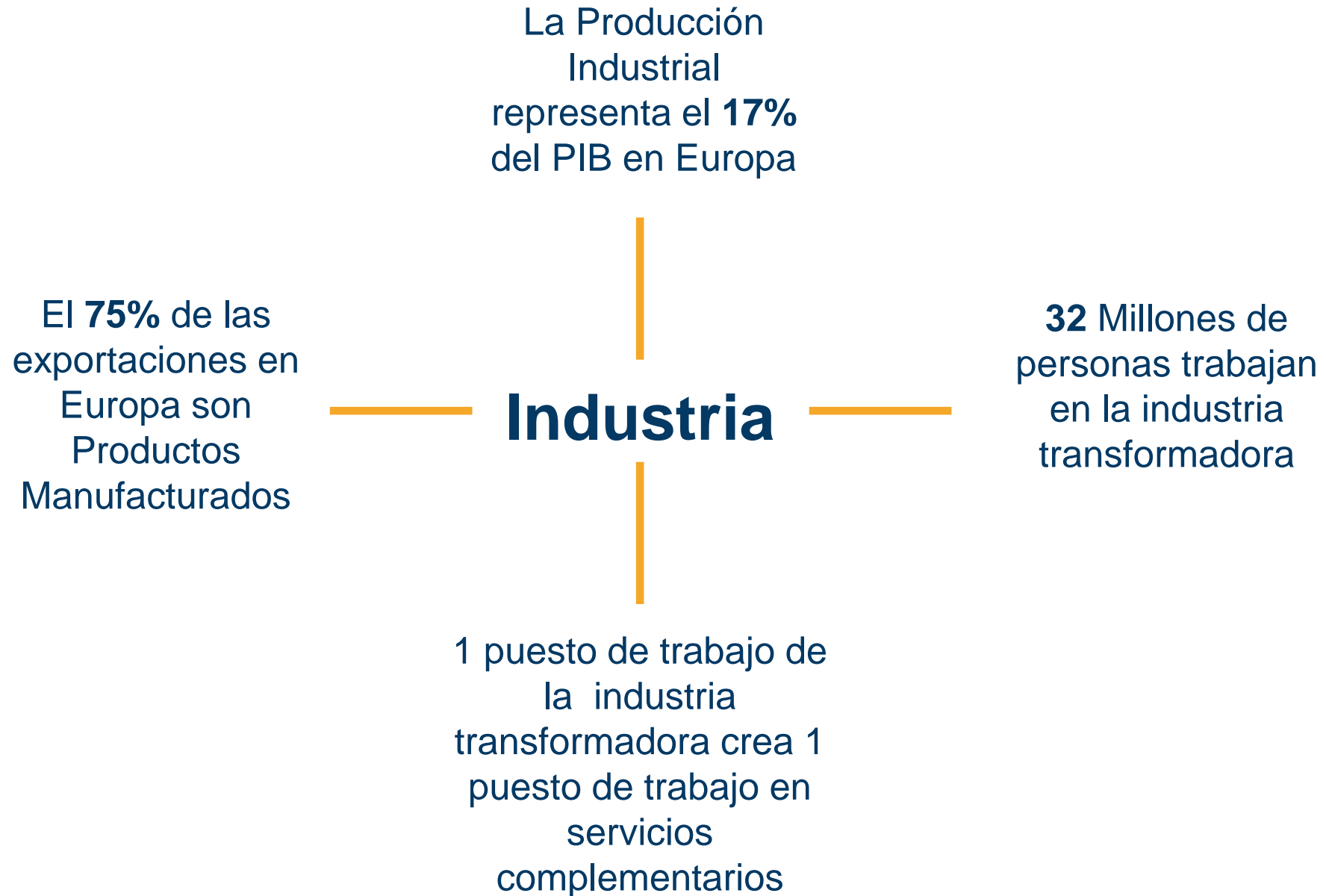
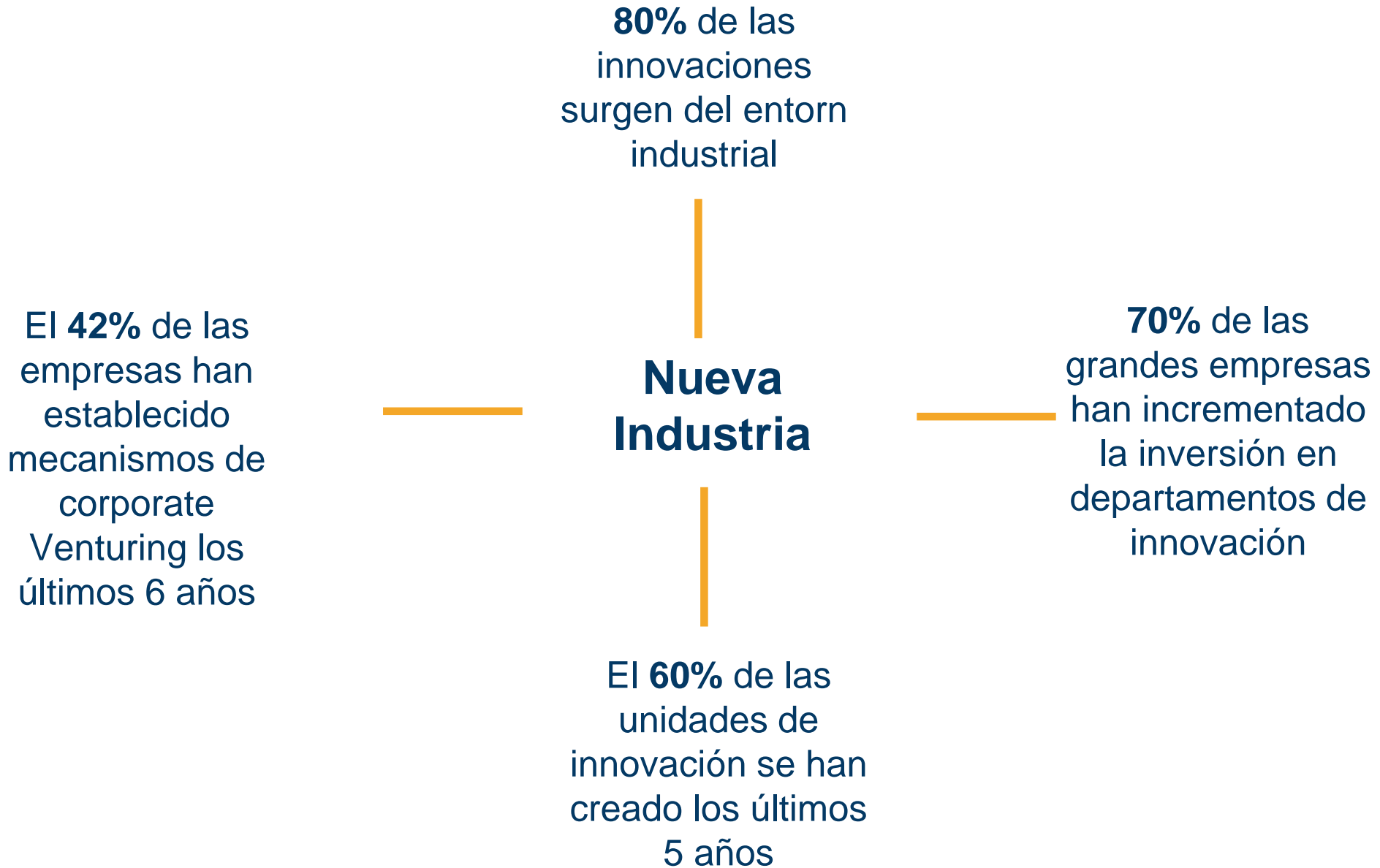




The open innovation platform for Laundry Industry

November 2019





Una empresa diseña y desarrolla mecanismos para identificar y colaborar **con nuevas propuestas de valor externas** para mejorar su competitividad y rendibilidad

Porqué?

