

Entrepreneurial ID «venture leaders» 2010



Name: Frederic Mauch

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Project/ Company name: BioApply Ltd.

Short description: BioApply developed a proprietary bioresin and biodegradable mass consumer applications including a biodegradable flipflop.



Web site: www.bioapply.com

Industry: Green-Tech

The Start-up	
Status : <i>Commercially active (1 mio CHF TO 2009), Patent (date of creation 2006)</i>	Company / team size: 5
Product / service: <i>Bioresin, biodegradable flipflops, biodegradable injected applications, biodegradable bags</i>	
Target customers: <i>OEMS, Fashion/footwear brands, industrial injectors, retailers.</i>	
Financing: <i>Self financed up to 2010, we intend to raise 500 K USD by July either through bank loan or Business Angel in order to secure the deployment of our proprietary technology, HR and lab equipment.</i>	
Growth objectives: <i>2015: 12 mio CHF TO, 16 team members, presence in CH, EU, US and UAE</i>	
US objectives: <ul style="list-style-type: none"> • Present our business to VC/BA both to discuss current business plan and brainstorm on enhanced opportunities. • Meet US industrial (injectors) potential partners. • Further establish our US market presence (Since 2.2010). 	
Description: <p><i>BioApply is currently the Swiss market leader in terms of sales of biodegradable retail bags. While this business line is forecasted to grow in the next few years, we now our ready to launch our new proprietary technology suited for innovative injected biodegradable applications. The main achievement of our R&D project was to formulate a proprietary improved biomass and use it initially for the development of a biodegradable flip-flop (slipper, open shoe). The bioresin can then be commercialized for a diverse filed of applications.</i></p>	

The venture leader (and his team)
<p>Frederic Mauch, founder & CEO of BioApply Ltd. Languages: Fluent in French, English, German. Intermediate in Spanish, Farci. Basic in Italian.</p> <p>I have completed my high school both in France and Switzerland (Maturité Fédérale Suisse). I received my BA from NYU. During my 5 year stay in NYC, I have also worked at the United Nations. I received my Masters Degree in International Relations from Sciences Po Paris (IEP). In 1999, I joined the group DaimlerChrysler (DCX) as project manager reporting to the CEO of DaimlerChrysler France. My main mission was to facilitate the recent merger between Mercedes-Benz and Chrysler. In 2000, I was selected for the DCX international management program and worked as project manager for the group in Palo Alto (DCX Research and Technology), in Buenos Aires (DCX Finance) and Stuttgart (DCX Web management). In 2001 I joined Covisint, au automotive B2B marketplace, joint Venture of 4 of the Top 6 OEMS. As product manager, I was in charge of projects in Paris, Amsterdam, Stuttgart and Southfield (US). In 2003 I launched my first venture, production & distribution of mass market fashion products from South East Asia to Europe, Japan and USA. Products included flipflops. I sold the business in 2005. In 2006 I launched BioApply with the idea of developing innovative biodegradable mass market applications including bio flipflops. With no expertise in biopolymers, our strategy was to first take a market opportunity with biodegradable bags, an existing technology but with nearly no market penetration in Switzerland. We achieved the building of a successful brand, BioApply, while generating solid revenues (2009: 0.9 K CHF).</p>