

Atelier by ISEM is a unique acceleration program for six start-ups so that they may develop disruptive and innovative technology that transforms the value chain of fashion businesses, making them more profitable and competitive.

The acceleration process of these start-ups will have a duration of 10 months, divided into two differentiated modules of 6 and 4 months each: one training phase and one testing phase.

In the first 6 months, the start-ups will be physically located at ISEM (C/Zurbano 73, Madrid), and the 6 companies will work individually with chosen partners in their areas of expertise, and according to a methodology that will be explained shortly below.

In the following 4 months, the start-ups will be able to test and pivot their product or service within one of our sponsor companies, working intensely alongside its managers and directors in order to improve their product and adapt it to real client needs. We're confident that this provides a differential and competitive advantage to our program over any others, and it gives the start-up the unique opportunity of working with the top businesses in the fashion industry in Spain as first testers of their products, something that every entrepreneur would dream of.

OUR PARTNERS

Companies that will be in charge of the personalized mentoring of the start-ups in each of the specialized areas that we have defined as the most useful.



[Accenture](#) helps its clients overcome the most complex challenges through its leading services in strategy, consulting, digital, technology and operations. They collaborate with more than 75% of Fortune Global 500 companies, driving innovation to help improve the way the world lives and works. With experience in more than forty sectors and in all business areas of the company, they offer results in transformation for the demanding new digital world.

What does Accenture offer Atelier by ISEM?

- Accenture, as Metapartner, will offer comprehensive advice in the different areas offered by the specialized Partners that will participate in Atelier by ISEM.
- Accenture will provide each start-up with a Project Manager with the appropriate capacity and vision to coordinate the entire program. The Project Manager will also be responsible for making the first start-up diagnosis or analysis.
- Accenture will be part of the jury that will select the six start-ups to be accelerated.

- The start-ups will have access to the Digital and Technology Academy, as an extension of Atelier by ISEM, which includes modules on Analytics, IoT, Industry 4.0, among others.
- The start-ups will be able to participate in the client workshops in the Accenture Digital Hub.
- The participants will be able to join the talks offered in the Accenture Digital Hub.
- One of the 6 start-ups will be eligible to join the Co-Innovation Residents Project, which will take place once Atelier by ISEM is completed in the Accenture Digital Hub. The goal of this project is to jointly develop Minimally Viable Products (MVPs) in the area of FashTech.

contiac

abogados •

Contiac is a company that stands out for its innovative way of exercising the law profession, leading the change that new technologies bring and adapting legal work to the new business environment. Contiac has Lawyers specializing in Fashion Law, New technologies and Advising start-ups in all legal areas of the company.

Contiac will offer legal advice to the 6 start-ups that are part of Atelier by ISEM.



The Customer Spirit are specialists in analyzing and improving the User Experience (UX) of each company. With more than 20 years of professional experience, their expertise in helping companies improve their relationship with its customers and employees. They define the customer's "place" within a company through its exclusive SPIRIT Model: a transformation process in which companies go from thinking about the customer to thinking like the customer.

The Customer Spirit will work on User Experience directly with each start-up in Atelier by ISEM.



Branding, naming, strategic thinking, identity design, visual systems, brand narratives, environment, service design, content production, digital, technology... [Move Branding](#) builds the brands of the future. Attractive and useful brands that tell authentic stories; stories that bring value and generate conversation. Brands that connect because of what they are and what they mean.

Move Branding will work with the Atelier by ISEM start-ups on branding.



theventure.city

[The Venture City](#) is a new technology accelerator. An original idea that counts on a virtual city hall, market and library so that the entrepreneurs feel like in their own "city" that in reality represents actual sectors such as financing, advising, globalization or manufacturing, among others.

The Venture City will accelerate the six start-ups in the areas of globalization and financing.



[Telefónica On The Spot Services](#) is the Grupo Telefónica company specialised in in-store media services, audiovisual services for businesses and implementing and managing DOOH digital advertising networks in 7 countries.

Telefónica On The Spot Services will accelerate the six start-ups in the areas of **Industrialization and growth**

SAMSUNG

[Samsung](#), as a global leader in enterprise mobility and information technology, provides enterprise products and services that help customers realize the promise of digital business. Samsung utilizes partnerships to transform our products into end-to-end solutions. From hardware to software to implementation, we work with integrators to bring these solutions to life

Samsung will accelerate the six start-ups in the areas of **product**.

OUR SPONSORS

Leading Spanish fashion companies that are committed to test these start-ups' products or services within their own value chain for a duration of 4 months. They will directly support the acceleration of each one. In addition, senior level directors and managers are committed to mentoring the entrepreneurs during the first phase of the program for 6 months.



[El Ganso](#) is a Spanish brand founded in 2004 with presence in all major Spanish cities, and since 2011 has made the leap abroad, where it has opened stores in Paris, London, Santiago de Chile, Lisbon, Mexico City, Amsterdam, Berlin, Milan, Rome and Antwerp. El Ganso is committed to diversity and the environment, through the search of environmentally conscious suppliers as is the case with its sneakers, whose components are all biodegradable and low polluting materials.

GRUPO CORTEFIEL

[Grupo Cortefiel](#) is one of the leading European companies in the fashion industry in the area of specialty retail store chains. Founded in Madrid in 1980, Grupo Cortefiel is present in 89 countries and after opening more than 70 stores in 2016, now counts 1,982 points of sale worldwide. Pedro del Hierro, Springfield, and Women's Secret are Grupo Cortefiel's 4 brands, as well as all Fifty Factory outlet stores.



[El Grupo El Corte Inglés](#) is the largest department store chain in Europe and one of the largest distribution companies in the world. Its diversification strategy and its commitment to adapt to the new needs and demands of the client, has led to the creation of new commercial ventures such as Hipercor, Supercor, Opencor, Bricor, Sfera, Informática El Corte Inglés, Óptica 2000, La Tienda en Casa and Primeriti, among others.



[Camper](#) is a footwear brand from Mallorca, Spain. A family business founded in 1975, where tradition continues inspiring the creation of unique and original designs. Its products continue to be designed and developed in Inca, in the heart of Mallorca, where a team of designers and technicians work together to create approximately 500 styles per season. Camper has stores in more than 40 countries.

aristocrazy

[Aristocrazy](#) was founded by the Suarez family with a clear objective: the desire to reach a wider audience through a collection based on accessible luxury. True to its roots, it maintains the values of quality and excellence, and this relationship between jewelry and trend has created a new concept: high-end jewelry.



[Mayoral](#) is the leader in children's fashion in the Iberian peninsula and one of the main specialty retail store groups in Europe. It's made up of more than a dozen companies dedicated to the design, manufacturing, marketing, and distribution of children's fashion in more than 75 countries, through a network of 14 sales companies abroad, 220 sales agents, 190 Mayoral stores and more than 10,000 customers worldwide.

HOW WILL BE ACCELERATE YOUR START-UP?

At the beginning of Atelier by ISEM, each Project Manager will make a diagnosis of the start-up. This diagnosis will be shared with the specialized partners according to the area to be mentored. After this initial analysis, goals will be established for the acceleration process as well as KPIs that will allow these goals to be evaluated throughout the process. This proposal must be agreed upon with the Project Manager, who must reconcile the different plans presenter by the mentors, so that a strict overall goal can be achieved. Partners, sponsors and start-ups will work weekly for 6 months to reach the proposed goals.

In addition, [ISEM Fashion Business School](#) provides each start-up with:

- Workshops, talks and seminars on topics of interest.
- Access to activities normally organized by ISEM
- Networking activities with other entrepreneurs or companies of interest.
- Demo days with business angels and venture capital firms