

Entrepreneurial ID «venture leaders» 2008



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Klewel Sàrl provides leading edge solutions for effectively capturing, archiving and searching the information contained in multimedia digital recordings of presentations and conferences.

Industry: IT, Multimedia, Web, Knowledge management.

The venture leader

I am a young computer software engineer (29 years old) motivated by a strong entrepreneur spirit. I have a love for independence and job satisfaction. I am naturally curious and open-minded which opens the doors of innovation. Generally, I enjoy endurance adventures while taking measured risks. I wish to successfully lead projects of my own, and collaborate with a team of passionate experts.

I hold a European Master in Computer Science & Communications from the University of Rennes (France) including prior Bachelor studies abroad at the University of Huddersfield (UK) and at the Polytechnic University of Catalonia (Barcelona, Spain). I am laureate of the Brittany Passport for Entrepreneurship (1999) deserved by the Brittany Chamber of Business and Industry in France. My main area of expertise is the multimedia information management with a speciality in multimedia indexing and human-computer interaction. In November 2007, I co-founded the Swiss Klewel SÀRL, a spin-off of the IDIAP Research Institute which collaborates often with ICSI, Berkeley CA USA. My main contribution in Klewel venture has been to analyse, develop and bring together different pieces of mature state-of-the-art technologies, and pushing them forward from research to market.

I have already acquired experience and exposure in international business by selling products and delivering well-received services to UNICEF (the United Nation Children's Fund), the University of Edinburgh (UK) and ACM (Association for Computing Machinery), one of the top scientific conference organizers in the world.

The Company / project

Klewel: "Invest your knowledge"

Tremendous amounts of knowledge are shared everyday through oral presentations held in company seminars, international organization meetings, conferences. However, the biggest part of such an invaluable asset is irremediably lost in absence of effective technologies for knowledge capture, extraction and access. Even after the most brilliant presentation, all it remains is usually some personal notes and some slide printouts. Klewel has the best solution for this problem, an effective combination of hardware and software capable of performing, without human intervention, the three key tasks necessary for knowledge capitalization. Thanks to the 2008 IMD Start-up competition, Klewel gets strategic help from the Executive MBA class at IMD (Lausanne, Switzerland), one of the best International Business Schools in the world. Klewel received the European Seal of e-Excellence award at the CeBIT 2008 International Trade Show (Hanover, Germany) thanks to excellent feedback from prestigious organizations such as UNICEF and ACM.

Klewel's target market consists in workshops and meeting organizers in all kinds of domains ranging from banking to e-learning, held in congress centres, seminar hotels. Customers are large companies, international organizations for whom knowledge is a core resource. Klewel is currently in the incubation stage, and employs 2 people and sub-contractors. The expected financial needs for 2008-2009 are of about 500KUSD in total. This amount spent over the next two years includes human resources, a long-term hardware investment, and marketing aspects. The company plans to increase to 5 employees in 2009. Klewel is seeking partners and is planning a financial round for fall 2008 to boost both the R&D and marketing activities.