Wayra celebrates 15 years in Barcelona as a meeting point between start-ups and Telefónica’s business

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Telefónica today announced its presence at the next edition of 4YFN alongside Wayra, an event dedicated to entrepreneurship that will take place next week in the context of the Mobile World Congress (MWC). Coinciding with its 15th anniversary, Wayra arrives in Barcelona at the start of a new phase in which it reinforces its role as the Telefónica Group’s corporate venture capital arm, with the aim of identifying, investing in and bringing the most innovative solutions from the entrepreneurial ecosystem to Telefónica’s business.

Wayra’s investment strategy focuses on key markets for the Group and on technologies and start-ups with real capacity to integrate into operations and generate new business opportunities for Telefónica. It will also continue to promote its open innovation services for corporations and institutions, designing and executing programmes that connect organisations with the most relevant start-ups.

From its stand at 4YFN (Hall 8.1 A41), and together with a total of 26 startups from Spain, Germany, the United Kingdom and Brazil, and additional programmes developed with various partners, Wayra will showcase its international portfolio and the real impact of open innovation. In addition, the Wayra team will participate in various panels and sessions to share its vision on the technologies that are defining the future of the sector. This is the case with artificial intelligence, cybersecurity and advanced connectivity networks.

Wayra celebrates its 15th anniversary after investing in more than 1,200 start-ups with a cumulative investment of over €260 million. It currently has a portfolio of 520 active start-ups, of which more than 200 now collaborate with the Group and generate a turnover of over €700 million.

As part of the schedule of sessions that will take place at 4YFN, Agustín Moro, Innovation Services Managing Director, will participate on 2 March in a panel discussion on how agentic AI is redefining the future of telecommunications and transforming the way operators manage their networks, make decisions and innovate. (Agenda: When AI Becomes Agentic: The Next Evolution of Telco Intelligence by Alaian, Ágora Stage, Hall 8.0, 4YFN, 11:55 a.m.-12:25 p.m.).

On Tuesday, 3 March, Sebas Muriel, Chief Digital Officer at Telefónica, will discuss with Enrique Linares, co-founder of Plus Partners and Letgo, how disruptive technologies move from experimentation to generating scalable business impact. The conversation will explore how AI, cybersecurity, connectivity and digital platforms are being industrialised on a global scale in companies such as Telefónica, combining the agility of start-ups, corporate execution capacity and a solid foundation of trust and responsibility. (Agenda: Beyond the Hype: Scaling Technology into Tangible Impact, Ágora Stage, Hall 8.0, 4YFN, 10:00-10:30 a.m.).

On the same day, Paloma Castellano, Managing Director of Wayra, will share a panel with other experts to present practical lessons learned from the experience of supporting and scaling high-growth startups in different markets and stages. (Agenda: Key Lessons for Scaling Startups. Ágora Stage, Hall 8.0, 4YFN, 10:30-11:00 a.m.).

Jorge García, Head of Investments DACH, will also participate on 3 March in a session that seeks to cut through the noise to reveal the real strategy of the business world in 2026. (Agenda: The CVC Compass: Navigating the 2026 Investment Reality. Founders Stage, Hall 8.0 – 4YFN, 11:30 a.m. – 12:15 p.m.).

Bruno Moraes, Managing Director of Wayra Capital, will discuss how energy corporations invest in start-ups, which technologies they prioritise, how decisions are made, and what founders need to know to move from initial discussions and pilot projects to actual investment and scaling up. (Agenda: Corporate Venture Capital in Energy: What Founders Need to Know. Founders Stage, Hall 8.0 – 4YFN, 12:30 – 13:00).

Two representatives from Telefónica, Paloma Castellano, Managing Director of Wayra, and Jesús Abraham, Head of Strategy & Innovation of Telefónica España, will take part in a round table discussion with

startups on how the integration of commercial connectivity technologies into defence architectures is redefining traditional models of national security. (Agenda: Building Resilient Defence Ecosystems – Innovation and cyber for modern defence. Ágora Telefónica Stand, Hall 3 – 3K31, 3:00 p.m. – 3:30 p.m.).

