

Madrid Region  
**Hardware** Startups  
2022

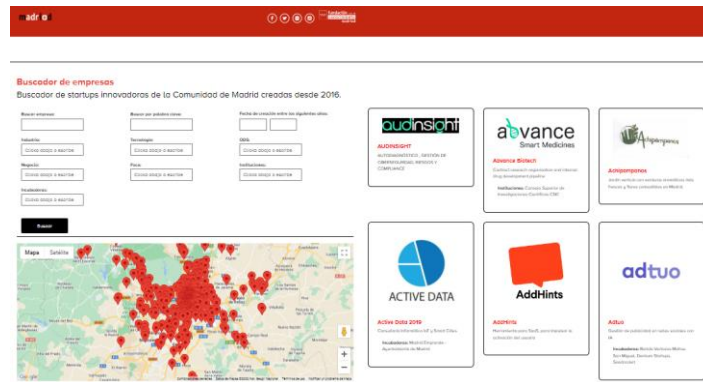
## Industry **Report**



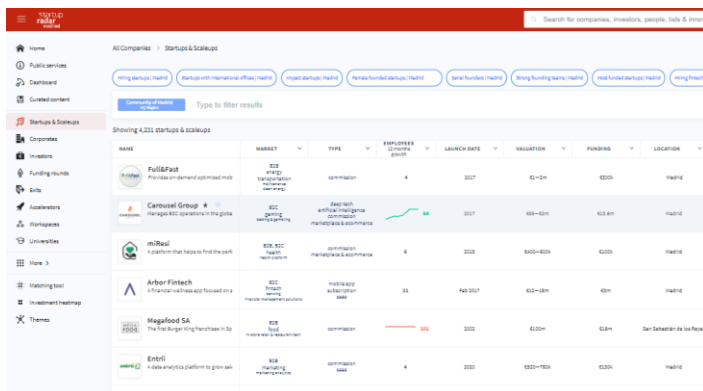
In partnership with:

# The Madrid Region Startup Ecosystem Platform

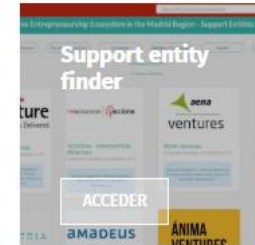
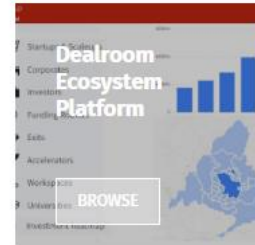
## Ecosystem Platforms: Tools, Maps and Databases



## Platform on Dealroom



## Ecosystem Platforms



## Reports

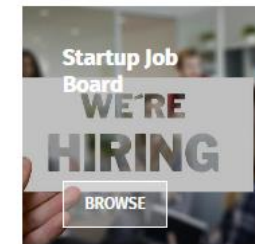


## 2 Annual reports:

- Ecosystem Report
- Investment Report

## + Industry Reports

## Startup Tools



## Tools for startups:

- Job search
- Investors
- Public Financing

# Hardware in startups. General issues

Technology-based startups often use a wide variety of hardware technologies in a cross-cutting manner to develop and launch their products or as the core of their own businesses. Below are some of the most common types of hardware technologies used by these startups:

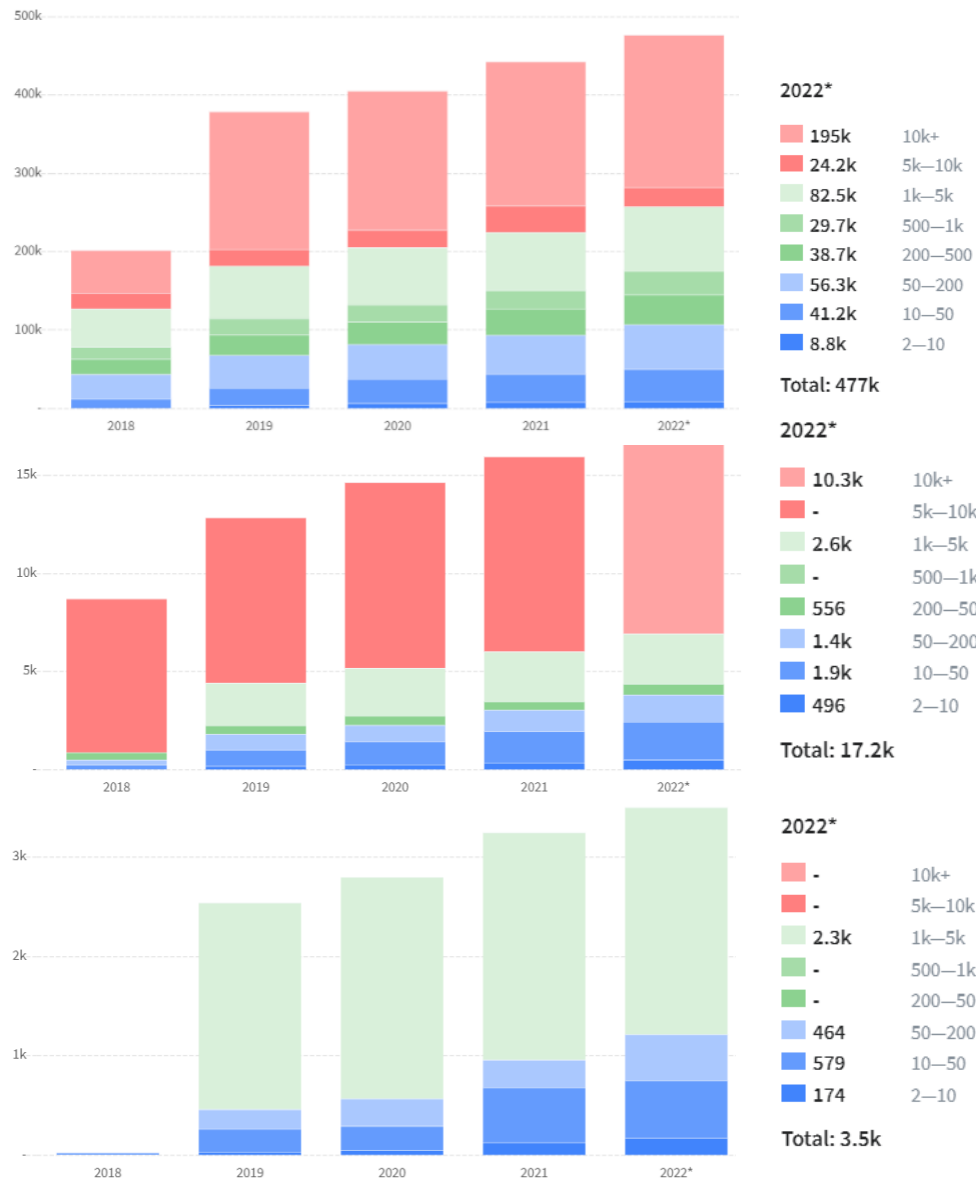
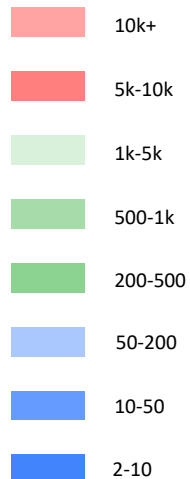
- **Internet of Things (IoT) sensors and devices:** IoT devices such as sensors, cameras and other Internet-connected devices are another important hardware technology. These devices allow companies to collect data and automate processes, which can improve efficiency and reduce costs.
- **Mobile devices:** Mobile devices such as smartphones and tablets are a key part of the hardware technology for these companies. Many mobile applications are built specifically for mobile devices and require specialized technology such as motion sensors and cameras.
- **Computing, servers and storage:** Everything related to computer hardware is currently advancing at quantum levels. Servers can host applications and web services, while storage systems can be used to store customer and company data.

