Glooma is the winning startup of Get in the Ring - Vodafone Power Lab 2022

- Glooma, a startup focused on the early detection of breast cancer cases, received a prize of 20 thousand euros and access to the Get In The Ring Global Final;
- XR Solutions, Automation & Gamification, Smart Mobility, Big Data were the contest categories;
- More than 80 national and international startups entered the competition.

Glooma, a startup that develops a glove-shaped medical device to detect breast cancer, was the winner of Get in the Ring, a competition promoted by Vodafone Power Lab and organized by BGI, with the collaboration of EIT Urban Mobility, Made of Lisboa and LISPOLIS. The competition challenged startups to enter a real boxing ring to present their solutions and compete for the title of champions of innovation. Among the 84 national and international projects registered, the 16 most promising put on their gloves, this Tuesday, at the event that dictated the winner at the Lisbon Technological Park (LISPOLIS).

In addition to the title, Glooma received a prize of 20 thousand euros, direct access to the world final “Get in the Ring - Global Meetup” and to Vodafone Power Lab - Vodafone Portugal’s acceleration program, created to support innovation and entrepreneurship in Portugal.

After two years without organizing the traditional competition for startups, Vodafone Power Lab wanted to stimulate entrepreneurship with an irreverent format, bringing this international competition to Portugal to identify the most promising technological projects in the areas of XR Solutions, Automation & Gamification, Smart Mobility and Big Data.

The competition for innovation

Simulating a boxing competition, the day featured three “battle” rounds that allowed the semifinalist, finalist and, finally, the winner to be determined.

In the morning, the 16 selected solutions - four for each category in the contest - entered the ring to, two by two, present their solutions in a pitch, being then evaluated by the jury, which selected the four semifinalists:
**Zoomguide** - AI-based startup that, through a web application, allows you to photograph objects and places of cultural and tourist interest to make their hidden stories known, through multimedia content and augmented reality experiences.

**Volvero** - shared mobility application, based on blockchain and artificial intelligence, that connects vehicle owners with people who need one, saving time and money.

**Glooma** - startup creator of a medical screening device that complements breast self-examination to detect early cancer cases.

**Neroes** - platform focused on improving the performance and mental well-being of athletes using advanced brain technologies. Through its solution, Neroes measures and improves emotional control, reducing athletes' anxiety and stress for greater focus and efficiency.

As a reward for reaching the semifinals, these four startups received direct access to the Vodafone Power Lab accelerator.

The afternoon was reserved for the semi-final, where the two finalist teams were selected - Zoomguide and Glooma - and the final, which awarded Glooma as the big winner. In addition to the battles, the event also had a roundtable about the growth of technological innovation in Portugal - with Inês Valadas (Vodafone Portugal), Fredrik Hanell (EIT Urban Mobility), Gonçalo Amorim (BGI) and Margarida Figueiredo (Lisbon City Council) - and Paulo Dimas' Innovation Talk about an entrepreneur’s journey towards innovation and his experience in the development of Unbabel.

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**About Get in the Ring**

Get in the Ring is a global startup competition created to solve one of the biggest challenges facing small businesses: the failure rate. In every corner of the world, incredible startups appear that shortly after materializing disappear without demonstrating their potential. By connecting these startups with the challenges of global partners, Get in the Ring gives companies the chance to prove their worth and gain global exposure to investors, customers and potential partners.

**About Vodafone Power Lab**

Vodafone Power Lab is a Portuguese acceleration program created in 2009 by Vodafone Portugal to support innovation and entrepreneurship in Portugal and promote the creation of technological and digital projects. The program provides incubation, mentoring, workshops, training, access to investors and Go-to-Market support.

**About Building Global Innovators (BGI)**

BGI is a Portuguese deep tech startup accelerator born from a public-private partnership between MIT Portugal and ISCTE to foster the transfer of knowledge from research and universities to the market. Currently, the company organizes programs distributed in three main areas: education, acceleration and innovation.
About the EIT Urban Mobility
EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, which aims to accelerate urban mobility solutions and the transition to an integrated, user-centric and truly multimodal transport system. As the leading European innovation community for urban mobility, EIT Urban Mobility facilitates collaboration between cities, industry and universities to solve key urban mobility challenges. Using cities as living laboratories, its industry partners are demonstrating how technology can solve real problems in real cities, moving people, goods and waste in smarter ways.

About Made of Lisboa
The Made of Lisboa platform is a strategic project of the Lisbon City Council in the area of Entrepreneurship and Innovation, created to federate and network business incubators and accelerators, Fab Labs, Coworking Spaces, Business Angels and Venture Capitalists in Lisbon.

About LISPOLIS
LISPOLIS is a private non-profit association established in 1991 with the objective of managing the Polo Tecnológico de Lisboa (PTL) and creating conditions for the success of the companies installed there.

Press KIT

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