- La innovación avanza a gran velocidad
- Es difícil mantener el ritmo de la demanda del mercat con solo recursos internos
- La innovación va mas allá del I+D interno
- Cierra el gap Tech Transfer Empresa

Girbau is a family business with 55 years history



Girbau is a company of values

Commitment and Honesty

Business Ambition and Personal Proximity

Empathy and Service Vocation





PREMIUM PRODUCTS

- Quality
- Reliability
- Profitability



Girbau

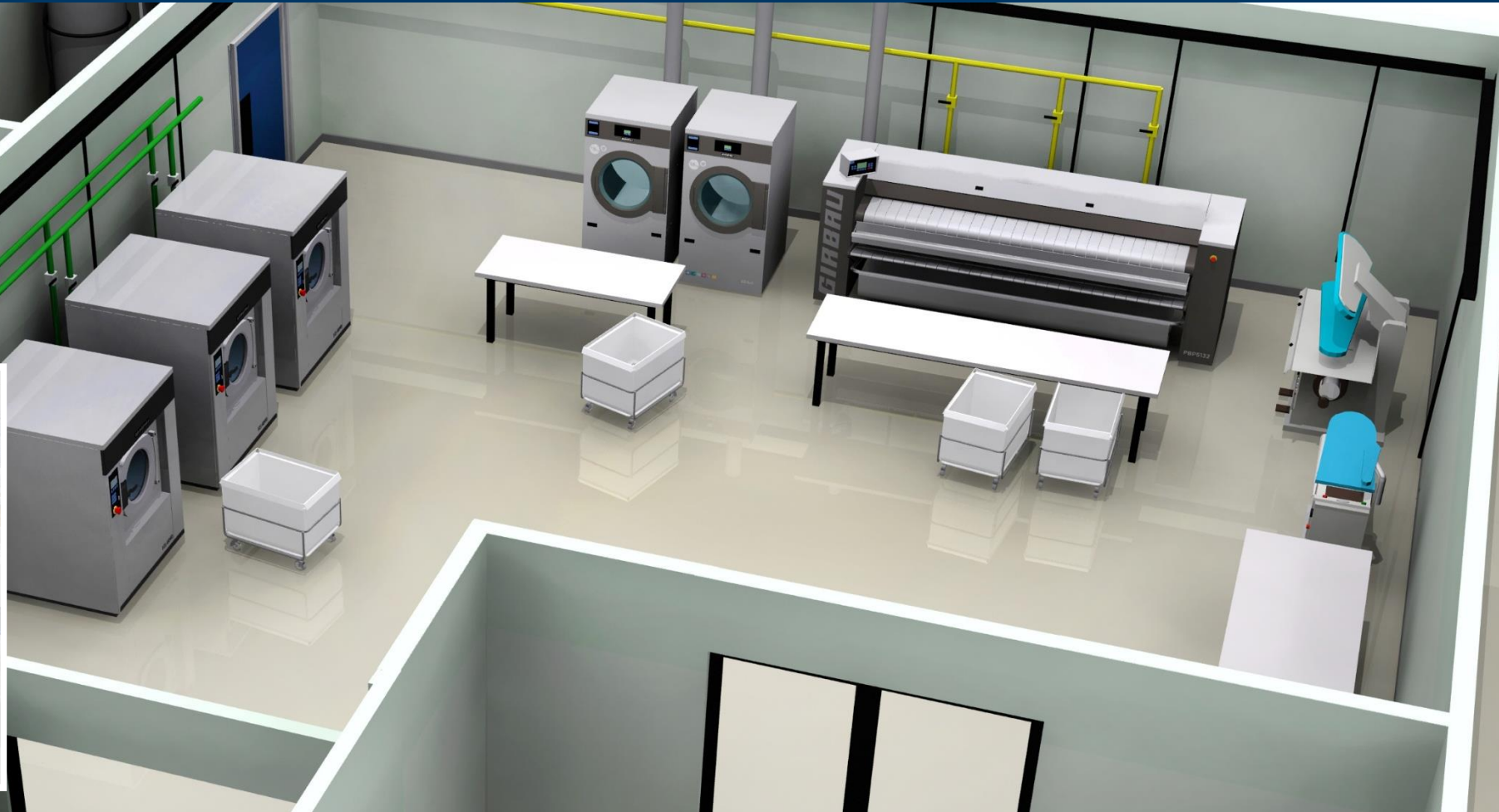
performs installations of any type and size



