

EXECUTIVE REPORT



STARTUP

Contact

iCommunity Labs

Tel. 678664231

maperez@mascotines.com

Location: Madrid, Spain

Sector

Blockchain - SaaS

Current Team

- Miguel A. Pérez CEO – PreSales – Computer Eng. More than 20 years leading IT companies, with broad exposure to international business.
- Luis M. Couto COO – Operations&Finance – MBA. More than 15 years of extensive corporate experience in finance and operations across Europe, US and LATAM.
- Álvaro Chico – CTO – Blockchain . IT development experience, for more than 15 years leading IT multidisciplinary teams.
- Mario García – CMO – Marketing – Customer experience . Digital marketing experience for more than 10 years.

Alliances / Partners

- Demium Startups – Incubator & investor
- Mark Ventures – Innovation Hub & investor
- LaNave (Ayto. Madrid) – Accelerator
- Telefónica Open Future – Accelerator
- Lanzadera – Accelerator & business
- Insomnina – Accelerator & business
- Ebro Talent – Accelerator & business
- Netmentora Madrid – Mentoring
- Carlos Grau – Strategic & Business advisor

Financial report

- Capital raised: 650K€ (grants+debt+BAs+FFF)
- Foundation year: 2019
- Previous investment : 93.000 € (BAs)
- Needed investment: - €

Main Customers

- Estrella Galicia (Hijos de Rivera)
- Logalty + Informa
- Aenor + Lidl

BUSINESS DESCRIPTION

"iCommunity Blockchain Solutions" (iBS) is a low-code API and Blockchain-as-a-Service (BaaS) platform that adds transparency, efficiency and digital evidence to business processes, simplifying and saving costs while adding value to their products or services.

PROBLEM

It's a fact that Blockchain is a very promising technology to bring trust, transparency and efficiency to several business processes... however, the reality is that very few companies are using it now, especially small and medium enterprises, because is very hard to implement:

- A specialist knowledge is needed and therefore it is a long and expensive deployment process,
- It is risky because the technology, with interoperability issues among different networks which are in constant evolution and many proof-of-concepts have problems of scalability.

SOLUTION

iBS is a middleware platform that connects to different networks (private and public) to provide, through low-code APIs, the most appropriate blockchain capabilities of them to several digital business processes. This is a multi-chain platform built from the ground up that offers the shortest path between a blockchain use case concept and the realization of the business case in production. As a low-code platform abstracting complexity, iCommunity makes it easy for any organization to build, deploy and integrate blockchain into their existing systems.

Our goal is to cover the existing gap between business organizations and Blockchain technology, offering this technology as a service and making possible the creation of use cases in a short time and for a really affordable price. Therefore, iCommunity accelerates and grants easy access to blockchain.

COMPETITORS

iCommunity platform provides a low-code access through APIs which is very close to a broad range of use cases. A well-defined product, where some competitors provide only blockchain infrastructure which are quite far from the final solution, and other competitors actually offer mainly ad-hoc projects to be developed case by case.

COMPETITIVE ADVANTAGE

iCommunity blockchain platform (iBS) is the only tool on the market focused on make easy and accessible blockchain adoption for any type of company. It's the only that eliminate adoption barriers, by reducing drastically deployment time & cost (near to 80%) thanks to their API and "low-code" orientation.

BUSINESS MODEL

Our business model is SaaS, with a subscription recurrent fee and a pay-per-use cost. Four incremental packages:

- Freemium (limited in time and number of transactions)
- Growth
- Business
- Enterprise

KPIs

- Medium ticket for customer: 1.000€/month
- Transactions/month: 10.000
- Gross Profit Margin (GPM): 50%
- Sales last year: 85K€
- Paying customers: 5
- Free customers: 10