



# EU – LAC Digital Accelerator Challenges Workshop

Nassau, October 24, 2023

Building bridges  
to accelerate **Digital Transformation**  
in **Europe, Latin America** and the **Caribbean**



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# Objectives of the workshop

- ✓ **Get to know** EU-LAC Digital Accelerator
- ✓ Identify **open innovation challenges**
  - Individual challenges from corporates
  - Collective challenges in a sector or value chain from associations / clusters / chambers
- ✓ Get involved in the **EU-LAC Digital Accelerator community**
  - To match innovative startups with corporate challenges
  - To accelerate partnerships

## Workshop facilitators

Paco Prieto

Juan Garate

Sergio Bandinelli

**TECNALIA & TECNALIA Ventures**

Damie Sinanan

Tonya Cummins

**Caribbean EXPORT**

Lidia Martinez Frances

Felipe de la Mota

**Delegation of European Union  
to Barbados, the Eastern Caribbean States,  
the OECS and CARICOM/CARIFORUM**



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# EU-LAC Digital Alliance



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# The EU-LAC Digital Alliance

Based on 4 cardinal pillars:

Regulatory &  
Policy  
cooperation

Harmonization of digital  
policies & regulatory  
frameworks

Connectivity  
Infrastructure

Extend Submarine  
cable BELLA

Innovation and  
private sector  
collaboration

EU-CELAC Digital  
Accelerator

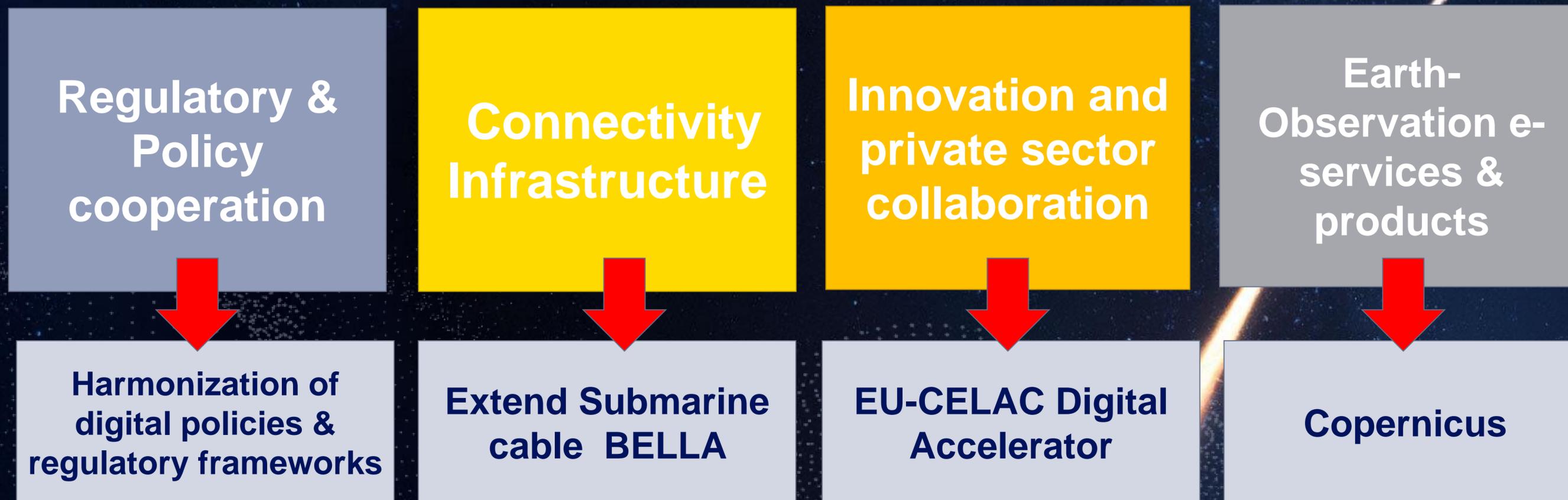
Earth-Observation  
e-services &  
products

Copernicus

Cross cutting: Cybersecurity (Cyber Competence Center-LAC4)



## Based on 4 cardinal pillars:



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Cross cutting: Cybersecurity (Cyber Competence Center-LAC4)



# EU-LAC Digital Accelerator



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# Take aways:

- 1. Innovation is about survival**
- 2. Innovation is about business**
- 3. Innovation is about risks and benefits**
- 4. Open Innovation is a derisking tool**



# An effective tool for digital open innovation



**EU-LAC  
Digital  
Accelerator**

Strengthening the **partnership links** between the European Union and Latin America/Caribbean for **Innovation and Digital Transformation**

We connect corporate challenges with the capabilities of innovative start-ups and SMEs generating and accelerating joint ventures involving European and Latin American/Caribbean companies.



