

Entrepreneurial ID «venture leaders» 2009



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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

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 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 & Bookmarklet 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).