

## Entrepreneurial ID «venture leaders» 2008



### Remo Uherek

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**Trigami AG:** Trigami is a specialist for Social Media Marketing and runs an online marketplace offering a full range of innovative marketing tools. Currently we connect 3500 bloggers with 600 advertisers which resulted in 200 marketing campaigns in 2007. This makes us one of the leading European pioneers in this industry.

*Industry:* Internet, Web 2.0, Marketing

### *The venture leader*

I'm 24 years old and Co-Founder & CEO of two Internet companies. Since the age of 13 I'm earning my own money. I started on flea markets, then moved to virtual flea markets (Ricardo.ch and eBay) in 1999, and finally founded my first Internet company (Small-n-Tall GmbH) after graduating from grammar school in the first semester of my economics studies in 2003. After graduating in summer 2006 I decided to start a new project and incorporated Trigami AG in June 2007.

Besides Trigami I run one of the most successful blogs about Swiss entrepreneurship ([www.remo.fm](http://www.remo.fm)). The quality of my audience is very high, hundreds of entrepreneurs, business angels and students are reading my postings on a regular basis. One of my goals is it to become a role model for other students. I am proud that I already inspired some of my friends to consider starting a company.

I recharge my batteries practicing Martial Arts (Boxing, Karate) and enjoying DVDs (Lost, Prison Break, Sopranos). My personal vision is to relocate to Silicon Valley in the next 5 years and take my entrepreneurial career to the next level.

### *The Company / project*

Trigami is an innovative marketplace for Social Media Marketing (Marketing in the Web 2.0 era). We're a matchmaker between companies and opinion leaders, currently connecting 600 companies with 3500 bloggers. For companies we're offering several marketing- and market-research tools using the Social Web: Three marketing products (Advertorials in Blogs, Reviews in Blogs and on YouTube, User Generated Advertising) and two market-research products (Social Media Monitoring & Online focus-groups with opinion-leaders). We're one of the leading European pioneers in this industry.

We closed a Seed financing round with 8 strategic business angels (including Peter Schüpbach, Nicolas Berg and Peter Niederhauser) in September 2007 and were the first company in this industry being funded in the German-speaking part of Europe (probably even Europe). Our team consists of 5 people and we completed 200 Social Media Marketing campaigns in 2007. In March 2008 we were awarded the "Innovationspreis 2008" at CeBIT which will give us additional media coverage in Germany in the coming months.

During "Venture Leaders", we want to start looking for a second round of financing and find partners that can help us enter the US market.