



CELSA success story: AI-based risk-driven planning for Steel production

**Victor Muntés-Mulero**  
CEO, Beawre

Over 7 years...



RECYCLED STEEL DELIVERY (SPAIN)



WASTE MANAGEMENT (SPAIN)



MATERIAL TRACEABILITY (SPAIN)



MATERIAL LOGISTICS (GUATEMALA)

# MISSION

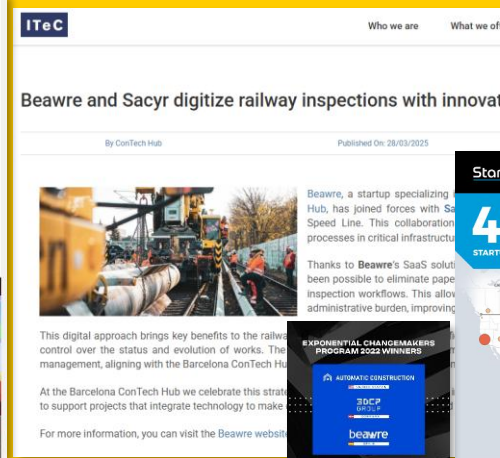
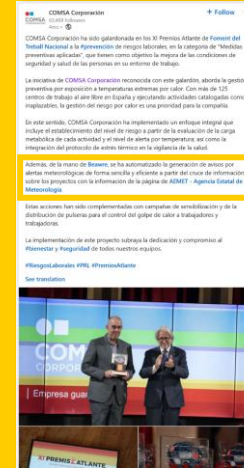
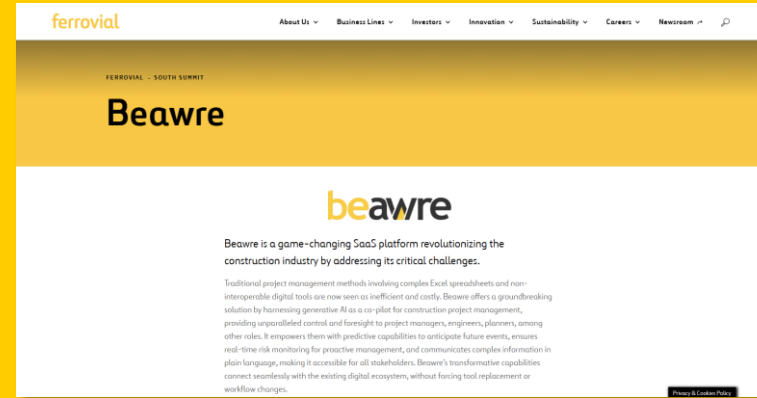
We serve as digital co-pilots for companies involved in building and maintaining critical infrastructure, integrating advanced artificial intelligence solutions and algorithms into the client's environment, facilitating process automation and enabling proactive and predictive management of operational risks.



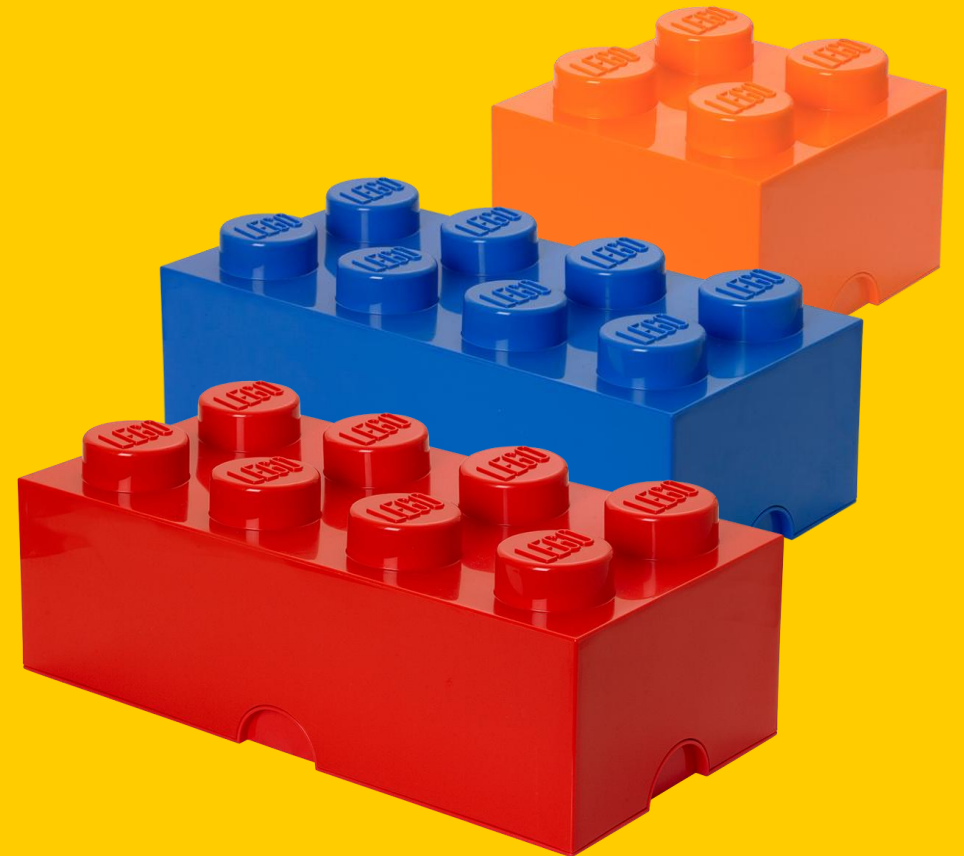
“ No other current ConTech startup in Spain has demonstrated the ability to secure deals with major construction corporations as effectively as Beawre.



