

Entrepreneurial ID «venture leaders» 2009



Name: Franz Hoffman

Contact: franz@fontself.com +41 76 501 45 44

Project/ Company name: Fontself SA

Short description: "Fontself: your own digital identity and personalized communications."

Web site: www.fontself.com

Industry: IT - Software

The venture leader

Passion and perseverance. These are the main ingredients that fuel me as an entrepreneur.

I also always felt like arts and sciences were meant to be embraced in the same time. Therefore, I got involved in fine arts, computer science at EPFL, graphic design (bachelor in graphic design at ECAL), and finally mixed all of those with animation, 3D and programming skills. I practised in a great company, fabric | ch, but it turned out that one way of learning and applying new approaches was to become an entrepreneur.

So I became a freelance guy, started a design studio and ended up building a software company, Fontself. Even though this has been a long and somehow troubled journey, I strongly believe that bringing tools to the creative minds will be both a fantastic journey as well as a rewarding new experiment.

The Company / project

Fontself SA is a start-up company that provides a brand new way to personalize communications. People will be able to refine their own digital identity by creating custom fonts.

Based on proprietary technology and processes, our user-friendly workflow opens a wide range of possibilities for both the casual users as well as design-oriented users.

The company was founded by Franz Hoffman and Marc Escher in September 2008, and is currently located on the IdeArk incubator. While developments are still ongoing, active fund raising is driven in parallel.

Fontself will be looking for potential partners and distributors in order to spread its solution on various international markets.