

## Entrepreneurial ID «venture leaders» 2009



**Name:** Philipp Antoni  
**Contact:** [antoni@targeted-proteomics.com](mailto:antoni@targeted-proteomics.com), +41765324738

**Project/ Company name:** *Biognosys AG*  
**Short description:** Biognosys is a biomarker discovery company with a proprietary targeted proteomics platform (MRM).

**Web site:** [www.biognosys.ch](http://www.biognosys.ch), [www.targeted-proteomics.com](http://www.targeted-proteomics.com)

**Industry:** *Biotechnology*

### *The venture leader*

Becoming an entrepreneur that can implement ones belief into a project was a motivation throughout my education. Following this motivation, I studied chemistry and economics as tools to understand new technological and scientific approaches, and to combine it to an economic value. Having experience in founding and running a company from earlier projects, I was fascinated to start-up a biotech company with a great scientific team that developed a new mass spectrometric technology. We now want to use that technology to find and validate biomarkers that are a cornerstone in personalized medicine and way towards a better cancer treatment.

### *The Company*

BiognosYS AG is a **biomarker discovery** company with a proprietary **targeted proteomics platform (MRM)** that enables faster biomarker discovery and validation with higher success rates compared to state of the art approaches. The technology is unprecedented in speed of development, measurement accuracy, and number of parallel candidate marker measurements that can be screened at one time. Biomarkers will play a pivotal role in tomorrow's more **personalized medicine** and are crucial for the drug development process: improvement of clinical trials, diagnosis, prognosis, and for assignment of patient specific treatment schemas.

**Technology:** Biognosys seeks to establish its MRM technology commercially which enables us to correlate peptide fragments found to proteins and their concentrations in the measured human probe. Biognosys is capable of the parallel development of large numbers of potential biomarkers, alleviating several bottlenecks of the conventional biomarker development chain. Our technology provides a several fold increase in throughput in the later stages of the biomarker development process resulting in a dramatic increase in success rate

**Product and Market:** Biognosys will first focus on breast cancer stratification and prognostic biomarkers which will provide valuable information towards personalized medicine. Furthermore, we will offer contract research service for quantification of proteins in human blood, serum or tissue for pharma companies. It is expected that biomarkers will be used as a widespread tool in modern personalized medicine facilitating disease diagnosis and classification, to predict clinical outcome, to assign personalized treatment schemas and to as an aid in discovering new drugs.

**Status:** Biognosys AG was founded as a spin-off company of the ETH Zurich in September 2008 by 4 founders in Zurich. We have our laboratory at the ETH Honggerberg, one employee (20%) and are currently in negotiations with two pharma companies for first service contracts. We are setting up several collaborations with tissue banks within Scandinavia and Switzerland to have access to high standard tissue, blood and urine.

**Financing:** Biognosys AG is planning financing rounds within the next 2 years. Up to then, the nominal capital, private financing, first revenues coming from contract research and first product launches are used as seed capital and to set up our laboratory and pay for our employees.

 **BIOGNOSYS**  
THE BIOMARKER DISCOVERY COMPANY

## Entrepreneurial ID «venture leaders» 2009



**Name:** Arnaud Bertrand  
**Contact:** [ab@housetrip.com](mailto:ab@housetrip.com), (+41) 78 615 52 86

**Project/ Company name:** HouseTrip

**Short description:** HouseTrip is a social marketplace where its users can rent out their places for short-term, directly or through auctions.

**Web site:** Coming soon

**Industry:** Web 2.0, Travel & Leisure

### About Arnaud

A French citizen living in Switzerland for 5 years, I studied hospitality with a major in entrepreneurship at the Ecole Hôtelière de Lausanne as well as International Corporate Governance at Harvard University. The two significant working experiences I have had in my short life (I am 24) were as a junior consultant for PKF Consulting and I also joined an expedition in Nicaragua with the British charity Raleigh International.

Coming from an entrepreneurs' family, I have always felt the need to create my own venture, ever since elementary school when I brought together a team to build a hut in the trees (which is still standing, by the way)!

The HouseTrip idea was originated by two events: I first struggled to find a nice vacation rental in Scotland and then I struggled to rent out my own place in Switzerland during the summer. After speaking around and getting confirmation that the problem was not only mine, I simply thought about what in my eyes is the perfect solution for short-term rentals. Like back in elementary, I brought together a team (we are now 11 working on the project) and since January 2009 we have all been working with great enthusiasm on the project.

Apart from HouseTrip, my passions in life are reading (mainly about politics, technology and business), some sports (tennis, jogging, swimming), travelling (I have visited more than 30 countries) and great food!

### About HouseTrip

You have a place to rent out? A house, a flat, a room, even a coach? Put it up on HouseTrip, describe it in as much depth as you want, update its availability and the way you want to rent it out (auction or not) and there you go! HouseTrip is also social: reviews, friends, wall, etc. HouseTrip is all about great places, great people and great prices!

In an industry dominated by classified ads websites, we go the other way and propose a direct booking model with auctions: we think that property owners need tools to better describe their properties, to optimize their prices and to rent them out directly. No more calls from tenants asking if the property is available! On the tenants' side, we give them a great search function and many more factors on which they can base themselves to find the right properties suiting their needs. They can also get great deals thanks to the auctions!

Thanks to an aggressive customer acquisition strategy we will be able to start with 5'000 geographically spread properties on the website. An innovative marketing strategy will allow us a strong growth in the amount of users and properties from there on. With our commission-based revenue model – we get rewarded only if our users rent their places out – our projections indicate that revenues will reach CHF 5M by the end of our second year of operation, with a net income of roughly half or CHF 2.5M. We should be able to start operating and launch the website by the end of the summer.

In the past month, we have already convinced 6 investors to fund HouseTrip including such profiles as Uli Piliou, VP EMEA for Ideas, the largest revenue optimization company in the world.

We are still looking for CHF 200'000 in investment and would be interested in partnerships or affiliations in the view of spreading the buzz for HouseTrip, developing ourselves in the US market and/or adding some nice features to the website.