girbau.com

GIRBAU
INNOVATIVE LAUNDRY SOLUTIONS

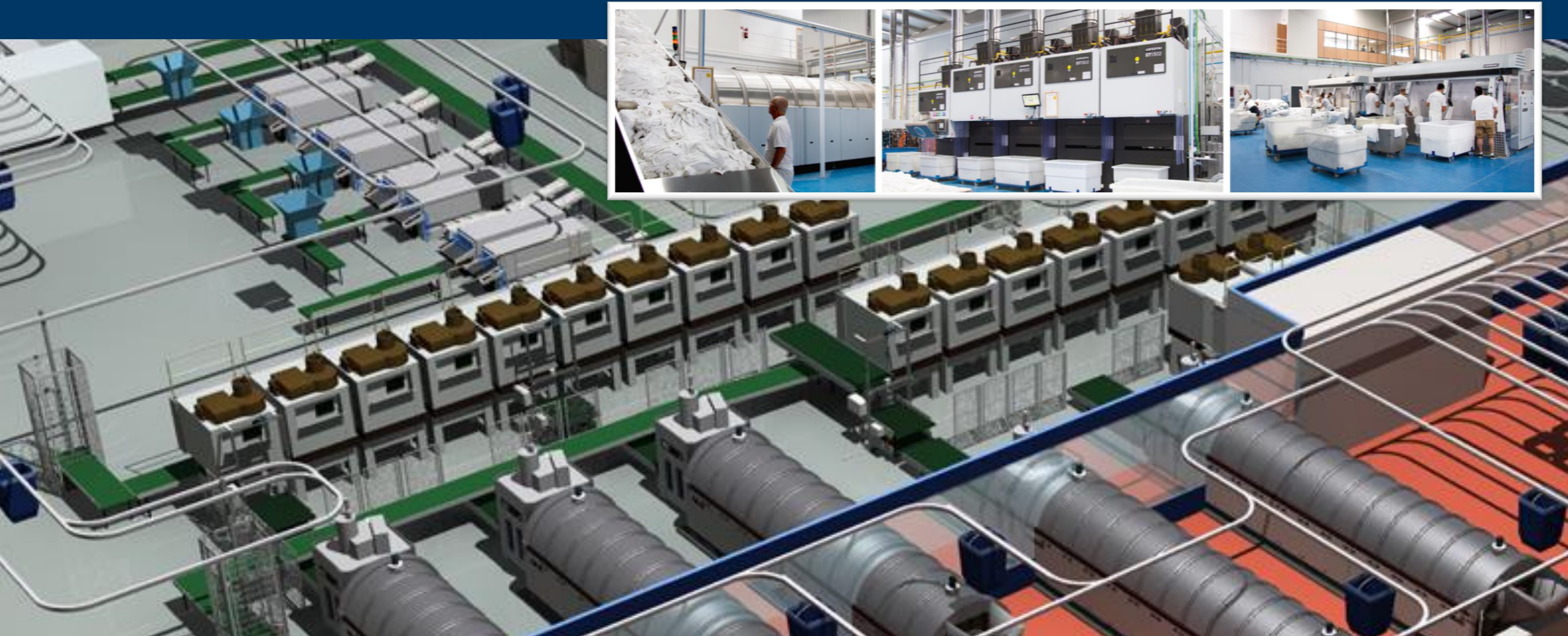
Commercial Laundry Division



Vended Laundry Division



Industrial Laundry Division



Services Division



Girbau has a worldwide sales and service network

15 subsidiaries and branches

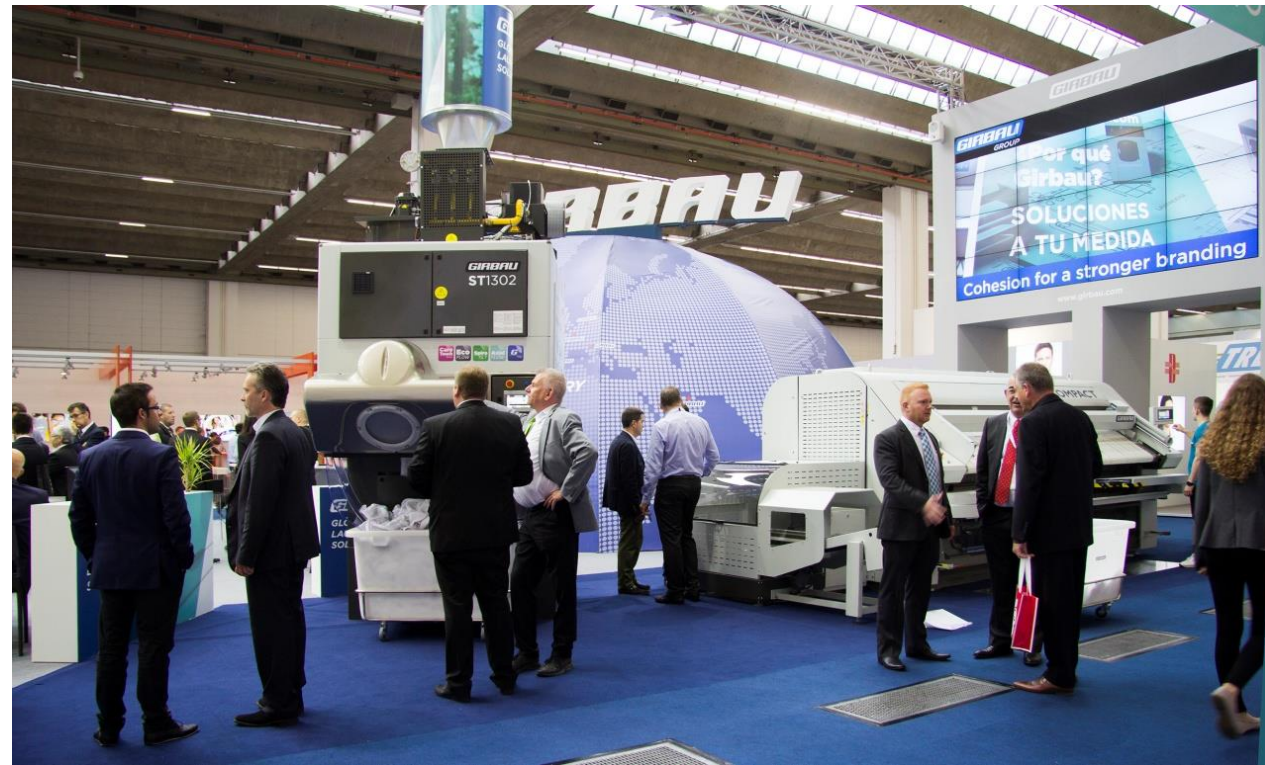
100 dealers worldwide

Subsidiaries & Branches

Argentina
Australia
Brazil
China
Cuba
Dominican Rep.
France
Germany
Italy
Mexico
Portugal
Spain
United Arab Emirates
United Kingdom
USA