# How?

## Generate partnerships



Match

**Matching** challenges from corporates with capabilities from start-ups to generate collaboration opportunities

## Grow partnerships



Build

Joint venture building by providing **acceleration services** valued up to 40K€ to reach investment-readiness



# Corporate – startup collaborations

## Start-ups

- Tight budget
- Lack of capital
- No or few customers
- Short production capacity
- Lack of visibility
  
- Agility
- Risk takers
- Passion
- Addressing new markets

## Corporations

- Key resources
- Capital
- Access to market
- Infrastructures & production capacity
- Known brand
  
- Standardised inflexible processes
- Aversion to risk
- Limited motivation
- Difficulties in accessing new markets





# Defining corporate challenges

What's your challenge?

**tecnalia**

MEMBER OF BASQUE RESEARCH  
& TECHNOLOGY ALLIANCE

# PROBLEMS WANTED

[tecnalia.com](http://tecnalia.com)



# What corporates get?

## A full open innovation experience

- ✓ Identify your challenges to face **Digital Transformation**, leveraging the opportunities of digital technologies
- ✓ Find the right partner to improve, renovate and/or diversify your offer.
- ✓ Establish venture-client collaboration
- ✓ Get exposure to digital transformation initiatives in Europe and Latin America - Caribbean



# What startups get?

The opportunity for international expansion

- ✓ Connect with venture clients
- ✓ Expand internationally, developing joint collaborations
- ✓ Get visibility through a through an international prestigious network
- ✓ Get exposure to challenging problems and opportunities



