

STARTUP LITHUANIA

ROADSHOW 2014

SAN FRANCISCO



HELSINKI



TEL AVIV



DUBLIN



LONDON



MEET 8 NEW LITHUANIAN STARTUPS!



STARTUP
LITHUANIA

**FACILITATOR OF
THE WHOLE STARTUP ECOSYSTEM
IN LITHUANIA**

Startup Lithuania Roadshow 2014 is bringing 8 most promising Lithuanian startups on the road. They will travel to investors and tech conferences in San Francisco, Tel Aviv, London, Dublin and Helsinki.

During the Roadshow you will have a chance to:

- Meet 8 investor-ready Lithuanian startups in one place in your city
- Explore co-investment opportunities in Lithuania
- Build bridges with members of the Lithuanian startup ecosystem

Highlights from Startup Lithuania Roadshow 2013:

- 17 teams traveled to Tel Aviv, London, Berlin and Stockholm
- 3 startups attracted investment from foreign VC's
- 2 startups were invited to accelerators in London and Tel Aviv
- Few more signed profitable partnership agreements

Startup Lithuania Roadshow is a bridge to the most startup friendly ecosystems in the world. It is dedicated to investor ready startups, which are looking for seed or venture funding. The bridge is being built by Enterprise Lithuania and Startup Lithuania for the second year in a row.

StartupLithuania.lt is the one-stop shop for information about startups in Lithuania and the facilitator of the whole startup ecosystem in the country. You can surf the local startup ecosystem waves with us. Startup Lithuania is powered by **Enterprise Lithuania**, the governmental institution which aims to support business establishment and entrepreneurship, and fosters export.



POWERED BY:



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Cloud Mic

MOBILE AUDIENCE ENGAGEMENT TOOLS FOR BIG AUDIENCES

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

1. We use smartphones while others provide separate device.
2. We deliver high quality sound.
3. Team: in-house sound engineer and a developer with over 3 years of Voip experience.
4. Our patents are on the progress.

WHAT IS YOUR USER GROWTH RATE?

From March of 2014, we have these growth numbers:

1. Launched IOs MVP in 3 days app got over 4000 downloads and Japanese, Chinese bloggers writing about it (without marketing budget). Now there are 9000 downloads, users had 3000 sessions, 20 % returning users.
2. Conditional sales/partnerships agreements in Lithuania with 2 major international universities and around 10 conference organizers. In November after actual application in big conferences, we will have more numbers.

WHO NEEDS WHAT YOU ARE MAKING?

1. All the people organizing and attending live events that use microphones.
2. Venues where discussion is not available due to lack of microphones or too big room.

HOW WILL YOU MAKE MONEY?

We will charge for premium features.

HAVE YOU RAISED FUNDING?

Having negotiations on this matter.

WHAT ARE YOU LOOKING FOR?

1. Partners/Investors with 300k € investment for further product development, sales and marketing.
2. Partnerships in the conference industry.

YOUR GOALS IN 3 6 12 MONTHS PERIOD?

3 months:

1. Full Mic app for IOs and Android.
2. Few big events in Lithuania.
3. Application in universities.

6 months:

1. Launch of one more feature.
2. Few international events.

12 months:

1. No internet solution.
2. Product expansion to the major European countries.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS

People tend to learn the most through the discussions or by asking questions. There are 325 M people only in USA and UK, annually, who go to the conferences and predicted industry growth is 44% from 2010 to 2020.



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DRAGDIS

**BROWSER EXTENSION
THAT HELPS YOU ORGANIZE
ANY CONTENT YOU FIND ONLINE**

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

Simplicity. The user experience we've created is the best on the market and we're constantly improving it. Every single time you come across content of your interest online, all you need to do is just drag&drop it to your sidebar with folders or apps that pop up on the right side of your screen the second you start dragging it.

WHAT IS YOUR USER GROWTH RATE?

~ 15% per month.

WHO NEEDS WHAT YOU ARE MAKING?

Creative professionals is the key audience for us, just because their pain is the biggest, but almost anyone who browses the web sooner or later can find Dragdis extremely useful.

HOW WILL YOU MAKE MONEY?

Advertising. Knowing what kind of content a Dragdis user organizes will enable us to create an accurate targeting system. Our clients will be ad agencies and brands.

HAVE YOU RAISED FUNDING?

€ 200k in September, 2013.

WHAT ARE YOU LOOKING FOR?

- Connections with Dropbox, Google, Evernote, Mozilla, Pinterest etc.
- Series A funding.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

3 months: Dropbox integration.