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**Raphael Briner**  
[Raphael.at.hyperweek.com](http://Raphael.at.hyperweek.com) +41 76 581 6721

### HyperWeek

Helping consumers and companies share content & have conversations through a cutting-edge socialmedia platform

<http://www.hyperweek.com>

Industry: IT

#### The venture leader

During the last 7 years as co-Founder and Associate Director of Electronlibre digital agency (20 people), I worked on major socialmedia and internet projects in Switzerland, gaining recognition (3 awards) and experience (7 socialmedia projects and 10 SMI-50 internet projects). Innovation has always been part of my proposals and entrepreneurship is a key component of my life. Launching my own platform was thus an exciting new challenge I just couldn't miss. I'm now building a new team, working hard on the product and beginning to distribute the solution in Europe. **The actual crisis is definitely a good opportunity to launch a new business. 2009 will be the year to deliver strategic projects and build strong business relationships.**

I have graduated in graphic design in Barcelona, 1998. I also studied Economy and IT at UNINE in Neuchâtel. **Apart from my position at Electronlibre, I was also managing a national advertising awards ceremony for 2 years, increasing participation from 350 to 800 people. I'm now a member of the committee of "la Fédération romande de publicité". I'm writing regularly in newspapers, giving speeches and producing events. You can learn more about my activities on [raphaelbriner.com](http://raphaelbriner.com)**

#### The Company / project

HyperWeek Enterprise, our SaaS platform includes social networking, user-generated content, VOD, Live TV and social TV, brandable and modular groups, social widgets, APIs and other applications which are tightly integrated with robust media moderation, groups member management and data portability with key networks. **A public beta launch of our own network [Hyperweek.com](http://Hyperweek.com) is planned for mid-May.**

We help enterprises needing to quickly deploy a complete solution to allow professional publishers and consumers to share, "like", comment content and create their own streams of information and embeddable tailored channels on their own websites. Our core engine fully integrates actual web technologies: livestreaming, massive aggregation, seamless connection with Twitter, Facebook and MySpace, strong notifications system and a comprehensive API. Our two new key functions are str.im and AllinOne. str.im is an URL shortener & Bookmarket to accelerate microblogging. AllinOne is a rich social widget to decentralize a community in three clicks. **It is the perfect social tool for managing big events including sponsors, medias, influencers and VIPs, who all need to have access to the real-time official feed.**

In United States, the market of Consumer Communities (CC) is huge, with currently more than 100 players. Only three CCs are based in Europe and only two European internet players focus specifically on this market, going mainstream. Brands, broadcasters and organisations are now looking for sharp solutions and for quality-driven people who understand their culture and markets. HyperWeek SA was incorporated in December 2008. We plan to reach \$0.7mio of revenues by the end of this year, and \$3mio by the end of next year. We are currently running on one round of business angel financing (\$320k), have clients and are looking for a strategic investor willing to participate in a \$1.5mio A-Round. We will be seeking strong partnerships with IT companies, networks of interactive agencies and business intelligence companies (BI) that want to enter the consumer intelligence market (CI).

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**Name:** Clement  
**Contact:** virginie.clement@medecine.unige.ch  
**University / School (if applicable):** University of Geneva- University Hospital of Geneva  
**Project/ Company name:** Stemergie  
**Web site:** www.stemergie.com



**Short description:** Stemergie provides an innovative direct and non-toxic technology to develop niche buster drugs against cancer-initiating cells from human tumors

**Industry:** bio-tech

### The venture leader

#### Education and Degrees

Until present: 'Maitre-Assistante' and Preclinical tutor  
 2007: Post-doctoral position in cancer stem cell and developmental signaling pathways.  
 2005: Ph.D in Biology

#### Entrepreneurial Profile

As my collaborator, Ivan Radovanovic MD,PhD, is a full-time neurosurgeon, I am partially in charge of running the laboratory on a daily basis, and I am therefore considered as a nodal point for the lab and project leader for Stemergie. My entrepreneurial personality is highly stimulated by the possibility of being involved in scientific communications, supervising people and coordinating highly productive and interactive collaborative projects in Switzerland. I therefore assume an independent coordinator position at the crossroad of fundamental biology, medicine and managing. Dynamic, ambitious, organized and communicative, I strongly believe to have the skills and the motivations required for initiating Stemergie's business venture. As a scientist working in translational research, I am confronted to the reality of patients and to the biological aspects of the disease, which in turns helped me to reconsider our skills on cancer and our way of developing therapeutic strategies. I can therefore guarantee that beyond a revolution, which would simply be utopic, Stemergie has the potential to find his own niche in the cancer stem cell field in order to quickly generate a stream of revenues.

### The Company /project

#### Problem

In 2008, 1.4 millions of Americans were diagnosed for cancer. At its origin, cancer stem cells which is likely to represent the resistance to treatment, recurrence and metastasis of the tumor. If we want to eradicate cancer, this nasty population of cancer stem cells should be our enemy number, the one to target and to eliminate.

#### Solution

Stemergie provides an innovative direct and non-toxic technology to propagate, identify and purify cancer-initiating cells (CICs) from human tumors, including cancers of the central and peripheral nervous system and metastasis to the brain. Stemergie is intended to pharmaceutical companies, Biotech, Hospitals and Research Institutes and provides the right tool the expertise in cancer stem cells to validate efficient and reliable anti-cancer stem cell agents.

### Product and services





**In vitro and in vivo screening:** Stemergie provides the validation of drugs, vaccines, diagnostic tools. An in vitro and in vivo protocols for screening and testing anti-cancer stem cell compounds were designed and protected.

**Cancer Stem Cell Biobank:** Based on Stemergie's technology, we can provide long term cultures of primary cancer stem cell strains. At present, our collection is unique and already contains more than 10 specimens.

CSC and Marker	Stemergie
Antibody (100CHF/analyse)	No Antibody (0 CHF/ analyse)
Time: 2h	Time: 10 min
Special FACS Machine	Any FACS Machine
Short term culture (5 weeks)	Long term culture (2 years)
Conflicting results	Reproducible results
Efficiency <40%	Efficiency >95%

Though not yet incorporated, Stemergie should be created by Q1 2010, the service platform should be functional by Q1 2010, and the first sales plan for 2011. Ideally, we estimate our financial needs to ~1'000'000 CHF for the next 3 years (1 employee, setting up the biobank and service platform, initiation of R&D activities). We are looking for financing and/or partners specialized in developing small molecules chemistry, immunology and diagnostic tools.

## Application form «venture leaders»

	<b>Name:</b> Michael Friedrich, CEO
	<b>Contact:</b> michael.friedrich@aimago.com, +41 79 746 44 22
	<b>Company:</b> Aimago SA, Parc Scientifique EPFL, 1015 Lausanne
	<b>Summary:</b> Aimago develops and commercializes medical diagnostic instruments to visualize microcirculation, the capillary blood flow. The significant markets include burns assessment, reconstructive surgery, intensive care, wound healing, dermatology, neurosurgery & metabolic diseases.
	<b>Website:</b> <a href="http://www.aimago.com/">http://www.aimago.com/</a>
	<b>Industry:</b> Med-Tech
	

### The Venture Leader

Being curious, analyzing, identifying problems and then being creative and innovative in finding solutions are forces that drive me since childhood. My life as a serial entrepreneur started in 1999 as deputy CEO of the *Berne Byte Bears GmbH*, a software engineering company that I created together with friends at high school. Among them was the current CTO of Aimago, Marc André. Besides providing engineering services to medical and industrial clients, we developed a consumer information services platform that we sold to *Comparis AG* in 2001.

