AI to identify ripeness of melons and watermelons, the winning proposal at The Scale-Up! World Summit 2025

The competition dedicated to entrepreneurial talent took place within the framework of DES2025 and honored Biyectiva Technology, Aracne Textile Solutions and WaggyBoo

The aim of the event is to recognize the most innovative startups using exponential technologies to drive transformation across various industries

Malaga, June 20, 2025. – Startups are playing an increasingly relevant role in the business ecosystem, constantly promoting technological disruption and the application of digital solutions in different industries. In this sense, **The Scale-Up! World Summit 2025**, the international meeting dedicated to entrepreneurial talent, which has taken place in the framework of **DES – Digital Enterprise Show 2025**, has given the opportunity to the most innovative emerging companies to share their proposals in front of leaders, investors and potential partners.

This year's event featured 40 startups, selected as finalists by a committee of experts, which showcased the technological initiatives they have designed for sectors such as banking and insurance, manufacturing, digital health, tourism and hospitality, sports and entertainment, and retail and ecommerce. Also, as a novelty, The Scale-Up! World Summit 2025 has had a category focused exclusively on proposals supported by artificial intelligence, under the name "Business Innovation Based on AI".

The top startups of The Scale-Up! World Summit 2025

The first prize in the competition was given to **Biyectiva Technology**, a firm specializing in the design of solutions based on artificial intelligence to improve the profitability of companies in different fields. From consulting to the creation of software, through the maintenance of technologies, the startup has been awarded for a project that detects the ripeness of melons and watermelons through AI, stimulating agricultural efficiency.

For its part, **Aracne Textile Solutions** took second place thanks to the system it has developed, which integrates AI, IoT and photonics to detect defects in textile manufacturing and predict deficiencies before the fabric is even produced. The combination of these digital tools enables sustainable and error-free performance, ensuring operational continuity.

Third place went to **WaggyBoo**, for the launch of an app that brings together in a single platform the possibility of discovering, contracting and acquiring products and services for pets. This is combined with a SaaS B2B model that allows businesses in the sector to gain visibility, manage bookings and improve their sales.

DES2025 as a framework for innovation

The setting that hosted The Scale-Up! World Summit 2025 was DES2025, the largest European event on exponential technologies and AI, which was held in Malaga, Spain, and brought together 17,639 executives from more than 36 countries. The leaders were able to learn first-hand solutions that are boosting the competitiveness of companies and administrations thanks to the innovations shown by 408 participating firms and the approaches shared by the 612 experts who attended the meeting.

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About DES | Digital Enterprise Show **(June, 10-12, 2025, FYCMA, Málaga - Spain)**: DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.