

Entrepreneurial ID «venture leaders» 2008



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«**Doodle**»: Doodle® is an ads-financed Web service at doodle.ch that allows groups of users to easily and quickly decide on the best among several options—in particular dates.

Industry: ICT / Marketing & Advertising

About Paul

I am a Swiss citizen born and raised in Switzerland. My ancestry, however, is Aramaic, and my mother tongues are Syriac, a Christian dialect of the Aramaic language, and (Swiss) German. I am also fluent in English and French.

I have a MSc in electrical engineering and a ScD in computer science, both from the ETH Zurich. I also have several years of industry experience in security & software engineering gained by working for Teamup AG (a start-up that went bust), Trilogy Software Inc. (of Austin, Texas), and ELCA Informatique SA (of Lausanne, Switzerland). Furthermore, I used to be a highly successful swimming coach for Schwimm-Club Wittenbach (Wittenbach being my home town) as well as a medic in the Swiss army.

In 2007, Doodle inventor Michael Näf and I founded Inturico Engineering GmbH (now Doodle AG). At Doodle AG, I am a C-level executive in general and the CTO in particular. Other chores include mopping the floor, watering the plants, and managing our small library of books.

About Doodle

The Product and Service

At www.doodle.ch, Doodle AG offers a hugely popular, free Web service. Witness of Doodle's popularity are not only the already high, but still fast-growing number of users, but also the large amount of positive user feedback and the very positive reviews in the media.

Revenue is generated by offering advertisement space on Doodle Web pages, by accepting sponsorships, and by hosting Doodle instances that are adapted to a company's corporate design for use by that company's customers and employees.

The Company

In early 2008, Inturico Engineering GmbH was transformed into Doodle AG and got funded by two VCs, the Innovationsstiftung der Schwyzer Kantonalbank (represented by Dr. Markus Oswald) and Creathor Venture (represented by Dr. Gert Köhler).

On April 1st 2008, Reto Lämmli joined Doodle as the product manager, making Doodle AG a three-person company. However, we would like to be a four- or five-person company in the near future: We are looking for one or two C-level executives responsible for marketing Doodle (increase traffic) and for selling the advertisement space on Doodle (increase revenue).