Holding a Master in Microtechnology from EPFL, combined with ten years of experience in professional software engineering, I have a broad horizon in engineering and life sciences. I am strongly committed in staying a human being who complies with high ethical and moral standards and who acts with social and environmental responsibility in mind. This was one of the motivations why I started the *EPFL Sunraycrag Team*, a \$2.2m student project for building a high performance solar car. Having coordinated 27 student project projects, I learned leading teams and created an important network inside EPFL which is helping me a lot today.

Aimago is clearly my biggest and most courageous project ever. I am glad about this opportunity as I am strongly convinced about the potential of the technology, the team and the environment. Working together with people of different backgrounds such as engineers, physicians and surgeons, medical staff, lawyers, economists and suppliers is great fun. I am looking forward to expanding our team and continuing developing products and services with outstanding performance, quality and customer satisfaction.

### The Company

Microcirculation, the capillary blood flow, is the *business end* of the cardiovascular system, as it is the primary site for nutrient, gas, water and waste exchange. In addition, the mesh of capillaries serves non-nutritional roles such as the delivery of hormones, host-defense, platelet delivery for wound healing, response to environmental stress and temperature regulation. **Today, in spite of its medical importance, no viable technology exists to visualize microcirculation.** Existing products are too slow, invasive, require contact, and are not easy to handle.

Aimago responds to this market need and goes far beyond. In close collaboration with the distinguished surgeons and physicians, it develops a novel class of patent-pending, contactless and non-invasive medical diagnostic instruments based on **Laser Doppler Imaging (LDI)**, an optical image acquisition. Making use of state-of-the-art electronics, innovative optical systems design, and advanced processing, the products provide strong and clearly defined USPs such as unique performance, high ease of use, and the ability to image functional parameters.

We focus on **R&D, final assembling and QA**, as well as marketing. Although cutting-edge, our products are built with standard manufacturing processes available on a competitive supply market. With the exception of Switzerland, the products are marketed through a network of international distributors starting spring 2010. In the combined addressable European market for burns, reconstructive surgery and intensive care, Aimago expects a **market share of 7% by 2013, thus \$57.4m of \$820m.** We have a first mover advantage in intensive care.

Today running on seed money, we are seeking a strategic investor willing to participate in a **\$1.6m A-round**.

## Entrepreneurial ID «venture leaders» 2009



Gilles Florey  
CEO, KeyLemon S.A. [www.keylemon.com](http://www.keylemon.com)  
[gilles@keylemon.com](mailto:gilles@keylemon.com), +41 79 351 1867



KeyLemon is a software company which offers simple, fast and convenient computer access solutions, based on face and speech recognition, for all internet users.  
Industry: IT / Web

### The venture leader

As the CEO and co-founder of KeyLemon S.A. I am motivated by a strong entrepreneur spirit. My drive to be an entrepreneur is to perform what I really want to achieve. My motivations are to be creative, innovate and to provide new solution to the world.

I hold a Bachelor in Business and Administration (HES-SO, 2008) and over the last years I have worked at a Swiss Bank, Banque Cantonale Vaudoise, where I provided financial solutions to small and new companies. Over the course of those three years, I greatly improved my knowledge of financing in Startups. Additionally, I have worked at Renotec, a construction company, as a Business Development. My duties were to suggest and implement new business process solution and to sign new business contracts.

Since January 2008, I participated in the creation and in the development of KeyLemon's products, and I'm in charge of all the commercial aspect. My functions are not limited to the commercial part, but also to the development of the strategy of the company, to the communication, to the search of financing and to the daily management of the company.

### The Company / project

Nowadays, we are continuously interacting with computers and Internet. We have to create numerous personal accounts to access computers and web services, like social networks, blogs and forums, email accounts or online gaming. Besides the pain of forgetting passwords, and then having to press the "send me a new password" button, entering passwords many times is a tedious and time-wasting process. Moreover, what happen if you forget to lock your computer before leaving for a coffee? Password protection is a one-time security procedure. After the login step, nothing ensures that the right person is still behind the computer, accessing the right data or services.

To solve these problems, KeyLemon offers personal biometric authentication solutions based on face and speech recognition. From March 2009, two products are proposed on our website: LemonScreen and LemonLogin. The first product automatically locks your computer when you move away from it and unlock it, in less time than it would take to enter your password, when you come back in front of the camera. The second product is an authentication solution for multi-users Windows account login. Both products are based on face recognition.

A prototype of LemonScreen is freely available on KeyLemon's website and has been downloaded more than 400'000 times in 2008. With appropriate marketing, we expect to increase this value to 2 million trial downloads by the end of 2009, and convert about 1% into purchases. For the next year, we expect 5 million trial downloads and convert 2% into purchase.

KeyLemon S.A. was incorporated in May 2008 and we are now a Team of 3 person. KeyLemon is looking for webcam and laptop manufacturers, for technology integration and as distribution partners. We are also looking for a strategic investor willing to participate in a second round of financing.

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## Entrepreneurial ID «venture leaders» 2009



Name: Stephane Gamaud  
Contact: [stephane.gamaud@salsadev.com](mailto:stephane.gamaud@salsadev.com); +41 (0)78 914 8802

Project/ Company name:

**salsadev**

### Short description:

SALSAdDev is a software company providing a framework to process information at a conceptual level: "SALSAdDev, When Information Makes Sense"

Web site: <http://www.salsadev.com>

Industry: IT

### *The venture leader*

I am a young entrepreneur with a cross-disciplinary background in computer and cognitive science. I thrive to understand human cognition and apply my research to solve today's hard problems such as natural language processing.

My Latest researches at the Rensselaer Polytechnic Institute in Troy, NY - based on language acquisition - are the root of my current entrepreneurship. I find it amazing that a child acquires such a keen sense of semantics within the first few years of its life! Our goal was to replicate that ability: we took a radically alternative approach to the language acquisition problem and the results were stunning. We succeeded in creating a "system" that could apprehend any kind of information beyond the scope of the keyword.

I am convinced that the future of information lays within its "understanding". The next "big-thing" in IT will be based around the ability to genuinely understand the sense conveyed by the processed information. I want to stand a key role in this future, either at the academic level but more likely at the industrial one!

### *The Company / project*

#### **SALSAdDev - When Information Makes Sense**

SALSAdDev extracts, organizes and exploits "DNA" maps that capture the meaning of documents in Information-driven companies. Our proprietary software suite outdates lengthy, unsystematic and erratic keyword-based searches. Our data-centric solutions suits all information-driven stakeholders.

*For example: with SALSAdDev a lawyer will have direct access to conceptually related information (notes, antecedents, verdicts...) simply by submitting a few documents of interest.*

SALSAdDev, a software start-up located at the "Fongit high-tech incubator" in Geneva, is supported by several entrepreneurial institutions, such as the Venture Kick and the CTI among others, as recognition of our ongoing efforts an success in the field of Conceptual Information Management.

