

Entrepreneurial ID «venture leaders» 2007



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Concretum: The company Concretum is developing and selling additives for the production of high performance repair materials for concrete structures.

Industry: high-tech (construction materials)

Biography

Being an entrepreneur means to turn creativity into monetary success. My personal motivation to be an entrepreneur arose during my diploma and PHD studies at the department for civil and structural engineering of the Swiss Federal Institute of Technology:

As my research projects were sponsored by an industry consortium, there was a certain pressure to generate applicable results soon. The chance to provide the basic technology for the repair of the most frequented tunnel in Switzerland meant the first technological breakthrough towards high performance repair materials for concrete structures. Based on this success me and two of my colleagues from the research institute took the chance to establish a consulting firm. We could prove to be a complementary and successful team soon.

The steady chase for new and more profitable business opportunities within the company's core skills led to the most important step in the history of Concretum: Staying ahead of competitors and proving excellence day by day finally made us to change from the consultancy business to the product business. The potential for success was the main motivation to do so.

Our first customer was Zurich International Airport. Their engineers and contractors have chosen one of our products to repair their runways and concrete pavements.

Being an entrepreneur forces one to be convincing at all means. The necessity to convince customers as well as investors motivates all aspects of the company's activities.

Company / project

Concretum Materials is developing ready-to-use repair concretes for infrastructures such as bridges, tunnels, roads, and airport runways. It produces and sells the key component for the production of these repair materials to contractors and construction material companies. Concretum Materials is a new business unit of Concretum, which is successfully providing consultancy services to public owners and construction material companies since 2001.

Concretum Materials' repair concretes save time and costs. Concretum repair products consist of only one component. They are far easier and cheaper to apply compared to competitive repair technologies, which consist of several different components. In addition, Concretum products can be reloaded only one hour after application. This is more than twice as fast as existing products. Even though application is easier and costs are competitive the durability is proven to be better compared to current technologies.

The company currently employs 6 people and plans to increase to 15 in 2008. 50 people will be employed by the end of 2011.

Concretum Materials is expecting net sales of CHF 48 mio in 2011 with a net profit of 39%. The business generates a capital need of CHF 500'000 in 2007, and CHF 1'000'000 in 2008. While breakeven will be reached within 2 years, payback-period is scheduled to be 3 years.

The first financing round was closed successfully at the end of 2006 (loan). The money is now used to build up the sales organisation in Europe.

For the second financing round we are negotiating with corporate investors from the construction industry. The round is planned to be closed in October 2007.

We are looking for partners and investors to enter the US market as well as for US customers.