

## Entrepreneurial ID «venture leaders» 2008



Christian Vögeli

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**Dybuster:** We produce multimedia therapy software for people with dyslexia, whose efficiency was proven in an independent scientific user study.

*Industry:* IT

Co-Founder and CEO of Dybuster AG

### *The venture leader*

Christian Vögeli studied Computer Science at ETH Zurich. During his studies, he participated in the Unitech International Exchange Program, which aims at combining excellent engineering degrees with skills in teamwork, leadership and management. It is limited to 14 students from ETH per year. As part of the Unitech program he enhanced his engineering courses with management courses during an exchange semester in Barcelona (2003/2004) and a 6 month internship with Fujitsu Siemens in Sunnyvale, California. He started to work on the Dybuster project for his Master thesis, which he finished in 2005 and for which he was awarded with the ETH Medal in 2006.

In 2006, he worked as a research assistant at ETH and managed the scientific user study involving 8 assistants and 80 children, which showed the effectiveness of the Dybuster approach for dyslexia therapy. Afterwards he organized the development of the Dybuster prototype into a market version, which he released in May 2007 and has sold successfully since. From January to June 2007 Christian participated in the TV series "Start-up" by the National Swiss TV Station "SF", where Dybuster was nominated one of the top 10 start-up companies out of close to 1000 participants.

Chris is driven by the vision to create something large, unique and exceptional. Everyone involved, from Dybuster's customers – especially children suffering from dyslexia – to the employees of the company, should profit from his effort and engagement.

### *The Company / project*

People affected by dyslexia have a weakness to read fluently and to write orthographically correct. These people suffer enormously during school time, but also their professional development is inhibited. The company develops therapy software for dyslexia, which is suited for self studies. Its effectiveness was proven in a major scientific user study, where as the current general status of dyslexia therapy is dominated by empirical, inefficient and personnel-intensive methods. The software thus offers **effective dyslexia therapy at low costs and high convenience**, and its focus on orthography training make it an unrivalled tool for dyslexia therapy.

Dyslexia causes the largest psychological strain for children at the age of 9 to 15, because they need to take the largest educational steps. Depending on the survey considered, **5 – 10% of the population** are affected by dyslexia; hence this group contains at least 3 Mio children in our primary (CH/D/A) and secondary (GB/USA/F/E) market. Dybuster AG will primarily focus on the customer groups "parents of dyslexic children", who buy Dybuster for their children, and "therapists", who can increase the efficiency of their treatment using Dybuster. However dyslexic adults and schools can also profit from the software. In 2011, we aim at selling 100'000 units, which equals 2% of the dyslexic children plus 1% of the adults in the above mentioned countries.

The company was founded in February 2007 and currently has 6 employees totaling 4 FTE. By 2012, we want to grow the company to approx. 28 people. We will focus on R&D and have partners and licensees distributing our products. We envision using our core competence of modeling and improving neurological deficits with means of Computer Science to also invent **software for the treatment of old age dementia, dyscalculia or the recovery from strokes**. The first copy of Dybuster was sold at the end of May 2007 and generated revenues of CHF 140k in 2007 in Switzerland alone. Selling 100'000 units of our dyslexia software and 10'000 units of a dyscalculia software, we want to generate **revenues of CHF 14.5 Mio by 2011**. In 2009, we want to expand sales to English speaking areas and are therefore looking for partnerships and for investors to finance this expansion.