Outliers
Open Innovation Official startups selection 2024
What is Telefónica Open Innovation?

Open Innovation at Telefónica arises from the need to look outside our organization to attract talent and emerging technologies identified within startups. Our Open Innovation team serves as a bridge between Telefónica and the entrepreneurial ecosystem. This allows us to stay abreast of developments and identify the most brilliant and disruptive projects within the startup environment. We invest in and incorporate these projects into our service catalog and internal processes, generating impactful innovation for Telefónica and our startup partners.

Our mission is to connect Telefónica with the local and global ecosystem to drive innovation from startups and scale-ups into our business, creating impact for Telefónica through:

Internal Transformation: Focused on digitization, process automation, and cultural change within the company.
What are the Outliers?

Telefónica Open Innovation’s Outliers is a selection of the most relevant start-ups, from Wayra’s and Telefónica Ventures’s global portfolios. These companies stand out for their revenues, valuation, growth, and other criteria.

Within the Outliers, we also include what we call our ‘Tech Bets’, which are other start-ups selected because of their clear potential for growth and innovative technology. And we also highlight, separately, our most successful, and therefore, outstanding “Exits”.
Telefónica Open Innovation’s Hall of Fame is an annual selection of the best startups from Wayra’s and Telefónica Venture’s portfolios. Through this selection we want to highlight companies with relevant revenues, growth, valuation, and startups that are successfully working with Telefónica and its clients.

Meet our Champions!

ABC da Construção
Airalo
Bankuish
Bit2Me
Constella
Devo
Digibee

Factorial
Hiya
Hybrico
Nozomi
Redsift
SiMa.ai
Stackfuel

Tappx
Trocafone
Voicemod
Winclap
Wise CX
Zapping
**ABC da Construção**

ABC da Construção is the biggest marketplace and distributor of construction materials in Brazil. They offer materials and home accessories, providing customers products at reduced costs along with related construction advice and assistance.

www.abcdaconstrucao.com.br

**Airalo**

Airalo, founded in the USA, is a global eSIMs platform for travellers providing access to +200 countries connectivity at local rates.

www.airalo.com

**Bankuish**

Bankuish, from the US, offers a credit scoring software. Its AI-enabled tools help assign users appropriate credit scores, based on data, providing simplified access to pre-approved loans, financial services, and tools to grow their credit score.

www.bankuish.com

**Bit2Me**

Bit2Me is a leading spanish crypto exchange platform, aiming to connect the digital world of bitcoin with the physical world of cash, and democratize the token economy and integrate Web3 into real economy.

www.bit2me.com
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<thead>
<tr>
<th>Company</th>
<th>Description</th>
<th>Website</th>
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<tbody>
<tr>
<td><strong>Factorial</strong></td>
<td>Factorial, founded in Spain, is a HR management platform for small and medium businesses. It helps manage employees’ holidays and sick leaves easily, offer benefits or flexible compensation plans while also automatizing payroll, and more.</td>
<td><a href="http://www.factorialhr.es">www.factorialhr.es</a></td>
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<td><strong>Constella</strong></td>
<td>Constella Intelligence, based in the USA, is a data analytics and cybersecurity software designed to deliver end-to-end data protection capabilities through predictive intelligence and big data.</td>
<td><a href="http://www.constellaintelligence.com">www.constellaintelligence.com</a></td>
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<td><strong>Devo</strong></td>
<td>Devo, a US-based company, is a real-time Big Data platform that ingests and analyses companies’ data for IT operations, fraud, security, marketing, IoT, and more.</td>
<td><a href="http://www.devo.com">www.devo.com</a></td>
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<tr>
<td><strong>Digibee</strong></td>
<td>Digibee, from Brazil, is an integration platform as a service (iPass) designed to connect businesses to the digital world. Its features enable businesses to turn ideas into meaningful customer digital experiences efficiently.</td>
<td><a href="http://www.digibee.com">www.digibee.com</a></td>
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**Telefónica Ventures**
- ESP, USA, BRA, IND
- Cybersecurity
- B2B

**Leadwind & Vivo Ventures**
- BRA, USA & Europe
- DevOps
- B2B

**Constella Intelligence**
- ESP, USA, BRA, IND
- Cybersecurity
- B2B

**Devo**
- ESP, DEU, GBR, USA & BRA
- Cybersecurity
- B2B

**Digibee**
- BRA, USA & Europe
- DevOps
- B2B
**Hiya**
Hiya’s Voice Performance Platform flags spammers, blocks fraudsters, and enables businesses to connect with their customers by enriching calls with ID, logo and call reason. It was founded in the US.

www.hiya.com

**Hybrico**
Hybrico, from Guatemala, provides end-to-end energy services for both off-grid and bad-grid mission-critical sites. Their energy services enable clients to focus on their core expansions, reducing their operational expenses, and increasing uptime.

www.hybricoenergy.com

**Nozomi**
Nozomi Networks is an American business that provides an industrial cybersecurity solution for real-time visibility to manage cyber risk and improve resilience for industrial operations.

www.nozominetworks.com

**Redsift**
Redsift, from the UK, offers cybersecurity products to help organizations address day-to-day security challenges. It uses machine learning to analyze and synthesize data from core business processes, enabling users to manage their online security.

