

# Veiksmīgas vizuālās identitātes pamatprincipi: vizītkartes (one-pager) izveide

## Aiga Salmiņa

Vecākā eksperte - Klimats, enerģētika un mobilitāte; Pārtika, bioekonomika, dabas resursi, lauksaimniecība un vide; Kopīgais pētniecības centrs











## **KAS IR ONE-PAGER?**

Kodolīgs, vienas lapas dokuments, kas efektīvi apkopo un nodod būtiskāko informāciju, tā mērķis ir piesaistīt uzmanību un nodrošinātt ātru komunikāciju





### NKP tīkls

## Tīklošanās pasākumi, konferences





### 5th European Conference on Connected and Automated Driving (EUCAD 2025)

EUCAD 2025 is the only event gathering political leaders from the European Commission and Member States with European and international high-level representatives of industry, academia and road authorities to discuss challenges, needs and synergies towards deployment of CCAM solutions, in Europe and...

13/05/2025 - 15/05/2025



### **RTR Conference**

Going on its 8th edition, the RTR
Conference is a unique entry point into the
achievement of EU-funded projects in road
transport. Once again this year,
participants will learn about Horizon 2020
and Horizon Europe projects' results and
expected impacts, and what the next
research steps are in essen...

11/02/2025 - 13/02/2025



### **EU Agri-Food days**

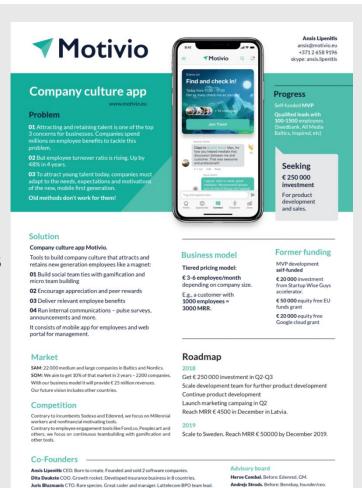
The second edition of the EU Agri-Food Days will take place from 10 - 12 December 2024 in Brussels. This annual event brings together stakeholders from across the EU to discuss the latest agricultural trends, policy options, market developments, as well as how research, innovation and digital techno...

10/12/2024 - 12/12/2024

## Pamatelementi, kas parasti tiek iekļauti:



- LOGO
- KONTAKTI/ LINKS UZ MĀJASLAPU
- KOMANDA
- PADOMDEVĒJI/ ADVISORS
- ORGANIZĀCIJAS NOSAUKUMS
- VIENĀ TEIKUMĀ PATEIKTS VĒRTĪBAS PIEDĀVĀJUMS
- IDEJAS KOPSAVILKUMS
- PROBI ĒMA
- IŪSU PRODUKTS/ PAKALPOJUMS
- PIEREDZE/ MILESTONES
- IDEJAS PRIEKSROCĪBAS





Specialized online video consultation platform for clinics and health centres

#### SHMMARY

We provide IT solution that increases availability of primary health care for a wider range of society through modern technologies. Our company has developed an online platform which allows to clinics to increase income and manage daily processes more easily. Beside competitive IT solutions, we provide our clients with expertize, fast implementation and consultations. Company started on May 2017.

#### CUSTOMER PROBLEM

Many clinics around the world are not able to receive additional income via phone or video consultations, the development of internal IT solution is costly and difficult, clinics and health centres suffer from such problems as cancelled consultation and other issues caused by patients.

Telemedicine platform as a service which includes online video consultation software. clinic administration tools, marketing support. Fully customisable system under clinics brand and accessible via web. android and iOS platforms. Our product increases value of base products, number of clients and their engagement, as well as reducing operational costs.

#### CUSTOMER

Our target customers are clinics and health centres in central Europe providing professional health services (consultations) with more than 100 doctors in such fields as cardiology, gynaecology etc.

#### TEAM

Consists of Founder, Board member, Gregory Gluskin: 20-year background in international business development, development executive, Santa Banga: 12-year background in sales and project development and IT team: 10+ years in IT market, 60+ IT professionals, 130+ successfully implemented projects;

#### ADVISORS

Project is being advised by several clinics, "Veselibas centrs 4" one of the biggest health chain in Latvia, "ALMA clinic", "VIA UNA", "Miega slimību centrs".

