

*Matching data and perceptions
for decision making.*



HPC Admintech 2023
Oporto, Portugal



*Por favor, considere revisar
en pantalla este documento
antes de imprimirlo*

Quiénes somos

Equipo de investigación



**José M.
Cecilia**

Cofounder & CTO



**Jose Ginés
Gimenez**

Cofounder & Technical
Manager



**Julio
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Cofounder & Technical
Manager



**Pedro
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Co-CEO



**Héctor
Fernández**

Co-CEO



**Lisardo
Fernández**

Tech Business
Development Manager

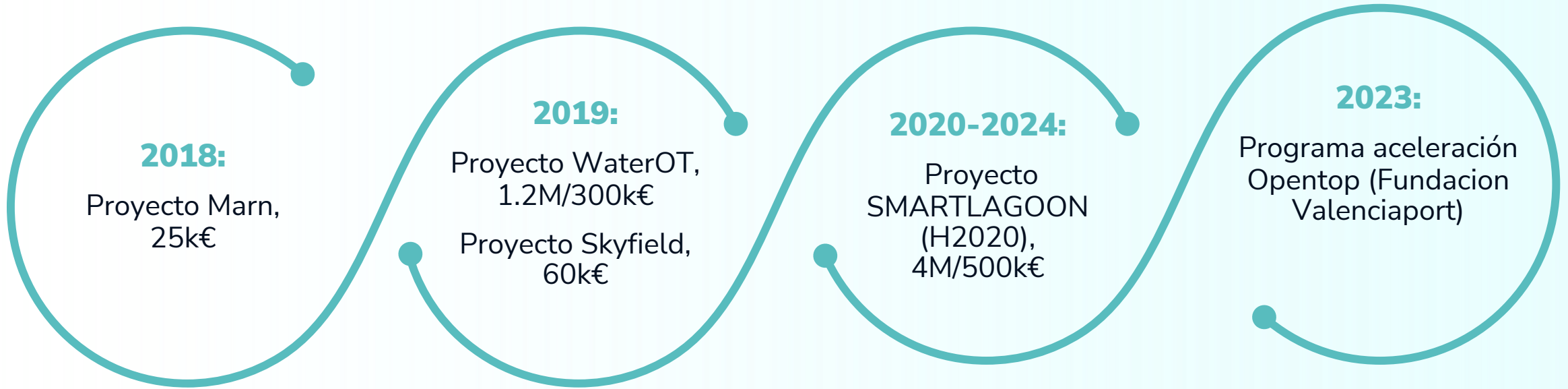


**Alvaro
Cabrera**

Business Development
Manager

Timeline

TRL 6/7
BRL 4/5



Proyecciones 2023:



Facturación: >400 K€. Pipeline ventas 24/25Y 2M €

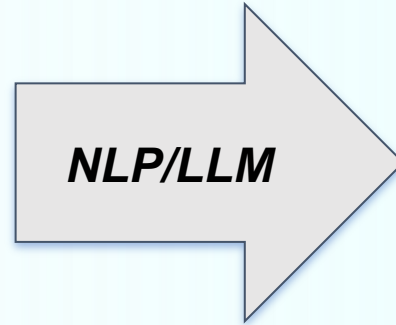


Clientes: 6/8

Social Sensing. Marco de trabajo

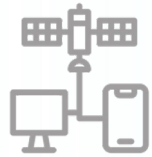


Mundo Real



Social Sensing. Marco de trabajo (II)

Sensores Físicos



Sensores Sociales



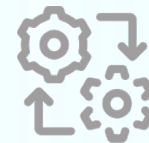
Data Science and AI



Business Intelligence



Digital Twin



Dashboard de monitorización y predicción 360°

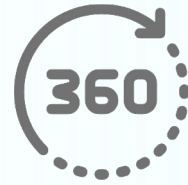


¿Por qué nosotros?



Combinación IoT y SMA

Capacidad de integrar sensores IoT con los datos de la opinión ciudadana (SMA), generando el mejor Business Intelligence.



Visión 360°

Explicación de sucesos del pasado y presente para la predicción y corrección de sucesos futuros.



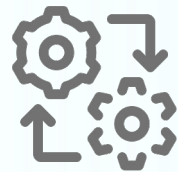
Dispositivos IoT

Capacidad de integrar cualquier tipo de dispositivo IoT, independientemente del fabricante, modelo...