Gonzalo Pérez, Head of Investments at Wayra Germany, will discuss how European startups are developing key technologies to protect critical infrastructure, anticipate threats and strengthen digital sovereignty in an increasingly complex geopolitical context. (Agenda: Cybersecurity as a Strategic Asset: Protecting Europe's Digital Future. Agora stage, (4:20pm – 4:50pm).

On Wednesday 4 March, Pablo Moro, Managing Director of Wayra Ventures, will participate in a session on real-world deployments of artificial intelligence that are already generating measurable business results. (Agenda: Beyond the hype: startups, corporates and the AI that's already moving the needle. Agora Stage, Hall 8.0 – 4YFN, 1:15–2:45 p.m.).

The 4YFN stand will feature 26 startups invested in by Wayra, all of them from some of Telefónica's key markets. They will present their proposals according to the following schedule:

Climate risk analysis platform that combines science, AI and advanced computing to help companies measure, manage and report physical risks arising from climate change.
https://www.mitigasolutions.com/

A cybersecurity solution that automates email and domain authentication and protection to stop phishing and brand abuse.
https://redsift.com/es

Cybersecurity start-up that develops solutions to protect industrial systems and critical networks, detecting advanced threats and ensuring operational continuity in sensitive environments.
https://kymatio.com/es

Technology company specialising in AI-powered voice synthesis, capable of generating, cloning and editing realistic voices for conversational agents and content in multiple languages.
https://elevenlabs.io/

Digital identity verification platform that automates KYC processes and advanced authentication. https://www.glideidentity.com/

Platform that uses AI to detect and counter disinformation campaigns in real time in the media and social networks. https://letsdata.net/

Omnichannel customer service solution that integrates all contact channels and uses AI to improve traceability and incident resolution. https://wisecx.com/

Cybersecurity company offering DNS-based protection and AI capabilities to block malware, phishing, and other threats. https://www.whalebone.io/

Platform that protects users from fraudulent calls and spam using AI, and helps operators and businesses improve their connection with their customers. https://www.hiya.com/

Insider Navigation A platform that offers augmented reality-based positioning and intelligent navigation solutions without the need for additional hardware, improving asset tracking, equipment efficiency and operational processes in various sectors. https://insidernavigation.com/

An AI and machine learning-powered platform designed to monitor and diagnose broadband and Wi-Fi networks in real time. https://beegol.com/

Startup that develops AI solutions for advanced data analysis, aimed at optimising processes and improving decision-making in organisations. https://www.crata-ai.com/es

Platform that applies AI to optimise compensation and payroll processes, facilitating salary simulations and remuneration decisions. https://www.remuner.com/es/

An AI-based voice processing platform that offers efficient transcription and real-time conversation analysis. https://aiphoria.co.uk/

Deep tech spin-off from ICFO (Institute of Photonic Sciences) that develops quantum cryptography-based cybersecurity solutions to protect digital communications from current and future threats.

https://www.luxquanta.com/

AI-powered platform for managing on-demand teams, centralising recruitment, administrative processes and operational monitoring in an agile and secure manner.

Sycai Medical (AstraZeneca)

An AI platform that helps radiologists detect and track abdominal lesions to improve early diagnosis of cancer and other diseases. https://sycaimedical.com/es/

AI platform that assists medical professionals in consultations and diagnosis with real-time suggestions and automatic generation of clinical reports. https://medsys.ai/index.html

Business management platform that automates operations and improves productivity through AI integrated into business processes. https://www.capably.ai/

Platform that automates tasks for brokers and insurance agents using AI-based assistants, improving efficiency and speeding up commercial processes. https://www.foliume.com/es

Spin-off from the Polytechnic University of Catalonia that develops cybersecurity solutions focused on data protection and privacy, supported by advanced analytics and AI. https://ikusa.tech/

Generative AI start-up focused on the healthcare sector that automates and optimises hospital and clinic management. https://www.omniloy.com/

Platform that automates and optimises e-commerce returns using AI, improving retention and additional sales. https://www.itsrever.com/

Proptech that digitises community and property management, using technology and AI to automate administration and communication. https://www.ciudadela.eu/

Cybersecurity company that protects systems and communications in the space and aviation sectors, incorporating AI for critical environments. https://www.osmium.solutions/

Bether AI (INCIBE Emprende)

Platform that uses AI to analyse team data in real time and help leaders retain talent, improve performance and anticipate turnover risks. https://www.bether.ai/

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