Total investment up till now is more than 140 000 FLIR by the founder Current burn rate is approx. 10 000 EUR.

Company has successfully launched 1st project in

#### **BUSINESS MODEL**

Selling white label platform on subscription basis and additional services.

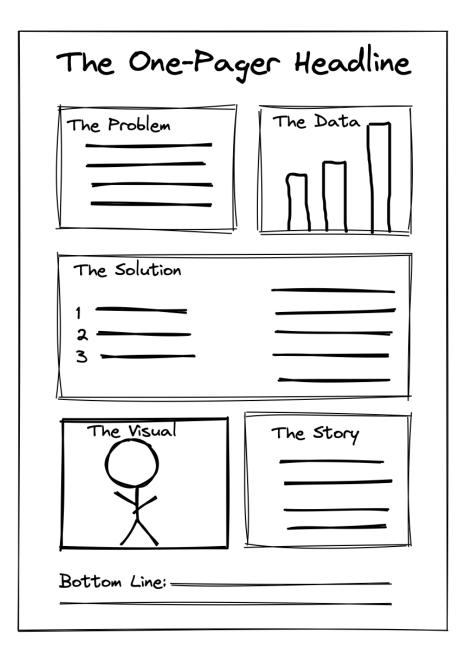
#### TARGET MARKET

Germany, Belgium and other central Europe countries legally supporting telemedicine services. Company has already doing marketing in exhibitions and active sales in Germany.

#### INVESTMENT OFFER

Company is looking for investment of 700 000 EUR in two tranches for further sales and marketing development into target markets at pre-money valuation of 8M EUR.

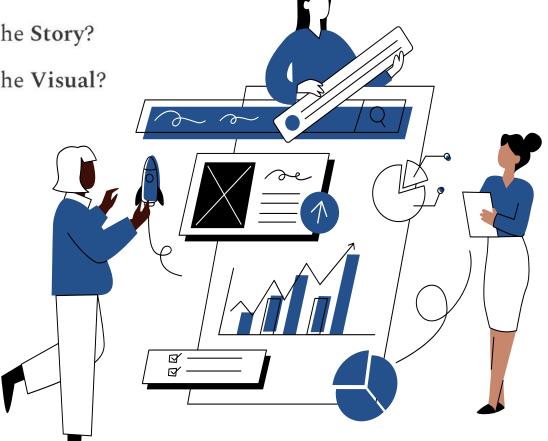
Santa Banga | santa.banga@doconline.lv | +371 25669905 | Riga, Latvia



- 1. What's the Bottom Line?
- 2. What's the Problem?

Latvijas Zinātnes padome

- 3. What's the Solution?
- 4. What's the Data?
- 5. What's the Story?
- 6. What's the Visual?



## Komanda TEAM

PIEMĒRI

₽ PI	roject Tear	m vaaaaaaaaa
Employee Name	Employee Designation	Role & Responsibilities
Andrew Joe	Project Manger	Successful execution of project     Add text here
Nancy Stella	Blockchain Developer	Develop and integrate     multiple modules of platform     Add text here
Your Text Here	Text Here	> Text Here > Text Here

#### LEAD INVESTORS



#### John Smith

A visionary investor with a proven track record of backing successful tech startups.



#### Emily Johnson

An experienced venture capitalist known for identifying and nurturing innovative tech companies.



#### Michael Lee

A strategic investor who brings valuable industry connections and financial expertise to CloudDB.

#### TEAM

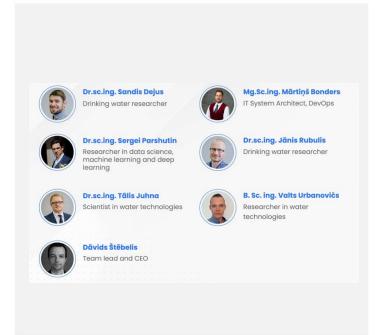
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C

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## Idejas kopsavilkums

P-Agro develops and manufactures an environmentally friendly mineral material called Letonite, specifically designed to facilitate phosphorus (P) recovery from wastewater. Following circular economy principles, Letonite is beneficial as fertilizer without further after-treatment.

