



July 11, 2017

## McRock Co-leads €8.3 Million Investment in Barcelona-Based Smart City and IIoT Leader Worldensing



**Toronto, Ontario--(July 11 2017)** - [McRock Capital](#), a leading venture capital fund manager focused exclusively on the Industrial Internet of Things (IIoT), announced today that it has co-led an €8.3 million Series B financing in Barcelona-based Worldensing alongside ETF Partners and existing investor Cisco Investments. As part of the financing, McRock Co-founder Scott MacDonald has joined Worldensing's Board of Directors.

Worldensing, a global leader in smart cities and IIoT solutions, already works with over 200 customers across 50 countries connecting systems, people and infrastructure. This enables real-time decision-making, helping optimise city traffic flow, monitor critical infrastructure projects & assets and deliver insights in mining operations.

“Cities around the world, such as Casablanca, Guadalajara and Toronto, have turned to Worldensing to provide up-to-the-minute intelligence on all aspects of a city's operations from traffic optimization, HOV lane management, parking availability to police force utilization and security monitoring” said Scott MacDonald, Co-founder and Managing Partner of McRock Capital. “This financing is also McRock's first co-investment with our partner Cisco Investments and is strategic given Cisco Systems activities in IoT and smart cities.”

“The addition of McRock to our investor group provides us access to one of the only dedicated venture capital teams focused exclusively on the Industrial IoT,” said Ignasi Vilajosana, CEO at Worldsensing. “Their corporate network and sector knowledge will be incredibly valuable as we continue to aggressively scale the growth of Worldsensing”.

**About McRock Capital** - McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors and software in large industrial markets. The McRock team has a unique background of building high-growth venture-backed IIoT companies while also having worked in the power, water, oil and gas industries. McRock is backed by several leading institutional investors as well as Cisco Systems, Électricité de France (EDF), and Caterpillar.

Visit [www.mcrockcapital.com](http://www.mcrockcapital.com) and follow on Twitter [@McRockCapital](https://twitter.com/McRockCapital).

**About Worldsensing** - Worldsensing is a widely recognized global IoT pioneer. Founded in 2008, the Barcelona-based technology provider delivers Operational Intelligence to traditional industries and cities. With a team of more than 70 staff based in Barcelona, London and Los Angeles, Worldsensing is globally active and has already delivered projects in over 50 countries across 5 continents.

With a focus on developing integrated software and hardware solutions for both smart city and industrial applications, the company’s flagship products are its integrated City Operational Intelligence Solution Mobility, Loadsensing - the Connected Infrastructure Solution - and Fastprk - its Parking Management System.

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