Girbau in the TOP FIVE worldwide companies in the laundry industry



Girbau is committed with the environment

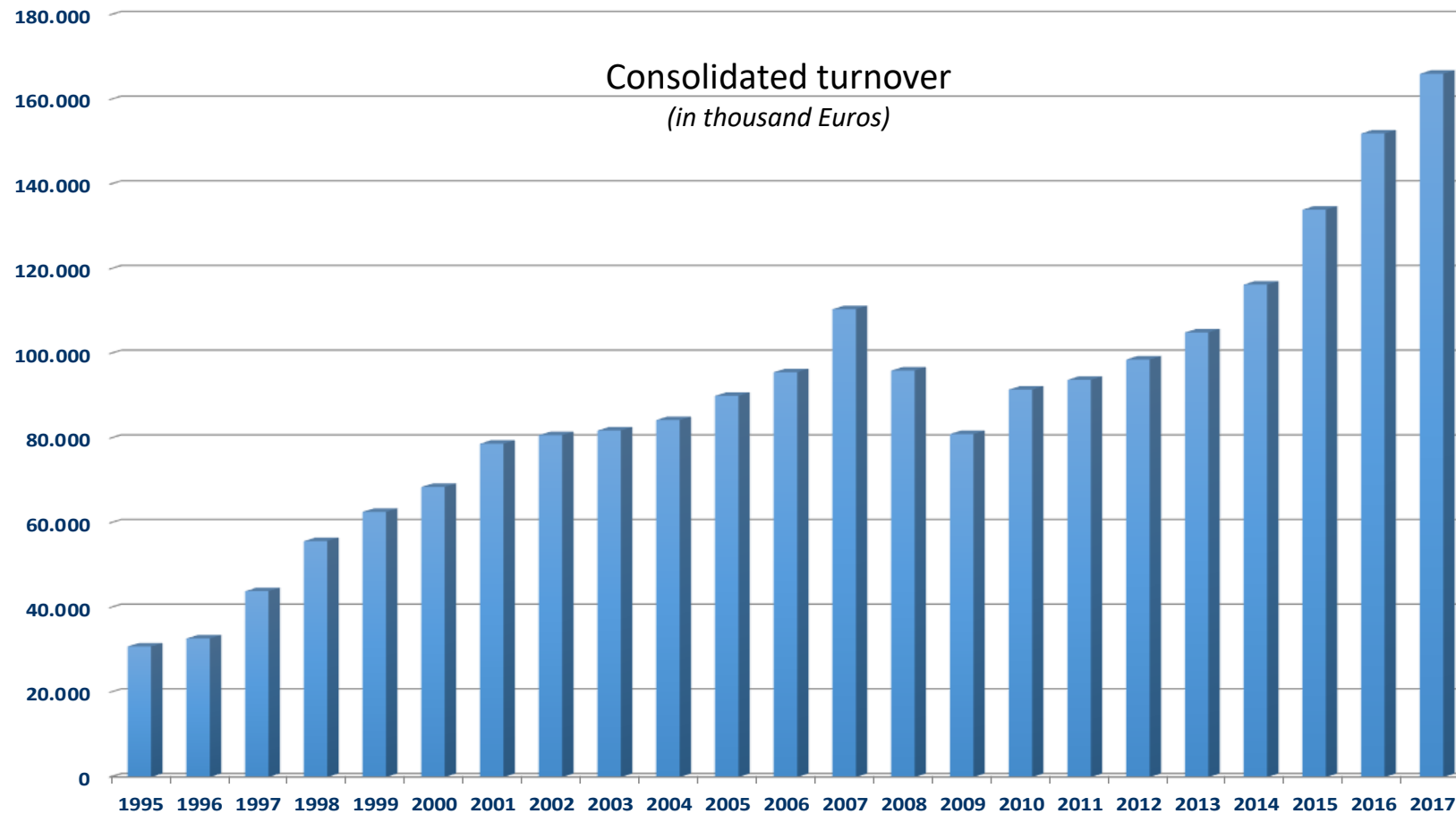


Girbau is a big team

Close to 1,000 employees



Girbau is a growing company



Girbau is looking for new opportunities





The open innovation platform for Laundry Industry

November 2019

Objective

Girbau LAB objective is to bring **added value** to laundry industry clients based in Innovation.

We want to increase synergies and take advantage of **new opportunities** of our environment where there are brightest minds and mobility workers available, new knowledge and technologies appear an increasing industry of venture capital and new Startups, much more opportunities to develop external ideas or systems to share and take advantage of internal capacities



Value Proposition

Girbau LAB offers the possibility to translate new knowledge or technologies in **real market opportunities**.

Based on Girbau's industry capacity as well as commercial penetration in laundry market all over the world, Girbau LAB is a very interesting **platform** for research in the most advanced fields of knowledge that impact laundry industry, also for demonstration or scaling of technologies and solutions to the market



Value Proposition

GIRBAU LAB



Manufacturing Facilities
(Spain, France, China)



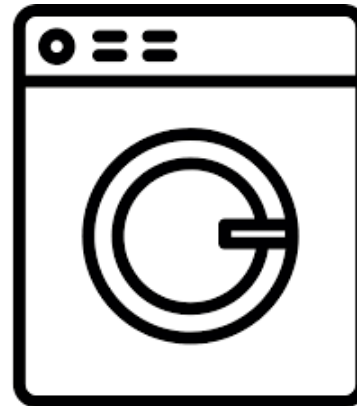
15 international commercial subsidiaries and
distribution and service network in more than
100 countries



65 References



80 R+D Engineers



175.000 Solutions installed in the world



Over 25.000Tones of Linen
clead every day

Strategic Challenges

November 2019

Strategic Challenges

Let's add a value to the
laundry industry through
innovation



Digital transformation



Sustainability and circularity



Human wellness and health

Strategic Challenges

Let's add a value to the laundry industry through innovation



Digital transformation



Sustainability and circularity



Human wellness and health

Digitalization helps to improve the efficiency of any manufacturing business and also allows industry to be closer to the final user.

Girbau LAB works in all those technologies that are contributing to digitally transform the industry:

- IoT
- Big Data and Analytics
- Artificial Intelligence
- Robotics
- Virtual and Augmented Reality
- 3D Printing
- Cloud computing



Strategic Challenges

Let's add a value to the
laundry industry through
innovation



Digital transformation



Sustainability and circularity



Human wellness and health

Providing advanced sustainable solutions in the laundry industry and transforming a traditional industry business into a circular paradigm is a clear focus of Girbau LAB's activity.

- Water and energy saving, more efficient products, processes and systems.
 - Use and generation of alternative energy sources.
 - Treatment and reuse of waste from manufacturing processes.
 - New solutions and business models that contribute to more efficient use of laundry equipment and solutions.
 - New solutions and business models which promote a collaborative economy where peers share resources and contribute to increased product life spans.
-
- Alternative technologies for the laundry industry to increase sustainability, such as infrared, ultrasounds, artificial vision and others.



Strategic Challenges

Let's add a value to the
laundry industry through
innovation



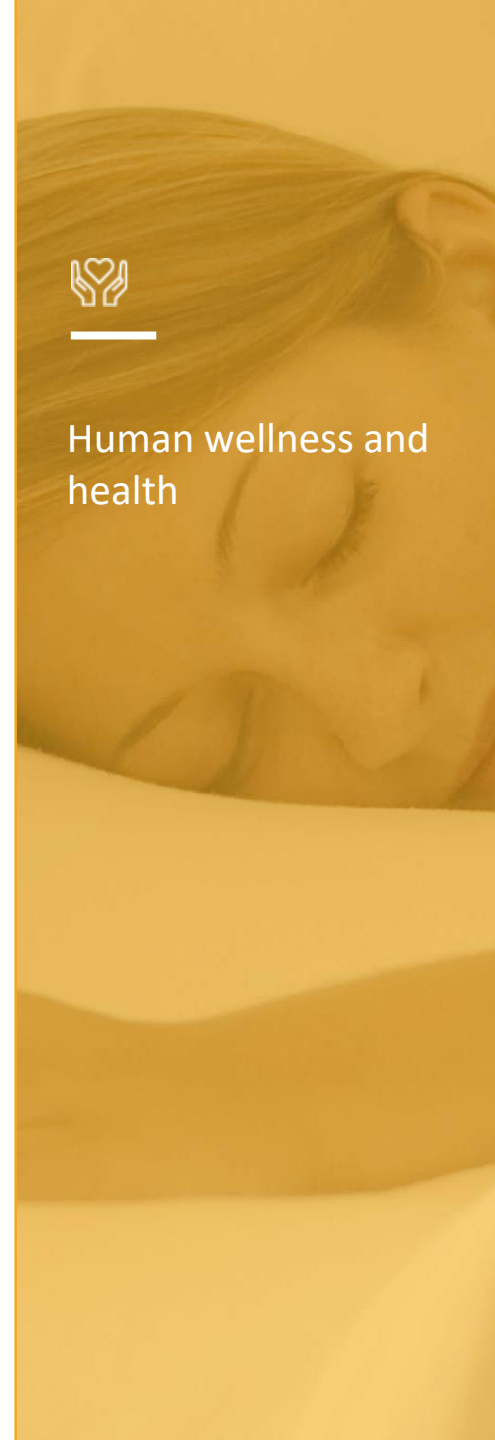
Digital transformation



Sustainability and circularity



Human wellness and health



Girbau LAB will be looking for solutions that contribute to increasing the wellness and health of people.

Focusing on laundry **users** and **workers**:

- Personalized solutions that are closer to their needs.
- Safer and more secure working environments.