# Hardware in startups. General issues

- **Network equipment:** Network equipment such as routers, switches and firewalls are essential for companies that require a stable local network or Internet connection. Startups often use network technology to share resources and ensure smooth communication between employees and customers.
- **Artificial intelligence (AI) hardware:** AI is used in technology startups to improve automation and data analysis. AI hardware, such as artificial intelligence processing chips, is used to increase the processing power of AI systems and reduce latency. Companies such as NVIDIA and Intel have developed AI hardware for applications in autonomous cars, cloud services and security systems.
- **3D printers:** 3D printers are an emerging technology that is being used by startups to create prototypes and production parts. 3D printers can 3D print objects from a digital model, making them ideal for manufacturing customized parts or product prototypes.
- **Robots and drones:** These are emerging hardware technology that is being used by startups to improve efficiency in various sectors, such as agriculture, logistics and construction. Robots can be programmed to perform repetitive tasks, which can improve efficiency and reduce labor costs, or they can be used in manufacturing and logistics to automate processes.

# Hardware startups and Jobs created (2022)

Nr. of employees  
by startup



## Europe

6171 startups

Jobs: 477 K

## Spain

337 startups (5,4% of Europe)

Jobs: 17,2k (3,6% of Europe)

## Community of Madrid

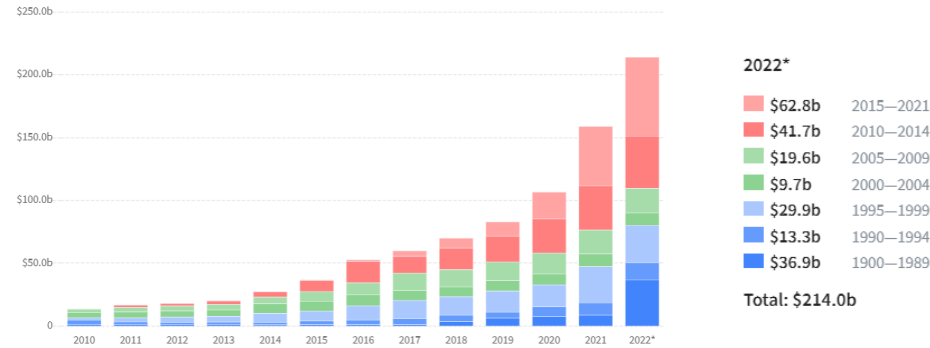
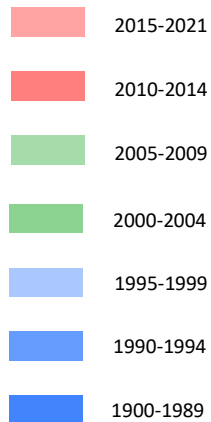
106 startups (31,5% of Spain)

Jobs: 3,5K (20,3% of Spain)



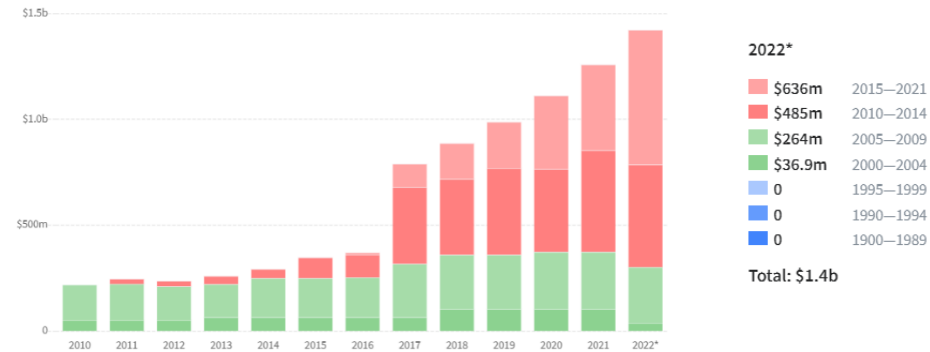
# Total value of Hardware startups (2022)

