



## LIVALL EUROPE, WINNING START-UP IN THE 8TH LÍNEA DIRECTA FOUNDATION'S ROAD SAFETY ENTREPRENEURS AWARD

- **The Madrid company has developed smart helmets for use with scooters and bicycles with LED lighting to indicate a change of direction, speakers embedded into the chassis, a windproof microphone and Bluetooth. In the event of an accident, it can detect a fall and automatically sends a message to emergency contacts.**
- **Livall will receive a cash prize of €20,000 net, with no added fees, as well as training, mentoring and access to investment rounds.**
- **The second highest-valued start-up was Segurvital Roads, for the development of 'Segurvital', a structure that is attached to the bottom of crash barriers to reduce the impact and severity of accidents.**

**Madrid, 29 April 2022.** The Madrid start-up [Livall Europe](#) has won the 8th **Línea Directa Foundation's Road Safety Entrepreneurs Award**.

This start-up has created smart helmets for use with **bicycles and scooters** with an automatic LED lighting system that includes indicators that can be controlled from the handlebars. The helmets also feature **built-in speakers, a windproof microphone and Bluetooth**. In the event of an accident, its worldwide SOS patent, based on gravitational and motion sensors, is able to detect a fall followed by a 90-second period of immobility, after which it automatically sends a message containing the geolocation of the injured person to the emergency contacts set up in the app.

As the winning start-up in this Línea Directa Foundation's Road Safety Entrepreneurs Award, Livall will receive a **cash prize of €20,000**, net of any fees or commissions, as well as access to **training and mentoring**. At a later stage, they will also be able to access financing rounds by **Bankinter's Foundation for Innovation** and **IESE Business School**.

**The second start-up acknowledged this year was [Segurvital Roads, from La Rioja](#)**, whose goal is to avoid or reduce injuries from motorcycle or bicycle accidents with 'Segurvital', a structure that is attached to the bottom of roadside crash barriers to reduce the impact and severity of accidents. It has a strip of rollers made from recycled tyres that prevents a motorist or cyclist from being thrown into the centre of the road in the event of a collision. This solution would also help to prevent possible amputations or spinal cord injuries.

This acknowledgement will allow Segurvital Roads, along with the winning start-up, to participate in the next edition of **South Summit**, a top event in the entrepreneurship and innovation ecosystem that is being held from 8 to 10 June in Madrid, where they will be able to access key players in the ecosystem.

Through this award, **the Línea Directa Foundation aims to promote and acknowledge entrepreneurship in the area of road safety**, by supporting and financing innovative ideas that help fight against accidents on our roads and improve victim care after an accident.



The five finalist start-ups from this 8th edition of the awards, which had a total of 62 candidates, submitted their proposals using an **elevator pitch format** to a panel of eight prestigious professionals from the company, the entrepreneurial ecosystem and the public administration, who selected the winner based on criteria such as **the project's economic viability, degree of innovation and its effectiveness for improving road safety**.

### Winners from previous years

Last year, the winner was **Evix**, a cervical airbag system integrated into bicycle helmets; which could be extrapolated for other types of road users. In 2020, the project selected was **Trucksters**, for its innovative road freight transport system based on artificial intelligence and big data that reduces delivery times up to 50%.

Other winners were **Textia Innovative Solutions (2019)**, a child restraint system (CRS) manufactured with the innovative 'Varstiff' technology; **Closca Design (2018)**, for the creation of a bicycle helmet that reduced its volume by 50% in order to promote its use in the urban environment; **Help Flash (2017)**, for its luminous device for preventing being run over by immediately signalling the vehicle in case of breakdown or accident; **DriveSmart (2016)**, an app that performs detailed analysis and assessment of the behaviours of each driver to provide personalised advice for greater safety; and, the first year, **Euraslog (2015)**, thanks to an innovative child restraint system for bus seats.

### About Línea Directa Foundation

Línea Directa Foundation is a non-profit institution that was created in 2014 with the aim of helping to build a better and safer society by promoting various initiatives with road safety as its main area of action. The Foundation was set up by Línea Directa Aseguradora as a further show of its commitment to reduce traffic accidents.

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