



# Katerina Zalamova

## CEO

Crea Idea Lab

<http://www.creaidealab.com>



## Bilateral Meetings

- Wednesday (10:00am - 12:00pm)
- Wednesday (12:00pm - 2:00pm)
- Wednesday (2:00pm - 4:00pm)
- Thursday (10:00am - 12:00pm)
- Thursday (12:00pm - 2:00pm)
- Thursday (2:00pm - 4:00pm)

## Description

CREA IDEA LAB is a workshop for business ideas. Our first project is called "Smart Village".

Nowadays, the smart city industry is oriented basically to cities and metropolitan areas as there is an increased demographic concentration trend. In the case of Spain, the 95% of the effort is concentrated in 2% of the municipalities. Then, there are 6794 small and medium municipalities (84%) in Spain which can offer only basic public services as they have modest budgets compared to the big cities. This reality pushes forward the migration from rural to urban areas as up to the moment there is no solutions that can help the villages to adopt the smart technology improving business and employment opportunities.

To solve this problem we have created the enterprise consortium "Smart Village" of ten companies from the smart and clean-tech fields. The group offers a package of services with the main objective to help those small and medium municipalities to improve their citizen governance, citizen participation, life quality, environment, energy efficiency and business opportunities. Also, for our target to become "smart" means to become more connected and global. It is a possibility to attract new residents, to increase the opportunity for new employment, and to keep or to rise the price of the real states. The estimated market size in Spain is 2bn Euros.

The package covers 70% of the target's needs. The key advantages of our product are integration, personalization, time and cost savings. The package is easy to purchase and to implement. It contents basic services about smart governance, smart infrastructure, smart energy, smart buildings and smart healthcare.

## Organization Type

Consultant

Organization Size

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LinkedIn

<https://es.linkedin.com/pub/katerina-zalamova/b4/570/8aa>

Areas of Activities

## **SMART SOCIETY**

1. Citizen services
2. education
3. entrepreneurship

## **ENERGY**

1. renewables
2. zero carbon
3. efficiency