

Slovak startups becoming global



Roman Hauser
Deputy Head of Mission
Embassy of the Slovak Republic in Tokyo

JOI特別会員である駐日スロバキア共和国大使館より、次世代を担う有望な同国ベンチャー企業6社、MultiplexDX (100%正確ながんプロファイリング作成)、Powerful Medical (AIによる臨床判断をサポート)、Auglio (よりリアルなオンライン試着ツール)、MATSUKO (オンライン会議の3Dホログラフィック・プレゼンス・アプリ)、CloseRocket (営業人材プラットフォーム)、CloudTalk (AIコールセンター・ソフトウェア) について紹介いただきました。

(JOI編集部より)

Slovakia's innovation ecosystem is still young but is successfully catching up on the rest of the EU. And the past years have shown that there is a very good perspective. You might be surprised to realize that many big names known globally like ESET, Sygic, Pixel Federation, Vacuum Labs, or Innovatrics were founded in Slovakia. One of the recent success stories of the home-grown Slovak company is the case of Minit, a leader in process mining technology, acquired by Microsoft in 2022. In 2021, Slido - a technology company providing audience interaction platform was acquired by Cisco, and in the same year, Exponea - the leading customer data and experience platform was acquired by Bloomreach.

But what are the main comparative advantages of Slovakia? A vibrant startup community thrives not only in the capital - Bratislava, but also in emerging hubs near technical universities in Košice and Žilina or around the medical faculty in Martin. These ecosystems span various sectors including healthcare, fintech and mobility, fostering innovation and entrepreneurship. Slovakia's strategic location in the heart of Europe, with easy access to surrounding markets and its membership in the EU and the Eurozone, makes Slovakia an attractive destination for startups wishing to penetrate foreign markets. And if

you add to the strong digitally oriented universities an excellent language skills of the young generation and a stable investment supporting policy - all of this further enhances its appeal as a conducive environment for startup growth.

Let me give a few examples.

MultiplexDX (www.multiplexdx.com)

The founder of MultiplexDX Pavol Čekan is the recipient of many prestigious awards in the fields of science, technology research and entrepreneurship. MultiplexDX is one of the most innovative biotech corporations, created to bring its revolutionary technologies to the market of personalized molecular diagnostics. The company has representation in both U.S. and European markets (National Cancer Institute, Rockefeller University, Albert Einstein University, Vanderbilt University, Cornell University, Queens University). MultiplexDX IP-based and innovative platform merges histopathology methods, biomarker quantification, visualization and gene expression. This cross-validation approach eliminates diagnostic errors and creates 100% precise cancer profiling for each patient which allows clinicians to suggest specific, personalized cancer treatment.



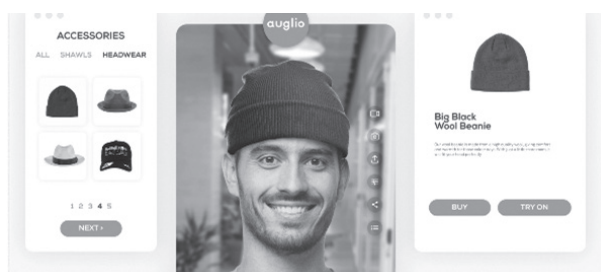
SASK kick-off, May 2024, Bratislava

Powerful Medical (www.powerfulmedical.com)

Powerful Medical leads one of the most important shifts in modern medicine by augmenting human-made clinical decisions with artificial intelligence. It was founded in 2017 and is using artificial intelligence to help medical professionals diagnose serious cardiovascular diseases in early stages. It integrates AI technology into a mobile app compatible with any smartphone, thus having the potential to contribute significantly to greater access to cardiac care, even at the primary care level. Their newest solution – OMI AI ECG Model can diagnose acute obstructive heart attacks more precisely and faster than current solutions. It cuts the number of missed or delayed acute obstructive heart attacks by 50%.

Auglio (<https://auglio.com>)

Bratislava-based Auglio developed an AR/Virtual Mirror SaaS platform. It is bringing online shopping experience to a brand-new level and is bridging the gap between physical and virtual worlds. It is a virtual try-on tool creating 3D products from 2D images and enabling customers to try products using camera and augmented reality before the purchase. It simulates a physical-like shopping experience, helps online customers to make confident buying decisions and reduce the return of the products.



MATSUKO (www.matsuko.com)

MATSUKO's aims to revolutionize video conferences by enabling real-time, real-space presence through holographic communication and therefore enhancing remote collaboration. The company created the world's first holographic presence app, aiming to transform communication across distances. Their technology converts 2D video captured by a single camera device into a 3D hologram of the upper part of the human body, projected in real-time. This innovation enables remote communication through 3D augmented reality holograms, significantly improving collaboration and productivity by incorporating human presence into remote interactions. By making online

conferences more productive, attractive, and effective, MATSUKO's solution promises to redefine remote meetings.

CloseRocket (<https://www.closerocket.com/>)

CloseRocket is an innovative project which connects commerce and technology and is changing the future of trading. It harnesses the potential of AI tools to the maximum. Potential users just need to register, and the system takes care of everything – assigning sales representative based on the customer's needs, preferences and the chosen country, the same as the strategy for the product. CloseRocket is growing quickly and is currently operating in 12 countries.

CloudTalk (www.cloudtalk.io)

CloudTalk was founded to make it easier for businesses to make phone calls to their customers. It removes any need for hardware and the entire system runs in the cloud in about a dozen data centers around the world. CloudTalk can very efficiently route incoming calls and at the same time provide an important and up-to-date information about the person who is calling or handle the entire call itself. It means that the callers do not have to wait unnecessarily long to be connected to the appropriate operator and they are connected to the operator who can help them the best, most efficiently and quickly. At the same time, the system shows to the operator all the necessary and useful information about the caller before he picks up the call. CloudTalk therefore saves time and energy on both sides.

* * * *

Slovak startups benefit business acceleration services, either through specialized programs like Challenger, HealthCare Lab or Elevator Lab. Universities in Bratislava, Košice and Žilina are fine-tuning their efforts to keep up with the rest of the world and provide the highest quality and sustainable early-stage incubation services. The Slovak startup scene is certainly to be watched for new promising startup opportunities. 🍀

お問い合わせ

JOI事業企画部

E-mail: bd@joi.or.jp

駐日スロバキア共和国大使館

E-mail: emb.tokyo@mzv.sk

<https://www.mzv.sk/web/tokio-en/home>