# What partnerships get?

Acceleration services (valued 30-40 k€) from highly qualified institutions



**Roadmapping  
services**

Customised project



**Proof-of-concept  
services**

Problem-Solution Fit



**Business case  
services**

Product-Market Fit



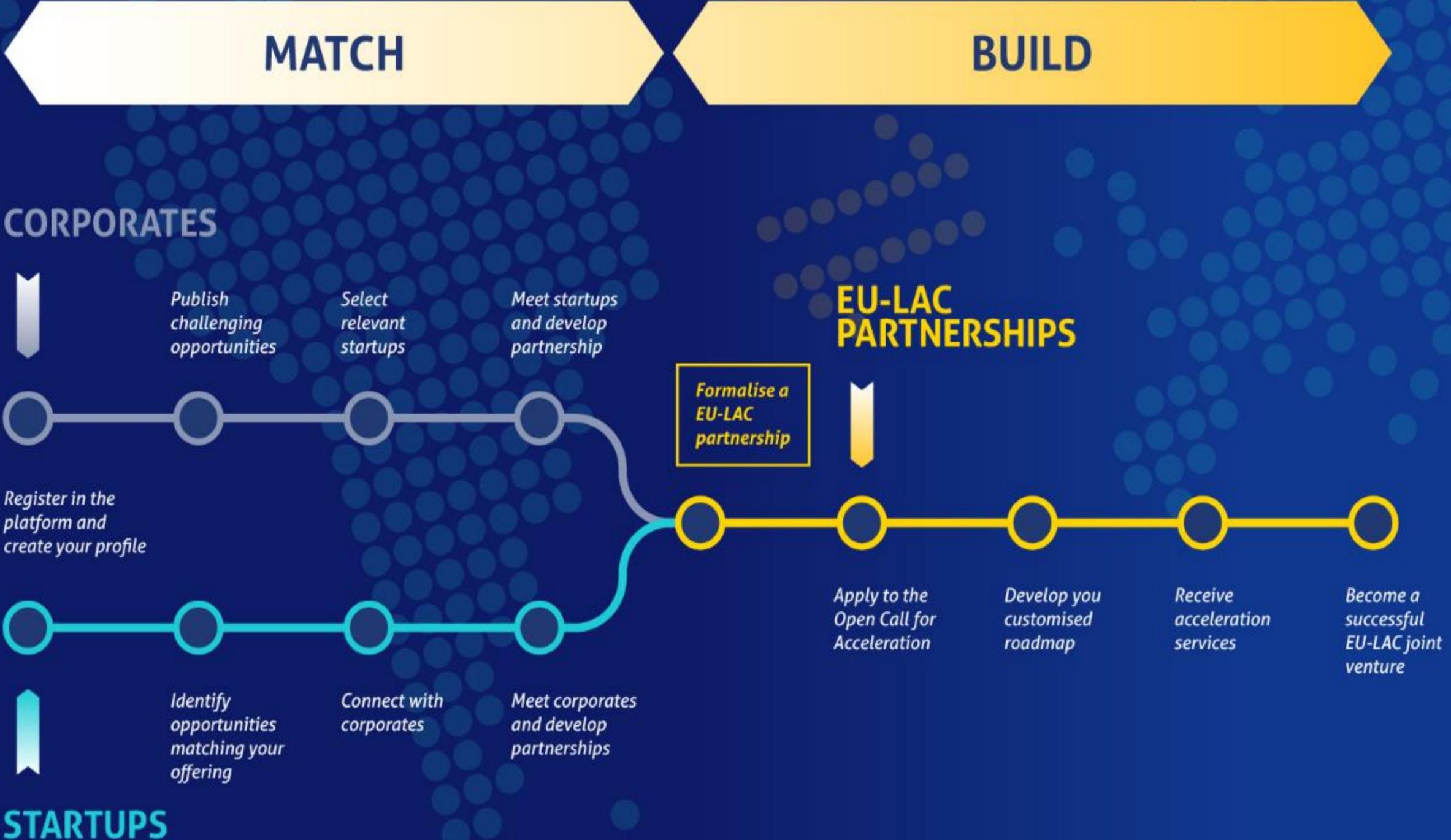
**Investment &  
Scaling services**

Growth planning





# Steps





# Inspirational experiencies

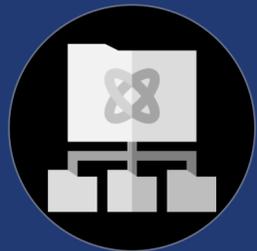


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# SUCCESSFUL USE CASES I

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## PROJECT

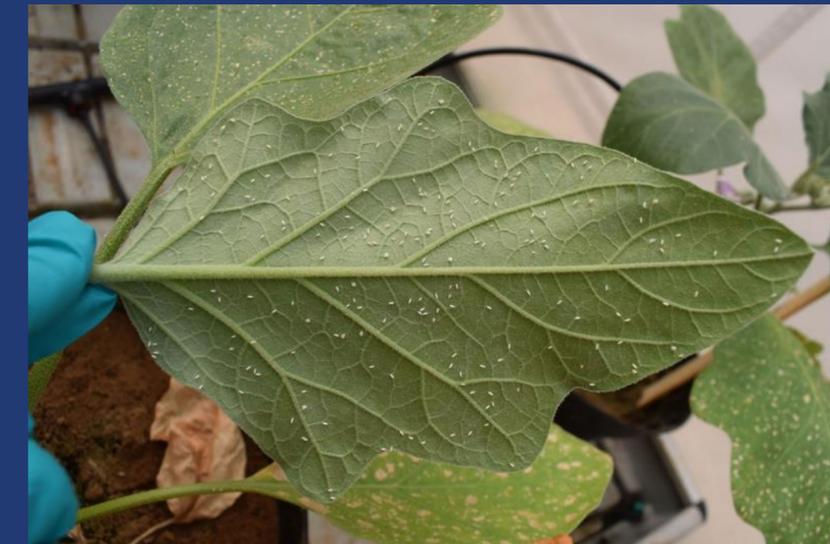
**Development of new products for crop protection using Deep Learning technology**



## CHALLENGE

There is a need for farmers today to control weeds, fungi and insect pests in their crops, while protecting yields and biodiversity. This requires the development of new, more effective and efficient crop protection products tailored to the pests.

**BASF company**, it is an expert in the development of phytosanitary products for pest control, needed to have a mechanism to detect in the field when pests were being produced, what type of pest was and the status of the pest, in order to be able to offer its customers more appropriate and customize products to combat the pest.



## SOLUTION

In this project several **Artificial intelligence algorithms** have been created based on an in-depth neuronal network for the automatic counting of insects in their different states, enabling new products that minimize their negative impact.



