

## Entrepreneurial ID «venture leaders» 2010



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Company name: Mirasense AG

**Short description:** We are the creators of ScanDK, the world's fastest and most accurate 1D barcode recognition technology for standard mobile phones – a low-cost alternative to classical laser scanners and an enabling technology for innovative consumer applications alike.

**Web site:** [www.mirasense.com](http://www.mirasense.com)

**Industry:** IT

**MIRASENSE**  
mobile product interaction

<b>The Start-up</b>	
<b>Status:</b> Mirasense AG, founded in November 2009	<b>Company / team size:</b> 6
<b>Product:</b> We offer the fastest and most reliable 1D barcode scanning software for mobile phones. Moreover, we are developing an innovative mobile product information application, which leverages our own barcode scanning technology.	
<b>Target customers:</b> For ScanDK, our customers are mobile solution providers, retailers and logistics companies. With our own application, we focus on empowering technology-savvy end users directly.	
<b>Financing:</b> We are mostly self-financed. In addition to our own funds, we have gotten financial support from Venture Kick (CHF 130'000) and the Eidgenössische Stiftung zur Förderung schweizerischer Volkswirtschaft durch wissenschaftliche Forschung (CHF 100'000). To move our business to the next level and expand our activities to a larger number of markets and platforms, we are looking for funding in the order of CHF 500'000 for the current year.	
<b>Growth objectives:</b> Within the next 5 years, we plan to make our technology and application available globally and on all major mobile phone platforms. By doing so, we aim at creating around 50 full-time positions.	
<b>US objectives:</b> From our Venture Leaders 2010 participation, we expect to achieve the following goals: <ul style="list-style-type: none"> <li>1. Improve our understanding of and our stance in the US consumer market</li> <li>2. Refine our US business development and marketing strategies and improve their execution</li> <li>3. Get in touch with US investors and identify suitable candidates to invest in Mirasense</li> </ul>	
<b>Description:</b> Mirasense AG is the creator of <i>ScanDK</i> , a patent-pending barcode recognition technology for standard mobile phones. The Mirasense ScanDK is faster, more accurate and available on a larger number of platforms than any competing technology. Its ultrafast and robust recognition capabilities as well as its unique capability to automatically detect the orientation of scanned barcodes guarantee the superior user experience of barcode-based, mobile applications in typical shopping situations – a clear competitive advantage. And because of its unique capability to decode barcodes in blurry images, it does not even require an autofocus camera. Our image-based barcode recognition thus provides a low-cost alternative to classical laser scanners throughout the entire supply chain and additionally enables a large number of novel consumer empowerment applications such as in-store price comparison or health-related applications. Leveraging our core barcode recognition technology, we are about to launch an own mobile product information application. An official ETH spin-off and a CTI-coached company, we strive to provide the most reliable and easy-to-use technology for interacting with everyday products and building great consumer applications.	

<b>The venture leader and his team</b>
Samuel is one of the four founders and the CEO of Mirasense AG. Born in Winterthur, Switzerland, in 1979, he graduated in computer science (Dipl. Inform. UZH) and financial economics (lic. oec. publ. UZH) from the University of Zurich in 2004 and 2006, respectively. Since 2004, Samuel has been working for the renowned IBM Zurich Research Laboratory in Rüschlikon. In parallel, he has been working towards a doctorate degree (Dr. sc. ETH) as an external PhD student of the Swiss Federal Institute of Technology, which he completed in spring 2009. Having worked as a consultant, project leader and researcher for international companies such as IBM, Swiss Re, Swissair, AMP and Sabena, in Switzerland and abroad, since the year 2000, Samuel was confronted with the unique opportunity to found Mirasense AG together with Robert Adelman (CSO), Christian Floerkemeier (CTO) and Christof Roduner (COO) in November 2009. Our dedicated team represents a unique blend of deep technical skills, many years of relevant business and start-up experience and maintains a vast network of invaluable contacts and advisors in the retail, mobile technology and barcode standardization space.