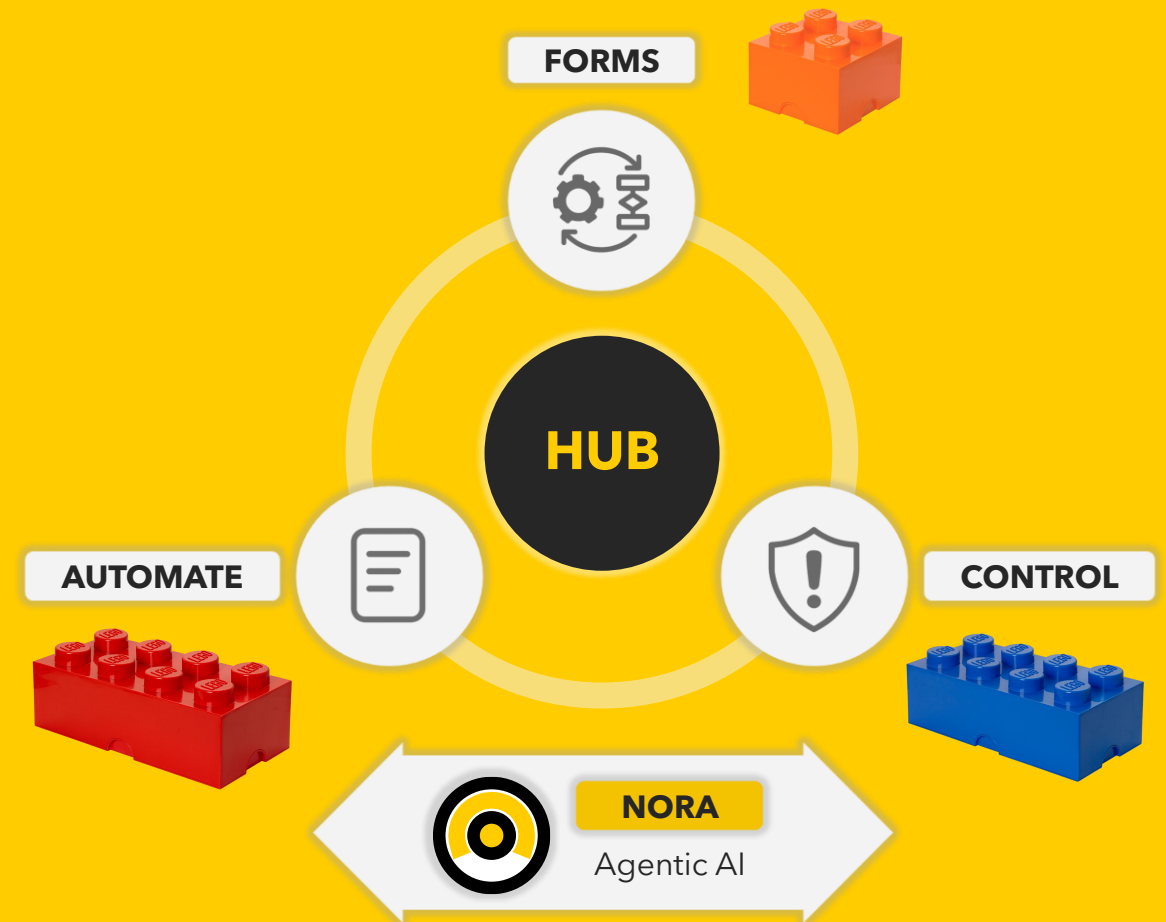
**Paco Gómez Escofet**  
Hub Leader, **BCN ConTech Hub**