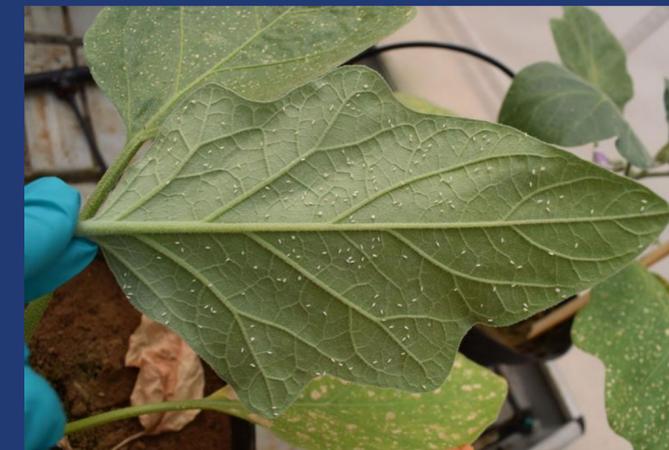
# SUCCESSFUL USE CASES I

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## IMPACT

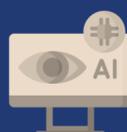
- Farmers benefit from more efficient R&D processes leading to crop protection innovations tailored to their needs
- BASF implements concrete actions that have real success for farmers, society and the planet. In 2019, BASF's Agricultural Solutions Division generated sales of €7.8 billion.
- Increasing accuracy in the effectiveness of insecticides through robust insect counting algorithms.
- Increasing the evaluation frequency through a system that captures and processes images in the field.



## TECHNOLOGIES



Artificial Intelligences & Big Data



Computer Vision and Visual interaction



# SUCCESSFUL USE CASES II

## PROJECT

### Development of a last mile delivery optimizer

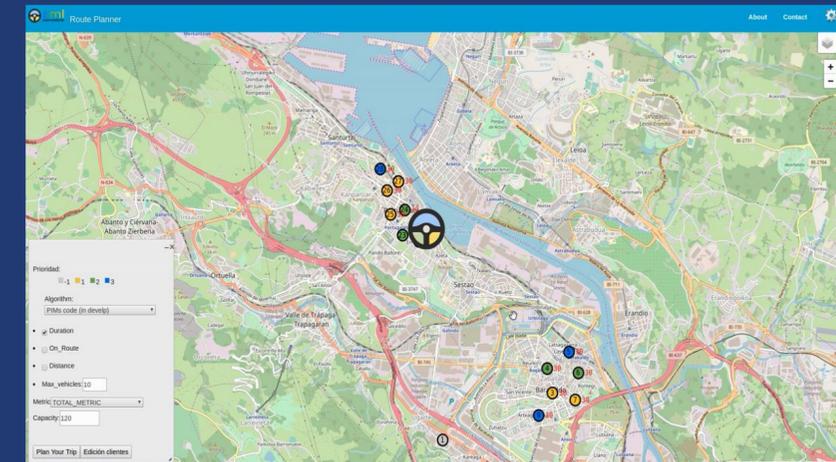
## CHALLENGE

Last mile delivery from eCommerce is an unresolved challenge. It involves an environmental cost, carriers are underpaid, the customer has to wait at home for hours for the package to arrive while the image of the eCommerce company falls.

**INFOTRACK**, is a Colombian company specialized in the development of software solutions for the logistics sector. They wanted to build a system to offer its logistics customers a more efficient, cheaper and centralized way to deliver packages, based on criteria such as traffic situation, number of deliveries, available vehicle fleet, urgency of the delivery, etc.

## SOLUTION

Platform capable of providing the last mile carrier with the optimal delivery route, for which it has been necessary to develop a specific artificial intelligence algorithm that takes into account a series of configurable parameters such as destination, distance, duration and fuel consumption and adding other variables such as delivery time slot, service time and number of packages to be delivered. In such a way that the platform will be able to provide the most efficient route (either in terms of delivery time, fuel consumption or other parameters).