PIEMĒRI

DoRac is a metaverse space crypto Play-to-Earn game, where participants will be able to take part in a hippodrome. They can buy, sell, breed, and train digital doges in a form of smart NFTs with dynamic stats that will make every doge unique.

#### SUMMARY

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## Problema PROBLEM

PIEMĒRI

### **PROBLEM**

Adaptive Optics (AO) is a technology used to improve the performance of optical systems. Its main component is wavefront sensor. The problem with adaptive optics is their size and high costs, especially in astronomy.

Traditional systems in astronomy use extremely expensive laser guide stars which can afford only professional observatories. In microbiology, diffuse environment (emersion oil, liquids) is somewhat like atmospheric turbulence which create distortions of the images. To improve this, novel technological approach shall be applied.

#### What We Do

We create instant and significant cost savings of 10% to 40% for our clients at the cost of a fraction of these savings. The more challenging the market conditions, the bigger the competitive advantage we bring to our clients.

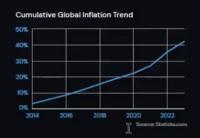


#### How We Do It

We increase the efficiency and productivity of businesses operating movable and fixed technical assets (e.g. trucking fleets) by providing world class integrated telemetry, remote monitoring, and control solutions for smart growth of business profitability.

### Why Now

The cost of doing business has been skyrocketing since 2022, while the market demands customer price reductions, which squeeze the bottom line even more. We offer insights on how to improve cost efficiency across consumable inputs, spare parts, asset utilization, and human resources by up to 40%. This ensures that businesses remain profitable during these times of unprecedented external challenges.



#### www.motivio.eu

### Problem

**01** Attracting and retaining talent is one of the top 3 concerns for businesses. Companies spend millions on employee benefits to tackle this problem.

**02** But employee turnover ratio is rising. Up by 48% in 4 years.

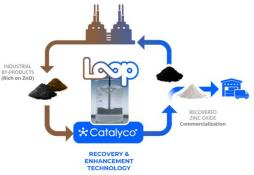
**03** To attract young talent today, companies must adapt to the needs, expectations and motivations of the new, mobile first generation.

Old methods don't work for them!

#### CUSTOMER PROBLEM

Many clinics around the world are not able to receive additional income via phone or video consultations, the development of internal IT solution is costly and difficult, clinics and health centres suffer from such problems as cancelled consultation and other issues caused by patients.

## Risinājums SOLUTION



#### **Technological Capabilities:**

- Utilizing commercial physicochemical sensors, we have built pilot equipment for on-site water data mining. This equipment is portable, user-friendly, and facilitates water quality monitoring in various locations.
- We have established a testing infrastructure for data storage, labelling, and processing that ensures convenient access for data validation and analysis.
- Our team has developed a suite of proof-of-concept solutions that include algorithms for detecting anomalies in sensor readings, identifying water contamination events, classifying types of contamination sources, and estimating the probability of biological contamination. These innovations provide a solid foundation for collaboration within larger consortia.
- Our preliminary water quality datasets comprise over 10 million labeled data points, available to prototype Al's capabilities in water quality assessment.
- Over the past 5 years, our team has developed a methodology and system for creating, labeling, and harmonizing water quality datasets tailored for Al training purposes.

PIEMĒRI

### Solution

Company culture app Motivio.

Tools to build company culture that attracts and retains new generation employees like a magnet:

01 Build social team ties with gamification and micro team building

02 Encourage appreciation and peer rewards

03 Deliver relevant employee benefits

04 Run internal communications - pulse surveys, announcements and more.

It consists of mobile app for employees and web portal for management.