Startup launch period



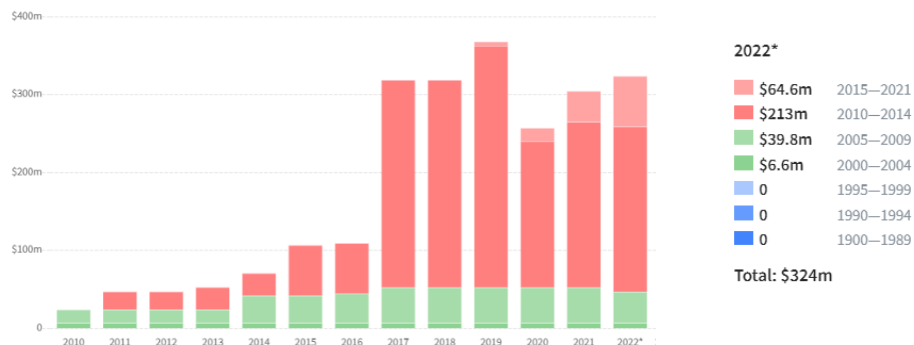
## Europe

Value: 214.000 M\$



## Spain

1400 M\$ (0,7% of european hardware value)



## Community of Madrid

324 M\$ (23,1% of spanish hardware value)





# The 32 Hardware Unicorns in Europe

## health



MindMaze



Abcam

## enterprise software



Infobip



Noventiq (former Softline)



Avast



MessageBird

## energy



Polarium



Newcleo



Ceres

## telecom



OneWeb



HMD Global

## fintech



BitFury Group

## transportation



Somo Motors



FREYR



Lilium



Volocopter



Fastned



Northvolt



AutoStore



TomTom

## hosting



OVHcloud

## robotics



Exotec

## food



Rohlik

## home living



AO World / ao.c

## gaming



Ten Square Game

## media



Remarkable

## semiconductors



Graphcore



Soitec



Dialog Semiconductor



Cambridge Silicon Radio



Besi



# New Hardware Technology Unicorns in 2022 in Europe

NAME	MARKET	TYPE	GROWTH 12 months growth	LAUNCH DATE	YEAR COMPANY BECAME UNICORN	VALUATION	FUNDING
 <b>Volocopter</b> ★ ✈️ Brings urban air mobility (UAM) to ...	B2B robotics transportation vehicle production	hardware artificial intelligence deep tech commission manufacturing	 34%	2011	2022	\$1.7b	\$769m
 <b>Polarium</b> ★ ✈️ Providing the best performing, saf...	B2B energy energy storage	deep tech hardware iot internetofthings selling own inventory commission	 556%	2015	2022	\$1.2b	\$147m
 <b>Newcleo</b> ★ ✈️ 💡 Developing a new industrial stand...	B2B energy clean energy	deep tech hardware commission manufacturing	 289%	2021	2022	\$1.3—2.0b	\$448m
 <b>Remarkable</b> ★ The next-generation paper tablet	B2C media content production	mobile app hardware selling own inventory manufacturing	 48%	Jan 2013	2022	\$1.0b	\$24m
 <b>Exotec</b> ★ Mobile robots to help in warehous...	B2B robotics	autonomous & sensor tech recognition technology hardware computer vision iot internetofthings	 81%	2015	2022	\$2.0b	\$466m
 <b>Ceres</b> ★ ✈️ World leading developer of low co...	B2B energy clean energy oil & gas	hardware deep tech commission manufacturing	 83%	2001	2022	\$830m	\$9.2m












# Evolution of investment in hardware startups in Spain



AMOUNT INVESTED Locations	2014	2015	2016	2017	2018	2019	2020	2021	2022
Europe	\$700m	\$1.7b	\$3.2b	\$1.7b	\$2.4b	\$4.3b	\$4.3b	\$10.8b	\$7.8b
Spain	\$6.8m	\$9.8m	\$5.4m	\$94.4m	\$31.6m	\$27.8m	\$66.3m	\$63.1m	\$65.6m
Barcelona Area	\$1.7m	\$3.2m	\$2.7m	\$34.2m	\$22.6m	\$25.4m	\$32.5m	\$22.2m	\$37.4m
Community of Madrid, Spain	\$3m	\$6m	\$400k	\$39.2m	-	\$1.1m	\$20.5m	\$25.6m	\$13.7m
Valencian Community, Spain	\$650k	-	-	\$17.9m	-	-	\$2.5m	\$572k	\$4.3m
Andalusia, Spain	-	\$110k	\$19.8k	-	-	-	-	-	\$3.6m
Basque Country, Spain	\$1.4m	\$440k	\$1.3m	-	\$5.4m	\$825k	\$10.7m	-	\$1.1m
Cantabria, Spain	-	-	-	-	-	-	-	\$8.7m	-



