

Entrepreneurial ID «venture leaders» 2009



Name: *Sven Rizzotti*

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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 mountainbiking. 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 costumers 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 costumers.

At the moment we are a two-men-team bringing syndicate from prototype to public beta state and planing 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.