

Hyper Poland-to success at the speed of sound

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The purpose of the poster is to present a start-up that has been successful thanks to the good idea and commitment of its founders.

Company and idea

It all began with Elon Musk announcing a competition for the design of a new mode of transport called hyperloop. Students from the Warsaw University of Technology decided to take part in it. They managed to reach the final of the competition twice and even tested the prototype of their machine at SpaceX. In part, based on a university team but supplemented with people with business experience, the company Hyper Poland was founded in 2017. Hyper Poland develops the next generation of High-Speed Railways (HSR), based on magnetic levitation, linear motor and autonomous control systems, which can be subsequently transformed into a vacuum version. The company's goal is a quick, phased implementation of hyperloop-inspired transportation technology within railways' systems using existing railway corridors and regulations. The implementation of the hyperloop concept is to take place in three stages: magrail, hyperrail and hyperloop.

Magrail

The magrail system is a unique magnetic rail technology operating on existing railway tracks at a speed of 300 km/h - 415 km/h. This hybrid solution allows both magnetic vehicles and conventional trains to operate on the same lines.



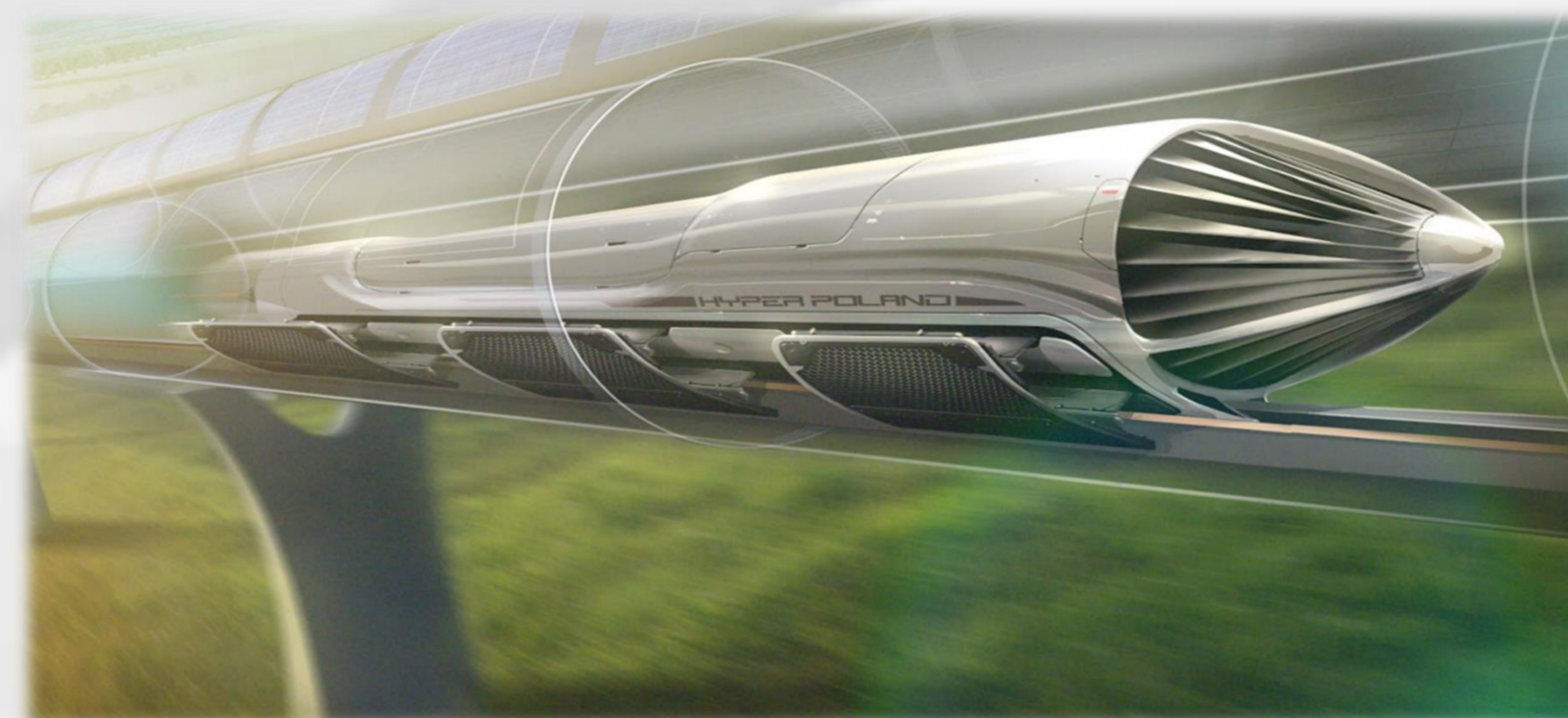
Hyperrail

The magrail system can be subsequently transformed into a vacuum version - hyperrail, allowing movement with max. speed of 600 km/h on regular lines and 1000 km/h on High-Speed Lines.

Hyperloop

The last stage is a vacuum railway (hyperloop), which will require a new, dedicated infrastructure and vehicles will move at speeds up to 1200 km/h. It is a combination of an airplane and a train.

The pod moves in a special tube, in which air pressure is as low as it is at an altitude of 10 km, which greatly reduces air resistance. It travels without contact with the tunnel using magnetic levitation and air bearings.



Prototype

On October 22, 2019, a demonstration of a magrail vehicle on the test track took place in Warsaw. The 48-meter track was made on a 1:5 scale, with key elements much closer to the target: a 1:1 linear motor and a 1:2 magnetic track. Completion of the construction of the first full-scale test track and vehicle is planned for mid-2021.



Equity crowdfunding as a funding source

Equity crowdfunding enables individual investors to invest in innovative projects. For fast-growing companies, it is an alternative way to raise capital from many investors. In this case, the project is financed by a large number of one-off payments made by persons interested in the project, who in return receive rights to the company's shares.

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Advantages

- the possibility of implementing unique projects and product development,
- possibility to raise finance with no upfront fees,
- way to test the public's reaction to your idea,
- sharing your idea, you can often get feedback and expert guidance,
- pitching a project through the online platform can be a valuable form of marketing and result in media attention.

Disadvantages

- an idea published on the Internet can easily be copied by another entity,
- failure to obtain the amount initially assumed may result in the need to return the collected funds in accordance with the all or nothing principle,
- the need to meet the expectations of donors,
- running an action is often associated with the need to devote a large amount of time, because an improperly conducted initiative may end in failure.

Hyper Poland was the first Polish company to organize a crowdfunding campaign on a foreign platform - in this case on the British Seedrs website. During the campaign in the second quarter of 2019, the Polish company collected EUR 330.000 from 470 investors from 30 countries. In the second collection, which began in February this year, the company collected over EUR 530.000, which was 118% of the target.

As part of the second financing round, the company was valued at EUR 13.5 million, or approximately PLN 58 million. Even during the first collection, the valuation was at the level of EUR 7 million.

Conclusion

We can safely say about Hyper Poland that it is a start-up that has achieved success. This was accomplished by using the existing concept of a super fast means of transport - hyperloop in such a way that it will be possible to implement it in stages. Careful and detailed project development and commitment to its implementation drew the attention of investors providing funding necessary for the development of each start-up.