

## Entrepreneurial ID «venture leaders» 2009



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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.