## **IEGUVUMI ĢIMENĒ**

### BĒRNIEM - Aizraujošs un jautrs veids jaunu prasmju apgūšanā. Kopumā attīsta bērnu.

PLATIO ecosystem - manage your crypto, fiat

SILCOIL

2.343021 BTC

and stocks all in one place

PLATIO Smart Banking Ecosystem has two new types of smart-contracts: Asset Guard and Smart Escrow,

which benefits to crypto holders, customers paying with crypto merchants and service providers accepting it as a mean of payment

Asset Guard is a smart contract-based solution for

protection users' crypto, fiat and stocks, stored in PLATIO Ecosystem against possible risks caused by high market volatility or access loss (key loss,

Smart Escrow is a smart contract-based solution for

all types of deals in crypto, fiat and stocks with

Banking for crypto users

conflict resolution opportunity. It proceeds the payment to the seller when the deal parameters are

PLATIO users have an access to the Smart Banking

Ecosystem supporting three types of assets: crypto, fiat and stocks. Exchange your crypto into fiat or stocks, make payments in crypto. PLATIO users are free to use their assets as they want.

**Asset Guard** 

Smart Escrow

- Nedalīta uzmanība no vecākiem (šeit un tagad)
- Uzlabo sociālās prasmes un trenē atjautību
- Attīstīta fantāziju
- · Palīdz noformulēt domu un izteikties precīzi

### VECĀKIEM - Universāls rīks kontaktam ar bērnu jebkurā vietā un laikā.

- Personīgs kontakts ar bērnu
- Spēles gaitā vecāki uzklausa bērnu, sadzird, kas bērnam ir aktuāls
- Starp vecāku un bērnu veidojas stiprāka emocionālā. satuvināšanās

#### SOLUTION

Telemedicine platform as a service which includes online video consultation software, clinic administration tools, marketing support. Fully customisable system under clinics brand and accessible via web. android and iOS platforms. Our product increases value of base products, number of clients and their engagement, as well as reducing operational costs.

## **Pieredze**



## Team experience:

- The team has implemented over 10 studies related to water quality monitoring in their experience. The total research experience on the topic is more than 12 years.
- More than 60 years of collective experience in the water sector. The team includes water engineers with practical and academic experience in the drinking water industry.
- Consequently, the team has successfully developed competencies in AI training, IT and data processing infrastructure, as well as in product development and team management.

## **Experience & team**

- Co-founders with more than 20+ years of experience in advanced material commercialisation and science intensive business development fields
- The Chief Scientist specializes in Physical Chemistry and holds numerous patents
- An Advisory Board member provides 30+ years of expertise in the water management industry

### Reference projects

- HORIZON 2020 Digitising and transforming European industry and services: digital innovation hubs and platforms «Project Better Factory». Partners from 11 EU countries
- ♣ I3 project «Value4Pack». Partners 15 partners from 12 EU countries
- COSME Project «DIGICLUSTERS» 2018-2020 European Strategic Cluster Partnerships (ESCP-4i or ESCP-S3)
- COSME Excellence call COS-CLUSTER-2018-03-02 Project «Safe Smart Food». Partners – Austria, Lithuania, Spain
- COSME Cluster Go International call COS-CLUSINT-2019-3-01 Project «AUMENTA». Partners – Lithuania, Poland, Spain
- EISMEA Project «AgriFoodX5.0». Partners Lithuania, Portugal, Spain
- Organized more than 600 business meetings with foreign companies for 76 Latvian food producers
- Organized Latvian food producer group visits to 22 countries as a result, more than 80 food product deliveries were made to export markets

## **Experience**

- Expertise in recovery within chemical and metallurgy sectors
- Reuse of recovered materials in chemistry, rubber, and tire industries, allowing to reduce the amount of used material
- Participant in EIT Raw Materials KAVA projects

## **Reference Projects**

Our infrastructure services are used by organizations like NATO and CERN. In our projects we value collaboration and throughout the years have partnered with VTT, SINTEF, Latvian, Norwegian, Finnish, Belgian and other technical universities in various consortia.

## **Call to action**





**Looking for partners & collaborations:** We are interested in joining an international consortium that participates in EU funding programs, with the prospect of collaborating with industry partners in the water supply management sector.

