

Entrepreneurial ID «venture leaders» 2008



Mark Blum

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Optotune's goal is to revolutionize the market for optical systems! Our patented technology enables the implementation of a compact, inexpensive, focus-tunable lens, which simplifies the design of focusing and zoom systems across industries.

Industry: Nanotechnology, Optics



The venture leader

Education

- MSc in electrical engineering & information technology from ETH Zurich
- 1 semester at Chalmers, Gothenburg
- 6-month MSc thesis at the MIT Media Lab in Wearable Computing
- ETH medal for outstanding MSc thesis

Work experience

- 2 years of strategy consulting with Bain & Company
- Programming at ESEC SA
- Internships at Peugeot (F) & Siemens (CH)

Languages

- Fluent in German, English & French
- Basics in Spanish & Swedish

My first ventures started in high-school with the import of candy from the US, followed by assembly of customized computer hardware and the launch of a student magazine.

Also at university I was very active. I enriched my experience abroad with half-year stays in Sweden, Paris and Boston and helped build up the Unitech International Alumni organization.

Then, in two years with Bain including 8 intensive projects in 5 countries I acquired many hands-on business skills, complementing my technical background.


Apart from Optotune, my passion is in beach volley, golf, sailing, skiing and music.

The Company

Imagine an ultra thin cell phone with a light, unobtrusive, low-power 5x optical zoom camera!

Optotune will make this vision reality! Our patented technology based on electroactive polymers enables the implementation of a focus-tunable lens, based on the working principle of the human eye. It outperforms existing solutions in size, cost, power consumption and robustness.

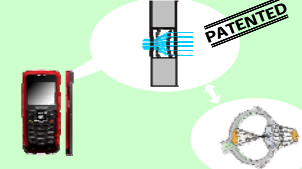
Today:
Mechanical zoom system



Mechanical displacement of lenses

- Miniaturization difficult
- Many fragile mechanical components
- Motors require power
- Expensive & complex manufacturing

Tomorrow:
OPTOTUNE® single lens zoom



Stationary, focus-tunable lenses

- Compact: Minimizes size & weight
- Robust, closed system
- Minimal power consumption
- Low-cost materials & production

Our target customers are manufacturers of compact camera modules like STM, Flextronics or Altus. The modules are built into camera phones, webcams, laptops and surveillance cameras.

Optotune was founded in February 2008 with location in Dübendorf, Switzerland, where we share office and lab space with EMPA, a renowned Swiss institution for materials science and technology research. Our team currently consists of 4 people.

By 2014 we expect sales of USD 130M at an operating margin of over 40%. We require total financing of USD 12M and predict an IRR of 118%

We are looking for financing, production partners, and engineers with specialization in optics, material science and electronics as well as contacts in the mobile phone industry.