication with customers in the program and outside it.
5. Commands - one of the activities allowing the customers to receive the points are comments, posts on FB and, above all, effective commands. Created tool enables motivating customers to give recommendations and rewarding them for their effectiveness.
6. Rules - provide a set of regulations needed to run the program and basic tax knowledge.
7. The ability to promote new products among existing customers.

LUMO.PL

BIELSKO-BIAŁA | lumo.pl

Category: 8.1POIG

Name of the beneficiary: Benefit Paweł Kantyka

Province: Silesia

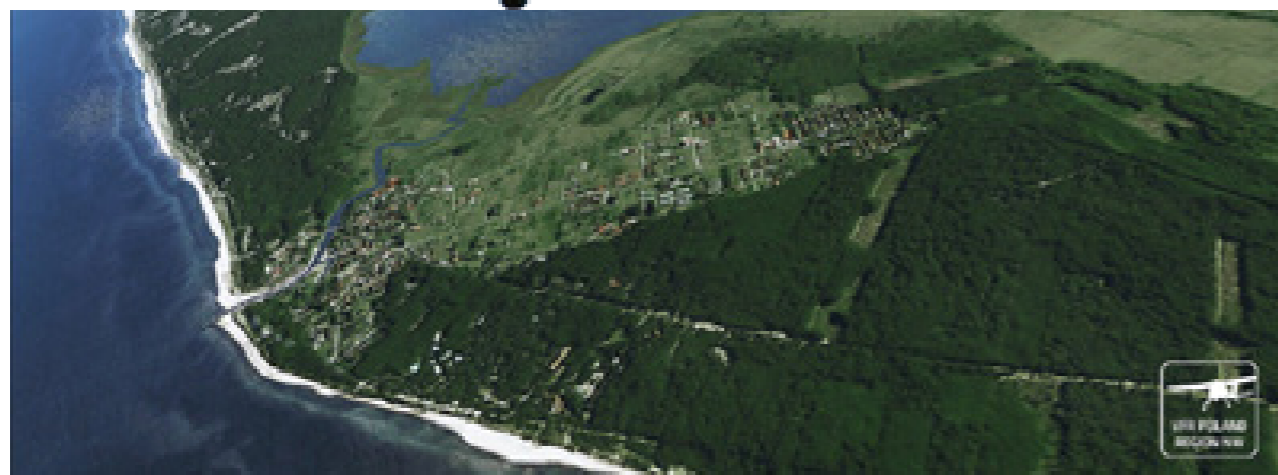
Recruitment number: WND-POIG.08.01.00-24-285/12

Funding amount: 554 520,00 PLN

Email: Office@lumo.pl

Category: Business, Executive, Marketing

Character of Service: Global



VFRPOLAND.COM

WARSAW | vfrpoland.com

Category: 8.1 POIG

Name of the beneficiary: VFRPOLAND Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-520/09

Funding amount: 840 055, 00 PLN

Email: vfrpoland@vfrpoland.com

Category: Hobby, Sport, Recreation

Character of Service: Global

VFR POLAND

VFRPOLAND.COM, offering photographic scenery from the territory of Poland with an eye towards popular flight simulators, is, at first glance, a treat mostly for people with a deep interest in flight. Though it would be difficult to disagree, the platform also has other uses, such as the promotion of Poland.

Flight simulators are tools and programs used to simulate the conditions experienced while piloting an aircraft in flight and in ground maneuvers. With the aid of modern technologies, it is possible to obtain effects with a high degree of realism. This is aided by landscape visualizations in the form of photographic scenery based on satellite images. These are the kinds of images offered by VFRPOLAND.COM. The digital service's resources also allow users to put themselves in the role of a pilot and familiarize themselves with Poland's airspace, while admiring Poland's landscape and cultural value.



VOICELAB.PL

GDANSK | voicelab.pl

Category: 8.1 POIG

Name of the beneficiary: VOICE LAB Spółka z o.o.

Province: Pomerania

Recruitment number: WND-POIG.08.01.00-22-204/09

Funding amount: 642 107, 00 PLN

Email: projects@onet.eu

Category: New Technology, IT, Industry

Character of Service: Global



Among other features that are important for financial sector solutions, they should be characterized by the highest standard of security. This is well known by Tomasz Szwelnik and Marcin Kuropatwiński, who founded VoiceLab together in 2009 – a company perfecting the technology of voice recognition verification in banking transactions.

Though voice recognition technologies have existed for quite some time, they were not noted for a level of security high enough to ever be used as a replacement for authorization passwords. VoiceLab decided to change this. Years of work allowed this Polish startup to develop its algorithm and begin working with banks.

The project's success is attested to by numerous awards, such as the competition of the National Center for Research and Development "Go-Global.pl", which allowed the founders to raise enough capital to travel to silicon valley in search of new business partners.

Today, VoiceLab offers products for various sectors based on its voice recognition technology – medical (VoiceMed), telecommunications (VoiceTelecom), insurance (VoiceInsurance), and law (VoiceLegal).



webePartners
sieć afiliacyjna dla e-commerce

Webpartners.pl was one of the first, and is currently one of the largest affiliate networks in Poland. Founded in 2009, the service has been involved in e-commerce from the very beginning. Currently, Webpartners collaborates with 440 advertisers and over 9400 publishers.

Just what is an affiliate network? It is a type of online Marketing which allows for effective collaboration between advertisers and publishers, in which the advertiser transfers the execution of Marketing activities to publishers of online content. Payment between entities takes place on the basis of an effectiveness model. This type of Marketing is characterized by high effectiveness, because it utilizes a high degree of behavioral targeting. Advertising primarily takes place on websites which are thematically associated with an advertiser's product or service.

As promised by the creators of Webpartners, the service generates over 40,000 monthly shares, which ensure their clients monthly sales growth of 10%. Among the network's largest clients are: Play, Matras, Audioteka, MebleVox, NEO24 and Selkar.pl. Webpartners is currently not only the largest Polish affiliate network, but also functions without external investors, and is an entirely independent company.

WEBEPARTNERS.PL

WROCLAW | webpartners.pl

Category: 8.1 POIG

Name of the beneficiary: Kafejownia.pl Dudek Ewa

Province: Lower Silesia

Recruitment number: WND-POIG.08.01.00-02-131/09

Funding amount: 493 085, 00 PLN

Email: p.beltkiewicz@webpartners.pl

Category: Business, Executive, Marketing

Character of Service: Global

WEBEPARTNERS.PL



webePartners
sieć afiliacyjna dla e-commerce

What impact have automated processes had on acquiring new customers or new markets?

We constantly strive to automate processes that improve our customers' work on the platform webePartners.pl. As a result, our customers primarily benefit from the time they can devote to other activities for the development of their own business. That's what our customers expect most at the moment. Efficient systems, where service is quick and simple. That's exactly what we expect ourselves. Automating the processes of the service system allows the money saved to be spent on the development of other sectors, which directly translates into acquiring new customers, or Marketing and sales.

The unique value of my service is...

...the fact that it makes it possible for anyone who already has an online business to make money, regardless of its size, as well as those who only have an idea for a business. We connect services that

gain mutual financial benefits thanks to webePartners.pl. We allow them to work together without the need to sign direct contracts and without the psychological burden that they have to develop some norms.

What differentiates your product on the market?

Our product was created in 2009. At that time, there was practically no competition in the affiliation market, and the basic accounting models for advertisers and publishers were CPM models (for the number of ad impressions) and CPC (for each click on the ad). We were the first Polish affiliate network that offered the only efficient accounting model, which is a commission on sales: Cost Per Sale. It was immediately well received among advertisers, especially among the owners of online shops. They could finally measure the effectiveness of individual advertising channels and pay only for those that translated into actual sales.





BINOCLÉ
by BILANDER

Bilander Group is Polish leader of Business Intelligence Solutions.

Bilander Group are experts in the field of data analysis, whose purpose is to increase the effectiveness and profitability of businesses. With the aid of current business data, Bilander Group assists managers in making appropriate decisions, provides tools which provide an up-to-date picture of a company and indicates its most profitable areas.

Bilander Group is the author of Binocle - one of the most versatile and advanced tools for analyzing business data. The main strengths of Binocle are, above all, competitiveness with regard to capabilities, user costs and time of implementation. Binocle adapts to specific companies on a scale unmatched by other solutions.

BILANDERGROUP.COM

GDYNIA | bilandergroup.com

Category: 8.1 POIG

Name of the beneficiary: Bilander IT Piotr Janczyk

Province: Pomerania

Recruitment number: WND-POIG.08.01.00-22-137/09

Funding amount: 605 591, 00 PLN

Email: office@bilandergroup.com

Category: Business, Executive, Marketing

Character of Service: Global

BILANDERGROUP.COM



Piotr Janczyk, CEO

Is the location of startup's headquarters important for its success?

There are details that may affect the success of a new company. A lot depends on who your customers are. If you sell solutions to companies, expect that they will check your activity. Good office location (eg. science and technology parks, business incubators) can increase the credibility of your business.

Certainly a more risky location for the company's image is the apartment block. However, sometimes it can be well explained. Customers love good stories intertwined with company's Marketing.

Many companies prefer traditional forms of contact. If your product is targeted to businesses outside the electronics industry, you have to be aware that meetings will be expected. Such pressure is not too strong, if your services are closely related to the Internet, but sometimes even in this industry meeting in person is appreciated by the customers. You should take that into account, while selecting the location.

Does using automated processes allow to shift the boundaries of the market or to enter new geographic areas?

The easiest way to lead the expansion is when you create a simple product. One that you can buy and operate on-line. If it is simple to use, the buyer does not need extensive technical support and your location does not bother him.

The problem is that not all products can be as simple as that. You do not have to create self-service products by all means. But remember that each of your products must be intuitive and user-friendly. This will allow you to quickly gain trust of users and grow in any market.

A few words of advice for other startups - what they can do to be successful?



Listen to your customers! Did you know that 90% of applications in iStore never get more than a few buyers? This is because they do not solve the problems that are important to the customers. Many entrepreneurs admit that they achieved success when they stopped to pursue their own „brilliant” ideas, and they began to listen to customers...

Instead of looking for the problem to your solution, watch what is happening around. If you find a problem, which you can solve better (or cheaper) than has been done so far, you have a start. But remember - you are far from success. Even the most perfect solution still has to sell. Even if your idea works and is amazing, someone still has to „catch” your enthusiasm for it. Such enthusiasm infecting is popularly called sales.

PLATFORMA ZAKUPOWA

Uprość komunikację z dostawcami, składać zapytania ofertowe, przysłać oferty łatwej i szybkiej.

[Przejdź do platformy](#)


Komunikacja w zasięgu kliknięcia

Umożliwiaj dostawcom składanie ofert handlowych za pomocą gotowych formularzy

Przełamań bariery ofertowe, dołączaj kryteria oceny ofert oraz swoją strategię komunikacji i marketingu. Poproś o wyjątkowe możliwości, wykorzystaj ofertę do komunikacji, informuj dostawców o podjętych decyzjach sukcesowych.

Zadaj o komunikację i klientów koncentrując się na wszystkich etapach realizacji zakupów. Wprowadź swoją firmę w nowy wymiar komunikacji.

LOGINTRADE.PL

WROCLAW | logintrade.pl

Category: 8.1 POIG

Name of the beneficiary: Logintrade Sp. z o.o.

Province: Lower Silesia

Recruitment number: WND-POIG.08.01.00-02-114/08

Funding amount: 202 059, 45 PLN

Email: t.wudarzewski@logintrade.pl

Category: Business, Executive, Marketing

Character of Service: Global



Logintrade is a shopping platform designed to simplify communication with suppliers, making inquiries and increasing the speed and simplicity of obtaining commercial offers.

Logintrade allows suppliers to make offers with the aid of ready forms. Thanks to this platform, it is possible to prepare inquiries, choose evaluation criteria and work out an appropriate market communications strategy in a quick and simple way.

Logintrade provides numerous possibilities, such as negotiations in online auctions, the use of chat for communications and informing suppliers of the decisions made. The platform's primary goal is ensuring every detail of communication with clients during every stage of making purchases.

Is the location of a startup's headquarters important for its success?

Yes - we believe it is important for the company's success. The startup's location is linked to the labor market and the availability of talent and professionals in a given field. The location also has an impact on the perception of the company by its customers.

What are the barriers to entry to the e-services market in your opinion?

The main problem when entering the e-services market is the need for financial investment in the initial period and the lack of income at the same time.

A few words of advice for other startups - what can they do to be successful?

From our experience, we can advise one thing - you should start a company while you're still living with your parents and not incurring large costs in your everyday spending. In this case, the entrepreneur can comfortably invest all of his or her funds entirely into the company's development.

Katarzyna Ponterałka

MEDIPIORTA

FUNKCJE CENNY

MEDIPIORTA
OPROGRAMOWANIE DLA
PRZYCHODNI

**PROSTE JAK JAZDA NA
ROWERZE.**

Zobacz jak ułatwia codzienną pracę!

MEDIPIORTA.PL

WRZEŚNIA | mediporta.pl

Category: 8.1 POIG

Name of the beneficiary: ASPIRATION Sp. z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.01.00-30-353/09

Funding amount: 825 435, 00 PLN

Email: kontakt@mediporta.pl

Category: Business, Executive, Marketing

Character of Service: Nationwide



Mediporta was founded in 2009 by a team of professionals in the field of B2B solutions. It offers programs and services for diverse medical institutions such as clinics and doctors' offices. It combines the latest information technologies with knowledge about the needs and specifics of the medical sector. The system offers complex solutions covering the whole process of providing medical services, and assists in the work of all personnel.

The system was created by professionals for professionals, and is adapted to their needs. Solutions implemented in Mediporta are consulted in real time with employees of non-public health centers, individual medical practices, and other medical centers. It allows for a minimization of time devoted to technical questions and ensures security of data.

In addition to the programming on offer, Mediporta also ensures medical clinics complete informatization. It offers services associated with making websites, system integration and the importation of data. It also provides courses in safety and assists in the choice of computer hardware, as well as managing accounting with the Polish National Health Service.



WHERE DO YOU WANT TO TRAVEL?

Find your destination...

GO

Recommended places:

London – the world has acknowledged London's premier status, why shouldn't you?