We is expected to have our initial product available by June 2009 and we are already engaged in OEM partnership opportunities to provide information worker with novel access to their data. The company will also be incorporated as a SA at the Chamber of Commerce in Geneva in May 2009.

Our current emphasis is to enlarge our partnership network and to create new leads with major IT players, especially with Enterprise Content Management and eDiscovery companies.

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## Entrepreneurial ID «venture leaders» 2009



**Name:** Dania Gerhardt  
**Contact:** [danialgerhardt@amazeer.com](mailto:danialgerhardt@amazeer.com), **Tel:** 079 770 17 91

**Project/ Company name:** Amazeer

**Short description:** Amazeer empowers individual users and small groups to start global initiatives. Users collaborate in open or closed projects, which they set up themselves.

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

**Industry:** Internet

### The venture leader

Dania is one of the three founders and the COO & CFO of Amazeer. She was born in Geneva, Switzerland in 1979. She spent her first few years in San Diego, California. In 1987 she moved to Basel, Switzerland. After graduating with a Master in economics from the University of Basel in 2002 she worked as an audit and accounting professional for KPMG. In 2005 she passed the exams and received her certification as Swiss Certified Accountant (eidg. dipl. Wirtschaftsprüfer) and continued working with KPMG until she decided to join the founding team of Amazeer in 2007. Dania is a fast and communicative executor and always on the hunt for new business opportunities to make Amazeer a global success!

### The Company / project

#### Product



Amazeer empowers individual users as well as groups to start global initiatives and boosts activism as a crucial part of the internet culture. Whether someone would like to assemble a multinational football team or set up a massive number of broadband connections in remote towns in Africa, Amazeer is easy to use and growing fast. Useful tools for social networking, project management and promotion help international teams to pursue and publicize the shared ideas and goals.

#### Current achievements

Since the founding of Amazeer Ltd. the Amazeer team has achieved several significant milestones:

- the build-up of a highly skilled and complementary management team;
- the development and release of a public beta platform on 17 September 2008 with a current total of over 100,000 unique visitors with 6 minutes average time on site, 800,000 page views, 10,000 registered users and over 1,000 projects and an exponential growth pattern;
- the raising of an angel-investment of CHF 1 million;
- the international registration of the "Amazeer" brand and the "Amazeer" domains;
- a growing market presence in the US, Germany and Switzerland;
- the first partnerships to leverage the reach of the platform and the projects.

#### Outlook

For the year 2009 Amazeer is planning to extend its platform functionalities, bridge Amazeer to other community platforms and strongly improve the user experience. By Q4 2009 Amazeer plans to expand into the Spanish and the French market and increase the current growth rate and reach the goal of more than 70,000 registered users by the end of 2009. We are mainly looking for strategic partnerships with media companies and community platforms.

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## Entrepreneurial ID «venture leaders» 2009



**Friedrich v. Hahn**  
[hahn@meddrop.org](mailto:hahn@meddrop.org)  
+41 71 2234560  
MedDrop Technology AG

*Efficient local pain therapy by transporting active substances directly through the skin using a special application system that is empowered by oxygen*

[www.meddrop.org](http://www.meddrop.org); [www.vetdrop.com](http://www.vetdrop.com)

Life Sciences

### *The venture leader*

*Friedrich von Hahn is CEO of MedDrop Technology AG and responsible for the business development of the company. Friedrich has taken his graduate studies at the Leipzig Graduate school of management (HHL) and the London School of Economics (LSE). He formed his management skills in the media industry where he developed diverse projects and became publishing director of several magazines. Friedrich joined MedDrop in 2007. His first step was the market introduction of the promising product to the veterinary sector. The money raised from these activities is now used to accelerate the market entry in the human sector.*

### *The Company / project*

**Product / services:** *MedDrop has developed a technology that makes local and efficient pain therapy only possible: The system consists of a highly efficient oxygen-producing device that transports connections of active substances through the skin directly to the problem area - e.g. the joint.*

- *Pre-defined droplets are applied with pressurised oxygen through the skin.*
- *At treated areas high active levels are reached – without the risk of negative systemic side effects.*
- *The system makes local treatment of local problems only possible.*
- *In the human sector clinical pilot studies are undertaken with great success.*
- *In the veterinary sector "VetDrop" has proven its potential on the market - successfully and reliable.*

*Without damage to the skin, MedDrop is able to bring active substances directly into your joint, to your bone or to wherever a problem is located. The treatment is risk-free and highly efficient.*

- *Active substances are transported to the place of problem – and nowhere else. Therefore only a small amount of substances is needed for the therapy.*
- *The system works with medical oxygen as propellant gas. The oxygen is generated from the surrounding air by a special device. Oxygen is necessary to avoid infection risk and it supports the effect of substances in the MedDrop-system. MedDrop enables the limitless transport of oxygen to local spots in the body, thereby opening great perspectives for patients suffering from rheumatic diseases, which often lead to local oxygen insufficiency.*

*Recently, MedDrop has developed a formulation for use in the MedDrop system which activates bone and cartilage growth. The company undertakes a major study project regarding this subject with the university of Zurich.*

*MedDrop Technology AG has submitted several European and international patents. They guarantee for the exclusivity of the system and all its components.*

**Targeted customers:** *The market potential is vast: In Europe alone there are 103 mio. People suffering of chronic pain, 24 mio. of which suffer from arthritis. First in man studies have shown a success ratio of >80% for these patients – patients that often are regarded as incurable. In the Vet sector we are speaking of roundabout 145.000 veterinarians who are targeted by the "VetDrop"-marketing.*

**US-activities:** *MedDrop is looking for strategic partners, potential investors and academic alliances in the US.*

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## Entrepreneurial ID «venture leaders» 2009



**Name:** Samuel Halim  
**Contact:** [shim@nanograde.net](mailto:shim@nanograde.net), +41 44 633 62 39  
**Project Company name:** nanograde Lc.  
**Short description:** Customized nanoparticles and solutions  
**Web site:** [www.nanograde.net](http://www.nanograde.net)  
**Industry:** nanotechnology, additives

### *The venture leader*

Being born and brought up in Switzerland with a Chinese-Indonesian background I have always been attracted to different cultures. So after finishing my MSc in Materials Science & Engineering in 2004 I did not only have an ETH diploma in my pocket, but by then I had also spent almost one year in China (Beijing and Shenzhen), one year in Lausanne (EPFL) and half a year in Stockholm. And as the key to every culture is its language and food, I speak six different languages and I have to do a lot of sports to avoid gaining weight... Climax of my athletic "career" was crossing the finish line of the Half-Ironman in Rapperswil after five hours of swimming, cycling and running. The gastronomic climax, I am still working on...

