1. [www.uptoyou.es](http://www.uptoyou.es)
2. UptoYou enables innovation at events, transforms them into unforgettable experiences and encourages interaction among participants.
3. Our startup is located in Barcelona.

**TELL US ABOUT THE FOUNDERS**

1. Founder´s background is the technological field. His main skills are crm management services in the cloud, hosting and application development.
2. Yes-all founders will attend
3. Yes. If our startup is choosed for the program I´ll work full-time without external liabilities.

**TEAM**

1. Our team is conformed by 3 full-time y 4 part-time workers per month.

**PRODUCT**

1. UptoYou brings benefits in events where attendees are the epicenter of action.

For that reason, our system has different functions, all of them focused to improve user experience, increase the interaction between them as with the Company as well. Adds value to the company because it helps to know information through consultations and assessments in real time, and improves engagement at events through competitions, awards and ease of interaction between participants.

1. Within the scope of application development for events, we can find differents companies, some of them are our competitors:

* Eventwo: <http://www.eventwo.com/>
* Elixir mobile: <http://e-lixirmobile.com/es/>
* Evenium: <http://evenium.com/ng/public/corp/index.jsf>
* Ttandem: <http://www.ttandem.com/>

Our competitors focus most of the characteristics of their applications for congresses and fairs type events, so offer networking, list stands, speakers, accommodation available in the city of the show, etc.

The difference of uptoYou is that it incorporate different functionalities and they all can work together. We innovate and makes differences by offering a wider range of functions than the competitors.

Our system is completely customizable to client image so it can be used in professional events as fairs and congress, ludic as a concert, karaoke or sportive events or touristic places as hotels. UptoYou is capable to adapt in multiples areas and offer in all of them the necessary elements to encourage interaction.

Other key elements of differentiation is that uptoYou provides the geolocation function, that allows interaction between users located in the same place, and the flash you function that allow us to use light screen mobile’s to create lighting amazing experiences among all the participants.

1. Nowadays we are intending to find customers through different channels. On the one hand, we use a proactive method by establishing a first contact with companies that we think they could be interested in our product. So, we adapt our product to their specific needs and we even offer a first test. We are so confident in our product that we know that once customers used our services they will need in the future.

On the other hand, we are using social media as a branding channel and to spread our services in different areas.

**HISTORIA Y FINANZAS**

1. 01/01/2000.
2. The company has 3 partners but one of us, Jose Luis Garcia, is the principal by owning 90% of the actions.
3. Through the services that we offer with uptoYou. So we have different pricing rates based in company’s needs: monthly, **trimestral** and annual.
4. We invested the total amount of XXXX in this project.
5. We believe that in 2-3 years the initial investment will be covered. After this period of time we estimate that we will make earnings with the value of XXX euros per year.
6. We heard about the program through 4YFN in the Mobile World Congress but we don't know any of your mentors or teams.