Uso intuitivo

Visualización a través de un “amigable y profesional” Dashboard adecuado a tus necesidades, con el que monitorizar tu organización.



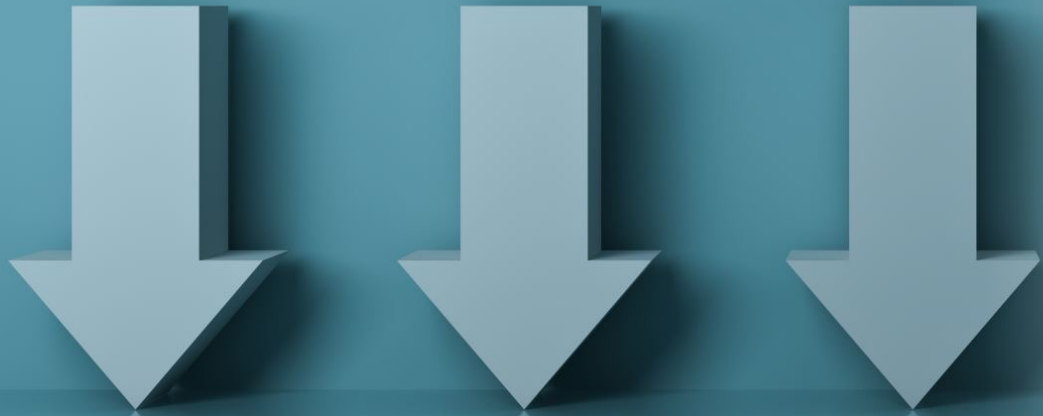
Gemelo digital

Generación de una réplica digital, de tu sistema, para monitorizar, visualizar y predecir su evolución.



Spinoff UPV

Facilidad de acceso a las tecnologías más disruptivas en cada vertical, gracias al respaldo de la Universidad Politécnica de Valencia.



**Ejemplos
de
aplicación**



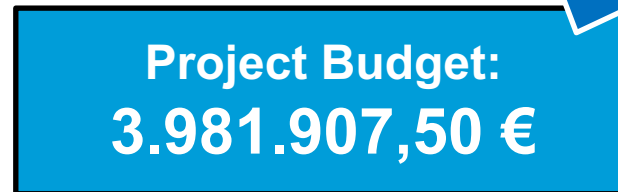
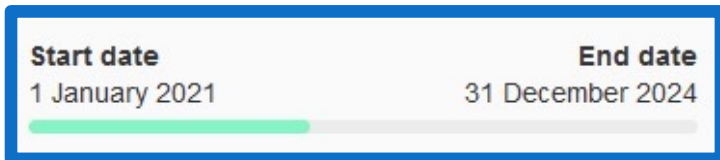
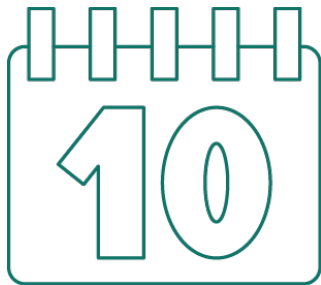
SMARTLAGOON

Innovative modelling approaches for predicting socio-environmental evolution in highly anthropized coastal lagoons

General Presentation



- **SMARTLAGOON: A project that has received funding under the H2020 research and innovation programme**
- **Call: H2020-FETPROACT-2020-2 - Topic: FETPROACT-EIC-08-2020. Environmental Intelligence**
- **Type of action: Research and Innovation Action (RIA)**