During my PhD in Chemical Engineering I worked a lot with a technology that allows the synthesis of nanoparticles with any desired composition. I was sure that being able to choose a nanoparticle composition like candies in a candy store must be a dream for every engineer! The great product innovation potential by incorporation specific nanoparticles into existing products completed the high commercialization potential of this technology. After I had witnessed the rise and fall of the first spin-off company trying to commercialize the technology, I was sure there must be a different, more successful approach! nanograde Lc. is the result of this belief and together with my partner Norman Luechinger we offer the customized synthesis of nanoparticles and the prototype development of nanoparticles solutions.

### *The Company / Project*

**Status :** Nanograde Lc. founded in July 2008  
**Product / service:** Production of customized nanoparticles and trading of such. Problem solving, prototype and product development by the use of nanoparticles

**Target customers:** National and international companies, mainly – but not limited to – customers from following industries: food and pharma packaging, dentistry, medical, coating, textile.

**Financing:** 100% self financed

### **Growth objectives:**

In 5 years: 15-20 employees, 15-20 Mio. CHF revenues / year, annual production volume on the multi-ton scale, 20-25 product development contracts.

**USP:** Our technology is the only technology that allows the precise adjustment of very specific properties in form of nanoparticles with the same production setup at large scale, e.g. hygiene, physical (scratch resistance, adsorption (proteins, viruses, ...), solubility, reactivity), optical (UV absorption, refraction index, ...), shielding (electromagnetic, ...). We can react quickly and precisely to our customer's needs. And we believe we are the only company that offers tuning of nanoparticles to a specific application. We have strong upscaling knowhow and with our pilot-scale reactor we have already a capacity of 1 kg of nanoparticles per day. Last, but not least, our firm product oriented application knowhow should help bridging the gap from the nanoparticles synthesis to the end product.



## Entrepreneurial ID «venture leaders» 2009

Name: Franz Hoffmann  
Contact: franz@fontself.com +41 76 501 45 44  
Project/ Company name: Fontself SA  
Short description: "Fontself: your own digital identity and personalized communications."  
Web site: www.fontself.com  
Industry: IT - Software



### *The venture leader*

Passion and perseverance. These are the main ingredients that fuel me as an entrepreneur.

I also always felt like arts and sciences were meant to be embraced in the same time. Therefore, I got involved in fine arts, computer science at EPFL, graphic design (bachelor in graphic design at ECAL), and finally mixed all of those with animation, 3D and programming skills. I practised in a great company, fabric | ch, but it turned out that one way of learning and applying new approaches was to become an entrepreneur.

So I became a freelance guy, started a design studio and ended up building a software company, Fontself. Even though this has been a long and somehow troubled journey, I strongly believe that bringing tools to the creative minds will be both a fantastic journey as well as a rewarding new experiment.

### *The Company / project*

Fontself SA is a start-up company that provides a brand new way to personalize communications. People will be able to refine their own digital identity by creating custom fonts.


Based on proprietary technology and processes, our user-friendly workflow opens a wide range of possibilities for both the casual users as well as design-oriented users.

The company was founded by Franz Hoffmann and Marc Escher in September 2008, and is currently located on the IdeAik incubator. While developments are still ongoing, active fund raising is driven in parallel.

Fontself will be looking for potential partners and distributors in order to spread its solution on various international markets.

# Entrepreneurial ID «venture leaders» 2009



	<b>Name:</b> Christian Hirsig
	<b>Contact:</b> <a href="mailto:christian.hirsig@atizo.com">christian.hirsig@atizo.com</a> , +41 79 379 15 41
<b>Company name:</b> Atizo – Open Innovation GmbH	
<b>Short description:</b> Atizo connects innovative companies with bright brains over the internet. We develop a web based innovation method and build an innovator community.	
<b>Web site:</b> <a href="http://www.atizo.com">www.atizo.com</a>	
<b>Industry:</b> IT, Innovationmanagement	

## The venture leader

I was born in Berne, Switzerland. After studying economics at the University of Applied Science I was working for three years for the Swiss Post as a e-business project manager. My mother tongue is (Swiss) German, I am fluent in English and have a good knowledge of French.

In 2007 I have founded together with Reto Aebersold (now CTO) and Mathias Ruch (now chairman) the Open Innovation Ltd. We launched the platform in September 2008. As the CEO I am responsible for sales, marketing, human resources and finances. I am leading a team of four employees.

I decided to become an entrepreneur because I am convinced that me and my team can make a difference. As most start-ups we have a flat hierarchy. Still I receive the respect from the team to lead them. For me working in a young, diverse team is a challenge but also a lot of fun. We achieved almost every goal we have set and are on a very good track.

## The Company / project

Organization have to develop better products and services in a shorter period of time. Consumers have the skills to empower the innovation output of organization. We set up a innovation procurement platform in the internet to give creative consumers the possibility to provide solution information. Companies pay to publish their challenges in our community.

**Atizo Projects** helps companies to break with their established practices and to adopt a new paradigm for faster and more successful development of products, services and marketing campaigns by involving the community. By demonstrating an interest in collaborating openly with customers, companies additionally derive tangible image benefits. **Atizo Inside** helps companies to get the most out of their employees' creative potential by unlocking knowledge assets in a process of collaborative idea management, boosting employee motivation in consequence.

Customers profit from an array of sophisticated tools to publish and manage innovation and from an ever growing community of innovators. Innovators are uniquely able to create or improve new exciting services which many of them use in their daily lives. They receive recognition for their talents and outstanding ideas are rewarded with a prize.

Revenue is generated by charging for the challenges and by integrating Atizo into organizations. Atizo has closed a first financing round in 2008 with the STI (Foundation for Technology and Innovation) and the promotion agency of Berne.

At the moment we are starting a second round of financing to expand to additional European countries. Additionally we are looking for media and consulting partners to build a strong European open innovation network.



March 2009

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## Entrepreneurial ID «venture leaders» 2009

**Name:** Evgeny Milyutin  
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**Project/ Company name:** PiezoSens

**Short description:** Piezoelectric resonators for high-performance sensors in bio and medical applications.

**Industry:** Bio-electronics, sensors

### *The venture leader*

Over the past few years I have attempted to explore the possibility of exploiting my main occupation, that of physics and mathematics in different fields, from an entrepreneurial perspective. In the past, this activity resulted in the creation of two companies and brought me a lot of pleasure and experience.

1. **Repetitor-Mikon**, [www.repetitor-mikon.ru](http://www.repetitor-mikon.ru) (rus only). During the second year of university I and my friend, being students of 17 and 18 years old, realised that we were able to teach mathematics and physics more efficiently than some teachers (the reason: youth helps to find a common language with schoolchildren, this was tested on several examples – results were great!). So, we decided to found a company that provided private teaching for school students in Moscow (a city with a population three times larger than the whole Switzerland), where we employed other students. Founded from our own money, we returned all that was invested in 6 months.
2. **AzbukaMedia**, [www.azbukamedia.ru](http://www.azbukamedia.ru) (rus only), founded by the same people as the previous company. The company's activity – educational multimedia products. After some activity in private teaching we established a partnership with one of the biggest publishing houses for multimedia products in Russia. Four pilot products were developed by both co-founders using our and our employees competence in teaching, and afterward the company received the deal to develop a line of products –25 of which (different subjects, different levels) are now available on the market.