Focusing on **consumer wellness** and **health**:

- Introduction of natural elements and progressive reduction of chemicals during the cleaning process.
- New laundry solutions for new textiles.
- Nanotechnology-based solutions to apply during the cleaning and drying process to provide new wellness and healthy properties for textiles.





Girbau LAB builds an ecosystem composed by all **actors** who can contribute to transform laundry industry to provide digital, sustainable and healthy solutions.

Girbau LAB works in a completely open and **international** context, looking for solutions coming from the most advanced innovation environments to apply through out more than 100 different countries of the world where Girbau is currently operating.

Our Ecosystem

GIRBAU LAB



ESADE | **BAN**
BUSINESS
ANGELS
NETWORK

Our Ecosystem

GIRBAU LAB





Girbau LAB activities will contribute increase knowledge about laundry industry **through talent attraction and to transform existing talent,**

- Support to internal entrepreneurship initiatives
- Organization of complementary knowledge and skill teams with external organizations for each project
- Phd or researchers engagement for specific projects
- Support to **First Tech Challenge** of Lego League to promote STEM among young people from 16 to 20 years old.

Talent Atraction

GIRBAU LAB



Doctorats industrials

@dindustrialscat

Segueix



Vols fer **#recerca** aplicada? 🧑‍🔬
Participa en aquest projecte amb @la_UPC i
l'empresa @GirbauGroup sobre **#Química**
#Mediambient
#EnginyeriaQuímica
#TractamentAigua / Apunta't al projecte ➡
bit.ly/2W4KZlr



#QUÍMICA #MEDIAMBIENT
#ENGINYERIAQUÍMICA
#TRACTAMENTAIGUA

**VOLS FER
RECERCA
APLICADA?**

PROJECTE 048/2019

PROJECTE: "ÚS EFICIENT DE RECURSOS
DE RENTAT INDUSTRIAL"
• EMPRESA: GIRBAU S.A.



From Ideas to new Business:

iDrivers



<https://girbaulab.com/idrivers-2018-girbaulab/>

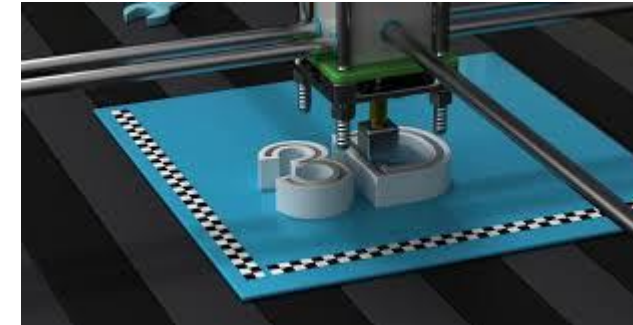
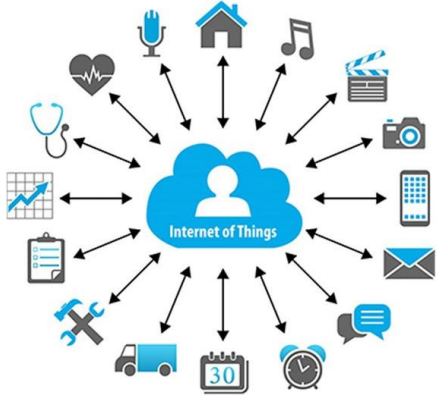
Technologies that transform the laundry industry business

Ind Tech Challenge



Ind Tech Challenge

<http://indtechchallenge.io/>



Access to markets



- Thousands of current customers
- Growth through our international commercial networks
- Real business approach to marke

Close to decision makers



- Access to global headquarters
- Direct contact with key decision makers
- Collaboration with tech and business experts

International Exposure



- Show off your solution in international events
- Integrate your solution with SAP ecosystem
- Presence in +100 countries

Acquire a Premium Client



Girbau as your client can scale your technology,
offering valuable feedback and
worldwide commercial distribution

Partner with Seidor and access thousands of SAP industrial customer



Take advantage of Seidor's SAP client
installed-base
to grow substantially your business

Become a Global Player



International footprint with presence
in +100 countries

Opening date: 26/6/2018

Closing date: 30/9/2018

12 consecutive weeks open call ,

Average of 10.5 applications per week

127 Proposals submitted



SEIDOR Y GIRBAU

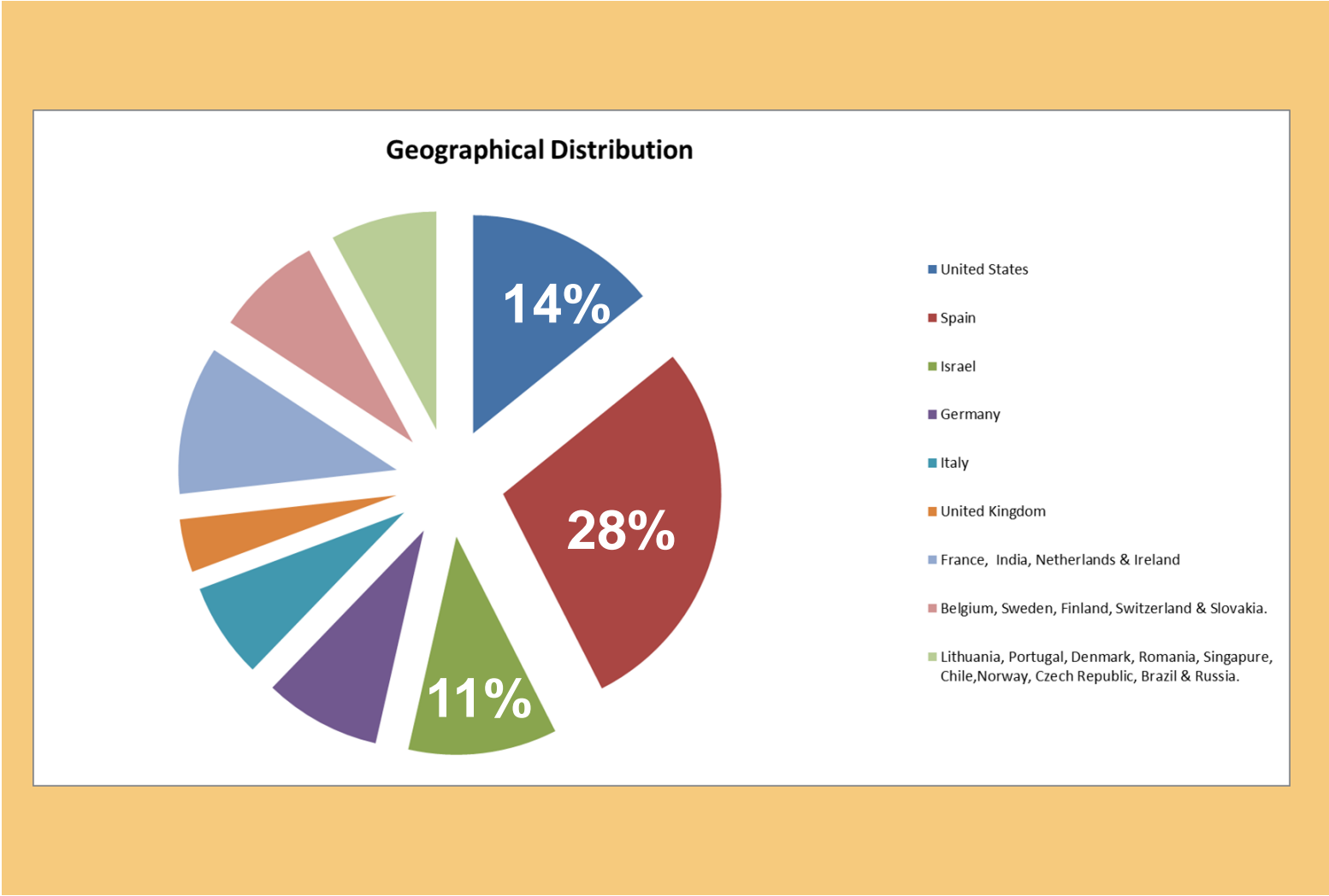
127 propuestas para el reto de innovación industrial