# Investments in Hardware startups in the Madrid Region (2022)

NAME	INVESTORS	MARKET	LOCATION	VALUATION	LAST ROUND
 <b>Samara</b> Helps households accelerate their ...	Seaya Pelion Green Future	energy clean energy	Madrid, Spain	\$20—30m	€4.5m SEED
 <b>Samara</b> Helps households accelerate their ...	Seaya Pelion Green Future	energy clean energy	Madrid, Spain	\$20—30m	€2m SEED
 <b>LastBasic</b> Product development marketplac...	-	-	Madrid, Spain	\$9—13m	\$2.2m SERIES A
 <b>Chargy</b> Focuses on design and develops h...	SociosInversores.com	semiconductors	Madrid, Spain	\$5—7m	€1.1m SEED
 <b>Stemy Energy</b> Connects consumers to provide e...	Capital Energy Quantum	energy clean energy	Madrid, Spain	\$4—7m	€1m EARLY VC
 <b>2Eyes Vision</b> Technological and clinical validati...	CDTI	health medical devices	Tres Cantos, Spain	\$4—6m	€835k EARLY VC
 <b>Gopick</b> A mobile ordering and concession ...	Kike Corral Charlie Sainz Daniela Golcochea Borja Vázquez Alfonso Vivancos	event tech	Madrid, Spain	\$4—5m	€800k EARLY VC
 <b>Nuubo</b> Envisions wireless health and rem...	Caixa Capital Risc CRB Inverbio CDTI Biopzell Ventures	health medical devices	Madrid, Spain	\$12m	€270k EARLY VC

## Main exits in Hardware startups in the Madrid region

NAME	BACKERS	ACQUIRORS	MARKET	ENTERPRISE VALUE	TRANSACTION	EXIT DATE
 <b>PlayGiga</b> Play high-quality games anywhere...	Adara Ventures Caixa Capital Risc Inveready Bankinter EUREKA Network Projects	Meta (formerly Facebook)	gaming media content production	€70m	€70m ACQUISITION source: techcrunch.com/2019/12/18/fac...	dec/2019
 <b>Mundo Reader (BQ)</b> Smartphones, Tablets, E-readers, ...	-	VINGROUP	telecom	\$70m	\$36m ACQUISITION	apr/2019



