

## Entrepreneurial ID «venture leaders» 2007



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**University:** UNIVERSITY OF FRIBOURG (Switzerland)  
Master of Arts in Management. Graduated BSc. in Information Systems

**Project name and description:** MIG TECHNOLOGY

*To develop and distribute the most productive and innovative Real Estate Softwares for Realtors and indirectly for all the people.*

**Industry:** Real Estate Software Industry, Information Systems

**Customers:** 43 Realtors (28.3.07) | Swiss market: ~6000 Realtors.

### Biography

Since adolescence I wanted to create my own company. I knew that would be in the software industry because Computers already were a passion. We always had Macintosh computers at home. My parents, who are both teachers in Fribourg, encouraged me. From 15 to 24 I studied as much as possible in the idea to concretize my project later, when I would be ready...

I want to have an impact on people life. I want to create innovative products and particularly for the Real Estate Industry. Entering in business competition is very challenging especially in the software industry. To be the best on the market is not my only motivation. Helping Realtors to improve their quality standards in their daily work and indirectly helping people to find a place to live is clearly useful. Buying a house is often the biggest investment of people. It's not like buying shoes or computers!

This is why I founded MIG TECHNOLOGY in mai 2004. Graduated BSc in Information Systems from the University of Fribourg in 2006, I decided to continue my studies in another domain. I chose to start a Master in Management that I am currently doing. I should be graduated in 2008. At this date, MIG TECHNOLOGY will generate a yearly turnover of CHF 1 Millions.

### Company / project

The Internet revolution totally changed the way people are looking for Real Estate Objects around the world. The web offers new opportunities for realtors to sell houses around the world. For MIG TECHNOLOGY this Revolution is the opportunity to provide innovative Real Estate Industry Softwares that respond to the new needs of realtors and their customers. MIG TECHNOLOGY offer the realtors the ability to manage the big information flow they receive with an efficient Information System based on efficient Softwares. We are the only company in Switzerland to provide one complete package. This is done with three major software applications :

### Products / services:

1) ImmoMiG Broker : innovative Real Estate Realtors management tool **with website Integrated**

Create dossiers and lists with one click, publish objects on different platform easily, evolved searched objects subscription system combined with CRM, website integrated.

2) ImmoMiG.com : Real Estate Internet Platform (Swiss and Europe later)

Centralise the maximum of Real Estate Offers from different sources. Provide innovative tools to find his dream object. Linked with ImmoMiG Broker in many ways.

3) SpiderMiG : robot that collect Real Estate Data on Internet.

After data collection, data are sorted, standardised and exported to ImmoMiG.com Platform. Technical challenge is the freshness of data, the speed and quality of collect. Thus, these Data can provide Strategical Information about the Real Estate Market or the realtors themselves.