Rockstart announces startups in Web & Mobile 2018 program

Rockstart has announced a new batch of ten startups in this year's Web & Mobile program in Amsterdam. Coming from eight different countries, the teams are working on products ranging from a new way of publishing books to corporate ride-sharing to communications systems for websites.

The startups chosen for the program will spend the next five months at Rockstart HQ, working with the program director Bernard McKeown, together with a hundreds-strong community of mentors, investors, and experts. Each startup will receive €15,000 in cash and €50,000 in in-kind funding in return for 8 percent equity.

"Web & Mobile is our first program, which today is running in both Bogota and Amsterdam," said Rune Theill, co-founder and CEO at Rockstart. "It's a truly international program that brings top founders from all over the world coming together to build a wide range of solutions. We're excited to support and empower so many teams from different backgrounds working on global propositions."

Web & Mobile is the oldest program at Rockstart—this year marks the seventh time it's held in Amsterdam. The alumni startups of the program include 3DHubs, PastBook, Owlin, and many more. All together, the graduates have raised more than €48 million in funding to date.

"The previous six programs have set a fantastic benchmark, upon which we will build this year," said Bernard McKeown, Web & Mobile program director at Rockstart. "Rockstart has accelerated Web & Mobile startups that deliver great products to solve real problems, driving positive change on the international stage.

"The team and I cannot wait to get working with our startups, placing them at the heart of the Dutch tech ecosystem, and watching them live up to those famous words 'Far better it is to dare mighty things'."

Meet the teams

BBox Sports, a startup from Portugal, is a subscription service focused on the engagement between football clubs and fans. The team creates customized boxes that function as a marketing tool for clubs and unique items for fans. The boxes focus on connecting the fans with the history of the game, providing unique and surprising experiences.

Rotterdam-founded CEV.IO redefines how we experience fast-food restaurants, both as a client and as a waiter. The startup has identified two main problems with these restaurants: first, they do not know who their customers are; second, they struggle adapting staff to varying demand. With CEV.IO, restaurant customers can order and pay on their phones, without any apps. Then, restaurants can collect user data, access customer profiles and develop personalized loyalty programs.

Cårporate from Russia is a B2B ride-sharing solution that safely connects business commuters within one company with nearly identical routes. The founders figured out that majority of travelers order separate cabs, even though they work for the same company. Most of them would be happy to share rides with their colleagues, but there is no way to find out if someone from their company is traveling same direction. Cårporate helps to make the most of rides that are happening anyway allowing corporate travelers to save budgets, support greener commute, and build new professional relationships at the same time by using corporate ride-sharing.

Brincr from the Netherlands is an online platform that supports wholesale companies with their most important tasks and workflows. Brincr also offers additional tools and features such as stock management, order confirmations, picking lists, package management, and relevant statistics. The platform fills the gap between the expensive and extensive accounting software on one side and simple solutions like self-made Excel sheets or free invoicing tools available on the Internet on the other side.

Taskhunters from Italy is a platform where companies can hire workforce on-demand for temporary jobs that require basic skills. The startup strives to to disrupt the recruitment market and provide a valid alternative to traditional staffing agencies, using automation and tailored online tests to provide companies with a suitable and reliable workforce.

YayFon from Azerbaijan is an advanced cloud-based communication platform. With YayFon, businesses can set up phone system and call center in the cloud with a couple clicks. Additionally YayFon enables companies to add voice, video and messaging (SMS/Chat/Push) functions into their web and mobile applications. The startup also offers a free call widget that is already very popular among customers.

RedCrox, which operates from Prague, Paris, Moscow and New York, is world's first 100 percent cashback marketplace combining shopping, sports, and entertainment in a unique B2B2C platform which utilizes receipts from shopping in a knowledge-based skills game. RedCrox creates derivative out of users' receipts to allow them to earn their money back (risk-free and in a gamified way) and to provide retailers with a new, cost-effective but very powerful marketing incentive. By redefining gamification of shopping RedCrox aims to disrupt multiple industries, from online betting to traditional vendors advertising.

Transporters.io, based in the UK and Thailand, is building global end-to-end booking solutions for group transport, such as hiring a coach or minibus. The startup already has an established and popular booking management platform used by transport companies around the world. Now the team is launching booking platforms, allowing consumers and businesses globally to get instant prices and make reservations on these vehicles.

The US-founded Publishizer is the evolution of the literary agency. On Publishizer, authors pre-sell copies of their unpublished book, and if 750 pre-orders are reached, the platform would pitch the book to publishers and negotiate the deal. 96 percent of book proposal submissions are rejected by traditional literary agencies, however, with Publishizer, nine out of ten authors land a publishing deal. The startup has already helped 500+ authors get published, and processed €1 million+ in pre-orders. Publishizer keeps a 15 percent fee on pre-orders, advances, and royalties.

Iso2Handle from the Netherlands digitizes management systems for standard schemes such as ISO9001, -14001, -27001, GDPR, and VCA. The startup does this by developing a highly scalable platform where affiliated consultants can apply standard systems. By offering a simple platform in which these standards work together seamlessly and everything is simplified for SMEs, Iso2Handle serves both the end customer and the consultant. This gives the end customer one comprehensible system with all the important tooling. Thanks to digitization, organizations can work paperlessly, gain live insights into what is happening, and ensure that the management is proactively informed.

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