**Idea 2 by Carmen Pedraza**

**TAGLOO**

Who has not heard-after making a group photo-the phrase "Send it to me, please!" But, in the end, "due to lack of time, the discomfort of email or the indiscretion of social networks, they end up storing hundreds of photos of other people without ever sending them," says Álvaro Trénor, a businessman with more than 15 years of experience as an advertising producer.

To respond to the problem faced by thousands of smartphone users (organize their photos and share them in a simple and effective way), Trénor matured his idea until he decided to take the leap and reinvent the photo albums.

With the support of Raúl Aznar, as lead investor, and Eduardo Sebastián, as CTO, Trénor has managed to launch the Tagloo application, available for free on iOS and Android. "Tagloo offers a new way to share photos. Our Tagloo account is automatically completed with the photos our friends tagged us with. It's what we call live albums.

Tagloo allows users to tag people who appear in their private photos. Automatically, each of them will have those images in your account. In addition, it also allows creating groups shared among several members, so that the photos published by each will be available for the rest without any effort, "he says.

It also makes it easy to organize photos with personalized labels. "In addition to the date, location and people, the user can create any other label and organize your account in your own way. And to find a certain photo, you can filter by any of the chosen labels.

In addition, you can save them in the cloud privately. You can store photos made with the mobile -to original size, without any compression- or import others that are already on the reel, up to a limit of 3GB (about 1,500 photos, at 2MB of media per photo) ".