Both companies are now run by the second co-founder, after I developed an interest to try something more global in the field of high-tech and began my PhD at EPFL.

The idea for **PiezoSens**, a high-sensitivity piezoelectric device for bio and medical applications, appeared during my PhD work in EPFL. Based on results already achieved, we believe that PiezoSens has a potential in bio and medical applications, such as virus and protein detection and will supply its future clients with better performances solution.

### *The Company / Project*

Piezosens is developing a tool for medical and bio-analysis, such as virus and protein detection in bodily fluids (blood, saliva, urine) and liquid food products (e.g. milk). A key element of this tool is an ultra-sensitive piezoelectric device invented and patented by us that we believe is integrated within electronics and optimized by biologists for their desired applications will push down existing detection limits.

The current status of the project is in development of the mentioned key element – the piezoelectric device. Within one year from now, we are planning to assemble a prototype of the tool and to make trials and optimization in collaboration with labs and R&D centres, which are our initial target customers. Using universality of the tool principle that is proven by existing alternatives we are planning to attract clients from various research domains and afterwards to define, with their help, certain application(s) which have the potential to be industrialized. This is our eventual goal.

Now we are looking for partners with competences in electronics development as well as for early stage collaboration with bio-oriented researchers.

## Entrepreneurial ID «venture leaders» 2009

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Innovation Promotion Agency CTI



Name: Zoltan Nagy

Contact: [zoltan.nagy@femtoools.com](mailto:zoltan.nagy@femtoools.com) / +41 44 632 35 84

Project/ Company name: FemtoTools GmbH

Short description: Design and fabrication of high quality measurement and handling instruments for the micro and nanodomain.

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

Industry: micro and nanotechnology

### The venture leader

I am a PhD candidate at the Institute of Robotics and Intelligent Systems at ETH Zürich where I also received my MS degree mechanical engineering in 2006. I am fluent in German, English, French, Hungarian, Bulgarian and Luxembourgian and basics in Spanish. In my free time I enjoy playing soccer.

I got interested in entrepreneurship during an internship at Sensirion where I could witness how in only few years, research results from the laboratory has been quite successfully transferred to the real world. That's why, when I got the opportunity to participate in this project, I have not hesitated a second. I don't have extensive entrepreneurial experience, yet I am a hard worker and firm believer in skill comes with practice.

more on [www.zoltan-nagy.net](http://www.zoltan-nagy.net)

### The Company

The FemtoTools capacitive force sensors provide a unique solution to measure forces in the microdomain from nano to millinewton at a competitive price. The individual calibration of the force sensors ensures high accuracy of the experimental results. These MEMS (microelectromechanical system) devices are fabricated by silicon processing adapted from IC industry and allow the fabrication of a large number of devices on a single wafer. Based on the same technology, microgrippers to handle objects from 0 to 100micrometer have been developed and commercialized. As the only commercially available microgrippers, they feature integrated force measurement allowing for the monitoring of the gripping force during the handling.

FemtoTools has an international customer base (from both research and industry) mainly working in the fields of biological research, micro- and nano-robotics, material science, and microsystems development. Simply, our products are applied wherever the handling or characterization of very small components is required. The total market in 2014 for FemtoTools products is estimated to be around € 1.5M.

FemtoTools has been founded mid 2007 and has currently 4 employees.

FemtoTools is looking for industrial contacts providing know how in motorized micro and nano stage to collaborate on complete measuring and handling systems for the micro and nanodomain, and for distributors who increase our visibility on the market.

March 2009

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## Entrepreneurial ID «venture leaders» 2009



**Name:** *Sven Rizzotti*  
**Contact:** [Sven.Rizzotti@umibas.ch](mailto:Sven.Rizzotti@umibas.ch), +41 76 524 3663

**Project/ Company name:** *syndicate*

**Short description:** *Customize any web-site and enhance it with your favourite functionalities for a new personalized experience. No software installation needed.*

**Web site:** *Starting with public beta*

**Industry:** *IT, Web-Technology*

### *The venture leader*

Sven Rizzotti started as an electrician craftsman and learned that persistent and creative approaches are the fundament of success. Continuing at the school of applied science in Brugg-Windisch, he followed perseveringly onto the path of academics while studying Computer Science. In the following six years he broadened his knowledge in leading IT-technologies.

Looking for another challenge, he continued his education with the study of Math, Computer Science, and Philosophy at the University of Basel and finished as a PhD by the end of 2007. In his studies he specialized on topology, logic, and web technology. While working as a researcher, he received four awards from different organizations.

Simultaneously, he developed his teaching competence in the area of outdoor sports and became a head teacher in snowsports, scuba diving and mountaineering. He frequently participated in long distance competitions in different endurance sports.

Now, he has created a very innovative product and is on the way to start his own company.

### *The Company / Project*

In the past few years, web content has been growing exponentially and we are now reaching a point where functionalities and content that we can use are limited by the person's capability to filter and process the available mass of input.

With Syndicate we provide a unique tool that enables every web user — independent of OS, Browser or rights on the computer — to modify, enhance, reduce or reorganize any web page to his own needs. To use Syndicate it is not necessary to install any software, all it needs is a single bookmark.

Syndicate allows everyone to reduce and reorganize content, add desired functionalities to a site and save changes for further visits — or even share the modified page with friends.

We aim to launch syndicate as a public service to the broad mass of internet users. We see our customers not limited to a small target group, but rather being widely spread from the geeks heading always for new techniques to the professional user who saves time while using Syndicate to automate routine tasks. Revenues will either be based on small fees for additional functionalities, or on personalized advertising that we can optimize with the data we gain about the user's habits. As a third option, we will build "workflow solutions", based on the syndicate framework for enterprise customers.

At the moment we are a two-men-team bringing syndicate from prototype to public beta state and planning the product launch. Syndicate is 100% owned and financed by the founders and we are now looking for financial support to increase the speed of development and build up marketing strategies. The investment opportunities range from CHF 0.5M to 2M directly influencing our speed of development and market penetration. We expect Syndicate to be a fast growing service that will soon become interesting for the big players as a strategic investment.

March 2009

With the support of :

## Entrepreneurial ID «venture leaders» 2009



**Matthias Sala**

matthias@gbanga.ch, +41 43 536 67 01

«Gbangas»: Gbanga, story-telling software for your mobile and the web, turns bothersome daily situations such as commuting in jam-packed underground railways or listening to boring presentations into very exciting moments with interactive stories on-site, challenging on-the-go missions and uplifting chats with fellows near-by.

