

MashMeTV, target of international investment

The young company receives 500.000€ in funding for its next phase of expansion

In just 18 months, MashMeGroup SL attracted 285.000 people from 66 different countries to its platform (mashme.tv) to videochat and share experiences with their friends. But this was just the beginning and a group of international investors are now backing the next phase of expansion of the startup. The MashMe team have already been recognized with the first prize at Ericsson / AT&T Hackathon at Mobile World Congress and the startup was awarded first prize at CIGD Startup Competition and at ONO Meeting Point. On the commercial front, the company is already working in a project with Telefonica R&D and has a partnership with Altran Spain.

This young spinoff from the UPM (Madrid Polytechnic University) has now raised 500.000€ in new funding thank to the confidence in the project of Andrew Stott (Hermes Partners SL), Miguel Pemán (Trebol Investments SL), Maite Barrera (Redcap Consultants SL) and Marlen Manasov. According to Andrew Stott: "The main reasons for our interest in this investment are the technical team, the evidence of a live, functioning product and the excellent and varied growth potential of the platform"

Víctor Sánchez Belmar, CEO of MashMeGroup SL and co-founder with Juan Quemada and Eulogio Naz see this investment as a huge step for the company, which will allow the expansion of the development team to grow MashMeTV into new areas like e-learning, e-health and tele-working.

Back in 2011, Víctor Sánchez lived in Chicago with his family in Palma de Mallorca, his brother in Budapest and his girlfriend in Madrid. He soon discovered the frustration of available video chat tools, the lack of usability and outdated tools were filling the market. In Sanchez' words: "Video chat tools should be as easy as the conversation I have on my couch with my brother sharing multimedia content, as natural as reaching him on my laptop to watch something together".

With this problem in mind MashMeTV was born, a product that you can access from your browser with no further installation or download needed. The tool has been noted for its simplicity and the ease of sharing multimedia content. This ability to mix and share contents also known as mash-up inspired the name of the product that in May will be exiting its beta phase and positioning itself for its next phase of evolution. Those thinking that MashMeTV could use a break could not be more wrong, the best is still to come and MashMeTV is close to launching on mobile platforms to allow users to share experiences from any screen.

Turning risks into opportunities is a challenge for hundreds of entrepreneurs struggling in this economic crisis. MashMeGroup SL is without a doubt a company that has succeeded in releasing an innovative product in a moment like this one where entrepreneurship is getting harder by the minute. Their dedication and effort together with a great project is expected to

Written with passion at MashMeTV headquarters.

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