

She Loves Tech South Europe Round Has Its Winner! ECOSTEER From Italy Qualified As The Best Startup In The Round

On the 13th of October, Elena Pasquali from ECOSTEER made her day and rocked the She Loves Tech South Europe local round, ranking 1st among 12 brilliant female-led startups.



Lombardia, Milano, Oct 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - She Loves Tech (<https://www.shelovestech.org/>), powered by X23 (<https://x-23.org/>) in the South Europe region (covering Italy, Portugal, Spain, and France in 2021), celebrated the Local Pitch Competition.

The Zoom digital stage welcomed the **12 finalists competing for the local round** and a few special guest speakers and juries who exchanged thoughts and ideas on startups and gender equality during the event. After the greetings from Rhea See (<http://linkedin.com/in/rheasee>), co-founder of the SLT Headquarters, and the startups had their “moment of glory” on to the digital stage. The competition was stiff given the exceptional value of the startups and their disruptive innovations presented so far, so the juries had a tough time deciding the winner.

Three startups were selected as **TOP 3 in the South Europe region**: the **1st place** goes to **ECOSTEER** (<https://ecosteer.com>) by Elena Pasquali; the **2nd MEETOPTICS**

(<https://www.meetoptics.com/>) by Bárbara Buades, and the **3rd NEVARO** (<http://nevaro.tech>) by Rita Maçorano.

ECOSTEER is an IoT and Blockchain software company led by its bold CEO, Elena Pasquali (<https://www.linkedin.com/in/elenapasquali/>) from Italy. ECOSTEER blockchain-based Data Ownership Platform lays the foundations for a new, decentralized Data Economy, where Data Owners control access to their data and are rewarded for data sharing.

"... I really believe that as a woman working in the technology field, we have the possibility to make our world a better place. That's why I have founded the ECOSTEER " - Elena Pasquali

MEETOPTICS from Spain, represented by Bárbara Buades (<https://www.linkedin.com/in/barbarabuades/>); Co-founder and CEO. MEETOPTIS is Facilitating and optimizing the search of optical components amongst VERIFIED providers, for researchers and optical engineers around the world.

NEVARO from Portugal is represented by Rita Maçorano (<https://www.linkedin.com/in/rita-macorano/>); Co-founder and CEO. NEVARO specializes in turning mental health tangible by prioritizing science-based innovation: understanding the brain and connecting its pieces through physiological and behavioral biomarkers & gamified experiences.

As a South European regional winner, ECOSTEER will join the Global Finalist Bootcamp on 25 - 29 October together with the regional winners from around the world. ECOSTEER will meet and learn from the world's leading investors and tech leaders as well as getting a deeper understanding of the world's top tech.

Elena Pasquali's experience as the South Europe regional winner will culminate in participation in the **She Loves Tech Global Final Conference**

(https://www.shelovestech.org/conference?fbclid=IwAR0HzBSUI_jXgEKemf4tJE_hEWSxdGN1nPgZc0tltUmzYzMdpWWg2tivbN8) on 3-4 December 2021 to find out who will be the global winner of the She Loves Tech 2021 edition! The global finalists will also have an opportunity to meet with the VCs, industry giants, top influencers, entrepreneurs, and technologists in the Global Final Conference!

This is just the beginning of the amazing journey! Stay tuned for the upcoming events!

If you miss it, here is the recording of the amazing **South Europe Local Pitch Competition Live Stream** (<https://lnkd.in/eKwVXeHz>)

About SLT: She Loves Tech (SLT) is committed to closing the funding gap for women entrepreneurs, and building an ecosystem for technology, entrepreneurship, and innovation that creates opportunities for women. X23-The Innovation Bakery is the official Organising Partner for the South Europe region in 2021, covering Italy, France, Spain, and Portugal, powered by X23.

About X23 Srl: Committed to innovation, research, growth, and scale-up, X23 is an independent multidisciplinary, self-sustaining research center founded in 1999 catalyzing multidisciplinary pioneering projects, applying its own methodology, and committing a blend of specialized skills in R&D, growth and scale-up process to make them unfold into the real world. Innovation (and in particular social innovation as well as innovative ways of gathering people together) and R&D is our passion and focus, as we are fully convinced this is the unique driver for progress not only in business and economic terms, but

ultimately for human life in society and the ecosystem as a whole. X23 runs its own High Growth Programme - EXOO23|Radica™ backed by FasterCapital, AWS, and member of the EIT ClimAccelerator initiative.



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