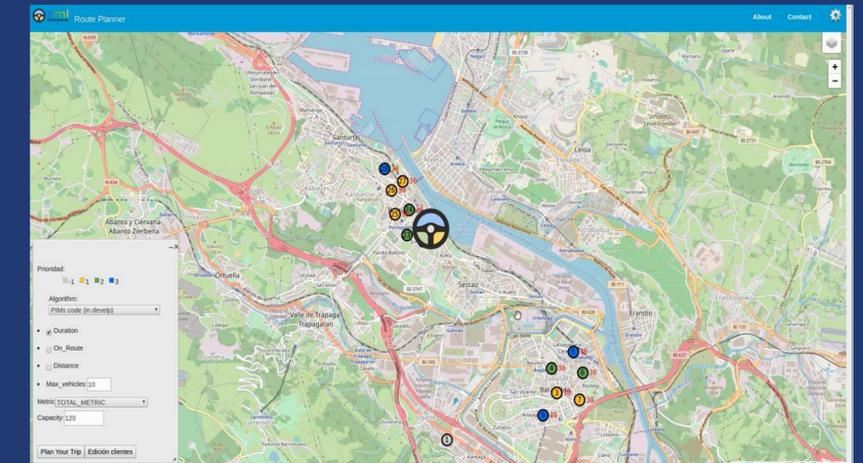


# SUCCESSFUL USE CASES II



## IMPACT

- Infotrack enables Colombian last mile companies to offer a differential service to their customers (companies and users) while saving on fuel and employee time, thanks to optimal delivery planning.
- Contribute to the societal challenges of digitalization and decarbonization, while improving the experience of customers, delivery drivers and companies.
- The delivery market in Colombia represents a turnover of about \$1,5 billion and manage about 150 million packages annually.



## TECHNOLOGIES

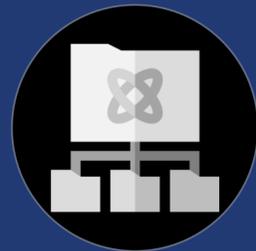


Artificial Intelligences & Big Data



# SUCCESSFUL USE CASES III

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## PROJECT

### Development of a last mile delivery optimizer



## CHALLENGE

The port of Pasaia (Spain) was in 2018 in the process of creating the **strategy to boost the activity and business of the Port**. For this it was necessary to adapt the infrastructures with those innovative solutions that would allow a greater capture of more business and specifically increase container traffic.

The port of Pasaia is small in comparison to other ports in the region, and it was necessary to optimize the use of available land in order to increase the loading/unloading buffer.

## SOLUTION

- Initially, a modeling of the entire port activity was created: time spent by the ship to enter in the port, tide schedule, time to load/unload the goods depending on the available cranes, the size and geometry of the goods, time to collect the cargo from the unload/load areas depending on the transport to be used (road or rail).
- A platform to optimize the time needed to unload a good in the port and transfer it to a road or rail transport was developed, through the use of artificial intelligence techniques taking into account the port activity parameters.



# SUCCESSFUL USE CASES III

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## IMPACT

- Increase of the space available for unload/load goods in the port.
- Increase of the containers managed by the port.
- More efficient use of the cranes and more information to invest efficiently in new infrastructures.



## TECHNOLOGIES



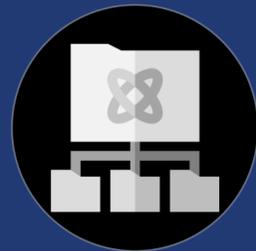
Artificial Intelligences & Big Data





# SUCCESSFUL USE CASES IV

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## PROJECT

### Cashless payment system



## CHALLENGE

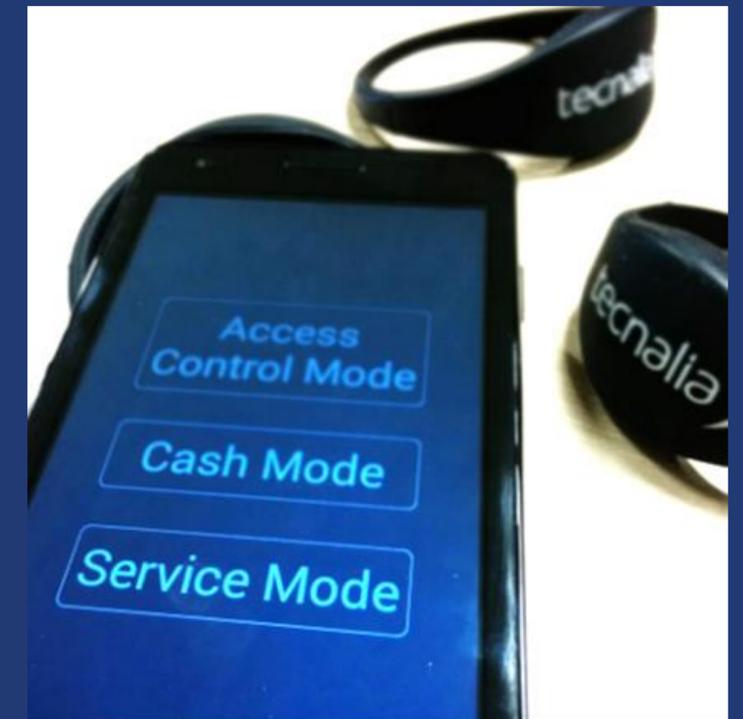
Hardrock and Ushuaia hotels in Ibiza, which are leaders in the implementation of innovative solutions in the hospitality sector, wanted to develop a new innovative cashless payment system that would make transactions easier and faster than with credit cards, but also that could offer service packages to their customers and control their customers' access to VIP areas, and prevent frauds from guests.