# HARDWARE STARTUPS IN THE COMMUNITY OF MADRID

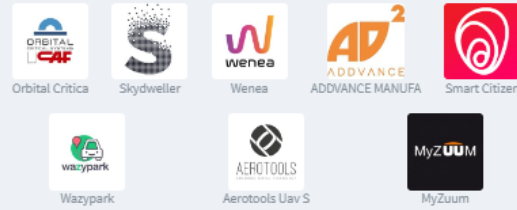
## HARDWARE BY INDUSTRY



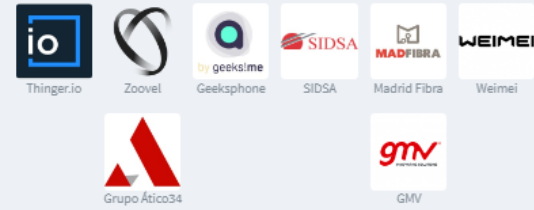
### marketing



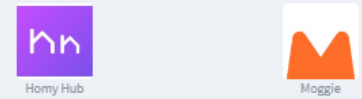
### transportation



### telecom



### home living



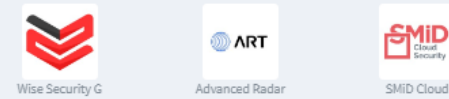
### enterprise software



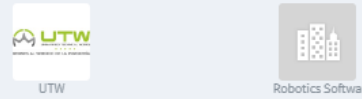
### food



### security



### robotics



### semiconductors



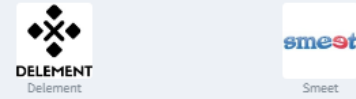
### media



### education



### gaming



### health



### energy



### wellness beauty



### event tech

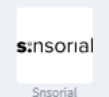


### legal

### music



### engineering and manufacturing equipment



# HARDWARE STARTUPS IN THE COMMUNITY OF MADRID

## HARDWARE BY SUB INDUSTRY



### adtech



### crm & sales



### logistics & delivery



### energy efficiency



### content production



### clean energy



### medical devices



### cloud & infrastructure



### biotechnology



### search, buy & rent



### mobility



### sport platform & application



### health platform



### console & pc gaming



### ecommerce solutions



### social media



### agritech



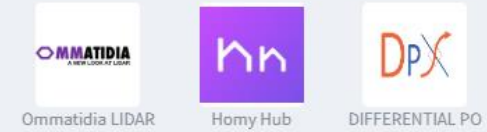
### data protection



# HARDWARE STARTUPS IN THE COMMUNITY OF MADRID



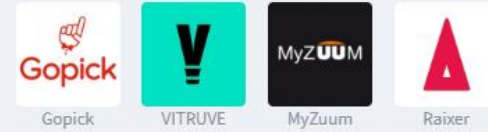
## deep tech



## artificial intelligence



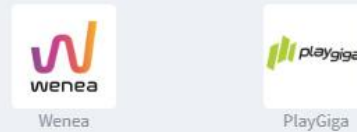
## mobile app



## big data



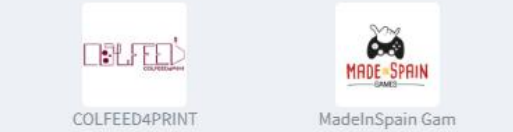
## hardware



## iot internetofthings



## 3d technology



## recognition technology



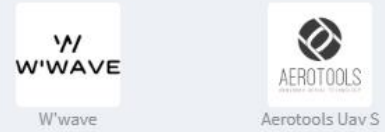
## connected device



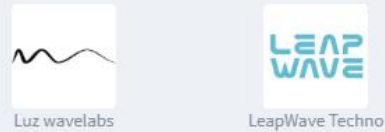
## augmented reality



## autonomous & sensor tech



## nanotech





# DEEP TECH STARTUPS IN THE COMMUNITY OF MADRID

## specialized in Hardware



### Hardware

 Medlumics  Nanostine  Next-Tip  TSP True Solar