Caribbean – Find out why celebrities crave to make it their lifetime refuge

France – There must be something behind the laurels of the world's most visited country



OPENTRAVEL.COM

ŻYWIEC | opentravel.com

Category: 8.1 POIG

Name of the beneficiary: InnovaWeb Spółka z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.01.00-24-109/08

Funding amount: 459 620, 00 PLN

Email: wito@innovaweb.pl

Category: Tourism, Travel, Transport

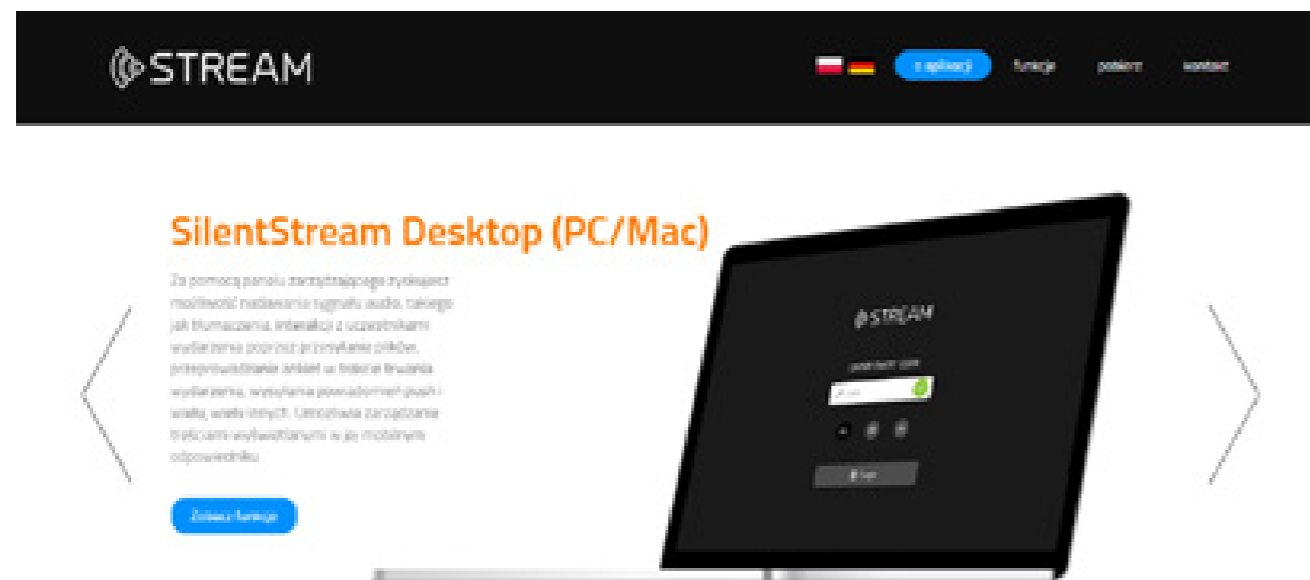
Character of Service: Global



Open Travel is an internet service dedicated to travel and everything associated with it. With Open Travel, you can plan a dream vacation, share your travel experiences and make contact with other tourists.

Open Travel gives you a wide array of options that make travelling easy, enjoyable and above all, safe. The service is a valuable source of knowledge about hotels, restaurants and other attractions around the world. With Open Travel, you can plan your whole trip, avoiding unpleasant surprises and bad choices. Every user of the service can share experiences, opinions and travel photos, as well as meet new people with similar interests and passions.

This service is the only communication platform of its type, and with its help, visiting even the furthest corners of the globe is a terrific experience, overflowing with happy memories.



SILENTSTREAM.PL

BIAŁĘŻYCE | silentstream.pl

Category: **8.1 POIG**

Name of the beneficiary: **Silent Stream**

Province: **Wielkopolskie**

Recruitment number: **WND-POIG.08.01.00-30-182/13**

Funding amount: **490 000, 00 PLN**

Category: **New Technology, IT, Industry**

Character of Service: **Global**

SilentStream is a platform which makes it possible to service an event with the aid of streaming. It gives organizers broad options for interacting with participants thanks to the possibility of integrating the system with promotional tools already employed by them, implementing push technology and maintaining an interactive channel of communication with event

The SilentStream system is available in a desktop version (PC/Mac) in the form of a control panel. With its help, a user can manage content in a mobile application, conduct surveys, send push notifications and files, and interact with event participants in various other ways. Transmitting an individualized audio signal to users' mobile devices with the use of a wireless network ensures a large range.

The mobile application serves to receive the audio signal and is fully compatible with the control panel. It enables complex event handling. The application's visual functionality editor allows its configuration and look to

be adapted to the organizer's needs. Users can choose from ready-made templates and themes, enter their own graphics and take advantage of numerous personalization options, such as editing sent messages.

Thanks to the possibility of integrating the Silent Stream platform with promotional tools, the organizer can combine his social networking profiles and other websites with the system, which allows for communication with users. This allows for the automated sharing of information in text, audio and video formats in selected services.



ZEBRAPROJEKT.PL

WARSAW | zebraprojekt.pl

Category: 8.1 POIG

Name of the beneficiary: Zebra Projekt Magdalena Żurawińska

Province: Masovian

Recruitment number: WND-POIG.08.01.00-14-208/12

Funding amount: 490 000, 00 PLN

Email: atomczak@e-habitat.pl

Category: Hobby, Sport, Recreation

Character of Service: Nationwide



ZEBRA
projekt

Zebra Projekt is a Warsaw startup founded in 2012, specializing in creating mobile and urban games.

Participants in games prepared by Zebra receive a specially prepared mobile application that works both online and offline, as well as printed cards with information necessary for the game. Besides that, in the course of the game, they receive subsequent sets of tasks in sealed envelopes, scan QR codes distributed in the terrain or take part in activities led by organizers.

Zebra's projected games serve the purpose of encouraging people to actively spend time in urban spaces: the mobile application is merely one of the tools giving players a pretext to tear themselves away from their computer screens, go outside and discover a city's secrets on their own. The game allows participants to take on roles which they would never have a chance to take on in real life: detective, soldier, economist or nurse.

The primary audience for Zebra Projekt's productions are companies (events and employee team-building exercises), municipal governments (games promoting cities), educational institutions (historical and educational games) commercial brands (advertising games).

An example implementation by this startup is "2 hours before the assassination" (players receive the mission of preventing the assassination of Marshall Józef Piłsudski on the terrain of Warsaw's old town), "Range of the Best" for the company Orange (a spatial game combining contact with YouTubers and promotion of the range of Orange's network) or "Langer codes Dresden" (a large-scale adventure for workers in a pharmaceutical firm during a visit to Dresden).



BEST PRACTICES IN B2B TECHNOLOGY



Partner Program:

- ▶ Partner-focused support
- ▶ Technical assistance
- ▶ Business development support
- ▶ Ongoing sales & product training
- ▶ Partner Websites

4SYSTEM.COM

ZIELONA GÓRA | 4system.com

Category: 8.2 POIG

Name of the beneficiary: 4system polska spółka z o.o.

Province: Lubuskie

Recruitment number: WND-POIG.08.02.00-08-012/14

Funding amount: 526 400, 00 PLN

Email: a.zydzia@4system.com

Category: Science, Education, Work

Automatic Business Process: Operational



4system is a cutting-edge firm specializing in e-learning. The company puts a particular emphasis on corporate e-learning, implementation of LMS platforms, creating e-learning courses, as well as selling the WBExpress application.

4system boasts numerous products which are in use by 500 corporations in 44 countries around the world. The company works with LuxMed, BMW, DHL, COMARCHEM and mBank, among others.

One of 4system's most important products is Ocena 360 (Evaluation 360) - an e-learning platform for evaluating employees' competency, which allows employees' level of motivation and competence to be easily tested. The periodic evaluation system (S00SC) is an online system for evaluating public sector employees - it is the first system of its type on the market, and currently the only one in Poland which is compliant with regulations for 2010.

In addition, 4system creates complete online e-learning courses for merchants and insurance agents, as well as for other specialists. Besides these original programs, the company also designs special e-learning courses for the individual needs of clients.

The company performs seventy implementations per year, creates nearly one hundred individual courses for clients, and also commands nearly 50% of the Polish e-learning market.



ADAMS.COM.PL

MRAĞOWO | adams.com.pl

Category: 8.2 POIG

Name of the beneficiary: Business Adams Henryk Pędzich

Province: Warmian-Mazurian

Recruitment number: WND-POIG.08.02.00-28-018/13

Funding amount: 248 898, 00 PLN

Email: agata.michalowicz@adams.com.pl

Category: Science, Education, Work

Automatic Business Process: Operational



The AdamS company boasts a long tradition in the production of high-quality PVC joinery. The firm, founded in 1993, began as a small carpentry shop, and can now proudly point to over a million windows produced, nine production lines, numerous sales partners in Poland and abroad, and thousands of satisfied clients.

AdamS has gradually developed its market position by implementing innovative production methods, the highest quality materials, and also reasonable prices. Besides PVC joinery, the company also produces doors, shop-windows, aluminum facade elements, as well as outdoor and indoor (cloth) blinds.

The firm produces windows for companies like ALUPLAST, BRUEGMANN and SCHUECO, as well as its own line of products under the AdamS Passiv Line PLUS and ULTRA brands, on fittings by SIEGENIA AUBI.

AdamS has received many awards for its products, such as MARKET LEADER 2013 for the Best Window in Poland PCV PASSIV-LINE ULTRA, and the Best Window in Poland PCV PASSIV-LINE PLUS, as well as the 2013 MTP Gold Medal and the VIP 2012 award in the innovative PVC window category.



AGITO.PL

PIASECZNO | agito.pl

Category: 8.2 POIG

Name of the beneficiary: Agito spółka akcyjna

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-035/09

Funding amount: 1 302 500, 00 PLN

Email: stanislaw.antoniak@agito.pl

Category: Other

Automatic Business Process: Operational

One of the biggest players on the Polish e-commerce market is the shopping platform Agito.pl. With the aid of this service, sales partners can present their products in the Agito.pl online store. Thanks to this, clients have access to an even larger range of goods, and as a result, to better prices.

An important aspect of the platform's functionality is the fact that the product comes from the sales partner, while clients make their purchases in the Agito.pl online store, which conducts constant monitoring of product quality, pricing and the safety of transactions and data.

The platform was founded in 2002, and since that time, it has ceaselessly reinforced its position on the e-commerce market. Over the course of 13 years, Agito.pl has become a leader among online stores in Poland.

In 2012, Agito.pl became a part of the international Allegro Group.

The platform also works hard for the benefit of

the e-commerce market, it is a member of the founders' committee of the Chamber of Digital Economy. The chamber's goal is the development of the e-commerce market through collaboration, exchange of experience and best practices, common legislative initiatives and dialogue with institutions and organizations in Poland and abroad.

Agito.pl has received numerous awards for its work, such as a first-place ranking in "Ceneo.pl Trusted Opinions 2014" in the category "World of computers and games", "Quality of the Year 2014" in the category "Services", bestowed by a committee of independent experts, and the Gold Emblem in the Poland-wide plebiscite "Consumer Prize" in 2013.



ALFAVOX.PL

BIELSKO-BIAŁA | alfavox.pl

Category: 8.2 POIG

Name of the beneficiary: „ALFAVOX” Sp. z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-065/14

Funding amount: 757 386, 00 PLN

Email: b.jaworska@alfavox.pl

Category: New Technology, IT, Industry

Automatic Business Process: Supportive



The technology firm Alfavox is a producer and provider of complex systems solutions in the contact center class, both for small and medium-sized companies, as well as large corporations regardless of their operating profile.

Alfavox has extensive experience in the design, integration and implementation of information systems in industries such as banking and finance, call centers, customer service, as well as the gas and energy industries. One of the features that most distinguishes the company from the competition is the fact that all its proposed solutions are copyrighted. Therefore it can easily adapt to the customer's current needs, regardless of the profile of the business being conducted.

Alfavox's history stretches back to 2004, when it specialized in the production of ICT cards and modern computer software. Two years

later, they began work on the development of contact center, predictive dialer (PDS) and interactive voice response (IVR) application platforms.

Alfavox works not only on the domestic market, but also successfully attracts foreign clients. The company is a partner of update firms CRM, Verint Witness, IVO Software, Loxysoft and Unify. Alfavox has won numerous awards, such as first place in the category QI Product for the highest quality, awarded by Program Quality International 2013, and a „Golden BIT” statuette for best solution, alpha Scriptor, received at the Gigacon conference in 2009.

ALFAVOX.PL



Janusz Tomiczek, CEO of Alfavox Sp. z o.o.

What is your target customer segment?

Alfavox directs its offer to companies and institutions from the financial and banking sector, outsourcing, public administration, telecommunications, utilities and telemedicine. We produce systems of the class call/contact center and video center. Our flagship product is the alfa Video Contact Center system, which is widely used in each of these areas. It allows you to create virtual branches, allowing customers and claimants to do their errands without leaving home. We have created thousands of positions all over the world that support the business processes of companies. We focus also on development and specialization in the field of telemedicine.

What differentiates your product on the market?

The alfa Video Contact Center is an innovation operating in the omnichannel model for companies focused on multi-channel and fully secure communication with customers. It provides a new channel of communication with the customer: video or text chat, which allows for direct interaction with a consultant or specialist from any place in the world and at any time. It also allows people to work together on documents, e.g. help from an advisor in the process of filling out forms, adding other people to a conversation who need to be involved in the signing of an agreement and, in the case of telemedicine, virtual presentation of test results, X-rays or ultrasounds.

Conversations carried out using alfa Video Contact Center are recorded and can be analyzed, leading to a better understanding of customer preferences, measuring their satisfaction and opinions, and in the case of patients improving their treatment and recovery. Alfavox's systems also provide biometric features. Currently, a team of Alfavox specialists are working on new functionalities that will be innovative on a global scale.

What is the unique value of Alfavox's systems?

The exceptional value of our systems comes down to a few basic elements. The first is openness to customer needs and the flexibility to adapt the product to their business processes. This is reflected in the many top awards that our customers have won through the use of Alfavox's systems. The second element is the high quality of the products, the third is security, and the fourth is innovation. In the case of areas related to personal data, security issues are particularly important. Alfavox's solutions stand out due to their compliance with the requirements of OWASP ASVS L3 and PCI DSS, which means that they can be used by financial institutions as well as institutions that handle data processing for medical purposes (processing of sensitive data). Our systems meet the most stringent security standards used in the world's banks.

Customers that base their virtual branches on the platform often win awards (for example, a virtual branch of Alior Bank built using the alfa Video Contact Center received the Disruptive Innovation award, awarded during the International Banking Forum in Washington, DC).



ATC-CARGO.PL

GDYNIA | atc-cargo.pl

Category: 8.2 POIG

Name of the beneficiary: ATC Cargo S.A.

Province: Pomerania

Recruitment number: WND-POIG.08.02.00-22-024/08

Funding amount: 460 700, 00 PLN

Email: atc@atc-cargo.pl

Category: Tourism, Travel, Transport

Automatic Business Process: Operational



ATC-Cargo S.A. is a logistics operator providing its customers with comprehensive transport services, including maritime, air and road transport, and also utilizing intermodal solutions in the field of “door to door”. The company also deals with customs clearance for products, storage, obtaining relevant certificates, performing necessary research, as well as port services.

