



Imagin launches an incubator to accelerate sustainable entrepreneurship projects

- ***A total of eight teams will receive mentoring and specialised training for four months, culminating in a Demo Day in front of investors to present their progress and attract funding***
- ***This initiative, which starts in February, not only seeks to promote sustainable entrepreneurship, but also to create a community of young innovators committed to the fight against climate change***
- ***More than 8,000 young people have participated in the imaginPlanet Challenge throughout the first four editions held, with more than 1,600 projects presented***

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imagin, the leading neobank among young people in Spain and promoted by CaixaBank, has launched an incubator to accelerate sustainable entrepreneurship projects. This initiative, which starts in February, will host eight teams, each of which is made up of three young people over the age of 16 who have participated in the imaginPlanet Challenge, imagin's entrepreneurship idea development programme that has reached its fifth edition this year.

Project participants will receive support so that they can transform promising ideas into viable and sustainable projects. For four months, each team will have the support of their own mentor who specialises in entrepreneurship and sustainability and who will provide them with the tools and advice they need to develop their projects. In addition, they will also receive specialised training from experts who will help them throughout the different phases of the project.

Team members will also obtain a certification from the '66 Incubation Method' methodology. This approach guides entrepreneurs through a structured journey that allows them to address essential aspects such as market research, product development, marketing strategy, and financial sustainability. Inspired by the eight states that cross Route 66 in the United States, each state represents a key theme that participants must explore and develop throughout their incubation process, preparing them for the challenges of today's market.



At the end of the program, imagin will organize a Demo Day, where the teams will present their projects to a panel of investors and experts from the sector. This day will be an opportunity to show the progress made and attract possible investments for the implementation of the projects.

First teams selected

The teams selected for the first edition of the incubator are:

- **Agro4Data**, finalist team from the imaginPlanet Challenge 2024 made up of David Estebala Castillo and Rubén Estebala Castillo, from the Complutense University of Madrid and the Carlos III University of Madrid. Their proposal consists of the creation of software (API/SaaS) that helps manage the resources used during cultivation more efficiently, through predictions, machine learning and Artificial Intelligence.
- **Power Barley (Protein Bar-Ley)**, a finalist team from the imaginPlanet Challenge 2024 made up of María Santiago Gutierrez, Francisco José Puente Rodríguez de Austria and María del Carmen García Barrera, from the Pablo de Olavide University (Seville). Their proposal consists of a company that produces protein bars made from barley bagasse, as it is an abundant resource. In addition, they want its plastic wrapping to be replaced by recycled paper made from the same product.
- **BioTank**, a finalist team from the imaginPlanet Challenge 2024 made up of Sandra Paniagua, Elena Álvarez and Gema Bravo, from the Polytechnic University of Valencia. BioTank is an AI-based system that optimises the growth of microalgae to absorb CO₂ more effectively. Thanks to sensor learning and data, it automatically adjusts environmental conditions such as light, temperature and nutrients to maximise CO₂ absorption.
- **Oldies**, finalist team from the imaginPlanet Challenge 2022 made up of Serena Foschi, Raúl Portal and Sandra Foschi, from the University of Granada. These students have designed an app that will connect seniors to enjoy outdoor activities, sustainable leisure and make new friends. They want for them to be able to enjoy activities together, discover new leisure activities and share their experiences.
- **Som-hi**, a finalist team from the imaginPlanet Challenge 2021 made up of Alejandro Cavazos, Marc Fisa and Adrià Serrano, from La Salle (University Ramon Llull), the University of Barcelona, the Vallès School of Architecture (UPC) and Escola SERT and Blanquerna (University Ramon Llull). Som-hi presents itself as the bridge that connects the impact ecosystem with sustainable practices, to make it a reality for everyone.
- **Utopia**, the winning team from the imaginPlanet Challenge 2023 made up of Cosmin, Laura and Pablo from the Polytechnic University of Valencia. Utopia offers an innovative solution based on Artificial Intelligence for the early detection of forest fires through cameras, improving real-time response and prevention.



- **Juguemods**, a finalist team from the imaginPlanet Challenge 2023 made up of Juan, Ezequiel and Inés, from Madrid. They propose a set of games that simulate a TV program about sustainability for university students, broadcasted in streaming. They want to give visibility to the SDGs and collaborate with NGOs, associations and brands that are committed to sustainability.
- **Skomb-by-Tex**, a team participating in the imaginPlanet Challenge 2024 made up of Luisanny Lara Martínez, Brais H.Barrán and Lucía Rodríguez Soto, from Galicia. Skomb-by-Tex develops a sustainable biomaterial from Kombucha tea residues. This material is biodegradable, compostable and versatile.

The imagin incubator not only seeks to promote sustainable entrepreneurship, but also to create a community of young innovators committed to the fight against climate change. The objective is to promote major projects that have a significant positive impact on society and the environment.

More than 8,000 participants in the first editions

More than 8,000 young people have participated in the imaginPlanet Challenge throughout the first four editions held, with more than 1,600 projects presented. ecoDeliver and Kidalos were chosen in the first edition, initiatives that aim to make the parcel transport sector (ecoDeliver) and toy consumption (Kidalos) more sustainable. [ecoDeliver](#) has already been incorporated and is operating as a company, they are growing and increasing their team.

In July 2022, [Atom](#), a hydrogen fuel generation and storage project, was the winning team of the second edition of the program. This year, in addition to obtaining funding (€100,000), they have continued to win awards such as the EduCaixa Bridge Call and the James Dyson Award 2024. In addition, they have managed to develop the hydrogen storage system that validates their project and are preparing to make the first real pilots.

In the third edition, the winning project was Utopia, an initiative to detect and stop the spread of fires through artificial intelligence. The team members have evolved professionally as a result of the imaginPlanet Challenge and have obtained jobs in China and scholarships at the University of California at Berkeley to continue working on their skills and be able to improve the project.

In the last edition, the winning project was Ecova, an integrated system designed to capture, treat and reuse the grey water generated in homes. After the trip to Silicon Valley, the team is focused on designing the Minimum Viable Product to validate its value proposition and set up the company.

With the aim of continuing to support the evolution of the projects that have been part of the



imaginPlanet Challenge, imagin has an Alumni community so that all participating teams can continue to be linked to the programme. This community allows us to continue supporting the development of the projects, promoting the future work of the participants and generating interaction between all the agents involved in the imaginPlanet Challenge.

imagin, the leading neobank among young people

imagin is the leading neobank among young people in Spain, promoted by CaixaBank and with a clear vocation for a positive impact on society. The bank offers digital, financial and non-financial services, which help its customers, mostly young people under 35 years of age, in their daily lives and in their future projects.

From a banking point of view, imagin has a complete range of banking products and services, unique among neobanks, which contemplates and adapts to all the financial needs and decisions of young people. The catalogue includes accounts, payment services and fee-free cards, even if they are used to pay in other currencies and abroad, which facilitate the day-to-day financial activity of young people. In addition, imagin offers a wide range of financing products, such as mortgages and loans, and investment products, such as funds and a share broker. All this with the mobile-only operation that has characterised imagin since it was launched in 2016.

In recent years, the platform has managed to connect, in an innovative way and in a digital environment through its app, with the sustainable and social concerns of its community of users. To this end, imagin develops products, services, content and actions that help improve the planet and society, initiatives that it articulates through imaginPlanet and that are linked to issues such as the regeneration of marine ecosystems, financial education for young people and entrepreneurship.