6 months: Dropbox integration MAU growth 50%

12 months: 5-10 more integrations with similar 3rd party services.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

We have 46,000+ users who organized over 2,000,000+ items and we got here without buying any ads!



CONTACT

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ENABLING ONLINE PUBLISHERS TO SELL CONTENT RELEVANT PRODUCTS DIRECTLY ON SITE

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

Compared to other types of online advertising like Display product Ads our technology automatically places products relevant to the content of each page on publisher's site. The visitors checkout and purchase instantly without ever leaving the site. The publisher retains its users on site and gets paid from each sale (including return purchases) and with our help the publisher generates a better bottom-line.

WHAT IS YOUR USER GROWTH RATE?

Monthly unique users (2014):

9,215 March

25,767 April

29,601 May

104,001 June

274,019 July

WHO NEEDS WHAT YOU ARE MAKING?

Publishing companies, individuals/owners of Community sites, Bloggers, any Content Sites.

HOW WILL YOU MAKE MONEY?

Sellers pay a commission fee (starting from 7%) for each sale and it's shared between the Publisher (70%) and InsideWarehouse (30%).

HAVE YOU RAISED FUNDING?

Angel round of \$ 320K from BIP Group.

WHAT ARE YOU LOOKING FOR?

An investor with a focus in eCommerce/Advertising/Media for \$500K Seed round (partly is already secured).

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

In 3 months we'll on-board 4 publishers from top10 in U.S. (the deals are already closed).

In 6 months we'll close the Seed round, expand the team, continuously work on on-boarding new publishers, sellers and improve matching accuracy.

In 12 months we'll become No. 1 vendor in three most community driven verticals (pets, babies, health&beauty) with 30M monthly unique users.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

Publishers are constantly looking for a new ways to monetize their content - the revenue stream from eCommerce will become substantial part of overall incomes according to researchers (Forrester Research 2012). We're entering a fresh industry. We know it's a challenge for us to modify user behaviour but we also know it is doable because most people love when someone is making their lives easier. Our daily job is to bring the products they need to the content they use.



CONTACT

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WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

Marketplace is a different approach comparing to the exhibitions, offline brokering, and online data providers.

WHAT IS YOUR USER GROWTH RATE?

Average 14% per month.

WHO NEEDS WHAT YOU ARE MAKING?

Pharmaceutical companies.

HOW WILL YOU MAKE MONEY?

Commission from a business transactions and subscription fees for access to marketplace.

HAVE YOU RAISED FUNDING?

Family money.

WHAT ARE YOU LOOKING FOR?

Looking for 1.0 MLN Euro investment for product development, global sales and marketing activities and revenue scale up 10x times during 18 months.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

3 months - reach 200 K Euro annual revenue, 18 months - reach 2 M Euro annual revenue.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS

This is the next big thing for pharmaceutical industry, changing the behavior of pharmaceutical executives, which already outperformed non-direct competitors who was 6 and 17 years in the market, very big potential to grow in 1 Trillion USD market.



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LOCATION BASED PLATFORM DESIGNED TO PROVIDE 'SMART' NEIGHBORHOOD INFORMATION AND RANKINGS IN CITIES

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

Existing companies are very local and focus only on one data type – open data, social media, or user generated information. PlaceILive has managed to crunch open data, social media and have platform for user generated information across different countries and cities. Now being live in Berlin, London, Chicago and San Francisco. New York is coming out soon. Moreover, PlaceILive has created a unique algorithm that runs through the data and ranks neighborhoods in cities.

WHAT IS YOUR USER GROWTH RATE?

For our pilot in 5 biggest cities in Lithuania we have more than 50k unique monthly visitors. For our Beta in London, Berlin, Chicago and San Francisco we now do testing with the first few thousand users.

WHO NEEDS WHAT YOU ARE MAKING?

People who are looking for place to live or visit and active city people who care about the neighborhood they live in.

HOW WILL YOU MAKE MONEY?

We license our data to real estate and travel accommodation booking portals via our API's.

HAVE YOU RAISED FUNDING?

Practica Seed Capital: 200k EUR

StartupHighway accelerator: 11k EUR

WHAT ARE YOU LOOKING FOR?

We are looking for the next round of funding, clients in real estate and travel accommodation business, advisors and board members.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

Launch PlaceILive v1

Build a strong advisory and management board

Have number of clients in real estate and travel accommodation business

Raise next round of investment

Grow international user base

Expand and develop our team

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

We managed to crunch and unify a lot of neighborhood data from different sources and geographies that no other company in the world managed to do so far. So this makes us the biggest international database of neighborhood information in the world. 'PlaceILive is inventing Smart City' highlighted Anthony Townsend. Anthony is a researcher at NYU and author of the famous book 'Smart Cities' and now sits on our board of advisors.