We reuse SaaS building blocks to create **modular** & **flexible** solutions adapted to your needs



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# Beawre Control

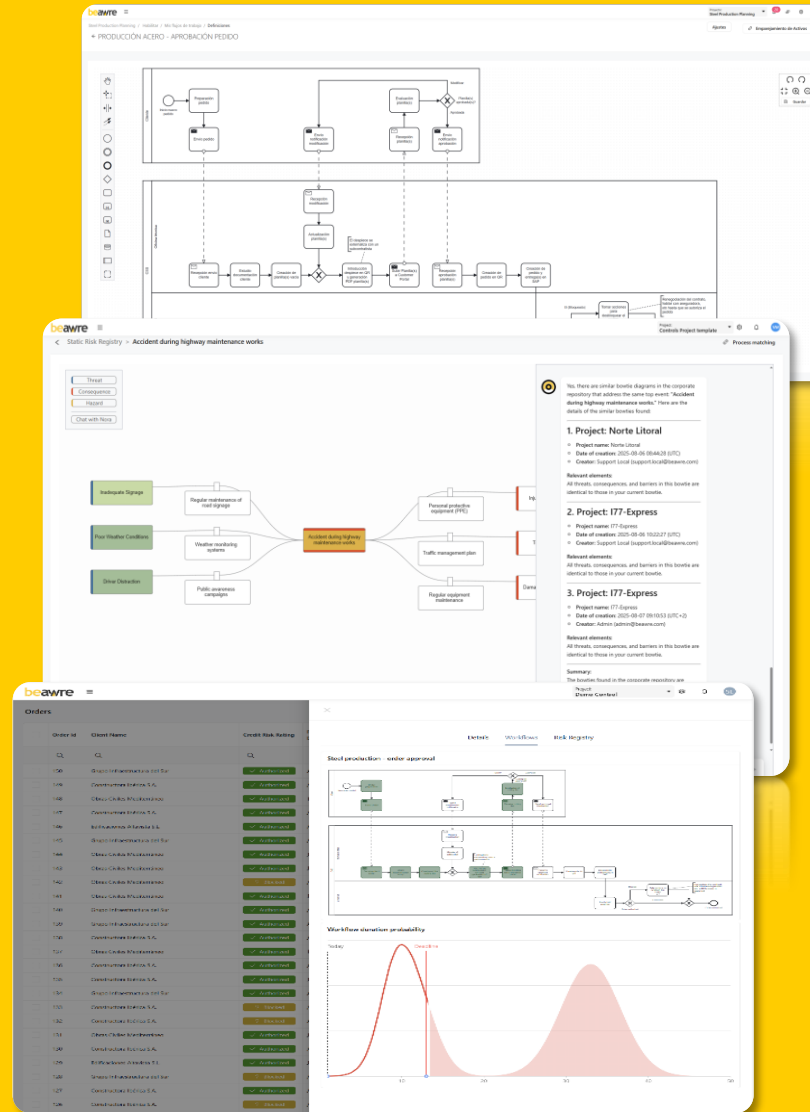
## Challenge

How to minimize risks and improve safety with new technologies?

How to improve efficiency and productivity in operations with emerging technologies, facilitating their adoption by the workforce?

## Solution

**Beawre Control** - Conversational AI platform that anticipates risks through BPMN digital twins, detects deviations, generates automatic alerts, and recommends preventive actions.



🔄 Digital Twins for Operational Workflows

💬 Conversational interface with Generative AI

🧠 Hybrid AI engine (GBMs, LSTM, Transformers)

