

## New faces in the Cellnex Bridge acceleration programme

# The Cellnex Foundation picks three startups to receive support in developing their social impact projects

- **Voluta.coop, Nixi for Children and eAgora** will receive mentoring from innovation experts and financial support to develop proofs of concept for their product/service over the next 12 weeks.

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**Barcelona, 5 November 2021** - The Cellnex Foundation has presented the three projects –Voluta.coop, Nixi for Children and eAgora– picked to join the first edition of the [Cellnex Bridge acceleration programme which launched in July](#) to promote innovative initiatives aimed at leveraging technology and connectivity to narrow digital, social and territorial divides. The presentation took place in Barcelona at one of the workcentres of Atticolab, a startup accelerator collaborating in the programme together with the social innovation consultancy Innuba.

**Àngels Ucero, Director of the Cellnex Foundation**, stressed that “inequalities are growing, and vulnerable groups are the most affected. And that is why the great challenge we face is to help narrow the divides by making this world a fairer and more sustainable place. Our goal is to transform lives by helping people stay connected and engage with the world, while making connectivity increasingly effective, affordable and, above all, universal.”

**Quino Fernández, CEO of Atticolab**, underlined the importance of corporations collaborating with startups to “absorb and use the full extent of their talent”, while **David Alayón, CEO of Innuba**, signalled that “this is a great moment for purpose-driven innovation, defusing tension and being at once socially, environmentally and economically sustainable.”

The Cellnex Bridge acceleration programme pairs startups with a multidisciplinary group of mentors from AticcoLab and Innuba who are experts in the world of entrepreneurship and open innovation, and with Cellnex experts selected on a case-by-case basis according to their suitability to support the growth and impact of each project. The mentoring sessions, focused on developing a proof of concept, will be combined with training in various areas of the business as well as specific sessions to shape the financial plan, communication strategy, investment plan, personal and collective development and more.

Cellnex will also provide the necessary technology and knowledge to make projects successful.

## Selected startups

These first initiatives were characterised by outstanding quality: at the core of them all are powerful ideas and value propositions linked to fields like education, care for vulnerable people and the promotion of rural areas. Chosen from among more than fifty startup applicants after a thorough evaluation and selection process, **Voluta.coop**, **Nixi for Children** and **eAgora** will now join the Cellnex Bridge social-impact accelerator.

**Voluta.coop** is a rural entrepreneurship startup that seeks to attract families, digital nomads and entreprising repopulators by connecting rural and urban environments through hens and IoT technology. Its main objective is to diversify rural economic activity and reinvigorate life in society with smart solutions, workshops and eco-social events that combat depopulation, detachment from nature and the digital divide.

**Nixi for Children** is a startup that uses virtual reality to help alleviate anxiety among children and families preparing for operations or other hospital interventions. “Nixi kits” with experience-generating virtual reality goggles offer users a fun and familiar way to understand the situations in which they will find themselves. This empowers the patient, increases family satisfaction, and makes hospitals more human.

**eAgora** is an application that connects the ensemble of stakeholders in a territory (citizens, the third sector, private sector and public administration) to forge a network of municipalities promoting knowledge transfer and solutions. Its chief objective is to promote citizen participation and deploy and gauge the social impact of the 2030 Agenda by using gamification to showcase sustainable actions and keep real-time logs of SDG-related actions in each municipality.

Now **Voluta.coop**, **Nixi for Children** and **eAgora** join the 12-week acceleration programme and will receive up to €15,000 in financial support to develop their project.

During the presentation, **Lluís Deulofeu, President of the Cellnex Foundation**, emphasised that the Foundation’s objective with this initiative was to build cooperation networks in which all parties work towards common challenges and seek permanent solutions that make it possible to promote the talent and innovation of entrepreneurs with ideas of social impact, while helping to reduce social inequality and enhance digital capacity, quality of life and universal sustainability.

## About the Cellnex Foundation

The Cellnex Foundation, backed by Cellnex Telecom, works to narrow the existing digital, social and territorial divides through projects that improve access to connectivity and promote positive solutions for the environment. Its business model is based on three pillars: proprietary programmes led by the



Foundation, joint programmes in partnership with other organisations and institutions, and corporate volunteering.

For more information: <https://www.cellnextelecom.com/en/the-cellnex-foundation/>

### **AticcoLab**

The mission of AticcoLab, the entrepreneurship support platform of Aticco Ecosystem, is to strengthen the entrepreneurial ecosystem and the connections between entrepreneurs, startups and corporates. It develops acceleration programmes that maximise opportunities for startups, shortening their growth timeline and avoiding the risks that can affect the early phases. Furthermore, it supports corporations on the path to change through open innovation and brings investors closer to its network of entrepreneurs so that they can discover which projects have the most potential and intensify the deal flow. AticcoLab has an extensive network of mentors specialising in startups, innovation and entrepreneurship. Their experience, knowledge and contacts drive and maximise accelerated startup projects.

### **Innuba**

Since 2016, Innuba, a strategic design consultancy in social innovation, has supported and mentored companies in their social transformation by injecting social impact and sustainability into the heart of their business. It works towards corporate goals and fosters holistic and systemic change by designing products and services with a positive impact and a financial return and designing innovation projects with a measurable impact. It also designs and delivers transformational training programmes.

[For more information:](#)

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