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Plate Culture

**ONLINE MARKETPLACE
TO FIND AND BOOK DINNERS
AT LOCAL PEOPLE HOMES
IN SOUTH EAST ASIA**

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

We offer a new way to experience local cultures while visiting local people homes and tasting authentic home cooked meals. At the same time PlateCulture is a possibility for local people to travel in their own city by visiting world's cuisines and foodie gatherings.

WHAT IS YOUR USER GROWTH RATE?

10% / month.

WHO NEEDS WHAT YOU ARE MAKING?

We help aspiring amateur chefs to fulfill their dreams to start cooking, inviting guests to their home kitchens to try their food and earn extra money while having a great experience and recognition for what they do.

HOW WILL YOU MAKE MONEY?

We are charging commission from the booking price.

HAVE YOU RAISED FUNDING?

Yes.

WHAT ARE YOU LOOKING FOR?

We are looking for advisors in these fields - business development in marketplaces; online travel industry; technology; e-commerce/marketing/community management in Asia. Additional funds for seed round, contacts with VC funds for series A funding.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

Accelerate the growth of hosts listed on our site.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

At the moment we operate in 4 countries (Malaysia, Singapore, Thailand and Vietnam) with 100M tourists coming every year and Thailand is top destination where people come to taste local cuisine.



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CROWD SOURCING PROJECT TO TEST AND EVALUATE WIFI AND 3G CONNECTIONS WORLDWIDE

WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

Rotten WiFi measures not only technical parameters of WiFi and 3G connections but also client satisfaction rank, using Net Promoter Score method. Users can share this information in social media using funny cartoons and creating a forum for generating feedback. People can check all tested places and avoid poor public WiFi hotspots. They can also download offline public hotspots of place they are going to visit.

WHAT IS YOUR USER GROWTH RATE?

Rotten WiFi was launched on iOS platform on April 6, 2014, Android and Web platforms were released in July. During 4 months period Rotten WiFi has more than 70500 users.

WHO NEEDS WHAT YOU ARE MAKING?

Business, leisure travelers, local people and everyone who cares about good Internet connection.

HOW WILL YOU MAKE MONEY?

- Cooperation with Booking.com, Tripadvisor.com and other platforms.
- Ad platforms for WiFi and 3G providers.
- Data for Internet providers about their own and competitors' client satisfaction level with WiFi services they receive.
- The ranking system of hotels, airports, conference centers and other public places worldwide.

HAVE YOU RAISED FUNDING?

Not yet.

WHAT ARE YOU LOOKING FOR?

We are looking for partnership strong in Telco and Hospitality business.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

- Collaboration with Telecoms and Internet providers as clients for data services.
- Start active work with ad campaigns.
- Establish partnership with Booking.com, Tripadvisor.com and other platforms.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

During 4 months period people have tested and evaluated Wifi in more than 330 hotels and over 50 airports worldwide. Most active users of Rotten WiFi app are in Philippines, India, Ecuador.

WiFi was featured in iTunes under Travel category in 8 places, 5 countries.



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WHAT MAKES YOU DIFFERENT FROM EXISTING OPTIONS?

A deep focus on e-commerce. Differently from generic email marketing tools, Soundest is developed to serve the needs of online retailers and to help them earn more with email marketing.

WHAT IS YOUR USER GROWTH RATE?

Soundest gains traction. More than 2200 businesses are now using Soundest (August, 2014). It took 6 months to reach this number since the launch in February, 2014.

WHO NEEDS WHAT YOU ARE MAKING?

Small and medium online stores that need to sell more with email marketing campaigns. Soundest is extremely easy to use, but has corporate-level features that enable online stores to increase their revenue.

HOW WILL YOU MAKE MONEY?

Our business model is freemium. Online retailers can use all the basic features for free, while having to pay for the premium ones. Being automated and sales-oriented, premium features help our customers to sell more with minimum effort.

HAVE YOU RAISED FUNDING?

We are bootstrapping so far.

WHAT ARE YOU LOOKING FOR?

We are looking for financial investors, as well as partners (web development and creative agencies) who would be interested in offering Soundest for their e-commerce clients.

YOUR GOALS IN 3-6-12 MONTHS PERIOD?

The nearest goal is the roll-out of partnership program for e-commerce developers and creative agencies, also continuous development of more value-added features, which help our customers to earn more with email marketing.

TELL SOMETHING IMPRESSIVE ABOUT YOUR BUSINESS.

Soundest is top-rated email marketing app on Shopify app store!



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