📊 Dynamic visualization with bowtie diagrams

# Success Story: CELSA Group & Beawre



## Client

CELSA Group – European leader in **steel recycling**

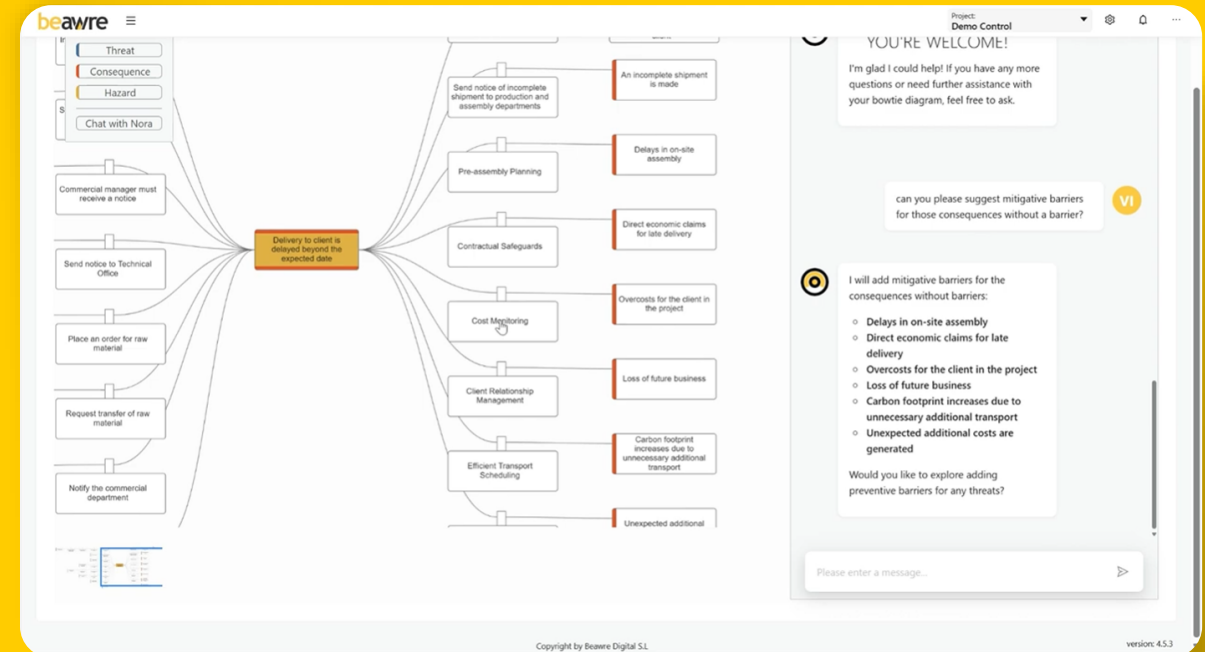
## Context

Highly demanding industry with operational conditions

- ◆ Distributed work
- ◆ Critical traceability needs
- ◆ High operational risks
- ◆ Strict regulatory compliance

## Implementation

Beawre Control validated with full Integration into existing systems



PROJECT SUCCESSFULLY EXECUTED

66

*"The implementation of Beawre Control has transformed our risk management, allowing us to anticipate problems and significantly optimize resources"*

**- Marc Salses, Project Engineer at Celsa Steel Services**



# Success Story: CELSA Group

CELSA

## Results Achieved in 1 Project

🕒 **80+** weekly hours saved per plant

🛒 **112** tons of material recovered annually

🌿 **64.8** tons of CO<sub>2</sub> reduced annually

🔍 **100%** improvement in risk traceability



PROJECT SUCCESSFULLY EXECUTED

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# Benefits and Expected Results