 CEDRION  Corify Care  Advanced Metrol

 PID Eng&Tech S.  Gnanomat  DASEL

 Ariema Energía  BrainGuard  Somax Systems

 Mecwins  Alcyon Photonic  Aeon-T  Medicsen

 Aura Innovative  A3D  Nuubo

 Ategraphics S.  ACIS INNOVACIÓN

 Lubaq  SP Control Tech  Madrid Space

 Frenetic  Canard Drones  Drone Hopper  Chargy

 Skansense  Emozionella  Vortex Bladeles

 Solutions30  Jalvasub  Aerdrone  Qualifying Phot

 Anneo  Xerolutions  Lpi  SCIGNALS  NIT

 DIFFERENTIAL PO  Aurea Avionics  Seppelec

 Alpha Unmanned  MTX-M2M  STARTIUN SL (St

 AMETSIS Ingenie  Power Smart Con

 SCI4TECH  Luz wavelabs  RedCat Devices

 NAUTA TECHNOMED  ADVANCED THERMA  Wooptix

 Kdpof  Technaid S L  2Eyes Vision

 Bonsai Advanced  Radonart  Floatech  Colfeed

 Multispectral M  Holedeck  ADVANCE MANUFA

 Counterfog  Cyclomed Techno  Adatica Enginee

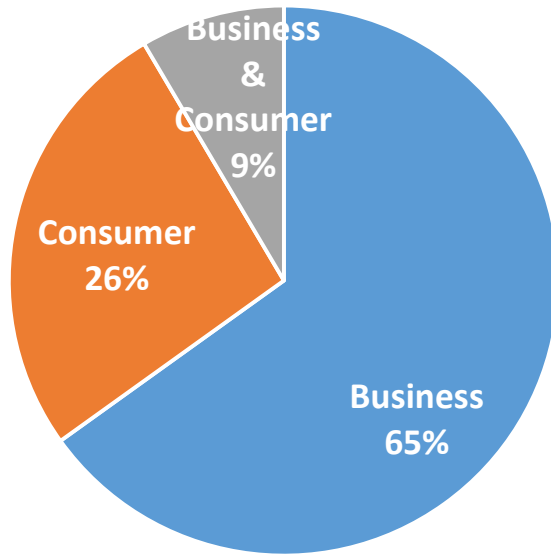
 Nanoinnova Tech  MICRO ELECTROCH

 Neos new born s  DermaLumics  VidaApp  Vooiage

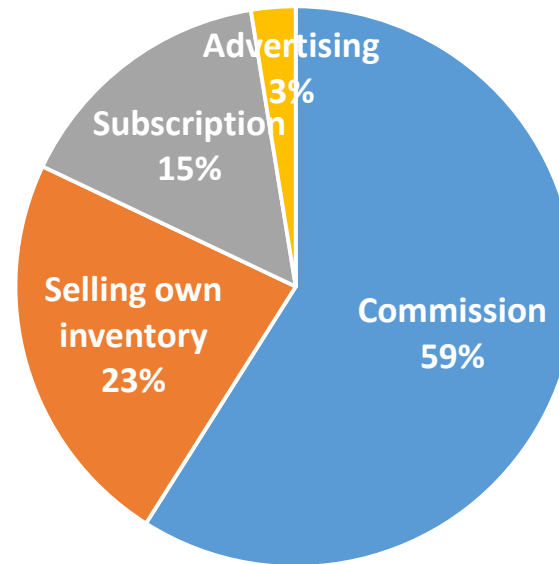
 Antalis Things  Raixer

# DISTRIBUTION OF HARDWARE STARTUPS IN THE COMMUNITY OF MADRID BY:

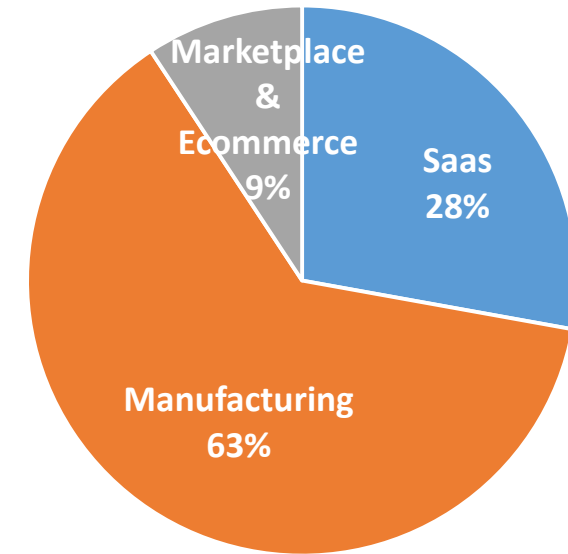
## CLIENT FOCUS



## INCOME STREAMS



## BUSINESS MODELS





# The most complete and detailed picture of Madrid Region's tech ecosystem

## KNOWLEDGE PARTNERS

Startup Radar database is kept up-to-date with the support of a growing number of Knowledge Partners

## SPIN OFF DATA

- Madrid Region Universities
- R&D Institutions
- Science Parks & hospitals (ITEMAS Network)
- Technology Parks

## INDUSTRIES & TECHNOLOGIES

Industries and Technologies knowledge Partners to date are referenced here:

<https://ecosystem.madrimasd.org/intro>

startup  
radar  
madri+ed



fundación para el  
conocimiento  
madri+ed



dealroom.co