ATC-Cargo started its activities in 2006, and was transformed into a joint stock company only two years later. The unprecedented success of this Gdańsk firm has been widely recognized, and it is the recipient of many awards and distinctions, including the title Quality of the Year 2009, the Mobile 2009 title, and the Business Gazelle for 2010 and 2011.

Currently, the ATC-Cargo company works with international firms such as IKEA, JYSK and the Imperial Tobacco Group. The company also

meets the exacting European IWAY (utilizing the IWAY standard, the company is committed to environmental protection and the protection of workers' rights, including ensuring worker safety) and AEO standards (as an authorized economic community operator under AEO, the company has the right to make use of easements with regard to customs controls relating to safety and security, as well as simplifications provided for under customs rules).



ODPYLANIE

Realizujemy szeroki wachlarz instalacji dla wielu branż przemysłu. Nasze wieloletnie (już doświadczenie nabyte przy realizacjach w branżach metalowej (spawalnica, odlewnia, huta), tworzywa sztucznych, gumowej, ceramicznej, energetycznej, spożywczej i farmaceutycznej pozwala nam na wykonywanie instalacji odpylenia technologicznego, filtrów wentylacji stanowiskowej i układów push pull.

Zobacz więcej



Bart was founded in 200, but only four years later did it adopt a profile that allowed it to become one of the most innovative and rapidly developing companies in the field of industrial installations.

Bart offers comprehensive services for dedusting installations, ventilation and filter units - from design through execution and service. Bart's innovative technologies not only make it possible to achieve clean air, but often play a key role in safety matters. Bart cooperates with companies such as Polimex Mostostal, Aquila, Bovis and Alstom.

Located in Sosnowiec, with divisions in Gdańsk, Wrocław and Warsaw, the company's plans for the near future include further investments in modern installation technology. They will allow numerous clients in Poland and abroad to build structures which fulfill the highest standards of environmental protection.

BART-VENT.PL

SOSNOWIEC | bart-vent.pl

Category: 8.2 POIG

Name of the beneficiary: BART Spółka z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-048/13

Funding amount: 204 271, 90 PLN

Email: burgiel@bart-vent.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational



BIOPLANET.PL

WILKOWA WIEŚ | bioplanet.pl

Category: 8.2 POIG

Name of the beneficiary: AEXOL - ARTUR CZEMIEL

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-032/13

Funding amount: 290 714, 20 PLN

Email: m.kacprzak@bioplanet.pl

Category: Health, Medicine, Beauty

Automatic Business Process: Operational



In the field of producing and distributing organic food, there are few companies as ubiquitous as Bio Planet. The company has existed for 10 years. During this time, it has gained a leading position in the organic food market. It offers more than 2,300 products, and in 2014, it delivered more than three million packages of food to the domestic market.

Organic Planet offers products as diverse as dairy products, vegetables and fruits, breads, meats and wines. Besides selling under its own brand, Bio Planet provides products for many well-known brands, including Organic Food, Bio Planete, Lebensbaum, Vitaquell and Yogi Tea. For some time, the company has also offered packaging of organic foods. In July 2015, it launched a modern logistics center, which will allow for a significantly increase in the range of available goods.

As the popularity of ecological food increases, it should be expected that this company, rapidly developing under the leadership of CEO and co-owner Sylwester Strużyna, will be ever more successful in Poland and abroad.



BPSC.COM.PL

CHORZÓW | bpsc.com.pl

Category: 8.2 POIG

Name of the beneficiary: Biuro Projektowania Systemów Cyfrowych S.A.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-047/09

Funding amount: 953 325, 00 PLN

Email: KBanasik@bpsc.com.pl

Category: Business, Executive, Marketing

Automatic Business Process: Executive



BPSC is an IT firm with an unusually rich history. Founded in 1988 and run by Ignacy Miedziński, the company has won a very strong position in the IT solutions market since then.

BPSC's specialization is MRPII/ERP class systems supporting business management, but it also offers personnel management (HCM) systems, among other things. BPSC's products are aimed at companies of varying sizes and needs. Constant innovation and cooperation with numerous partners is the result of the company's constant commitment to integrating its systems with new extensions. The growing interest in small and medium-sized firms is attested to by the Impuls EVO Start! service - the possibility to gradually implement the

elements of the company's flagship system and develop it according to expansion and growing needs. The same can be said about its offer of certain programs in an SaaS model.

In 2015, several thousand companies made use of BPSC's solutions, including roughly 600 medium and large companies using the Impuls system. The ever-increasing list of clients shows that it holds its own in competition with the largest technological concerns in Poland and abroad.

BPSC's success is largely thanks to years of experience and the ability to fit their products to changing realities. BPSC is now one of the leading ERP vendors. With its products - tailored to the specifications of companies from different industries - and the wide range of offered solutions, the company can successfully compete with even the largest global corporations.



Andrzej Targosz, CEO of Eventory, investor, creator of Bitspiration



CDPROJEKT.COM

WARSAW | cdprojekt.com

Category: 8.2 POIG

Name of the beneficiary: CD PROJEKT Spółka Akcyjna

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-524/13

Funding amount: 941 060, 00 PLN

Email: wioletta.kaminska@cdprojekt.com

Category: New Technology, IT, Industry

Automatic Business Process: Operational



In existence for over 20 years, the Capital Group CD PROJEKT has recently been most strongly associated with the trilogy of unusually popular video games called “The Witcher”. But CD PROJEKT’s activity on the video game market is much more interesting.

For many years, CD PROJEKT’s activity was concentrated on releasing and the localization of video games for the Polish market from the world’s largest producers. In 2002, CD PROJEKT RED was born from the larger group - the studio which produced the original Witcher video games, a series of RPG games inspired by the books of Andrzej Sapkowski, which turned out to be an enormous hit on a global scale, selling over 16 million copies and winning more than 500 international prizes. Work is currently in progress on the next big title - Cyberpunk 2077.

The CD PROJEKT group also owns GOG.com – one of the most popular digital game distribution platforms in the world. The service, functioning in four different language versions and offering users over 1,300 games from 300 publishers and producers all over the world, is currently concentrated on acquiring and distributing new, popular titles. GOG.com also has a unique working philosophy - all of the games sold by the service have no copy protection (DRM-free).

CD Projekt Red is currently one of the top companies in the world producing and distributing games. CD Projekt Red’s flagship project, The Witcher, has sold over 10 million copies. The company has had greater and greater profits every year, and its customers are amazed by the quality and reliability of the products it releases. All this adds up to the company’s success and its recognition around the world.



Łukasz Bromirski, Regional Sales Manager,
Cisco Systems



COMPERIA.PL

KRAKOW | comperia.pl

Category: 8.2 POIG

Name of the beneficiary: COMPERIA.PL SPÓŁKA AKCYJNA

Province: Lesser Poland

Recruitment number: WND-POIG.08.02.00-12-003/12

Funding amount: 441 000, 00 PLN

Email: bmichalek@comperia.pl

Category: Finances, Stock Exchange, Insurance

Automatic Business Process: Operational



Comperia's beginnings stretch back to 2007, when Poles looking for financial assistance through internet applications did not have a wide variety of offers to choose from. The company, which arose at the initiative of Bartosz Michalek, the current CEO, and Karol Wilczko, was the first Polish financial comparison engine. Years of development allowed it to secure a strong position on the map of Polish internet finance.

On Comperia's official website, we can read that it allows anyone to find the best financial products on the market in less than a second. With its help, we can compare cash loans, mortgages, corporate loans, insurance, GSM offers, leasing and bank deposits. With this activity, Comperia provides banks, insurance companies and other clients with valuable leads in the form of people interested in their services.

In 2014, the company was named the second-fastest developing technologically innovative company in East-Central Europe in the Deloitte ranking.

Is the location of a startup's headquarters important for its success?

These days it would seem that location doesn't matter, but... it's no coincidence that startups gravitate towards Silicon Valley. In my opinion, the location is always important, and the choice should simply depend on the type of business. For example, in the case of Comperia.pl it was important to have an office in the place where our main contractors operate, or financial institutions and media houses.

Should you plan for your e-services to have a global reach, or rather test locally and expand in the next stage?

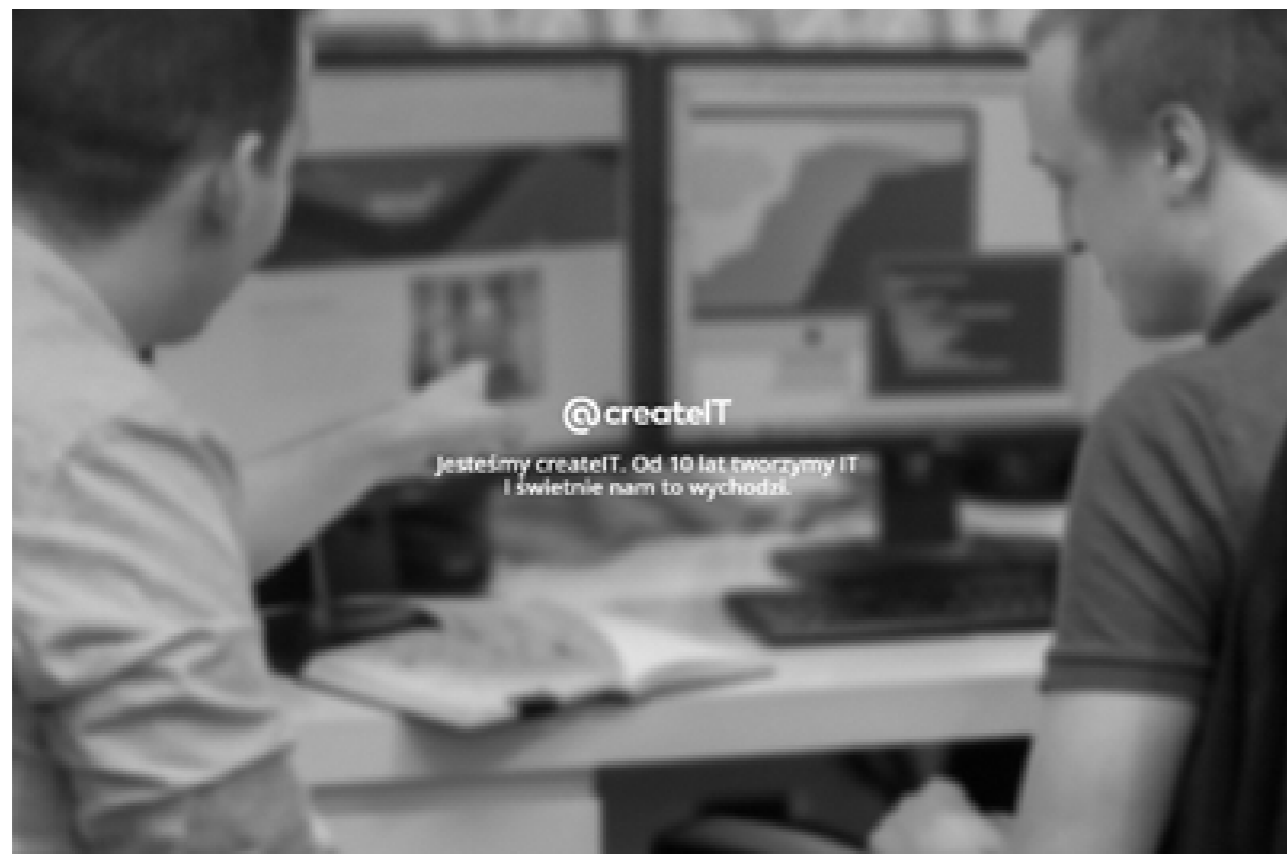
Why?

If possible, I suggest thinking about your business as if it was to have a global reach. And it's not necessarily right away about the whole world, but, for example, about our region, in which certain e-services markets are more developed than ours. Despite the fact that the Polish market is sizable, it also has many barriers to the development of businesses whose business model is based on e-commerce or e-services.

The automation of which business processes has had the greatest significance in your industry?

In our industry what matters most to the user is the response time, so the automation of all forms of contact with them has significantly influenced the development of our business. The second issue is working with our publishers within the ComperiaLead affiliate network, and in this case the automation of various business processes strongly influences the level of satisfaction of our partners.

Karol Wilczko



CREATEIT.PL

PIASECZNO | createit.pl

Category: **8.2 POIG**

Name of the beneficiary: CREATEIT S.C. Bartosz Borkowski,
Aleksander Fredrych

Province: **Masovian**

Recruitment number: **WND-POIG.08.02.00-14-067/14**

Funding amount: **657 706, 00 PLN**

Email: **Office@createit.pl**

Category: **New Technology, IT, Industry**

Automatic Business Process: **Operational**



Through victories in prestigious competitions as well as daily work, Polish developers have repeatedly proven their value on an international scale. This is what Createitem - a Polish software house implementing projects for numerous clients around the world - does.

Createitem's offerings include simple applications, templates for web pages, advanced business applications and intranet systems. The company also organizes IT courses. It constantly strives to acquire customers from abroad - software houses and advertising agencies interested in outsourcing IT services.

The company, led by Aleksander Fredrych and Bartosz Borkowski, has also released an innovative system to provide services to its partners, featuring, among others, the ability to provide electronic signatures, reports, analyses, and video conferencing. From 2014 to 2015, it received financing from the Innovative Economy Operational Program.

Competition in the market for software houses is extremely high right now, which makes hearing about the success of Polish companies abroad even better. CreateIT is not limited to just the Polish market but operates globally, working with clients from all over the world. Experience, professionalism and highly skilled employees are what customers expect from a reliable software house, and CreateIT definitely has all three.



Andrzej Targosz, CEO of Eventory, investor, creator of Bitspiration



D-WELL.EU

SŁUPNO | d-well.eu

Category: 8.2 POIG

Name of the beneficiary: d-well Dariusz Świątek,
Barbara Świątek Spółka Jawna

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-115/13

Funding amount: 555 450, 00 PLN

Email: magdalena.wlodarczyk@d-well.eu

Category: New Technology, IT, Industry

Automatic Business Process: Operational

d-well

Lighting is an often underestimated element of an investment. Not only is it almost always necessary, but if properly implemented, it allows for continuous cost savings and a significant improvement in a building's level of comfort. As one of the pioneers in LED technology in Poland, D-well, from Słupna near Warsaw, knows about it very much.

D-well was established in 1993, and has gradually become a major player in the lighting market. It provides its customers with power systems, control and management of lighting infrastructure. They specialize in lighting installations for service and sales centers. Clients include brands such as Alma, Auchan, Żabka, Społem, Tchibo, as well as banks like BPH, City Handlowy, BGZ and BNP PARIBAS.