www.redsift.com
SiMa.ai

SiMa.ai is an American, machine learning company enabling high performance compute at the lowest power. Initially focused on solutions for computer vision applications at the embedded edge.

www.sima.ai

Stackfuel

Stackfuel is a German company offering online training and practical courses, intended to impart knowledge to employees across industries. The platform offers skills-based training in data analytics, data science, and AI.

www.stackfuel.com

Tappx

Tappx is a Spanish ad tech programmatic platform that allows advertisers to effectively reach their customers throughout their journey. Advertisers can choose to pay per engaged users or to promote their products by exchanging ads with other apps.

www.tappx.com

Trocafone

Trocafone, founded in the USA, is an online marketplace and e-commerce platform for buying and selling new and secondhand/used electronics in LATAM, particularly smartphones.

www.trocafone.com
Voicemod
Voicemod, from Spain, is an app for games and chats that changes and applies fun effects to your voice with auto-tune, reverb or echo to create your unique voices and surprise your friends. In addition, it integrates perfectly with Stream Deck.
www.voicemod.net

Winclap
Winclap, from Argentina, provides marketing services to help the mobile app community move to AI-driven marketing, whilst maximizing ROI, optimizing strategies, and enabling marketers to unlock smarter user acquisition, engagement, and retention.
www.winclap.com

Wise CX
Wise CX is an Argentinian company offering a platform that optimizes customer service and centralizing multiple online channels.
www.wisecx.com

Zapping
Zapping, from Chile, is a TV streaming platform designed to enhance the user experience and offer new content. Its innovative technology, simplified user interface, and eco-friendly streaming options, enable an enhanced viewing experience.
www.zapping.com
Meet our Tech Bets!

We also want to highlight those companies which we believe have a clear potential for growth and an innovative technology. The future is now!

ennen.care  Matsuko  Payflow  
IBBX  Monogoto  Uelz  
Idoven  Nova Labs  

Matsuko

Matsuko, from Slovakia, is a holographic presence app that uses a single camera to stream human holograms, enabling users to communicate virtually in 3D. It provides a cross-device holographic experience on smartphones or mixed-reality glasses.

www.matsuko.com
**Monogoto**

Monogoto, founded in Israel, is a cloud-based cellular network. Its API-driven Infrastructure-as-a-Service was designed to enable cellular connectivity with existing enterprise IT infrastructure.

www.monogoto.io

**Nova Labs**

Decentralized wireless network and settlement layer leveraged on a blockchain-based deployment fueled by token economic incentives.

www.nova.xyz

**Payflow**

Payflow, from Spain, is a financial software that provides employees access to salaries instantly without the need for their companies to have cash flow in the middle of the month, while keeping the process of payroll settlement incredibly simple.

www.payflow.com

**Uelz**

Uelz, from Spain, is an online payment gateway designed to record, control, and analyze information on all customers and sales to help manage payments, subscriptions, and more, enabling clients to save time and manage and grow their online business.

www.uelzpay.com
Let’s not forget about our most relevant exits!
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<td>Adjust</td>
<td>Adjust, from Germany, offers a Business Intelligence platform for marketers, combining attribution for advertising sources with analytics and store statistics.</td>
<td><a href="http://www.adjust.com">www.adjust.com</a></td>
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<td>Altiostar</td>
<td>Altiostar, acquired by Rakuten, is an American business that offers an E2E virtualized RAN software solution with full interoperability already completed with major radio, HW &amp; services vendors.</td>
<td><a href="http://www.symphony.rakuten.com">www.symphony.rakuten.com</a></td>
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<td>Blueliv</td>
<td>Blueliv, now Outpost24, is a spanish cyber threat intelligence security platform that provides actionable information and analysis of cyber threats targeting your organisation, therefore saving time and resources by improving their incident response performance.</td>
<td><a href="http://www.outpost24.com">www.outpost24.com</a></td>
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<tr>
<td>Flywire</td>
<td>Flywire is a global payments enablement and software company. It combines its proprietary global payments network, next-gen payments platform and vertical-specific software to deliver the most important and complex payments for clients and their customers.</td>
<td><a href="http://www.flywire.com">www.flywire.com</a></td>
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**Beamer**
Beamer, from the US, is a cloud-based platform with tools that allow companies to announce updates and get feedback, through a newsfeed or changelog, businesses to improve internal communication and increase productivity.

www.getbeamer.com

**Packlink**
Packlink is a Spanish online platform that offers cost-effective package delivery services in Spain and internationally, allowing users to compare prices across providers to find the most cost-effective solution.

www.packlink.com

**Percent**
Platform for teams and societies to raise money from their members, while providing brand incentives to members and marketing exposure for brands.

www.wearepercent.com
**Quit Genius**
Quit Genius, now Pelago, is a USA digital behavior change platform for various addictions. It uses a disruptive model to deliver best practice care via digital cognitive behavioral therapy, expert coaching and more.

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

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**Teravoz**
Teravoz is a Brazilian company which offers a highly customisable VoIP service that integrates with legacy systems through a robust API platform. Now under the Twilio brand.


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**Trustev**
Trustev increases sales and stops fraud for e-commerce and financial companies. It offers a totally modern approach ecommerce fraud prevention through real-time online identity verification. Now acquired by TransUnion.

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