*Industry:* interactive entertainment & ICT

### *The venture leader*

Matthias was born and raised near Basel in Switzerland. Two decades later, he moved to Zurich to study ubiquitous computing, distributed networks and pervasive games. He also needed his computer science studies as a teaching assistant to graduate with an MSc in Computer Science from the ETH Zurich in spring 2006. During his studies, he invented an RFID-enhanced recycle system, worked on smart vacuum cleaners and gave life to gossiping domestic refrigerators at Siemens Corporate Technology (CT) in Munich. After graduation, he then reflected on activity-based information targeting on the mobile phone at the Palo Alto Research Center (PARC) in the Valley. Today at Gbanga, he blurs the boundaries between the virtual and real world – also his very own. Besides this, he loves to throw parties such as SuperHappyDevFlat and StartupCamp Switzerland.

### *The company / project*

Think of Gbanga as a playground that is open to everybody. This playground provides certain functions such as a map and an instant messenger service- everything is available on your cell phone and on the web. Additionally, there are a few rules to hold everything together. In Gbanga, you will interact with other participants and automated robots in many ways - similar to video games. However, as in real life, your actions will always influence your surroundings.

Gbanga is story-telling software for your mobile and the web. Gbanga can turn bothersome daily situations such as commuting in jam-packed underground railways, waiting for too long at the bus stop or listening to boring presentations into very exciting moments with interactive stories on-site, challenging on-the-go missions, dramatic puzzles and uplifting chats with fellows near-by. Gbanga adapts to your context to blur the boundary between your reality and the virtual world. It tries to find out your current location, local time and local weather. It connects with your friends and people nearby that are in idle time. Gbanga can also show up in other media than the mobile phone and the web: it is why the stories become even more interactive and suspenseful.

Gbanga is leading-edge technology with location-aware mobile clients, a centralized social story-telling server that is connected to real-world feeds such as local weather information and a real-time map website. The platform is open to user-contributed content through our powerful PuppetMaster API. Everybody can 'mash-up' self-developed stories.

Up to now, entertainment media such as games are restricted to one type of media (eg. the computer screen) and offer closed editorial content only. Other narratives like in books are mainly static. Gbanga is multi-media, open and dynamic. There is no explicit goal, but it suits your different interests. The only limit is the fantasy and creativity of the participants.

The Swiss based start-up studio started in April 2007. The result is Gbanga – crafted by crazed game developers, fanatical artists (Chris Solarski, Mary Leidescher, Mihai Krasniq), the nerdiest of computer scientists (Julio Perez, Zlatko Franjic, Eliane Stoll), sharp-sighted marketers (Philipp Winteler) and penny-pinching accountants (Werner Sala). Gbanga is currently being stealthily tested.

By 2012, Gbanga is to be the largest, most active global community of mobile players, connecting 10 million people from different cultural and social backgrounds by way of virtual and real-world entities.

We are looking for sexy partners to enrich Gbanga with cool stories and to spread Gbanga to all devices out there.

March 2009

With the support of :



## Entrepreneurial ID «venture leaders» 2009



**Name:** Mario Vögeli  
**Contact:** mario.voegeli@arktis-detectors.com, +41 (0) 78 616 80 08

**Company name:** Arktis Radiation Detectors Ltd

**Short description:** Arktis' goal is to revolutionize the detection of radiological and explosive threats in freight containers. Our patented technology will provide security operators with more precise and reliable information than any other system on the market.

**Web site:** www.arktis-detectors.com

**Industry:** Security, Transportation

### *The venture leader*

Mario is Co-Founder and COO of Arktis Radiation Detectors Ltd. After receiving a Master's from the University of Zurich in business administration with an emphasis on technology and innovation management, he began his professional career as a management consultant. For the past 6 years he has been working as a project, process- and quality manager in the defence, security and medical device industry. He is therefore familiar with many aspects of managing a business and has firsthand experience of what it takes to successfully develop and market innovative technology.

In his free time, Mario enjoys travelling and photography and is an apt paraglider and sailor.

### *The Company*

Arktis is developing a new generation of radiation detectors for freight container screening.

Based on an innovative and proprietary technology with unique capabilities, Arktis aims at circumventing the inadequacies of current technology by offering broader sensitivity while drastically reducing the rate of false positives.

The detectors from Arktis have extended sensitivity to a form of radiation emitted specifically by nuclear materials, in particular Plutonium. This allows a drastic increase in the potential to detect the threats of the highest consequence. As the detectors also extract more information on the radiation source in question, they allow better judgment of threat severity. The rate of false positives or "nuisance alarms" triggered by benign sources, namely industry products like ceramics, granite, kitty litter, is therefore dramatically reduced.

The main users of the detectors can be divided in 3 main groups. Border crossings (seaports etc.), nuclear sites (nuclear power plants, nuclear waste disposal) and other industries (Military, Metals etc.). While selling components and upgrades to Systems Integrators already present in the relevant markets, Arktis also plans to sell directly to local customers, forecasting revenues of approximately USD 15m by 2013.

Arktis was founded in 2007. Since then the size of the team has grown to five and the momentum of growth continues. We are currently looking for experienced professionals in the fields of electrical and mechanical engineering as well as software development.

Just having closed a round of seed financing, Arktis will test the technology in relevant environments and achieve first revenues. Besides additional partners for development, production, and testing we are searching for investors with a relevant track record in our markets to support us in an A-Round Financing of USD 5m in Q2 2010.

March 2009

With the support of :



## Entrepreneurial ID «venture leaders» 2009



**Pascal von Rickenbach**  
pascal.vonrickenbach@streamforge.net  
+41 41 511 41 20

**StreamForge:** StreamForge offers radio stations a fully-hosted streaming service for their internet programs which is able to serve millions of parallel listeners with high-fidelity, rock-solid streams at low cost.

www.streamforge.net  
Industry: IT, Media



### *The venture leader*

Pascal von Rickenbach is a co-founder of StreamForge. After studying Architecture for a year at ETH he charged to the department of Computer Science and received his master's degree in 2004 with a minor in Business Management. He then joined the Distributed Computing Group (DCG) at ETH as a PhD student. During his time at DCG he investigated various aspects of distributed communication systems before taking a leading role in the Dozer project. In this joint venture with a spin-off from EPFL a solution for long-term environmental monitoring was developed. The scope of this project went far beyond an academic prototype and its results are now sold as a commercial product. Encouraged from this success, Pascal decided to take the leap and become an entrepreneur. So he joined forces with Remo Meier, the inventor of the StreamForge technology, and Nicolas Burri and founded StreamForge GmbH.

### *The Company / project*

Internet radio is one of the fast growing applications which became possible with the wide availability of broadband internet connections for end users. Today, more than 25 million people listen to web radio each day and listener numbers are constantly growing. This huge market faces one significant problem: costs. Using established solutions each listener downloads the whole audio stream from a server of the radio station. As a consequence the radio station itself or an external streaming provider has to maintain large amounts of computation power and bandwidth in order to be able to serve all interested listeners at peak hours. Both servers and internet bandwidth are expensive and thus the operation of a successful online radio quickly becomes a financial burden for the radio station.