Lighting is a very common „imperceptible” element, but is also an essential factor both in everyday life and in business. Full of useful functions, it can be a decorative element, or even subtle Marketing. The founders of D-well are perfectly aware of this fact. A wide range of high-quality products dedicated to retail and service chains is the basis of the company's business success.



Andrzej Targosz, prezes Eventory, inwestor, pomysłodawca Bitspiration



E-KWIATY.PL

LUBLIN | e-kwiaty.pl

Category: 8.2 POIG

Name of the beneficiary: Power Investment Michał Krzymowski Spółka Jawna

Province: Lubelskie

Recruitment number: WND-POIG.08.02.00-06-039/14

Funding amount: 330 960, 00 PLN

Email: Office@e-kwiaty.pl

Category: Other

Automatic Business Process: Operational



The E-kwiaty company has existed on the market since 2004. Since then, it has been highly influential in changing the way we send flowers and other gifts for various occasions, allowing for time savings and ensuring product quality.

E-kwiaty provides an internet store which allows clients to choose a bouquet of flowers and instantly send it to any corner of Poland. The service also provides a function allowing clients to compose their own bouquet. E-kwiaty works together with carefully chosen florists. Because flowers are often anniversary presents, the company makes every effort to ensure that they always reach their recipients on time. In 2014, E-kwiaty realized approximately 250,000 orders.

Adapting to customer needs, quick service and a multitude of products offered - these are the determinants of e-kwiaty's business success. It is the largest network of florists in Poland and is trusted by thousands of customers, which is the best guarantee of the quality of its products and services.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments in startups



EBS.PL

WARSAW | ebs.pl

Category: 8.2 POIG

Name of the beneficiary: EBS Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-064/14

Funding amount: 676 900, 00 PLN

Email: office@ebs.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational



EBS is a company with 25 years of experience in the design and production of innovative solutions in the field of security systems. Its production facility, located in Ełk, focuses on devices based on GSM/GPRS and RFID technology.

EBS's offerings include Active Guard - a device intended primarily for security guards, which allows for the monitoring of time, location and the results of employees' work in real time, which also allows for triggering an alarm and acts as a replacement for mobile phones. This is one of the most modern devices of its type in common use.

In nearly three decade of existence, EBS has managed to establish cooperation with the largest security firms and monitoring centers in the country (such as Juventus, Solid and Konsalnet). Interestingly, as EBS' products can easily be tailored to diverse needs, its clients also include banks and auto manufacturers.

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FIBARO.PL

POZNAN | fibaro.pl

Category: 8.2 POIG

Name of the beneficiary: Fibar Group Spółka z o.o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.02.00-30-183/14

Funding amount: 312 924, 96 PLN

Email: j.ossowska@fibargroup.com

Category: House, Office, Interior, Design

Automatic Business Process: Operational

FIBARO wireless solutions for building automation allow you to manage home devices and media from your PC or remotely from anywhere in the world. FIBARO can help with getting up in the morning by raising the temperature in a room, letting more light into a bedroom through the blinds, running a coffee maker, or setting the television to a favorite channel.

In addition to improving comfort, the system increases safety for family members by implementing emergency procedures after detecting smoke with built-in smoke detectors, closing windows, cutting off the supply of oxygen and simultaneously raising the blinds and unlocking doors to facilitate evacuation.

One of the product's advantages is its non-invasive installation, based on modules that function in a Z-Wave wireless network. FIBARO sensors and modules are available in nearly 100 countries on five continents. They have been successfully marketed to national and international telecoms and the most popular retail chains.

FIBARO was created by the Fibar Group from Poznan, frequently awarded and recognized in Poland and abroad, both for innovation and product design (awards include International Design Awards, CES Innovation Awards, IF Product Design Awards and CEDIA Awards). The Poznan company's creators are inspired to create innovative and practical products which ensure comfort and safety and complement home interior decor.



FLYPOLSKA.PL

JASIONKA | flympolska.pl

Category: 8.2 POIG

Name of the beneficiary: FLY Polska sp. z o.o.

Province: Podkarpackie

Recruitment number: WND-POIG.08.02.00-18-234/12

Funding amount: 607 849, 71 PLN

Email: p.adamczyk@flympolska.pl

Category: Tourism, Travel, Transport

Automatic Business Process: Operational



FLY Polska is a company from Podkarpackie Voivodeship, founded in 2006 by Tomasz Szeliga, which provides air services based at the airfield in Mielec. FLY Poland consists of three main entities:

FLY Polska ATO - a flight school providing aircraft pilot training services for all types of licenses and permissions, as well as the maintenance of general aviation aircraft; CAMO FLY - a unit managing and supervising aircraft throughout Poland, providing the additional services of transportation and registration of aircraft on request; AMO FLY - service and renovation of general aviation aircraft. The company also provides hangar space at the Mielec airfield.

FLY Polska has four planes that operate permanently out of Mielec airfield, where the company's technical operations are also located. All services are offered on the basis of certificates obtained by the company, confirming compliance with the requirements of national and European aviation authorities.

Fly Poland deserves attention due to the nature of its product, which is directed to a particular group, a specific niche market that's strongly associated with the development of new technologies - the airline industry. Fly Poland is a good example of a company built by professionals for professionals - so that their product responds well to the needs of the aviation market.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments in startups



GREINPLAST.COM

KRASNE | greinplast.com

Category: 8.2 POIG

**Name of the beneficiary: Greinplast Plus Spółka z o.o.,
Spółka komandytowa**

Province: Podkarpackie

Recruitment number: WND-POIG.08.02.00-18-096/13

Funding amount: 664 160, 00 PLN

Email: knakoneczny@greinplast.pl

Category: House, Office, Interior, Design

Automatic Business Process: Operational



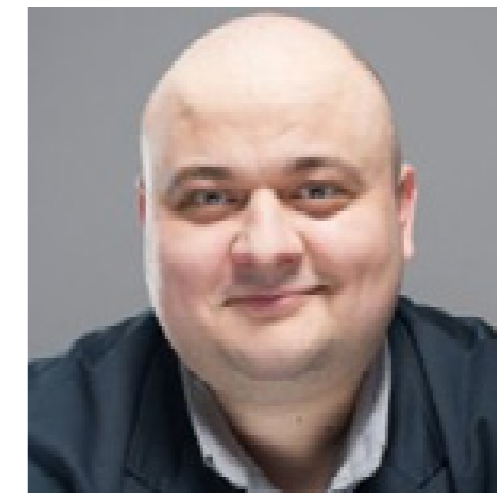
Greinplast is a producer of construction chemicals from Rzeszów. The firm specializes in the production of paints and facade plasters, adhesives, mortars, thermal insulation systems and various types of cleaning solutions.

The company, founded at the beginning of the 1990's by Robert Stefanowski, currently employs over 400 people, and has at its disposal a work area encompassing several thousand square meters. The company puts primary emphasis on the quality of its products, working closely with western chemical concerns with regard to components and technologies utilized. Equally important is environmental protection, which is listed as a priority in the company's strategic plan. Greinplast has invested in its

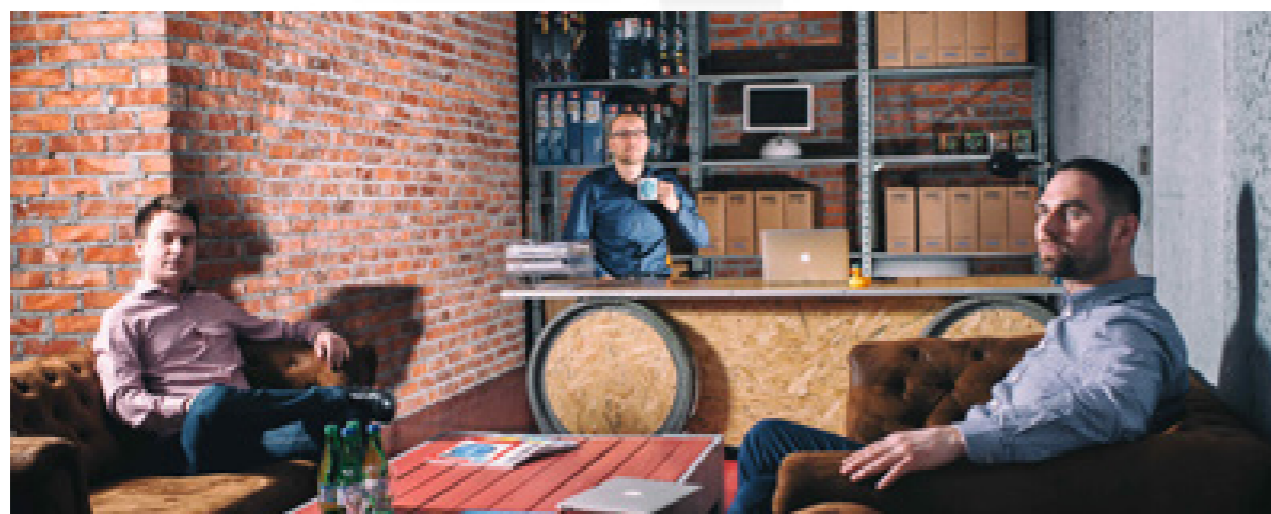
own wind turbing and ecological sewage treatment plant, among other things.

Greinplast is the recipient of numerous awards for its economic initiatives. It is active in the field of sponsorship, supporting the Asseco Resovia Rzeszów volleyball team, the Rzeszów steel speedway, and the DevelopResu volleyball players. In addition, they lead charitable initiatives, sponsoring childrens' homes, schools, and social welfare facilities.

The company Greinplast deserves to be set apart from other competitor companies using the principles of Corporate Social Responsibility. By creating their products on the local market, they take into account the environmental aspects of the products created, and what's more, Greinplast's founders financially support local athletes and charities. This approach often translates into the business success of the company, but on the condition that its founders are able to use the assumptions of CSR in the right way. Greinplast is such a company.



**Łukasz Bromirski, Regional Sales Manager,
Cisco Systems**



I-SYSTEMS.PL

OPOLE | i-systems.pl

Category: 8.1 POIG

Name of the beneficiary: I-SYSTEMS Spółka z o.o.

Province: Opolskie

Recruitment number: WND-POIG.08.02.00-16-028/12

Funding amount: 350 000, 00 PLN

Email: info@i-systems.pl

Category: Business, Executive, Marketing

Automatic Business Process: Supportive

i-systems

The i-systems company creates dedicated e-commerce software for trade and distribution. It deals comprehensively with e-commerce projects, utilizing omnichannel retailing solutions, cloud hosting and B2B systems. All solutions are based on copyrighted software which was developed by a team of over 60 people.

The company's clients include brands such as 8a.pl, Bielenda, BIG STAR, Dalia, Diamante Wear, Distance, Hendi, Interptyk, Mamissima, Mammut, Monnari, New Balance, NICI, R-GOL, RunColors and Sugarfree.

I-systems solutions include a wide range of services, from online B2C stores (sales management systems + creating fully responsive online stores), through solutions that automate and optimize B2B processes in wholesale sales, integration with ERP systems, data hosting in the cloud, to initiatives combining internet sales with brick and mortar, utilizing omnichannel. All services are realized comprehensively depending on the requirements and needs of the customer.

An example implementation was the creation a new e-commerce system for the retail chain 5.10.15. The work included the creation of a new layout in accordance with the provisions of Responsive Web Design, integration of logistics operator and ERP software, the implementation of solutions to optimize cross-border sales, the creation of an advanced module for sales reporting and analytics, and integration of sales channels in an omnichannel retailing framework.

What distinguishes your product and systems from the competition?

Our main competitive advantage is technological advancement. It is characterized by a modular architecture, scalability, and the lack of license restrictions. Due to the modular architecture, we can fully customize the solution to the requirements of the system and the customer and regularly update it. Scalability in the cloud model (scale-out) is confirmed, in many implementations, as the way to handle heavy traffic. And thanks to our use of the most powerful open source solutions and lack of license restrictions, collaboration with i-systems is cost efficient for customers - Krzysztof Jaciw, i-systems Vice President and Chief Financial Officer.



IGLOO.PL

STARY WIŚNICZ | igloo.pl

Category: 8.2 POIG

Name of the beneficiary: Zakład Elektromechaniki
Chłodniczej IGLOO Centrum Medyczne REMEDIUM NZOZ

Province: Lesser Poland

Recruitment number: WND-POIG.08.02.00-12-006/08

Funding amount: 1 243 100, 00 PLN

Email: info@igloo.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational

* IGLOO

IGLOO is a leading manufacturer of industrial refrigeration equipment in Europe. The philosophy of the company, which was founded in Bochnia, near Krakow, by Władysław Włodarczyk, revolves around creating and delivering energy-efficient products that are fully adapted to the needs of the customer, while at the same being aesthetically pleasing and innovative.

IGLOO provides products for retail chains, gas stations, shops, restaurants, catering facilities and wherever it is necessary to use refrigeration or heating. Characteristic of the company is the emphasis on aesthetics and the visual aspect of products (watched over by a team of professional designers), which increases exposure and ease of access to products offered by its clients.

IGLOO was founded in 1986 as an electric refrigeration workshop. The 90s were a period of investment and adaptation to new market conditions. The first decade of the twenty-first century saw expansion into European markets,

modernization of information systems and receipt of European quality and environmental certificates (including ISO 9001: 2000), combined with the continuous expansion of production facilities and modernization of its equipment. In 2002, the electronics department was broken off from the corporate structure and transformed into an independent company - Miloo Electronics. It currently employs over 400 people, and usable production facilities and infrastructure exceed 25,000 square meters.

What makes your service stand out on the market?

First of all, the product meets the needs of our customers. Igloo's devices are innovative, and increase the functionality of the store. We are constantly developing our machines, we listen to the needs of the market and look for appropriate solutions. We also care about the environment, using the energy-saving devices, fans and LED lighting.

What is your target group?

Igloo devices are aimed at the B2B market - the representatives of business, and not to individual customers. Products are targeted to business owners: shops, supermarkets and hypermarkets, pastry shops, cafes, catering, and the like.



INDEXCOPERNICUS.COM

WARSAW | indexcopernicus.com

Category: 8.2 POIG

Name of the beneficiary: INDEX COPERNICUS Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-588/13

Funding amount: 604 800, 00 PLN

Email: l.stypulkowski@indexcopernicus.com

Category: Science, Education, Work

Automatic Business Process: Operational

INDEX COPERNICUS
INTERNATIONAL

Index Copernicus International has supported Polish science for over 15 years, particularly journals and scientific institutions. The expertise of ICI's Experts has been utilized to create a series of tools that help collect, process, and above all to promote Polish scientific achievements in the international arena.

Index Copernicus International is a specialized platform that supports national and international collaboration between scientists, publishers of scientific journals and scientific institutions. Currently, the platform consists of five linked products:

ICI Publishers panel is a user-friendly, easy-to-use tool that contains the necessary components for the comprehensive preparation of journals for publication. ICI Publishers Panel allows for overall management of the subscriber base. Thanks to its compatibility with other ICI system modules, journals gain a global presence and the academic Marketing resulting from being indexed in international scientific and bibliographic databases.