Indtech Challenge, la convocatoria de innovación industrial lanzada por la consultora tecnológica Seidor y el fabricante de soluciones de lavandería Girbau, ha recibido 127 propuestas procedentes de *start-ups* de 25 países. La mayoría (38) proceden de España, pero también de EE.UU, Israel y Alemania. Las *start-ups* seleccionadas podrán desarrollar acuerdos de colaboración con Girbau y Seidor. / Redacción

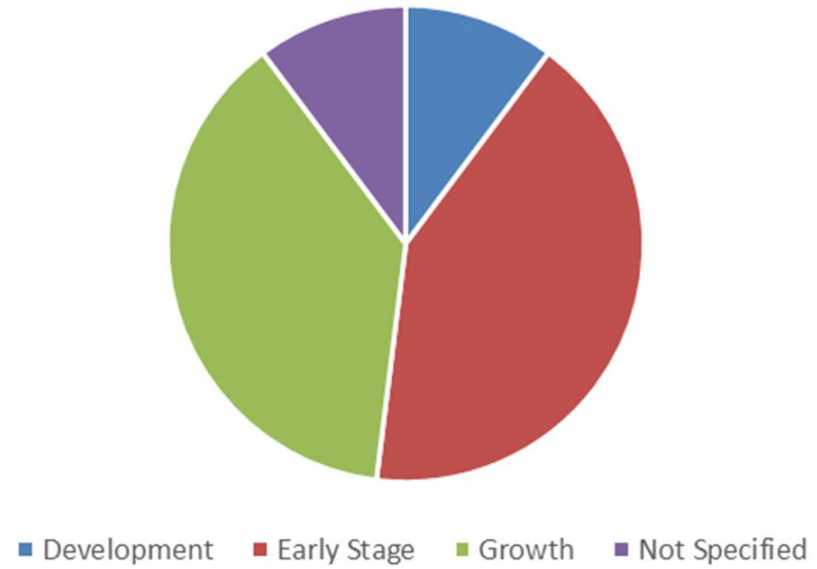
Demo Day at IOT Congress



127 applications



Stage of Development



1.- First selection of proposals

Criteria:

- Potential market or application
- Innovation Level
- Team
- Proposal presentation

2.- Evaluation meeting (Skype or face to face)

- Deep evaluation of the start up including level of development, market real penetration, business model, operational approach, team etc..
- First cooperation proposal of the start up

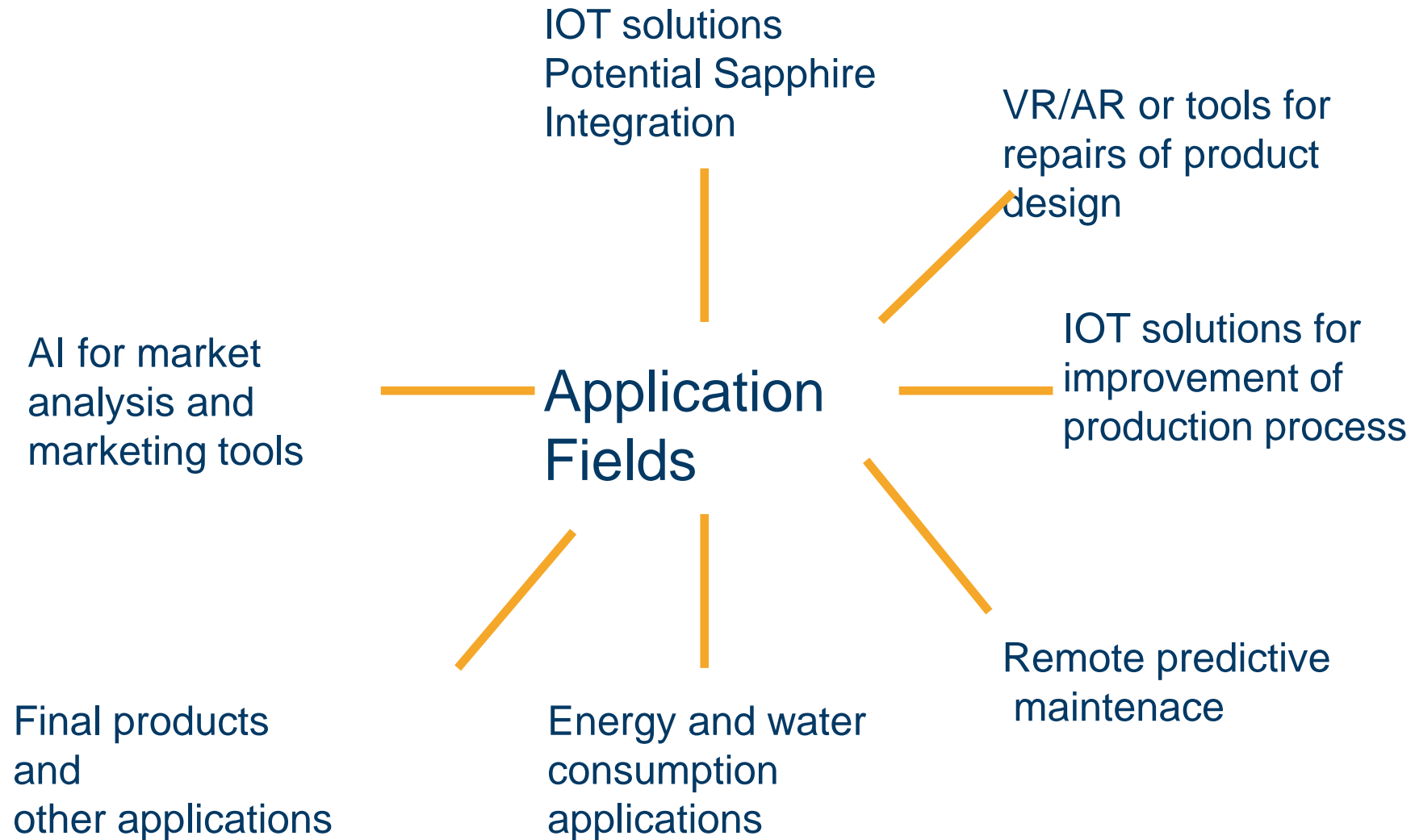
3.- Internal evaluation at Girbau and Seidor (individually or together)

Criteria: (apart from market potential/level of innovation/team)