## Incident Reduction

**20-30%** fewer operational incidents through early risk detection



## Risk Traceability

**100%** increase with digital recording and automated tracking



## Time Savings

**Over 80 hours** per week saved per plant in coordination tasks



## Sustainability

Reduction of thousands of tons of **CO<sub>2</sub>** annually per site

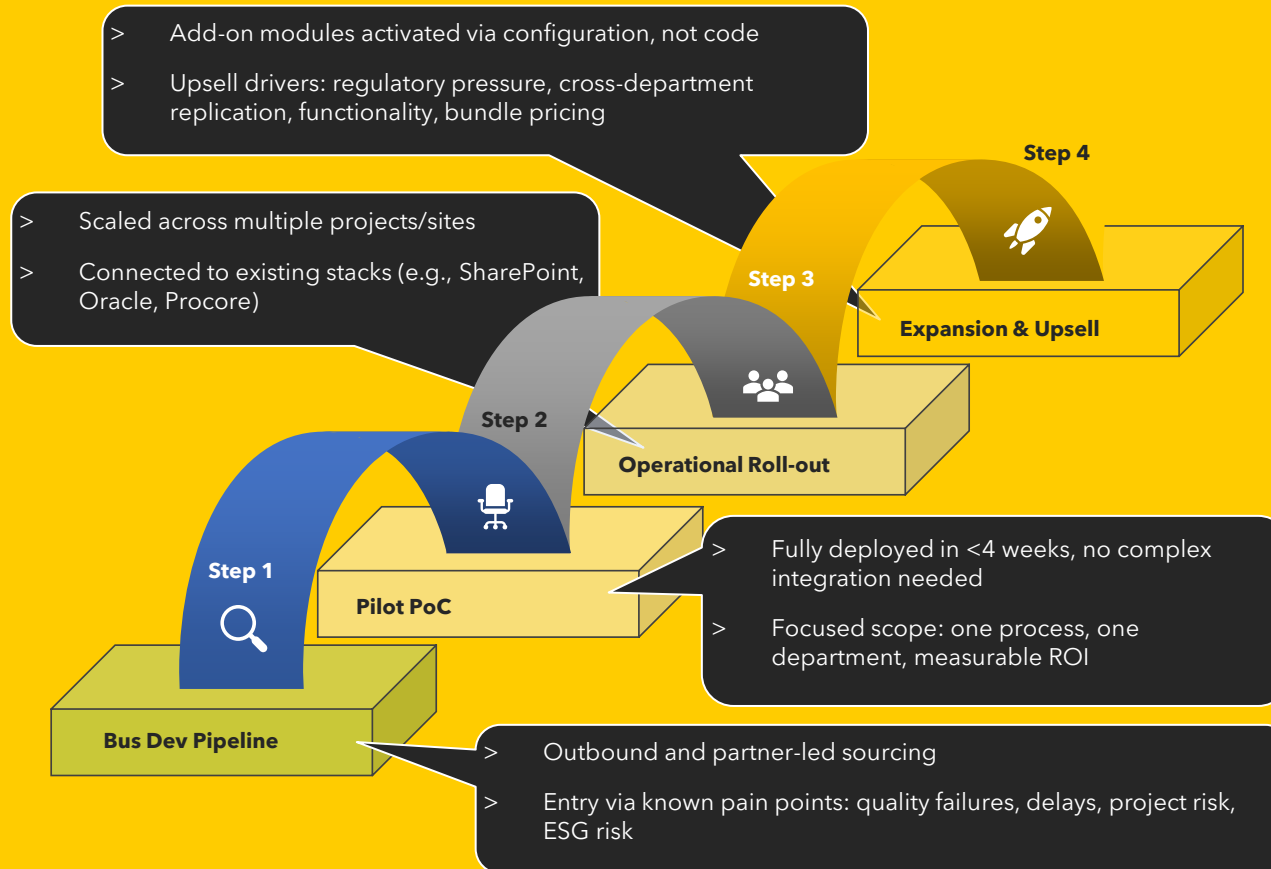


## Differential Value

- ✦ Only digital copilot with a hybrid AI engine that learns from digital twins
- 📄 Integrates LLMs to suggest actions in natural language
- 🛒 Fully modular with no hardware lock-in

# Land-and-expand Compounding Strategy & Target Customer

## CONVERSION & UPSELL MODEL: FROM PROOF OF CONCEPT TO COMPOUNDING VALUE



## TARGET CUSTOMER PROFILE

- > **Global Tier-1 Tier-2 customers**
- > **International roll-out potential**
- > **Multi-project roll-out potential (>€100M project portfolios)**
- > **Module / bundle upsell potential (early-to-mid stage digital maturity)**
- > **High-stickiness potential driving multi-year SaaS**
- > **Favored sectors: Construction, Materials, Oil&Gas, Metals & Mining, Large Infrastructures**

**PROVEN, REPEATABLE MODEL TO ENGAGE, VALIDATE, AND CONVERT TIER-1 GLOBAL PLAYERS INTO STICKY, MULTI-YEAR SAAS CONTRACTS**

# How Startups Should Approach Large Companies



## Don't Sell Technology – Sell a Solved Problem

Large companies don't buy innovation; they buy risk reduction, efficiency, or revenue impact.



## Start Small, But Design for Scale

Propose pilots, proofs of value, or limited deployments, but show how it scales.



## Reduce Perceived Risk at Every Step

Large companies are optimized to avoid failure, not to move fast (Clear scope, Timelines and deliverables, Security, etc)



## Build Champions, Not Just Contacts

A real champion: Has a personal or professional win if you succeed & Will defend you internally.



## Price for Value, Not for Survival

Underpricing signals risk. Corporates associate low price with: Weak sustainability and Low support capacity



## Identify the Real Economic Buyer

Who would need to say yes for this to move forward?



## Speak Their Language, Not Startup Language

"MVP" → "Pilot", "Iteration" → "Continuous improvement",  
"Disruption" → "Operational improvement"



## Procurement Is Not Your Enemy – Ignoring It Is

Prepare Pricing logic, Contract flexibility, Legal structure.  
Help your internal champion justify you.



## Be Patient, But Relentlessly Consistent

Sales cycles are long (6-18 months). Silence usually means internal complexity, not rejection.



## Think Partnership, Not Transaction

Large companies don't want vendors – they want reliable allies.

**beawre**

**CELSA**

## **Victor Muntés-Mulero, CEO**

✉ [victor.muntes@beawre.com](mailto:victor.muntes@beawre.com)

☎ +34 647 471 814

🐦 @BeawreRisk