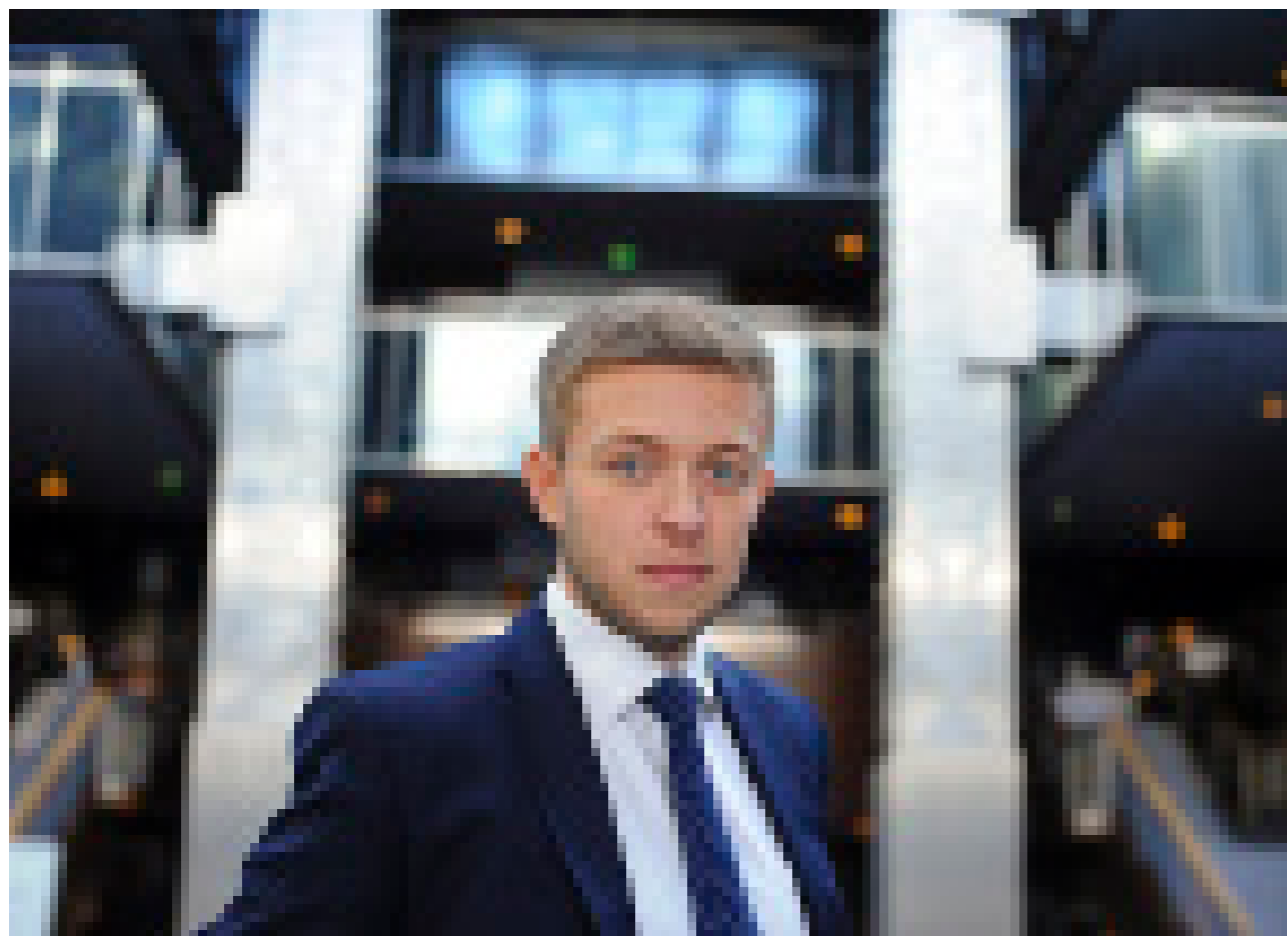
ICI Journals Master List is a reference database of scientific journals. It currently lists more than 22 000 journals, including 3000 Polish ones. Registered in the database are scientific journals which have passed a comprehensive parametrization.

ICI Science Evaluation is a tool that enables scientific institutions, research institutions and

other entities conducting research activities to continuously manage ongoing research and development. This system allows for the archiving and comprehensive analysis of the achievements of scientists within an institution, allowing for the management of research projects in real time. The module generates detailed periodic reports for the evaluation of institutions, awarding of grants or for internal purposes. It is particularly useful to scientific institutions preparing for an evaluation, as they can regularly verify performance levels according to evaluation criteria.

ICI Publishing is a comprehensive service for publishing scientific periodicals. This service includes: editing, development, assistance in obtaining reviewers, correction, DTP, attracting subscribers, printing and distribution, among others.

Scientists ICI is a global social network for scientists and researchers in SMT industries (Science, Technology, Medicine), allowing clients to present and continuously evaluate their portfolio.



ITMAGINATION.PL

WARSAW | itmagination.pl

Category: 8.2 POIG

Name of the beneficiary: ITMAGINATION Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-078/12

Funding amount: 595 750, 00 PLN

Email: daniel.arak@itmagination.pl

Category: Business, Executive, Marketing

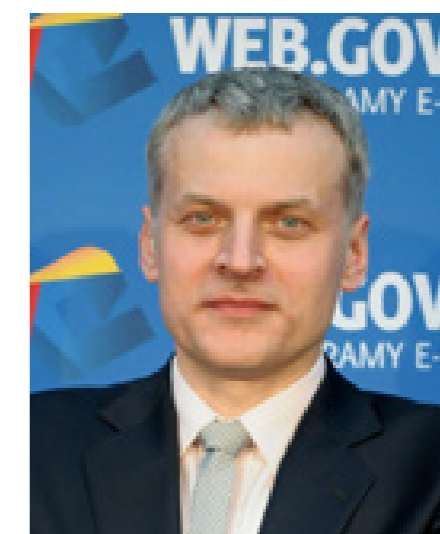
Automatic Business Process: Executive



ITMAGINATION specializes in outsourcing IT processes and resources and the creating dedicated solutions for large enterprises. A team of over 270 consultants supports global organizations in the area of managed services, which includes a comprehensive process for creating, developing and maintaining systems and business applications (Application Managed Services), infrastructure (Infrastructure Managed Services) and technical support (Support and Maintenance Managed Services).

The company also provides outsourcing consultants and IT teams in onsite and offsite models. It provides a full spectrum of IT consultants: developers, administrators, testers, business analysts and system architects and project managers specializing in any technology and business domain. Since 2008, the company has completed more than 250 innovative IT projects for companies in various industries, including banking, insurance, construction, FMCG, energy and pharmaceutical industries. ITMAGINATION is a four-time winner of the Deloitte Technology Fast 50 CE.

The automation of business processes through information systems is also possible in IT companies. One such example of best practices in the computerization of information technology is the company ITMagination. The company, which ranks among the leading positions in the Deloitte Technology Fast 50 CE rankings, is a leader in advanced process outsourcing and IT resources and the creation of dedicated solutions for large enterprises. The grant from OP IE Measure 8.2 will contribute to improving the efficiency of the work of the several hundred person team even more.



Leszek Czech, Project Coordinator, „We support e-business”



JUSTTAG.COM

WARSAW | justtag.com

Category: 8.2 POIG

Name of the beneficiary: JUSTTAG Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-466/13

Funding amount: 100 600, 00 PLN

Email: przemyslaw.sieczka@justtag.com **Category:**

New Technology, IT, Industry

Automatic Business Process: Operational



The application Justtag allows you to transfer traditional cards and customer loyalty programs to your smartphone. The project was created in 2012 by the Dirlango team under the leadership of Łukasz Wejchert. It is a platform for communication between users and their favorite brands which has been made available on the Polish market.

Justtag users can forget the stress associated with carrying an entire collection of stamp cards in their wallets. Now they can collect stamps on their phones. In addition, Justtag is a collection of discounts and coupons for your favorite stores.

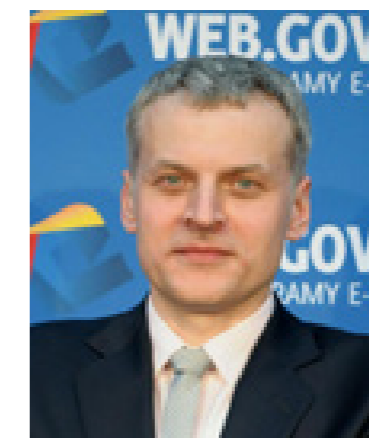
From the B2B perspective, Justtag enables companies to precisely targeting offers based on the factors including location, gender, date of birth or operating system, offering easy communication through integration with social media and the ability to create special promotional campaigns. The service has so far benefited brands such as New Balance, Nokia,

answer, Empik, City Sport.

By the end of 2015, the application had nearly 50,000 registered users. The number of collected stamp cards reached over 33,000, with nearly 153,000 coupons generated.

In addition to Justtag, Dirlango launched the JustWiFi project - a wifi-based Marketing tool, allowing communication and display of dedicated content for users logging on to a public wifi network in a given location, such as an airport, shopping center, transport, hotel, café, pub or town square.

Subsidies under OP IE Measure 8.2 are very popular among small businesses, which was proven by online e-services. Referring e-services to the entrepreneurial segment allowed such companies as Justag to get a subsidy of several hundred thousand to automate their processes - or also for the further development of e-services. Justag's best practices include automating processes related to cards and loyalty systems.



Leszek Czech, Project Coordinator, „We support e-business”



KNOWHOW.COM.PL

SZCZECIN | knowhow.com.pl

Category: 8.2 POIG

Name of the beneficiary: Zakład Usług Konsultingowych Know How sp. z o. o.

Province: zachodnioPomerania

Recruitment number: WND-POIG.08.02.00-32-040/09

Funding amount: 405 800, 00 PLN

Email: kmiscierewicz@knowhow.com.pl

Category: Business, Executive, Marketing

Automatic Business Process: Supportive



ZUK Know How Ltd. is a company with over 23 years of experience, providing professional advisory services to public and non-public health clinics, as well as advising investors and local governments on the functioning of medical facilities. It is characterized by the innovativeness of its projects and broad cross-sector cooperation. It recently entered the market with a new product, the MedLider program, a management tool for companies with a dispersed structure.

The company specializes in:

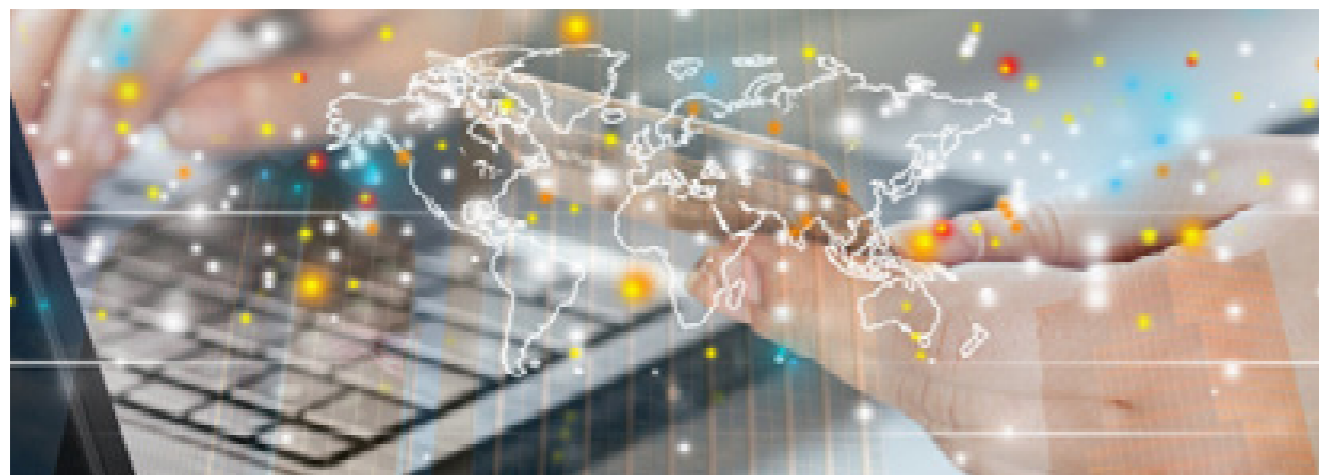
- Conducting organizational and financial audits and creating recovery plans for technical systems and implementing them; valuations; advising and support for managing and developing strategies for the function of companies.
- Acquisition, implementation and accounting for EU subsidies (the value of projects for which funding has been obtained is more than 43 million PLN) and other forms of external financing (the acquisition of 45 million PLN from the Industrial Development Agency).
- Management support based on „management plan” technology using the following proprietary IT tools:
 - MedLider - a program for mapping processes, budgeting and controlling,
 - Benchmarking - a program for comparative analysis.

MedLider – program do mapowania procesów, budżetowania i controllingu,

Benchmarking – program do analizy porównawczej.

ZUK Know How has to its credit:

- 84 plans for material and financial help in managing budgets, with a total value of more than 1 billion zł,
- 1132 interim reports for management of medical companies,
- 300 million PLN total annual contracts in units supported by ZUK Know How in the field of the real-time management,
- 44 restructuring programs for hospitals throughout the country,
- 25 organizational and financial audits assessing the functioning of hospitals,
- 10 health policy plans
- 43 million PLN value of projects for which they obtained aid,
- 5 regional restructuring programs,
- 7 implementations of its proprietary program for budgeting and auditing, MedLider.



KOTRAK.PL

KATOWICE | kotrak.pl

Category: 8.2 POIG

Name of the beneficiary: Kotrak Bis Irena i Andrzej
Kurdziel Spółka Jawna

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-055/11

Funding amount: 331 875, 00 PLN

Email: aleksandra.szendera@kotrak.pl

Category: Business, Executive, Marketing

Automatic Business Process: Supportive



Kotrak Group is an integrator of systems that provides business software and IT services. Its offering is directed to two target groups: large, private production and distribution companies, and small trading companies and service providers.

For manufacturing and trading companies, Kotrak provides comprehensive software for production, integrated with ERP systems supporting other areas of the business - logistics, accounting, work-flow and CRM. For this target group, Kotrak also implements B2B systems in the form of internet and e-commerce and mobile applications, utilized not only for sales, but also for the realization of internal processes such as maintenance and production. Applications developed by the company are characterized by full responsiveness and scalability, meaning the ability to be used on different devices (PC, laptop, smartphone, tablet, terminal) for any number of users (from one to a few thousand).