- Potential internal application
- Potential benefits for Girbau or Seidor
- Implementation effort to be done by Girbau/Seidor
- Cost of the operation

4.- Final Decision at Girbau

Girbau Innovation Committee

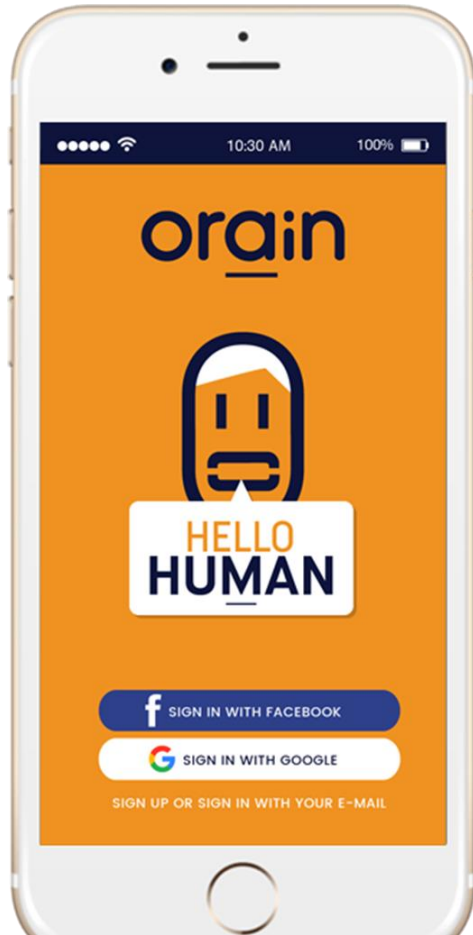


SUCCESS STORY!!!

Pilot demonstration

Integration of ORAIN

Hardware and Software solution to facilitate human interaction with
Laundry Machines
and digital payment solution.
Started in January 2019





Programa iDrivers 2018

https://www.girbau.com/download/idrivers/ldrivers_jun18.mp4

JAnuary 2019



We want to collect new business ideas to cover Girbau Challenges

Challenge

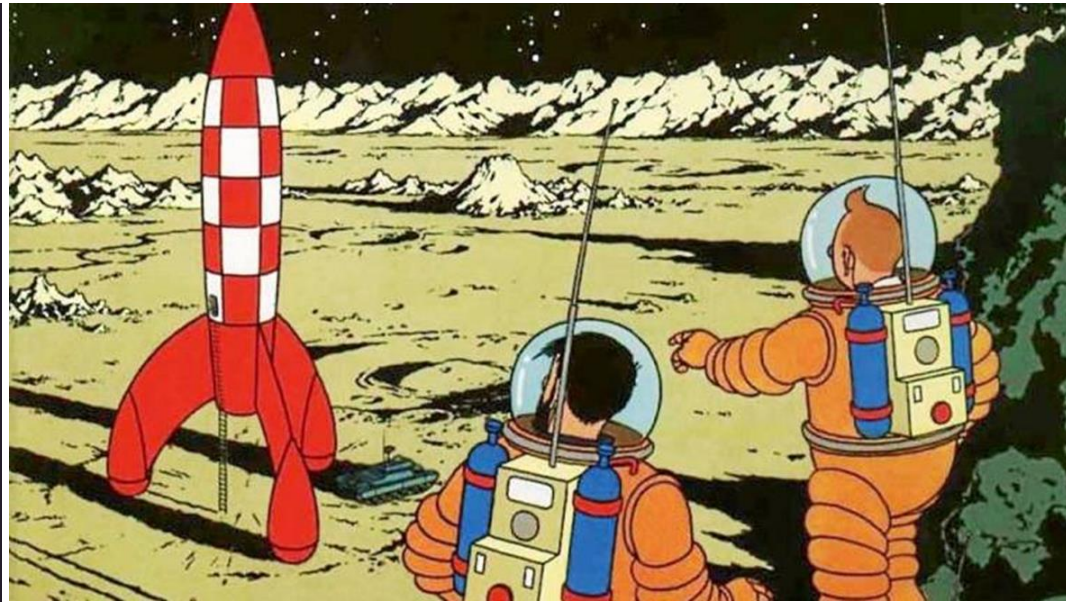
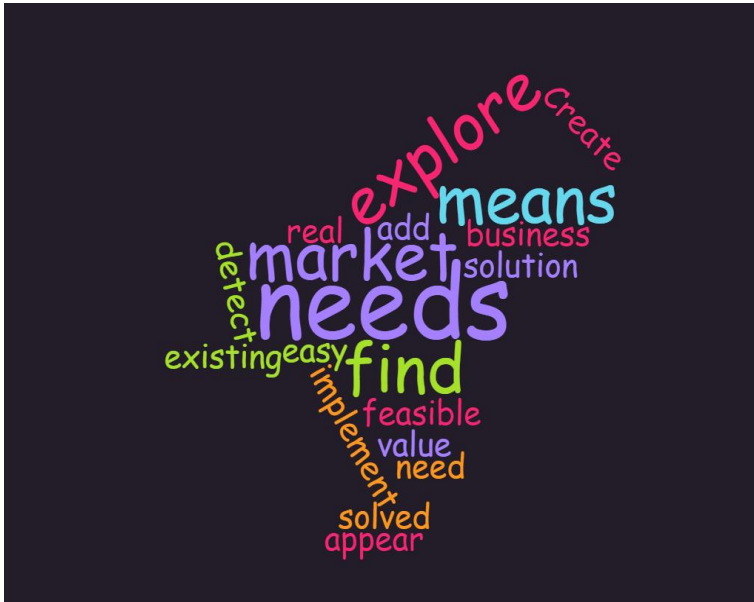
Ideas

New
Business
Proposal



**We selected those volunteers who have competences for
International iDrivers Program!**

***Opportunity to bring ideas to Girbau Business Challenges
and create a Business proposal***





Ideation



Minimum Value Project



Market Demostration

Scale up



Girbau Innovation Commitee



Mercè Girbau
President and CeO



Pere Girbau
CeO



Xavier Marcet
Lead to Change
President



Mariona Sanz
Girbau LAB Director



Ideas Selection Criteria :

- **Market Pontential**
- **Innovation Degree**
- **Simplicity of the idea: comunication, implementation**
- **Feasibility to be developed by GIRBAU**
- **Strategical Degree of the idea for GIRBAU**
- **Impact and tranformation of GIRBAU Business Model**