Coordinator



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

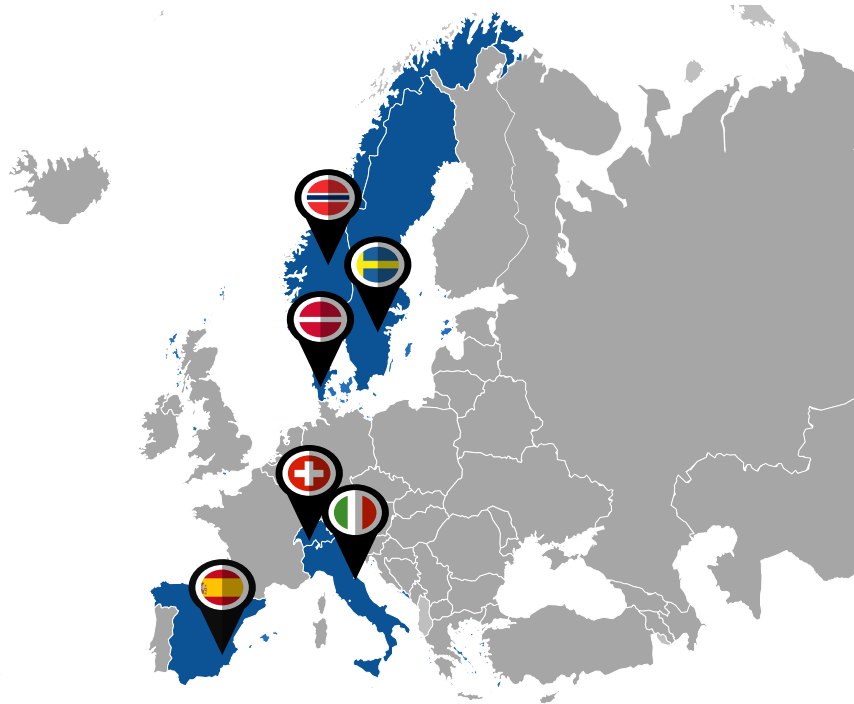


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017861.

Partners



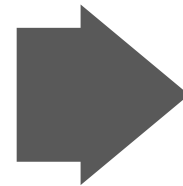
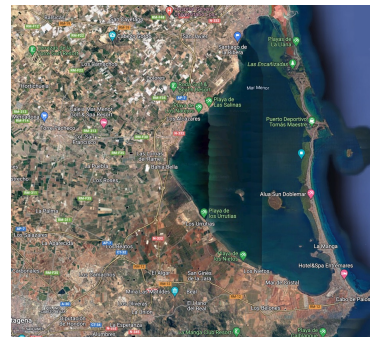
SMART LAGOON



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General Objective

- *The overall objective of SMARTLAGOON is to develop **cross-cutting and green technology for modelling and predicting** socio-environmental processes across different temporal and spatial scales.*
- *This will be achieved through a **digital twin strategy** that allows researchers, stakeholders and policy-makers to collect, visualize and analyze data in a more cost-effective way, and to create more precise models and predictions to support better decision making.*



Mar Menor. Context

The Mar Menor is the largest saltwater lagoon in Europe, with a surface area of 135 km², a coastline of 73 km and a maximum depth of 7 meters.

It is a place of vital natural importance. Its surrounding areas are particularly rich in landscape values and it is an area where up to ten approved environmental protection figures converge (Ramsar List, Natura 2000 network, ...)

The Mar Menor is a representative case of a highly anthropized area experiencing environmental pressures that have emerged over the last few decades.



Mar Menor. Agriculture



SMART
LAGOON

Irrigation has increased tenfold between 1977 and 2017. Over 40000 hectares are under irrigation in the Campo de Cartagena.

Around 25% of the irrigated surface (8,000 hectares) are out of the limits that counted with authorizations from the Segura River Basin Agency.

In the municipality of Cartagena, for example, the agricultural and fishing sectors account for more than 54% of the employment.



Mar Menor. Tourism SMART LAGOON



The Mar Menor is one of the hotspots for tourism in the Region of Murcia, with a total number of 346,000 tourists and 1.4 million over-night stays in 2016.

The four municipalities with a coastline on the lagoon account for 50.3% of the total regional supply of hotel beds and 83.1% and 64.5% of the beds in flats and campsites respectively.

La Opinión DE MURCIA

EGIÓN > MURCIA CARTAGENA MAR MENOR OBITUARIO

PUBLICIDAD

URBANISMO

El ladrillo avanza en La Manga con más de 500 viviendas aún por construir

Bloques de apartamentos o casas unifamiliares están pendientes o han comenzado ya a edificarse sin que les afecte la moratoria urbanística



Alberto Sánchez | @asanchez777

30 · 03 · 23 | 06:00



Tourism

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Mar Menor. DANA Storm September 2019



SMART
LAGOON

Some rain stations recorded more than 400 mm in a period of time shorter than two days.

This storm event corresponding to a 500-year return period (0,2% probability) generated severe flash floods in the Campo de Cartagena area that flowed into the Mar Menor.

A few days later, there was a strong increase in chlorophyll levels and a sudden drop in salinity that caused the death of thousands of fish.



Mar Menor. Political Conflict.



SMART LAGOON



National Government

Versus



Regional Government



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