For small service and trade businesses, Kotrak supplies computer equipment and fiscal devices, software for retail, gastronomy and hotels, and a web platform to support the creation of local communities around stores and services.

Kotrak pays special attention to providing IT solutions tailored to specific customers which comprehensively encompass their business.

KOTRAK.PL

Is the location of a startup's headquarters important for its success?

The answer is yes and no. Increasingly, it does not matter for many industries, because the development of the Internet has led to a situation in which both products and services already have no boundaries. Poles are braver in gaining new markets; we know foreign languages well, and we can quickly get information about the business culture of distant countries. In the case of our company, doing software deployment on four continents, including South America, Asia and Africa, is not a problem. At the same time, however, you should be close to the people to whom you want to sell your service or product, know them well, understand their needs and make good long-term relationships. Therefore, our company decided to open a branch in London so that we could establish close, personal contact with our customers.

A few words of advice for other startups - what can they do to be successful?

I advise startup founders to be continually open to changing surroundings and conditions. It's not possible to create a business model that will operate unchanged. Our company has

been in existence for over 25 years, and therefore we've repeatedly encountered situations that have made us transform internally. This taught us that you should believe in your goals and seek new paths. It's not worth dwelling on potential mistakes, but learning from them and continuing to believe in your success.

The unique value of my service is...

...the people who create it. We don't just write software for companies, we also provide our knowledge of doing business and continuously improving our workflow. We show how to redesign certain processes and automate them using new ITC technologies. We are flexible and adapt our service to customers' expectations and focus on an individual approach, which is manifested in the creation of dedicated turnkey applications. Our company goes with the times, so we develop together with our customers and we are ready to provide them with more and better solutions.

Tomasz Brodziak
Sales Director for the Kotrak Group
www.kotrak.pl



LGBS.PL

KATOWICE | euvic.pl

Category: 8.2 POIG

Name of the beneficiary: LGBS POLSKA Spółka z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-034/11

Funding amount: 299 130, 00 PLN

Category: New Technology, IT, Industry

Automatic Business Process: Supportive

EUVIC!

EUVIC was established in 2004 as LGBS Poland, initially providing services in the field of software based on Microsoft technologies. In the intervening years, it has become one of the largest IT service providers in Poland.

EUVIC offers access to more than 1,400 developers, who are ready to support both small and very large companies with their knowledge. EUVIC's clients include ING, LOT, Panasonic, TVN, Sony and Tauron, among others. They make use of services such as IT outsourcing, creation, development and testing of software, implementation of solutions from leading manufacturers (in the fields of business intelligence, cloud computing and ERP), application integration, and an IT help desk.

EUVIC is also the creator of the federation of IT companies, the only one of its kind in this part of Europe, a federation of IT companies operating on the market under the name Euvic Group. The company has branches in several cities in Poland, as well as in Vienna, Palo Alto and New York. The value of services sold by the Euvic Group in 2014 amounted to more than 120 million PLN, and they count nearly 1,000 customers around the world.

Wojciech Wolny, CEO of Euvic Ltd. and founder of the Euvic Group:

What is your target group?

EUVIC caters to companies and institutions in Poland and around the world that need high-quality and cost-effective IT services, including in the area of IT outsourcing. An important target group is larger IT companies, with whom EUVIC works as a subcontractor.

What distinguishes your company from the competition?

From the beginning, we focused on providing high quality but affordable IT outsourcing services to companies in Poland and around the world, based primarily on Agile methodology. With us, customers have easy and flexible access to qualified engineers, who listen to their needs and adapt to them. We provide instant access to professionals who can work as efficiently as our customers' IT departments. Working with us, customers can benefit from our knowledge and experience of how to minimize the risks associated with a project. They can also count on open communication, a proactive approach and flexibility on our part.

A few words of advice for other startups - what they could do to be successful?

The main thing is to believe in your abilities and business vision. Constantly strive to achieve the objective and don't be discouraged by failures. Do not get too smug about early successes, just choose more distant, more ambitious goals.



MANTA.COM.PL

WARSAW | manta.com.pl

Category: 8.2 POIG

Name of the beneficiary: Manta Multimedia Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-061/11

Funding amount: 655 600, 00 PLN

Email: bwicinska@manta.com.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational



Operating on the market for 17 years, Manta is convincing evidence that Polish companies can succeed internationally not only as producers of software, but also consumer electronics.

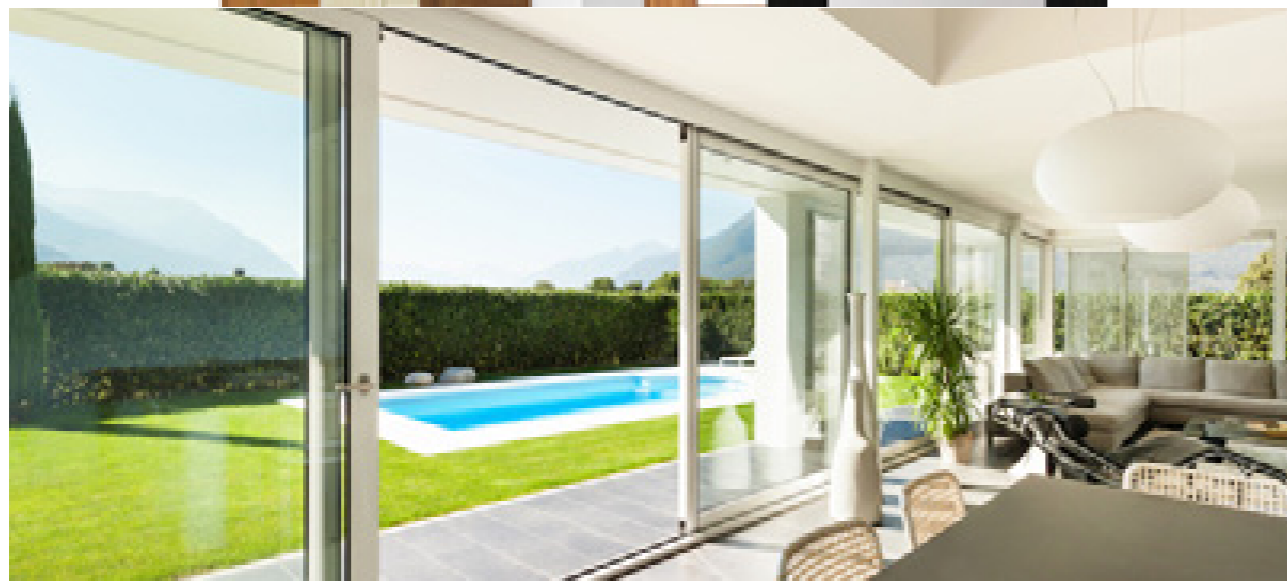
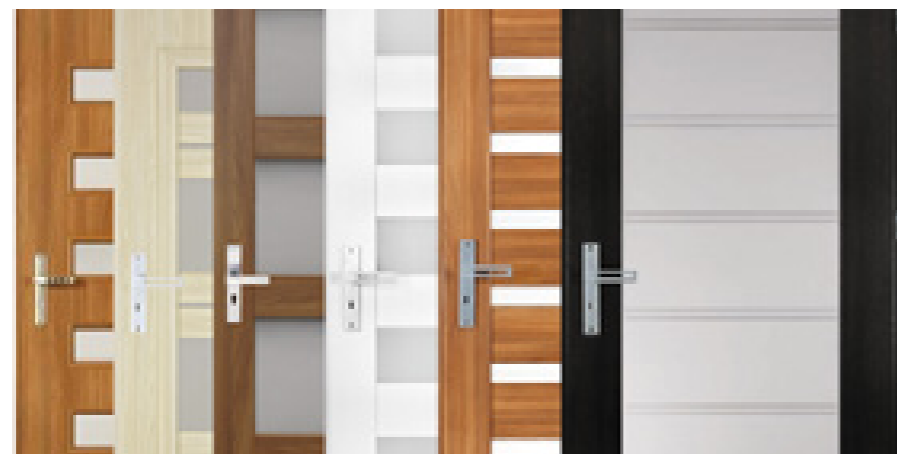
Manta's relatively long history started in the gaming industry, with the sale of cartridges and accessories for video game consoles and computers. A few years later, the company achieved significant success with its series of DVD players, selling over 5.5 million units. In subsequent years, Manta's offering came to include DVB-T set-top boxes, tablets, smartphones, and even household appliances. In 2015, the company introduced the Manta Viper MSB001 electronic skateboard.

Today, Manta's products are sold in many European countries, and brand recognition is growing steadily. If they remain on their current path, soon we will see Poland represented among the

The company Manta is one of the largest suppliers of home appliances. It is worth noting that the company does not only operate on the the Polish market, but its products can be found on other Central European markets, including in the Czech Republic, Estonia and Hungary. The company offers an extremely wide range of high quality consumer electronics products, and has earned the praise of thousands of customers.



Agata Kowalska, Partner at the law firm Chabasiewicz, Kowalska and Partners, which specializes in the IT market and investments in startups



MIROX.PL

POZNAN | mirox.pl

Category: 8.2 POIG

Name of the beneficiary: MIROX Spółka z o. o.

Province: Wielkopolskie

Recruitment number: WND-POIG.08.02.00-30-260/13

Funding amount: 255 150, 00 PLN

Email: gorecka@mirox.pl

Category: House, Office, Interior, Design

Automatic Business Process: Operational

MIROX

FABRYKA OKIEN I DRZWI

Mirox is a company offering doors, windows, shutters, gates and aluminum structures. Attractive offerings ensure that purchases are willingly made by both individuals and companies.

A clear and legible web page layout gives users an easy and fast way to find products that meet their expectations. What's more, we can benefit from access to products with lower prices. The regularly updated price list allows us in turn make the right purchase, tailored to our budget. The excellent customization center allows us to choose windows and doors tailored to our rooms, which will reflect our vision.

The company's professionalism is attested to by its extensive market experience and participation in the construction trade fair, held in Paris. In addition to the product design and realization of orders, Mirox also offers installation service. Numerous reviews and testimonials, in turn, reflect a good reputation and customers' trust.



ML System was founded in 2007. The origins of the company are in the construction industry, but after a short time and quick establishment of its reputation and development of high-quality services, ML System has changed the profile of its activities. Currently, the company is building very advanced, comprehensive security systems for buildings and systems for generating energy from renewable sources. ML System deals with the implementation of innovative and technologically advanced solutions in the construction industry.

ML System is headquartered in Rzeszow, but already has several branches dispensing technical advice in the largest Polish cities. These include Warsaw, Gdańsk, Poznan, Wrocław and Krakow. The company received first place in the ranking Wings of Business in 2015 in the category of medium-sized companies from Podkarpackie province. In addition, the ML System is also the winner of the Polish Innovation Award 2015 and a number of other equally prestigious awards and accolades.

MLSYSTEM.PL

RZESZÓW | mlsystem.pl

Category: 8.2 POIG

Name of the beneficiary: ML System Spółka z o. o.

Province: Podkarpackie

Recruitment number: WND-POIG.08.02.00-18-077/13

Funding amount: 1 041 213, 40 PLN

Email: e.stanek@mlsystem.pl

Category: House, Office, Interior, Design

Automatic Business Process: Operational

MLSYSTEM.PL



What makes your service stand out among others?

Our biggest asset is the complexity of professional services that we offer at every stage of the process: from a project, through prototype, modeling, realization, service, and finally improvements. At the end a client receives not only a solar panel, but a complete mounting system with automatic solutions. Our solar panel does not only generate electricity but they are also a substitute for building materials - because of its features, functions and parameters. Additionally, the design is another characteristic that makes us special. The panels look modern, they are functional, practical, and for many years they do not require an assistance from a person (they just simply work without any problems to bring the electricity to the households or offices). Most of our modules that mount on the buildings do not require any assistance during winter time, therefore the maintenance cost is smaller. Another extraordinary feature of our modules is the possibility to check on their work without the necessity of being at the spot – you can simply manage the modules' work or its settings from any place you want. Summarizing, we provide multifunctional, practical and complex products. The technical features of them make us stand out among competition services. We are proud to say that we have the top of league products. Moreover, we are not afraid of challenges and are willing to bring our clients' most unusual ideas to life.

What would be your advice to other startups – what can they do to succeed?

You have to believe in yourself, have a lot of patience, be ready to face initial failures and do not give up. A little bit of luck is necessary, too. The idea for business is simply not enough, you need to put a lot of work in it, bring together qualified team.

What is your target group?

To be honest, anyone can be a user of our services. We create interesting solutions for small, medium and big business, for governmental institutions, and for private customers as well.

Does the location of startup office has an influence for its success?

Definitely yes, however there is no perfect spot. We chose Rzeszów, mainly because it is a modern city that is evolving quickly. Additionally, it is in great location from where one can easily reach other big cities in Poland.

The screenshot shows the Morele.net website interface. At the top, there's a navigation bar with the Morele.net logo and various menu items like 'Komputery', 'RTV', 'AGD', etc. A search bar is prominently displayed. Below the search bar, there's a main banner with promotional text: 'KAŻDY ZESTAW MORELE MOŻEMY DLA CIEBIE DOWOLNIE ZMODYFIKOWAĆ'. The main content area shows a list of products, with the first one being a gaming PC named 'Morele SKY G1800'. The product details include specifications like 'Intel Pentium G4400', 'Kingston HyperX Fury 2x8GB DDR4', and 'MSI GeForce GTX 750Ti (2GB)'. The price is listed as 1799,00 zł. There are also filters and a sidebar with a category tree.



Morele.net is a professional online store offering its customers numerous electronic products. The clear and readable page allows users to easily browse the offerings. We can choose between several departments, which including household appliances, computers, photography and cameras, telephones and a gaming zone.

Access to the latest technologies and large departments mean that everyone, even the most demanding customers, can easily find a product to satisfy them. When ordering, we have the option to option to pick things up personally. Purchases are safe, and the buyer, if necessary, can make a complaint or count on the service to help. What's more, customers can evaluate products and benefit from the recommendations of experts. Therefore, when selecting products they have greater certainty as to their quality. An additional benefit is the immediate dispatch of goods and regular discounts.

MORELE.NET

KRAKOW | morele.net

Category: 8.2 POIG

Name of the beneficiary: Morele.net Spółka jawna

Radosław Stasiak, Michał Pawlik

Province: Lesser Poland

Recruitment number: WND-POIG.08.02.00-12-164/09

Funding amount: 200 800, 00 PLN

Email: firma@morele.net

Category: Other

Automatic Business Process: Operational



NADAJE.COM

WROCLAW | nadaje.com

Category: 8.2 POIG

Name of the beneficiary: Wojciech Daletka Nadaje.com

Province: Lower Silesia

Recruitment number: WND-POIG.08.02.00-02-023/14

Funding amount: 688 450, 00 PLN

Email: w.daletka@nadaje.com

Category: News, Information, Media

Automatic Business Process: Operational

nadajebroadcasting

Nadaja Broadcasting is a company founded in 2007. It was created by people coming from the fields of radio and television, and the main initiator of its creation was Wojciech Daletka. Owing to its dynamic development, it has succeeded in creating an international team which allows it to expand the scope of its business and successfully enter foreign markets.