At the same time, the main aim was to improve and make the guest's experience in the hotels unforgettable.

## SOLUTION

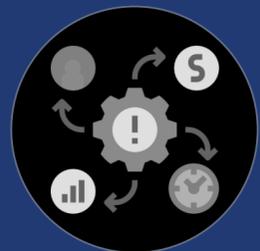
It was created a whole solution that worked as a closed loop for a contactless and cashless only solution, or that could be integrated into a payment gateway to offer a hybrid payment system with multiple methods allowed: credit cards, cash, prepaid with NFC bracelets.

The solution based in RFID/NFC technology allowed to manage payments, access control and data management.



# SUCCESSFUL USE CASES IV

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## IMPACT

- An increase in revenue of between 10% and 30%, depending on the sector.
- Recurrent revenue with new sales formats.
- High transaction speed and reduction of waiting time.
- A better payment experience for the user.
- Prevention of fraud and account discrepancies.
- The opportunity to implement customer loyalty programs and targeted offers.
- Upselling and Cross-selling actions.
- New income channels through sponsorship: logos, sponsors or brands on the wristbands.
- Differentiation. Wristbands or cards that differ according to the client's group or profile..



## TECHNOLOGIES



RFID/NFC





# Open challenges at EU-LAC Digital Accelerator



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# Some challenges

EU-LAC Digital Accelerator

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CHALLENGE

## Centralization and use of the processed data in Thomas Greg MTI for time optimization and generation of information that assists decision making process.

[Send message](#)

Updated on October 19, 2023



**Jose Mauricio Perez Zabala**  
Director de Optimización



must be experts in the implementation of  
at ensures the integrity and availability of

the information, and allows for future scalability.

**Interdisciplinary Approach:** Since the scope of the project encompasses several areas of the company, from Human Resources to Operations and Sales, the ideal partner should have a multidisciplinary team that can address the complexities of the challenge. The ability to develop a flexible solution in terms of data type and source applications.

This potential ideal partner for this project is expected to work together on a technological solution that meets the requirements of the problem to be solved, generating a long-term commitment to evolve and adapt the solution according to future internal and external needs.

### What are we offering?

The partner could benefit from the collaboration in several ways:

**Exposure and Credibility:** By collaborating with a company of the size and international trajectory as Thomas Greg, the partner can gain visibility, credibility and accessibility in the Latin American and Caribbean market. A successful project could be an interesting opportunity to manage new forms of collaboration in other companies of the Thomas Greg & Son group, as well as the possibility of offering new lines of business in data visualization and analytics among the group's clients.

As for the partners for the development of the solution, they will have access to the data necessary for the realization of the pilot.

In summary, the collaboration offers tangible benefits, such as access to Latin American markets and the identification of strategic partners, joining efforts to face the technical and operational challenges that may arise during the innovation process, combining the strengths of the future Joint Venture in order to provide a successful alternative to address the challenge posed and the establishment of new opportunities for collaboration.

# Some challenges



[← Browse Challenges](#)

CHALLENGE

## Decarbonization of clinker/cement production process at CEMEX plants. Also, circular solution of the captured carbon (storage/uses) in this production process

Updated on October 18, 2023



**Juan Carlos Costales**  
Venture Capital Manager

 Send message

implementing several new carbon capture, utilization and stor-  
reaching net-zero CO2 after current levers, relying on existing  
several CCUS innovation projects that aim to accelerate the cre-  
l scale.

ographies, which serve to verify the use and effectiveness of the

technology prior to its scaling stage. In this case, financial support is required for the construction and installation of a calibration plant for 48 photobiore-  
actors in a cement plant located in the center of the country (Mexico). This has an approximate cost of 1.4 million dollars.