OPEN HORIZON EUROPE CALLS	CALL ID
Holistic approaches for effective monitoring of water quality in urban areas	HORIZON-CL6-2024- ZEROPOLLUTION-02-1-two-stage
New circular solutions and decentralised approaches for water and wastewater management	HORIZON-CL6-2024- CircBio-02-4-two-stage

## **Topics and projects of interest**

- HORIZON-CL6-2024-FARM2FORK-03-1\_Spotlight on plant priority pest: fall armyworm (Spodoptera frugiperda)
- HORIZON-CL6-2024-CLIMATE-02-1 New knowledge and innovations for climate-smart farming - connecting research stations
- HORIZON-CL6-2024-CLIMATE-02-2 Closing the research gaps on Essential Biogeochemical Ocean Variables (EOVs) in support of global assessments
- HORIZON-CL6-2024-CLIMATE-02-3 Overcoming barriers and delivering innovative solutions to enable the green transition

Open Horizon Europe calls	Call ID
Best available techniques to recover or recycle fertilising products from secondary raw materials	HORIZON-CL6-2024-ZEROPOLLUTI ON-01-2
Demonstrating how regions can operate within safe ecological and regional nitrogen and phosphorus boundaries	HORIZON-CL6-2024-ZEROPOLLUTI ON-01-1
Environmental impacts of food systems	HORIZON-CL6-2024-ZEROPOLLUTI ON-01

## Looking for partners & collaborations

Interested to join international consortium of EU funding programmes with a prospect of collaboration with an industry partner operating within wastewater management industry



#### TOPIC(S) OF INTEREST

HORIZON-JTI-CLEANH2-2023-07-01 - Advanced materials for hydrogen storage tanks

## Sadarbības partneri













**Partners** 









## Piemēri



#### Company culture app

#### Problem

3 concerns for businesses. Companies spend millions on employee benefits to tackle this

**03** To attract young talent today, companies must adapt to the needs, expectations and motivations of the new, mobile first generation.

Old methods don't work for them!



Ansis Lipenitis

ansis@motivio.eu +371 2 658 9196

skype: ansis.lipenitis

Progress

#### Seeking € 250 000

investment

For product development and sales.

#### Solution

#### Company culture app Motivio

Tools to build company culture that attracts and retains new generation employees like a magnet:

01 Build social team ties with gamification and micro team building

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04 Run internal communications - pulse surveys, announcements and more.

It consists of mobile app for employees and web portal for management.

#### Market

SAM: 22 000 medium and large companies in Baltics and Nordics. SOM: We aim to get 10% of that market in 3 years - 2200 companies. With our business model it will provide € 25 million revenues. Our future vision includes other countries.

#### Competition

Contrary to incumbents Sodexo and Edenred, we focus on Millennial workers and nonfinancial motivating tools.

Contrary to employee engagement tools like Fond.co, Peoplecart and others, we focus on continuous teambuilding with gamification and

#### Co-Founders —

Ansis Linenitis CEO, Born to create, Founded and sold 2 software companies Dita Daukste COO. Growth rocket. Developed insurance business in 8 countries. Juris Bluzmanis CTO, Rare species, Great coder and manager, Lattelecom BPO team lead.

#### **Business model**

Tiered pricing model: € 3-6 employee/month depending on company size.

Fig. a customer with 1000 employees = 3000 MRR

#### Former funding

MVP development self-funded

€ 20 000 investment from Startup Wise Guys accelerator.

€ 50 000 equity free EU funds grant

€ 20 000 equity free Google cloud grant

#### Roadmap

Get € 250 000 investment in Q2-Q3

Scale development team for further product development Continue product development

Launch marketing campaing in Q2 Reach MRR € 4500 in December in Latvia.

Scale to Sweden. Reach MRR € 50000 by December 2019.