The company's offering consists of 6 different services relating to streaming audio and video. Currently Nadaje Broadcasting provides streaming for more than 200 radio and TV stations throughout Europe. The latest project being implemented is Instore - noted at this year's startup competitions, this innovative software allows you to remotely manage music and ads in large and small service and retail chains.

What awarded our product from the competition?

Instore allows remote management music and advertising from the cloud in any number of locations. In accordance with current trends, the software is available for mobile devices and enables reception on any device with a web browser.

What is your target group?

The software is addressed to anyone who wants to properly manage the sound environment in their service outlets. Our target group is small and large retail chains, audio Marketing agencies, as well as galleries, hotels and restaurants.

Advice for other startups - what should they do to succeed?

First of all, imagine a team in the context of building the culture of the organization. When creating a product, the most important thing is to listen to customers - the product should solve their real problems.



NOVELL.COM/SUSE

WARSAW | suse.pl

Category: 8.2 POIG

Name of the beneficiary: NOVELL Spółka z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-703/13

Funding amount: 850 920, 00 PLN

Email: mmadey@novell.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational



SUSE is a pioneer in the field open source software. It is a provider of reliable solutions, characterized by the highest interoperability, including Linux systems, cloud infrastructure systems and software defined storage systems, which gives businesses greater control and flexibility.

The company was established in 1992. It is known worldwide primarily as a Linux distributor for businesses - characterized by maximum interoperability and capable of supporting mission-critical computing needs. SUSE Linux Enterprise is the only Linux recommended by VMware, Microsoft, and SAP. It has provided greater support for hardware and software than any other Linux distributor. The list of applications certified and supported under SUSE Linux Enterprise includes over 8500 items - more than for any other enterprise Linux distributor.

SUSE Poland Ltd. is a Polish branch of SUSE, with roots dating back to 2004. The company specializes in providing services to foreign

software vendors. It now supports SUSE and Micro Focus (including NetIQ and Novell) and GWAFA. Its services include the sales network organization, after-sales service, technical support, and ensuring the availability of training. Polish consultants employed by the company ensure that support for the software is provided in Polish. Our consultants are also involved in projects for other companies, both in Poland and abroad.

What distinguishes your product from its competitors?

Our products are high quality services to foreign software vendors. We are distinguished by an in-depth knowledge of the local market and professional support services provided to the Polish software market.

Who are the recipients of your services?

We work closely with local companies selling complete IT solutions in Poland, implementation firms, as well as other technology suppliers, forming an ecosystem of affiliates for the software we provide.

A few words for startups that want to be successful:

Even the best product will not achieve success without providing it with a first-class sales services and technical support for users.



OPONEO.PL

BYDGOSZCZ | oponeo.pl

Category: 8.2 POIG

Name of the beneficiary: OPONEO.PL Spółka Akcyjna

Province: Kuyavian-Pomeranian

Recruitment number: WND-POIG.08.02.00-04-031/09

Funding amount: 1 786 340, 00 PLN

Email: arkadiusz.kocemba@oponeo.pl

Category: Other

Automatic Business Process: Operational



Oponeo.pl SA is an online shop created in 2001. When it began operation, it was one of the first sites focused on selling tires and rims - today it is the national leader in the tire industry. Oponeo subsidiaries are located in Germany, Belgium, the Netherlands, Italy, Britain and several other European countries.

Oponeo.pl is, above all, the largest database of information on car tires. Our business is based on modern IT systems, such as the centralized ControlCenter system. This allows it to handle a large number of customers as quickly and efficiently.

The company is constantly expanding, opening branches in other countries, developing logistics centers, introducing ever newer solutions in the field of IT and raising the competence of its employees. With consistency and professionalism, Oponeo has won many awards and honors, in contests such as Forbes Diamonds or the Business Gazelles. The company has been listed on the Stock Exchange in Warsaw since 2007.

OPONEO.PL



You sell your products online and are considered one of the better e-commerce companies in Poland. What is your target group to whom you direct your services specifically?

Our target group is very strictly defined, therefore we can accurately adjust our offer to their needs. Our clients are people buying tires.

Do you think the location of a startup's headquarters is important for its business success?

This matter of course depends on many factors, but we can share our experience. In our opinion, if the company sells via the Internet, the office location does not matter much to the success of the business.

What is the unique value of your service? How does it stand out in the highly competitive market that is online sales?

We stand out in the market not only because we sell tires and offer the service online, but because we also combine this with offline services that increase the usability of our services. In addition to tire sales via the Internet, we also offer delivery to one of the tire installation services with whom we partner. The customer does not need to order tires to their home and worry about their installation. They can benefit from the exceptional convenience that we offer, which is definitely what sets us apart and gives us an advantage over our competitors.



OPTTEAM.PL

TAJĘCINA | opteam.pl

Category: 8.2 POIG

Name of the beneficiary: OPTTEAM Spółka akcyjna

Province: Podkarpackie

Recruitment number: WND-POIG.08.02.00-18-088/13

Funding amount: 840 091, 72 PLN

Email: mjachna@opteam.pl

Category: New Technology, IT, Industry

Automatic Business Process: Supportive



OPTeam S.A. has been operating on the Polish IT market since 1988. Since 2010, the company has been listed on the Warsaw Stock Exchange in Warsaw. The company's history, now exceeding 25-years, has seen it implement many projects for businesses, universities and public institutions. OPTeam SA implements and integrates IT solutions dedicated to market sectors such as industry, energy, construction, trade and services, public administration, medicine and higher education.

OPTeam S.A. is a manufacturer of industry-specific solutions and an integrator of ERP specialized information systems, supporting management in enterprises and institutions. The company is the market leader in electronic student ID card systems. The number of electronic card supplied by Polish universities has already exceeded 3 million units. OPTeam SA also delivers and integrates advanced ICT solutions related to data security and the construction of networks and data centers. The company also specializes in the design and

construction of solutions to effectively utilize Internet technologies and operates in the field of sales system integration.

OPTeam is constantly evolving, which also brings effects in the form of numerous awards and honors. The titles of Business Gazelle, Business Cheetah and honorable mention in the Forbes Diamonds awards are just a few of them.

OPTTEAM.PL



What is your target customer segment?

Our target group is not uniform. We have operated on the Polish IT market for over 25 years, and we have followed industry trends and expanded our product portfolio by offering solutions tailored to the individual needs and characteristics of different types of customers. Years of experience have enabled us to isolate a number of key market sectors at which to direct our offer. These are: trade and services, industry, construction, higher education, public administration, the energy and gas industry and medicine. Our customers range from large companies, to public institutions and universities. Despite our diverse segments we are a valued provider of IT solutions and services for different sectors of the market, which has been confirmed by our high position in industry rankings such as Computerworld TOP 200 and ITwiz Best 100.

The automation of which business processes has had the greatest significance in your industry?

The hierarchy of automation of specific business processes is not as important as their complementarity and mutual compatibility. In the case of companies like ours, operational and sales processes are closely linked to management processes and support facilities, where Marketing, accounting and technical support come into play. We deliver solutions to our customers that give them control over these and many other business or administrative processes. These days it is practically impossible to gain a competitive advantage without thoughtful compartmentalizing within the company. Automation is not only an extremely useful tool for supporting management, but now it has become essential.

What impact have automated processes had on acquiring new customers or new markets?

Thanks to the automation of business processes we gain time and prevent unnecessary errors, so that we can focus on business-critical issues - such as entering new markets. Automation allows for greater flexibility in running a business, and thus translates directly to improving the competitiveness of the company. The result of a well-designed automation is a state in which we can make optimal use of available resources while ensuring high efficiency and operational flexibility.

Wacław Szary



**OTODOJAZD.PL /
INONECAR.COM**

WROCLAW | otodojazd.pl, inonecar.com

Category: 8.2 POIG

Name of the beneficiary: otodojazd.pl Spółka z o.o.

Province: Lower Silesia

Recruitment number: WND-POIG.08.02.00-02-063/14

Funding amount: 314 622, 25 PLN

Email: szymon.banas@otodojazd.pl

Category: Tourism, Travel, Transport

Automatic Business Process: Operational



inOneCar.com was created by Szymon Banas, a graduate of the Faculty of Fundamental Problems of Technology and the Faculty of Electronics of the Wrocław University of Technology.

This website allows users to organize carpools to work or school - it enables drivers to place listings announcing planned trips, travel dates, number of seats in the car, etc. Passengers can therefore choose from the listings, search for the routes they need and arrange carpooling with the driver. The website supports the idea of carpooling as well as cheaper and eco-friendly travel.

inOneCar.com stands out amongst similar sites thanks to its search function, which allows users to search using geolocation along the entire length of the route. This means that rides are searched along the entire route, not just the endpoints.

The service initially launched in Wrocław, and now covers other Polish cities. inOneCar also works with companies and universities, including the Wrocław University of Technology and the University of Life Sciences in Wrocław.

What distinguishes your product from others that are based on the idea of carpooling?

Our product is intended for companies and universities, allowing users to feel safe and like part of a community. In addition, our product suggests users with whom you could commute to work or school, so it's very convenient to use.

What is your target market?

Large and medium-sized enterprises (employees commuting to work) and universities (students who commute to class).

What would you advise other startups who are looking for a recipe for success?

A startup is passion, commitment and perseverance despite many setbacks. If you have these characteristics, you should start your own business. Currently, most startups involve technology and computing, allowing people to take advantage of this technology through an application on their smartphone, as in our case. It is important to ask yourself why people need such an application, to whom it is addressed and what problem it solves. It's not enough to have an idea for an app. You

have to design, write, test, and release it to the people. Here is where the principle of „less is more” works best. Before you start a huge project, create a minimal version of the product and test it with people and on people. Only in this way will you find out whether you can meet the expectations of your users, or only your own vision of the product, which won't necessarily win over demanding users.



PAWBOL.PL

ANDRYCHÓW | pawbol.pl

Category: 8.2 POIG

Name of the beneficiary: Pawbol Sp. z o.o.

Province: Lesser Poland

Recruitment number: WND-POIG.08.02.00-12-187/13

Funding amount: 648 222, 60 PLN

Email: wlyson@pawbol.pl

Category: New Technology, IT, Industry

Automatic Business Process: Operational



PAWBOL Ltd. is a manufacturer of electrical equipment, operating both in Poland and throughout Europe.

The company started its operations in 1989. Its products include junction boxes, switchboards, enclosures, distribution boxes, lighting fixtures, modular apparatuses, terminal blocks, cable brackets and ties, pipes, ducts, fittings, sockets and elements of lightning protection systems. Pawbol works together with specialists from the Warsaw University of Technology, Silesian University of Technology, University of Mining and Metallurgy in Krakow and the University of Bielsko-Biala in order to offer support for the implementation of selected products and in the area of design and use of innovative technological processes.

The dynamic development of the company happened in part thanks to EU funds, which PAWBOL uses skillfully. So far, they have implemented 10 programs, including obtaining funds to support the development of Polish

exports, the development and modernization of enterprises based on new technologies, the expansion of the production line and the introduction of innovative products. Today, another two programs are in progress.

PAWBOL has received a number of awards and prizes in recent years. The company was recognized by Western economic information agencies that were commissioned by Polish certification bodies to analyze businesses. PAWBOL received the Business Gazelle award from Puls Biznesu (2013 and 2014) as well as the Forbes Diamond from Forbes (2014 and 2015), which recognized the company as having the most dynamic increase in value in the last three years.



PLANETSOFT.PL

WROCLAW | planetsoft.pl

Category: 8.2 POIG

Name of the beneficiary: Planet Soft Spółka akcyjna

Province: Lower Silesia

Recruitment number: WND-POIG.08.02.00-02-137/12

Funding amount: 326 690, 00 PLN

Email: Office@planetinnovation.pl

Category: Business, Executive, Marketing

Automatic Business Process: Executive



Planet Soft is a Polish company with its registered office in Wrocław. Its CEO and founder is Hubert Wochoński. The company is engaged in developing new IT solutions for micro-, small- and medium-sized businesses. Planet Soft creates innovative solutions that are meant to ease everyday work. As a result, companies are able to optimize through the use of solutions that until now were only available to the largest companies. In short, Planet Soft commercializes innovative technologies in order to give a wider group of companies access to them.

In 2013, Planet Soft launched a new endeavor. Within this division, the group decided to implement five projects: Rearden Technology, QrShoper Project, POQAD, Docs4You and Payowa. In August 2014 Planet Soft signed a letter of intent with Area S.r.L., which operates an international network of incubators called the Infinite Alliance Network. Thanks to this, they were able to support startups, and the group organized a competition for startups with foreign partners.



Positive Power
E-BUSINESS SOLUTIONS

POSITIVE-POWER.PL

GLIWICE | positive-power.pl

Category: 8.2 POIG

Name of the beneficiary: Positive Power Spółka z o.o.

Province: Silesia

Recruitment number: WND-POIG.08.02.00-24-105/14

Funding amount: 447 320, 00 PLN

Email: info@positive-power.pl

Category: Business, Executive, Marketing

Automatic Business Process: Supportive



Positive Power
E-BUSINESS SOLUTIONS

Positive Power is a platform that provides dedicated solutions and has been in operation for 13 years. The team consists of certified Scrum Masters, PHP, Java, .NET, iOS, Android and WP developers, UX and QA experts and experienced Project Managers.

The solutions offered by Positive Power are able to significantly improve all business processes. In addition to development work, they also offer services such as the development of the sales organization, which customers can use as soon as they go on the store's website, through the moment of purchase. What's more, Positive Power can also take care of software integrations with warehouses, implement dedicated sales functionality and optimize online shops. In addition, their comprehensive IT services include an analysis of the needs of business customers and the usability of the offered solutions and post-implementation support and maintenance of information systems.



risk
MADE IN WARSAW

RISK made in Warsaw is a Warsaw label created in 2011. Its founders are Antonina Samecka and Klara Kowtun. The concept of the business is not to design and produce what is trendy at the moment, but to create products that combine style and elegance with total freedom. RISK designs all of its clothes in Warsaw, and their production is done locally throughout the country.

The company produces materials on request, using only two shades of gray, hence the diversity when it comes to the texture of the materials themselves. The clothing is cut to fit specific figures in order to highlight their merits - that's the main determinant of RISK made in Warsaw's quality.

RISK made in Warsaw also launched the project RISK FOR ART - the company works together with galleries, but also organizes concerts and various exhibitions. However, that's not all, because the company also runs RISKY MAGAZINE. That's where the company's founders show what they're digging right now.