Carbon BioCapture's patented technology is unique in that industrial gases require no pre-treatment; i.e. it works with "raw gases" delivered from the  
plant's exhaust point via a pipeline to the photobioreactor (PBR) array or "Carbon Farm". The oxygen resulting from microalgal photosynthesis is continu-  
ously released into the atmosphere.

What are we looking for?

<https://carbonbiocapture.com/technology/>

What are we offering?

The startup would benefit from scaling its "now proven" solution. The planet would benefit from the impact on the quality of the air we breathe. CEMEX  
would benefit by being able to build a competitive capacity (improvement of its emissions).



# Some challenges



← Browse Challenges

CHALLENGE

## Transforming real-time inventory logistics through the integration of Artificial Intelligence with image segmentation

Send message

Updated on October 10, 2023



Mónica María Mosquera Muñoz

Líder I+D+i

ties for product verification in transit within our SMART STOCK software.

**Hardware Development:** We value a solid track record in the design and production of specialized devices capable of supporting image processing and artificial intelligence technologies.

**AI Tools Applied to Computer Vision:** We appreciate experience in fine-tuning pre-trained AI models, especially those related to computer vision or image segmentation.

**Collaborative Work:** We are committed to a collaborative and shared approach in which both parties contribute their expertise and knowledge to achieve project success.

**Creativity and Experience:** We recognize the importance of creativity and the ability to think outside the box to overcome technical challenges and achieve innovative solutions.

**Open Mindset:** We value adaptability and the willingness to explore new approaches based on the changing needs of the project and the market.

### What are we offering?

One of the most prominent benefits of this collaboration for our hardware development partner is the ability to take their product to a global scale. Given that Infotrack has over 20 years of experience and presence in Colombia, Panama, Mexico, and Central America, joining forces with us on this disruptive project will make their product a vital component of a leading solution in the logistics industry. This will not only increase their visibility in international markets but also facilitate entry into new customer segments and the identification of strategic partners worldwide.

Additionally, the collaboration will grant them access to a previously established customer base.

Our network of relationships in the logistics industry will serve as a channel to bring the joint solu-



# Some challenges

[← Browse Challenges](#)

CHALLENGE

How can we adapt and operate roads, hospitals, transport hubs, industry, etc to be smarter, safer, and ready for today's sustainable and connected environment?

Updated on August 29, 2023



Arantxa Quintana  
Open Innovation Manager

 Send message



We are looking for:

- Green energy towards net-zero: Energy Efficiency, Renewables, Energy storage solutions
- Climate solutions: Carbon reduction, circular technologies, water solutions, net-zero approach
- Data leverage, connectivity and automation: IoT, Data Analytics, Predictive Models, IA, ML, RPAs, applied robotics, satellite...
- Transport Infrastructure for: autonomous, connected, electric and shared solutions.
- Project Management: Activity monitoring, Project monitoring and control
- Health & Safety: people safety, equipment, training, environment (noise, odor...)
- Information exchange between users, vehicles and infrastructure
- Materials: new sustainable materials, materials monitoring
- Fleet and machinery: Sustainable fleets, retrofitting solutions for machinery...





**NOW it is YOUR TIME  
to identify your  
CHALLENGES !**



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**Join us and  
benefit from  
the full  
potential  
of the  
EU-LAC  
Digital  
Accelerator  
Network**