#### Advisory board

Herve Combal, Refore: Edenred, GM. Andreis Strods, Before: Benebay, founder/ceo

**OBSERVE THE** UNIVERSE WITHOUT DISTURBANCES AND **EXPENSIVE EQUIPEMENT** 





#### PROBLEM

Adaptive Optics (AO) is a technology used to improve the performance of optical systems. Its main component is wavefront sensor. The problem with adaptive optics is their size and high costs, especially in astronomy.

Traditional systems in astronomy use extremely expensive laser quide stars which can afford only professional observatories. In microbiology, diffuse environment (emersion oil, liquids) is somewhat like atmospheric turbulence which create distortions of the images. To improve this, novel technological approach shall be applied.

#### SOLUTION

For clients in astronomy our solution will provide possibility to use natural objects saving costs for sta imaging and opening new better star imaging opportunities even for amateur astronomers. Whereas, in biology, if proved efficient, the product will considerably increase optical quality control optimizing the costs and size of the scientific equipment.

#### **COMPETITIVE ADVANTAGES**

Main competitive advantages are cost efficiency and improved wavefront correction ability in low image intensity conditions and which are possible to adapt for different industries and optical systems.

#### MARKET

Aiming for high level clients and return on investments our target markets are stable growing astronomy market and rapidly developing biotech industry.

#### PRODUCT

The product is a new measurement and correction solution for the optical wavefront errors and adaptive optics system aberrations. The most important element is the specific binary mask which encodes the phase of the object being

At the end of the commercialization measures there will be 3 products (technologies) developed for different client needs: Highest quality (for observatories);

2. Medium quality (for smaller observatories, microscopes, individuals astronomers); 3. Lowest quality (for microscopes, individuals astronomers

Basic components of the technology are binary masks, scientific camera, industry specific optics (e.g. telescope for astronomy or microscope for biology), processing equipment (computer, etc.), and software with custom algorithm.

#### Commercialization steps

No.	ACTIVITY		2018			2019				2020				2021	
	QUARTER	1	2	3	4	1	2	3	4	1	2	э	4	1	2
1	Development of Technical economic pre-research and commercialisation strategy														Γ
2	Improvement of wavefront sensor technology														
3	Creation of a wavefront sensor prototype and testing in the Ut. Astrophysics observatory in Balidone					Г				ı					
4	Adaptation of the technology for each product														
5	Contacts with industry representatives for demonstration of the technology and acquisition of the feedback														
6	Consolidation of property rights														
7	Establishment of a spin-off enterprise, which produces a new generation of wavefront sensors.														

The team of technology commercialization project consists of six people: a project manager, four scientists, and the spin-off enterprise development and

When project is launched, the team will join mathematician, a computer specialist as well as an administrative support provider appointed by ISSP UL

+371 2632 2263 CONTACTS

**MATXsensors.com** 

## TeleMedicine

Specialized online video consultation platform for clinics and health centres

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CONTACTS Santa Banga | santa.banga@doconline.lv | +371 25669905 | Riga, Latvia





#### ONE PAGE EXPERTISE DESCRIPTION

The aim of this document is to introduce your organisation to potential project leaders. Since there are hundreds of such descriptions circulating throughout Europe, please keep it short, concise and precise so potential project coordinators can quickly assess if your contribution would be useful. This document does not aim to provide an extensive overview of your activities, but to show in a few words your added value relevant to a specific topic or group of topics. Please fill in one form per field or research/expertise.

#### INFORMATION ABOUT THE EXPERT

ORGANISATION	Coexpair
ADDRESS	Rue des Entrepreneurs 10, 5020 Namur (Belgium)
TYPE OF PARTNER	SME
WEBSITE	https://www.coexpair.com/

CONTACT PERSON	Emmanuel Detaille
EMAIL	emmanuel.detaille@coexpair.com
TELEPHONE	+32 81 140 173
Position	R&I Director

DATE OF PUBLICATION 24/01/20	23
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#### **EXPERTISE OVERVIEW**

#### TOPIC(s) OF INTEREST

HORIZON-JTI-CLEANH2-2023-07-01 - Advanced materials for hydrogen storage tanks

#### HEADLINE

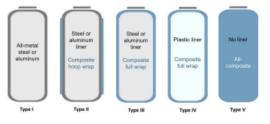
Reference in Europe for Net Shape composites manufacturing solutions - Advanced AFP/ATL, RTM & SQRTM processes – 30+ years of R&D

