**Idea 5 by Carmen Pedraza**

**SICROM**

Define your business concept as useful innovation. "The concept of 'innovation' leads us to think of something new, something invented, something that has never been done before. However, at Sicrom we take innovation as the use of existing technology to serve the objectives of organizations.

We stop offering the client technologies, performances, capacities, speed, to offer solutions for the increase of their production, for the optimization of their costs, for the security of their information or for the control of errors ", explains Antonio M. Gómez Bizcocho .

International market

Sicrom has a B2B model. They have already carried out projects in Portugal, Brazil, Chile and Peru with alliances of multinational and local companies. "The solution with which we enter the international market is the control of errors, both in the line of the monitoring of information systems, through the control of biomedical elements in health research centers and the control of energy in buildings. , among others, "says Gómez Bizcocho, who has received the Andalucía Excelente Prize, in the category of new technologies.

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