**INVESTORS**



**PUBLIC  
BODIES**



**PRIVATE SECTOR**



**BUSINESS  
SUPPORT  
ORGANISATIONS**

# Start-ups addressing corporate challenges

## Digital capabilities



Cybersecurity & Blockchain



Bigdata Analytics



Robotics



Satellite & Space Tech



IoT



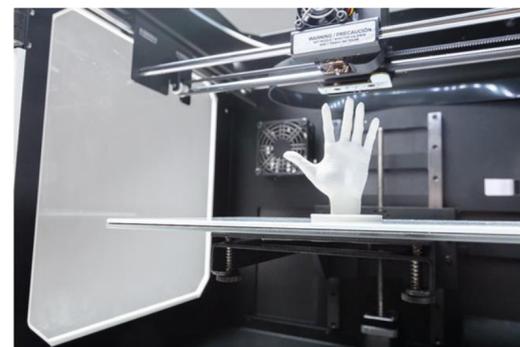
Modelling & Digital Twin



Artificial Intelligence



Virtual Reality



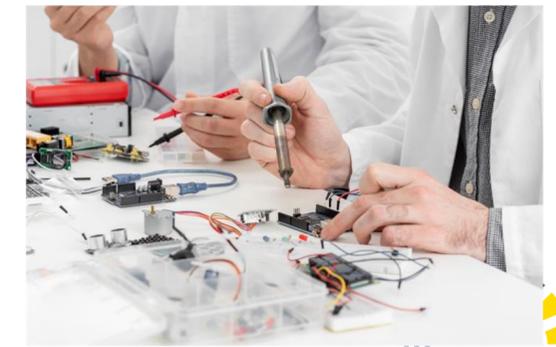
Additive Manufacturing



Quantum Computing



Augmented Reality



Sensors & Electronics

# Stakeholders

## Investors

Access to a selected deal flow of investment opportunities in innovative high-potential digital businesses.

## Accelerators

Raise your profile joining a prestigious platform and enrich your acceleration services exposing start-ups to corporate venture clients and partners to develop digital joint ventures.

## Business Associations

Enhance relevance of the challenges faced individually and collectively by your associates and provide them with visibility to collaborate with international partners.

## Public Bodies

Wield influence and gain leverage through an EU funded prestigious accelerator to multiply the impact of public innovation programmes and initiatives.



# SUBMIT YOUR CHALLENGE

## MATCHING PLATFORM



- 1 Create your profile
- 2 Submit your challenge
- 3 Identify solutions from top startups
- 4 Match with a startup
- 5 Build an EU-LAC Partnership

Share your challenges and get connected with **top startups** bringing a solution path.

[www.eulacdigitalaccelerator.com](http://www.eulacdigitalaccelerator.com)



# CORPORATES

We offer a full open innovation experience



Identify your challenges to face digital transformation



Partner with selected startups to improve, renovate and/or diversify your business



Develop your customised roadmap with highly-qualified experts



Establish venture-client collaboration with top startups



Connect with investors and funding institutions



Greater access to international collaborations

# LOOKING FOR **CORPORATE** CHALLENGES ON SMART PRODUCTION



**EU-LAC**  
Digital Accelerator

**SUBMIT YOUR CHALLENGE**



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# EU-LAC Partnerships

We also invite to the 1<sup>st</sup> Open Call for Acceleration:

- EU-LAC Partnerships already operational
- EU-LAC Partnerships constituted outside our Matching platform

**This is your opportunity!**



## Connect with us!

Sergio Bandinelli

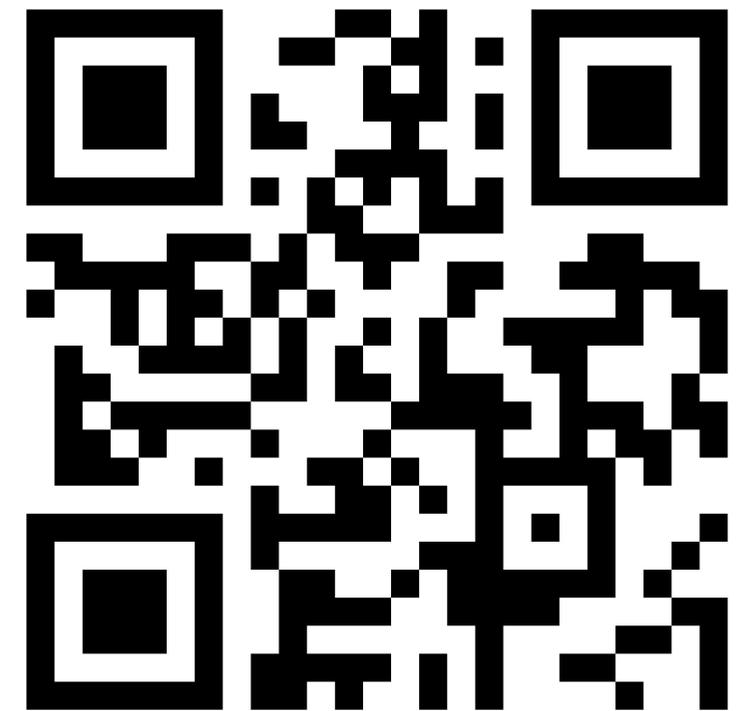
[Sergio.bandinelli@tecnalia.com](mailto:Sergio.bandinelli@tecnalia.com)

Juan Garate

[juan.garate@tecnalia.com](mailto:juan.garate@tecnalia.com)

Paco Prieto

[paco.prieto@tecnalia.com](mailto:paco.prieto@tecnalia.com)



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