#### POTENTIAL CONTRIBUTION

#### Our engineering expertise and key capabilities, unique resources

- design of Class V solutions for hydrogen storage including innovative part architectures (note: patent pending about multifunctional M&P for optimal tank sealing)
- development plan for increasing both TRL & MRL within a risk mitigation approach
- test matrix definition, manufacturing & testing TP/TS coupons = certification approach

We have the support from Airbus, ESA, Solvay and Teilin to develop Class V hydrogen storage tanks.



© NCP WALLONIE : ONE PAGE EXPERTISE TEMPLATE



## Your IT Partner

## For Earth and Beyond

We provide dependable support to build your critical IT infrastructure from cloud deployment and support to solution integration. DATI Group has more than 30 years of experience delivering locally and internationally significant data storage, management, and system integration projects.

## Reference Projects

Our infrastructure services are used by organizations like NATO and CERN. In our projects we value collaboration and throughout the years have partnered with VTT, SINTEF, Latvian, Norwegian, Finnish, Belgian and other technical universities in various consortia.



### System integration and Earth observation

- NATO / Development of integration modules between a remotely piloted aircraft and command and control stations for the Alliance Ground Surveillance System.
- State Forest Service of Latvia / Implementation and management of data storage for a remote wildfire detection and prevention system by AmpliCam.



### Cloud development and data management

- CERN / Unification of HPC resources from three Latvian academic institutions in a federated cloud platform using the Latvian Academic network infrastructure for the European nuclear research centre CERN's computing tasks.
- The National Library of Latvia / Cloud computing platform development and deployment utilizing open source solutions for a multi-petabyte data storage, backup, and search engine to preserve Latvian cultural heritage.



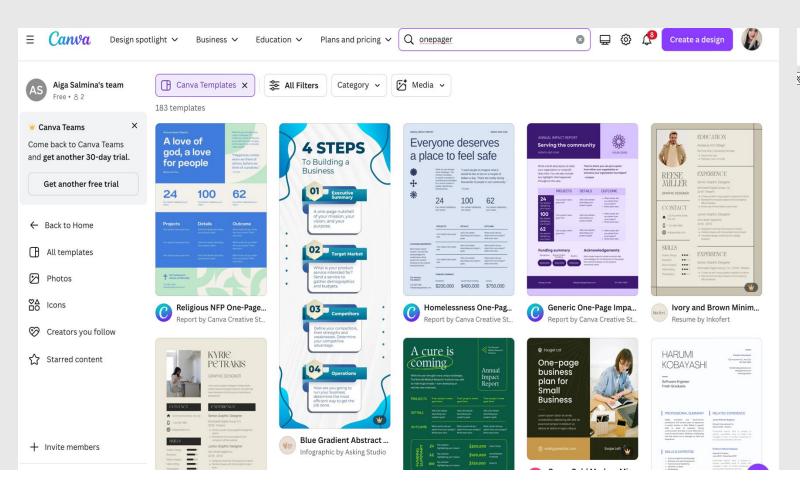
#### R&D

- Folding@home / Donation of HPC computing resources to fight coronavirus in the Folding@Home Distributed Computing Initiative as a part of the CERN Baltic Group.
- IPCEI-CIS DigiTDevOps / Development of a modular digital twin platform in collaboration with Riga Technical University (RTU), SAP, Engineering Ingegneria Informatica.

## **Kur izveidot?**



CANVA



VISME

18 Stunning One-Pager Templates: How to Use Them & Best Practices

Design Force





## Paldies!

- https://www.facebook.com/HEncplv
- https://twitter.com/apvarsnis
- https://www.linkedin.com/company/nkplv/

Ceturkšņa ziņu lapa: <a href="https://dashboard.mailerlite.com/forms/207183/74477484042618291/share">https://dashboard.mailerlite.com/forms/207183/74477484042618291/share</a>