Innovation Comittee

Mentor

Girbau
Knowledge



**External
Support**
Tools

Key Managers

Operacions

R+D

Serveis




Comercial

Marketing

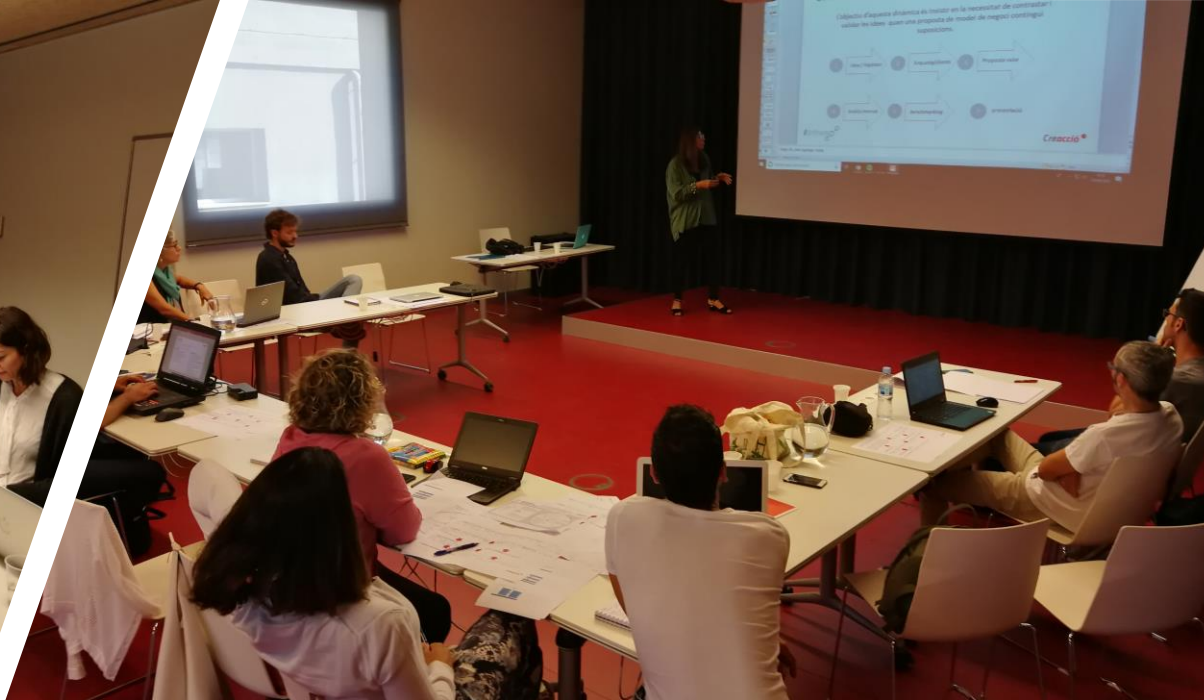
Finances

RRHH



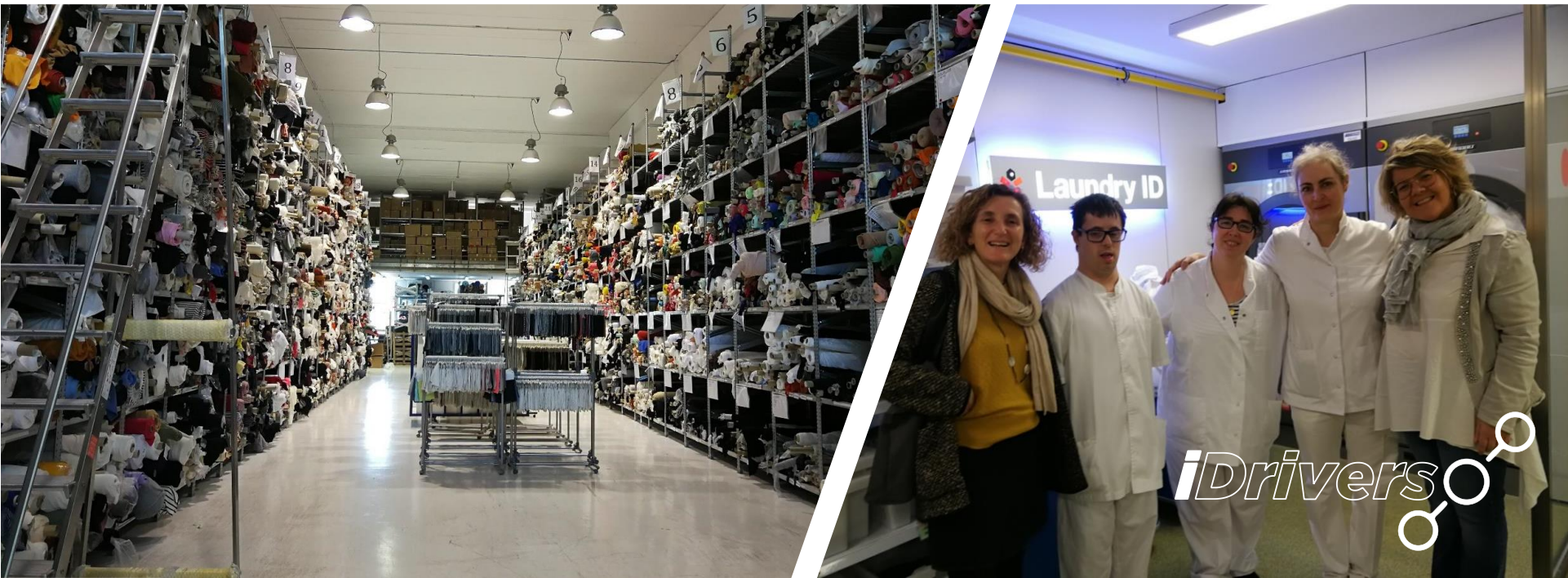
	19 candidates
	7 IDrivers (2 teams of 2 people, 3 individual iDrivers)
	66 ideas launched
	5 ideas selected
	5 mentors
	13 training sessions (4 hour sessions)
	2 presentation events

100 hours total dedication per iDriver (includes face to face training sessions, presentations, meetings, interviews etc..)
(4 hours a weeks average dedication during July, Septembre, October, November and December).













6. ALPHA > TIENDA, ROPA Y REDES SOCIALES

N BA

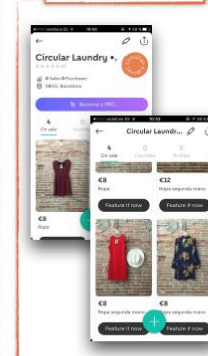
Tienda Circular Laundry



Instagram



Wallapop



Set-up tienda Circular Laundry - semana 1

- + push promoción offline (redes sociales) - semana 2
- + Wallapop (compra/venta online) - semana 3
- + push promoción offline (prospectos) - semana 4

Real Proof of Concept in the market

2019 Edition!!!

G

iDrivers

**Has sentit a parlar
del Programa
iDrivers??**



Ets una persona creativa?

Tens idees per revolucionar
el mercat de la bugaderia?

**BUSQUEM CANDIDATS
PER L'EDICIÓ 2019 DEL
PROGRAMA IDRIVERS**

Girbau t'ofereix una oportunitat per a fer
el teu projecte d'empresa

.....
Per inscriure't contacta amb **Mariona Sanz**
abans del divendres 25 de maig
msanz@girbau.com

GIRBAU LAB



GIRBAU LAB

**8 iDrivers
4 ideas
February 2020 end of the program**



**9 iDrivers
7 ideas
December 2019 end of the program**

KPI 2019

2018-2019

ECOSYSTEM			PROJECTS		
	2018	July 2019		2018	July 2019
Identified Actors	39	42	New Oportunities	234	73
Start up related actors	9	32			
Technology related actors	9	3	Evaluated Projects	125	24
Corporates	8	7			
Signed Agreements	7	9	Open Projects	12	4



contact:

girbaulab@girbau.com

<http://www.girbaulab.com/>

Share with us your ideas!!!!