RISKMADEINWARSAW.COM

WARSAW | riskmadeinwarsaw.com

Category: 8.2 POIG

Name of the beneficiary: Risk Spółka Cywilna

Maria Samecka Anna Kowtun

Province: Masovian

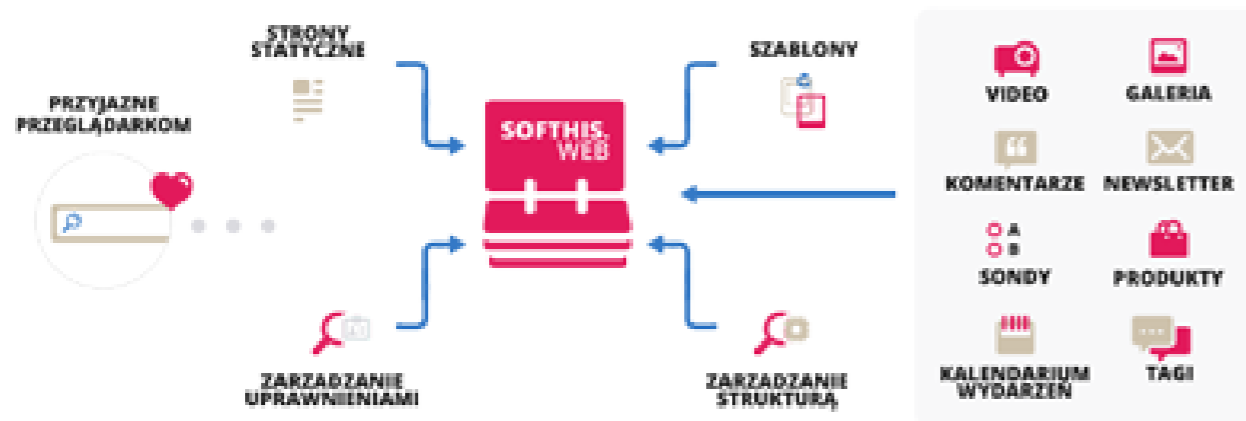
Recruitment number: WND-POIG.08.02.00-14-101/13

Funding amount: 276 360, 00 PLN

Email: antonina@riskmadeinwarsaw.com

Category: House, Office, Interior, Design

Automatic Business Process: Operational



SOFTHIS.COM

KRAKOW | softhis.com

Category: 8.2 POIG

Name of the beneficiary: Softhis Spółka z o.o.

Province: Lesser Poland

Recruitment number: WND-POIG.08.02.00-12-203/13

Funding amount: 1 772 800, 00 PLN

Email: office@softhis.com

Category: Business, Executive, Marketing

Automatic Business Process: Supportive



Softhis, registered in Krakow, has been operating on the IT solutions market since 2005. Its president is Łukasz Rzepecki. The company offers services in the field of workflow, e-commerce, CRM, ERP, and e-signatures, as well as web and mobile applications and user interface design.

Softhis offers dedicated software solutions for its clients. This means that each job is approached individually, responding to their innovation needs. Softhis boasts an extensive portfolio of differentiated implementation, but the company is still growing every day.

In 2013, Softhis received third place in the prestigious Deloitte Technology Fast50 CE ranking. This ranking focuses on the fastest developing technologically innovative companies in Central Europe. In addition, the company is working with the GEIST research team at AGH University of Science and Technology in Krakow and the Poznan University of Technology.

SOFTTHIS.COM



Marcin Nowak, CEO of Softhis Software House, a graduate of the Faculty of Law and Administration of the Jagiellonian University in Krakow. Passionate about new technologies and solutions. Since 2005 he has been the co-founder of the Krakow-based software house, which in 2013 placed first place in Poland and third place in Central Europe in the Deloitte Technology Fast50 CE ranking.

Softhis Software House has an 11-year history on the Polish IT market. What is your current target customer segment?

We have completed several successful projects for startups. I can give the example of the Autenti platform used to sign and authorize documents and contracts. The application is available in both web and mobile versions. It also uses solutions such as data storage via the cloud. I must admit that the implementation of projects for startups is a very interesting field to work in. We love seeing an idea built with our software enter the market and do well. With our long history of different successes as well as failures, we engage in projects not only as programmers, but are happy to advise startups on how to avoid mistakes in developing a project. In the absence of sufficient knowledge and experience, young entrepreneurs needlessly fall into various traps. We advise them on how to avoid them and how to successfully introduce new IT products to the market. Here we have both experience and successes and we are happy to share this knowledge. The most recent hole in one for us proved to be an application that's a Single Control File generator, a new product in the Softhis portfolio. I can safely say that after 11 years of operation we felt like a startup once again, starting an adventure with a completely new product, but responding closely to the needs of customers.

The obligation imposed on entrepreneurs by the Ministry of Finance created a new market for dedicated software. We were aware that the automation of a seemingly simple process such as generating an XML file would be somewhat challenging, to which there came a race against time and a deadline arbitrarily set on August 25th, 2016. We began work on the application a few months before receiving the first query. From the perspective of the amount of acquired companies, this decision was really a hit.

Has automating processes made an impact on acquiring new customers or new markets?

Process automation can take place at a certain stage of maturity; we need to know exactly how they operate, backwards and forwards. We can not, for example, immediately automate the process of obtaining leads. You have to remember that effective automation includes only well-known and simple processes.

The basis for actions aimed at attracting customers and introducing new products to the market is listening to the needs of customers. In this case, ordinary conversations with people are the most valuable sales tool. Automation is an excellent complement to the entire, fairly complex process of customer acquisition and retention.

Should you plan for your e-services to have a global reach, or rather test locally and then think about global expansion?

This probably can't be answered unequivocally. Rather, one should ask the question, where are my customers? Should we initially look for them locally or globally? I know a lot startups based on modern technologies that started on both foreign markets as well as those in our Polish neighborhood. I can describe the situation based on Softhis Software House. We should also keep in mind what type of product we're offering. Sales of services related to software takes on a somewhat different path than the distribution of ready-made applications and online tools.

One of our priorities is undoubtedly foreign expansion. We are testing new markets, learning intercultural collaboration and expanding into different time zones. At this stage, we can already boast about customers in the United States and Great Britain. Therefore, for us the choice of global expansion was a good one. We know we are heading in the right direction. We also learned from talking with other Polish companies that have more experience than Softhis in foreign markets. As a result, we are searching for a suitable environment for us to sell our services related to the design and implementation of applications. At the same time we can't forget our Polish clients, and we are raising our programming standards and gaining knowledge so we can be among the experts in our field.

A few words of advice for other startups - what can they do to be successful?

First, I advise them to avoid perfection. Our idea of the perfect product will always be utopian. You have to remember that the market is changing and user needs are changing. The product or service should first of all be useful, not perfect. My advice may seem simple enough, but it is crucial for the success and growth of any business. First of all, listen to the people. You can start conversations with colleagues and friends to find out what their needs are, and whether your idea or your great application will be useful for them. If the customer for an application is a company, exactly the same rule applies here. First, there is a need, and then the product to meet it. It is worth looking at the recent trend of promoting small local businesses that are competing with really big companies. What sets them apart? Small companies can compete successfully on such things as the very low level of customer service in corporations. Finally, of course, don't give up knocking on the doors of investors. But always remember that the best investor is a satisfied customer. If a business idea is measurable and good, it will be successful.



SPORTIS.COM.PL

BOJANO | sportis.com.pl

Category: 8.2 POIG

Name of the beneficiary: Sportis Spółka Akcyjna

Province: Pomerania

Recruitment number: WND-POIG.08.02.00-22-074/14

Funding amount: 196 420, 00 PLN

Email: krysia@sportis.com.pl

Category: Hobby, Sport, Recreation

Automatic Business Process: Operational

SPORTIS®

Sportis is a leading manufacturer of hybrid RIB boats. It specializes in the production of professional and tourist equipment. The origins of the company date back to 1983. At that time, the company only produced life jackets and survival suits, as well as overseeing their thorough testing. Since 1999 Sportis has operated as a joint-stock company.

Sportis Inc. has its own design offices, as well as qualified and experienced staff and modern production facilities and warehouses. The company is headquartered in Koleczkowo, a small village located near Gdynia. The company's mission is not only to meet the requirements of customers, but surpassing them - being one step ahead of them.

Sportis Inc. has all the necessary certificates, including a Certificate of Recognition issued by the Polish Register of Shipping. According to the register, the company has been recognized in the manufacturing of yachts and motorboats with glass-reinforced polyester with a length of up to 12m.



STAYPOLAND.PL

WARSAW | staypoland.pl

Category: 8.2 POIG

Name of the beneficiary: StayPoland Sp. z o.o.

Province: Masovian

Recruitment number: WND-POIG.08.02.00-14-109/09

Funding amount: 281 297, 00 PLN

Email: t.zukal@staypoland.com

Category: Tourism, Travel, Transport

Automatic Business Process: Operational



StayPoland entered the market in 2003. In addition to the website StayPoland.com, the company also runs the Hotelcalculator.com and EuropeMountains.com services. All together their sites are visited by up to 220,000 users per month.

In 2013, the company eTravel took control of StayPoland, buying 51 percent of its shares. Since then, the company headquarters have been located in Warsaw. eTravel is a subsidiary of the Netmedia Group operating in the tourism segment. StayPoland won third place in a national competition for the most innovative B2B technology.

StayPoland specializes in incoming tourism. By working with a network of travel agencies around the world, the company is able to offer its customers hotel bookings and car rentals at reduced prices, as well as organizing trips

around Poland and Central Europe. StayPoland also provides advice and support for business travelers, as well as an individual approach to each client.



VOX.PL

CZERWONAK | vox.pl

Category: 8.2 POIG

Name of the beneficiary: PROFILE VOX Spółka z o.o.

Spółka komandytowa

Province: Wielkopolskie

Recruitment number: WND-POIG.08.02.00-30-192/13

Funding amount: 964 740, 00 PLN

Email: profile@vox.pl

Category: House, Office, Interior, Design

Automatic Business Process: Operational



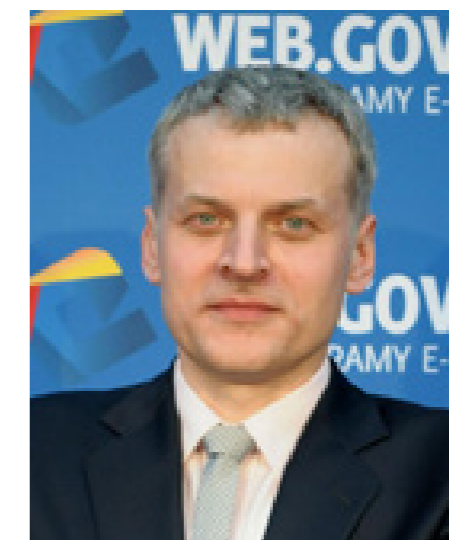
VOX is a group of companies founded in 1990. Until 2013, its president was Olesno's Piotr Voelkel. In 2013, for Children's Day, Piotr gave senior management of the VOX Group to his son, Piotr Jr.

The group comprises three companies that are now leaders in their industries in Poland: VOX Furniture, VOX Profile and VOX Doors and Floors. The companies included in the VOX group provide complementary offers of materials for the construction and finishing of flats and houses, as well as interior design.

Piotr Voelkel Sr. established his first business in

1979. Initially he manufactured wooden curtain rods, and later took up the production of wooden toys. In Germany, where he delivered his products, he met Arkady Leibovich, and they began working together. Now VOX Inc. is a powerful family empire. Piotr Sr. also invests in education - his first educational investment was the establishment of the School of Humanities and Journalism in Poznan.

The company PROFILE VOX Ltd. is another example of a company supported by EU funds that's known, valued and recognizable on the domestic and international markets of Polish product brands. The partnership coordination of two companies in the Group (VOX Furniture and VOX Doors and Floors) as well as sales management in the distribution network in each of the 16 voivodeships requires a very high organizational capacity and effectiveness of internal processes. Through OP IE Measure 8.2 the company obtained financing to implement an information management system for operational processes.



Leszek Czech, Project Coordinator, „We support e-business”

SUMMARY

Using the internet on a daily basis, we'll doubtlessly make use of services that include EU co-financing logos in their footers. Looking more closely, we'll come across the Innovative Economy logo. The result of the implementation of Measure 8.1 and 8.2 of the Innovative Economy Operational Programme is several thousand websites offering e-services and as many sites offering services for the B2B segment.

This publication presented 100 examples of solutions implemented under OP IE Measure 8.1 and 8.2 that are a good example of the use of EU funds to create innovative e-services.

Those interested in the topic are welcome to explore the „We support e-business” platform, which features Poland's largest database of e-service and B2B technology startups. It has about 2,000 descriptions with photos, contact information for the founders and lists the website on which the service is provided. This database is a mine of information for investment funds, as well as for those launching new businesses. It allows you to find the solutions that are already available and their status, making it easier to make a decision about investing in a selected project or to test an idea. The overview of e-service and B2B technology descriptions listed at www.web.gov.pl also makes for interesting reading for an internet consumer.

We encourage you to visit the „We support e-business” platform – www.web.gov.pl

DICTIONARY

Mobile application - a general name for the software that runs on mobile devices such as smartphones and tablets.

Startup - a company at the initial stage of development, in need of technical and financial support to transform an idea into a business model. Most startups operate in the field of modern technologies.

Outsourcing - the delegation of business processes in a company and the commissioning of external companies who are able to perform data processes more efficiently.

Business incubator - an institution supporting young entrepreneurs who have started or will start a business. It provides office space, legal assistance and accounting.

ERP (Enterprise Resource Planning) - a system supporting a company's management of resources.

Beacon - miniature devices operating using Bluetooth technology, allowing high accuracy in locating users of mobile applications and sending them notifications. Beacons are able to transmit location information from up to 70 meters. Such a signal can be received by an application installed on the user's smartphone, and perform a wide range of different actions (e.g. send notifications, offers, or directions).

ISO 9001:2000 - an international standard that specifies the requirements that should be fulfilled by a quality management system in the organization.

E-service - a service provided via the internet, usually automated and remote.

E-commerce - activities involving the exchange of goods and services, delivery and transfer of information, money transfer, stock trading, online auctions and promotional activities, and other after-sale activities conducted online.

B2C (Business-to-Consumer) - all of the possible uses of modern information and communication technologies in providing services for businesses dedicated to consumers; a synonym of electronic transactions between businesses and consumers.

B2B (Business-to-Business) - a synonym for business cooperation between enterprises. Electronic B2B services in the area of trade are any support services for trade between businesses that are carried out electronically.

CSR (Corporate Social Responsibility) - the concept, whereby companies voluntarily take account of social and environmental concerns in their business and in their interaction with their stakeholders.