At StreamForge we have developed a new streaming solution enabling us to drastically reduce the streaming costs of web radio stations. We can therefore offer broadcasters a cheaper streaming service without impairing the quality of service. This is possible due to our custom developed peer-to-peer streaming technology. We involve the audience in the distribution process of the radio program they are currently listening. As a consequence, less infrastructure suffices to broadcast a radio program over the web and we share the resulting cost savings with our customers.

StreamForge GmbH was only incorporated in February 2009, but our product has been under development for three years as part of the PhD thesis of Remo Meier at ETH Zurich. It is therefore ready to launch and as a first step we were able to win SRG SSR idee suisse as a public testing partner.

The core team behind StreamForge currently consists of Nicolae Burri, Remo Meier, and Pascal von Rickenbach. However, this team is surrounded by several advisors from the business world as well as academia. So far, StreamForge is completely financed by private means and grants from foundations. To achieve our goal of reaching a 15% share of the audio delivery market over the internet in five years we are looking for partners in the media business as well as potential investors.

March 2009

With the support of:



## Entrepreneurial ID «venture leaders» 2009



Name: Alexandre Weyenberg  
Contact: [alexandre.weyenberg@agorabee.com](mailto:alexandre.weyenberg@agorabee.com), M: +41 79 830 51 14



Project/ Company name:

Short description: AgoraBee provides a complete platform for active RFID ( Radio-frequency Identification ) and location-aware WSN ( Wireless Sensor Network )

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

Industry: ICT – RFID

### *The venture leader*

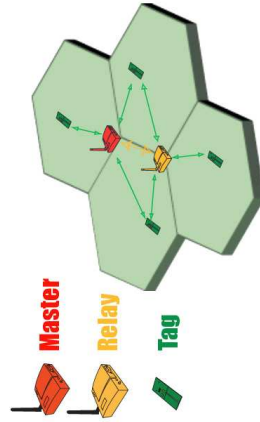
I'm a 27-year-old Belgian living in Switzerland for 8 years and the co-founder of AgoraBee S.A.

In 2008, I graduated from the EPFL with a MSc in micro and nano systems engineering and a specialization in biomedical engineering. My main motivation as an entrepreneur is the desire to create something new. The desire to create innovation by combining technology, intuition and a need for a solution or a product on a market. Growing a long-lasting business from scratch requires lots of self-motivation and lots of versatile skills, it's everyday a new intellectual challenge. I'm enjoying those challenges.

During my studies, I have worked as an assistant in several EPFL laboratories and in two trading companies. In 2007, I have started to work on the project of an active RFID platform with several persons of the LEG (EPFL). It has finally led to the foundation of AgoraBee S.A. in march 2008. AgoraBee has won this year the IMD startup competition.

### *The Company / project*

AgoraBee S.A. is currently marketing a Radio-Frequency (RF) communication platform dedicated to active RFID (Radio-Frequency Identification) and Wireless Sensors Networks (WSN). Opposed to traditional Reader-Tag RFID architecture, AgoraBee's key technological added value is its AdHoc feature. The relays are automatically connected, together forming a wireless network with no configuration. The coverage of the RFID reader that centralises and transmit further received data from on the field data carriers called tag is thus extended on demand. This allows the easy deployment of a location-aware identification and wireless sensing solution. AgoraBee's battery powered tag products can integrate different source of information. It can be a simple serial number or sensed data like temperature, movement, pressure, etc. Depending on the application, battery life can be as high as 15 years. Our market position is to be an OEM (Original Equipment Manufacturer) active RFID and WSN solution provider. The second key added value of the company is its ability to customize its technology to a specific demand, e.g. form factor, communication interface (PDA, hardware integration, etc.), sensor, housing color, etc.



Our sales channels are mainly IT integrators, solution providers and distributors. AgoraBee's chinese representation has the capability to produce electronic devices at a very competitive price. Current targeted markets are: Logistic / Conveances / Supply chains, Security, Pharma / Healthcare, Entertainment.

The company is currently employing 4 persons that are gathering more than 40 years of experience in embedded systems, RFID, sensors and manufacturing. We are looking for partners in the United States.

March 2009

With the support of :



## Entrepreneurial ID «venture leaders» 2009



Name: Juergen Weder  
Contact: [jueder@neuropie.com](mailto:jueder@neuropie.com); T: +41 43 816 66 50, M: +41 79 742 50 88

Project/ Company name: [NeuroPie Solutions AG](http://NeuroPie.com)

Short description: *Welcome to the world of Business Intelligence 2.0 for the real time enterprise. With ZEUS from NeuroPie organisations manage time-critical, intertwined businesses more efficiently – in real-time.*

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

Industry: IT



### The venture leader

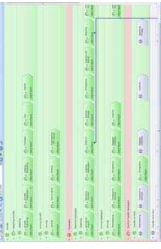
My driver is the desire to create something new and extraordinary, the desire for autonomy, financial independence, the achievement of personal objectives and my never ever satisfied appetite for innovation and action. I am sometimes not sure what will happen next but this exactly is a thrill. I want to leave a legacy in the form of a profitable lasting business which has a major impact to the industry.

I am convinced that today we are in a unique time and place where it is possible for an individual or a small group of like-minded, passionate team members to start, nurture, and successfully build a business. A combination of technology and an open-minded world have enabled entrepreneurs to be small, but act big. We can take bold ideas and turn these opportunities into realized dreams. We shouldn't try to build a product that is "pretty good"; that sounds boring. We want to build solutions and provide services that are setting new standards on how to operate on a world class level – in real time. Now that is exciting.

Like any other startup we had our ups and downs. We started rather small but winning major renowned projects and with funding by ZKB startup and business angels we were able to move from 3 to 14 people within a year's time with all the challenges that come with such a rapid growth.

### The company

Airports represent a unique environment of business collaboration. Airlines, handlers, concessionaires and control authorities each play their part in processing passengers, baggage and aircraft in an environment prone to disruption through weather, technical failure or human action. Each organization has its own, often unrelated, business processes and goals, yet each could deliver cost and quality improvements by sharing real-time operational information. Some of the biggest challenges of collaboration at an airport are interaction across organizational borders, transparency amongst partners and constructive critique.



Developed for Zurich airport and deployed at other major airports, NeuroPie offers a comprehensive airport operation management system called ZEUS and methodologies that enable true collaborative decision making (CDM). Technology transforms the way airport operators and their partner companies work together and allow quantum leaps in operational excellence. Other airports are coming to visit Zurich airport, owned and operated by Unique, to understand how the operational and financial performance of Zurich airport rocketed.

NeuroPie will change the way airports, logistics providers, healthcare and other complex and dynamic businesses use business intelligence to monitor and direct the production, performance and quality across organisational boundaries.