High Potential Initiatives Profiles

1   Accelerator

FINODEX

2   Project and Organization

Linknovate (LKN)
Linknovate Science, SL

2.1   Country

Spain

2.2   Project Abstract

Linknovate is a search engine that helps manufacturing and R&D teams in corporations find technologies and partners. They undertake technology and partner scouting by:
a) mining big data from R&D and scholarly sources (papers, conferences, patents…)
b) leveraging our own proprietary databases of startups and grant-awardees
c) bringing the most recent "fresh data"from key-players who are currently working in the field of interest and willing to collaborate

Linknovate facilitates partner identification and cross-field pollination, helping companies avoid re-inventing the wheel and miss out on emerging technologies and suppliers.

Linknovate has a team of four people, all engineers. Manuel is an ex-SRI international researcher (CA), Javier is a Stanford MBA (CA), and Javier and Jose are two computer scientists from UDC (Spain).
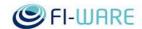
LKN was awarded the 1st prize by Finodex.

2.3   Sector

Horizontal (solutions suitable for every verticals)

2.4   Target Market

Linknovate (LKN) is a discovery engine that helps companies with superior business intelligence to detect and understand emerging technologies and the key-players behind them. Its clients need to run competitive intelligence or technology scouting and it provides them a type of Business intelligence. When the customers need to search something on emerging technologies and they do not know what to expect, LKN supports them in the discovering (B2B model).

LKN has different competitors but it is different from them in relation to the discovery experience and the data used. It uses fresh data in terms of patent and publications. LKN tries to put a lot of effort on data visualization and design (ICT market target).

LKN is implementing activities to acquire customers through direct contact and indirect sales. Users also discover LKN platform through Google searches.

LKN is already on the market.

2.5   Business Model

LKN has two types of revenues flow: the web application which has a monthly subscription model and a fremium model, the second is per single project.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6   Website

http://www.linknovate.com