

Entrepreneurial ID «venture leaders» 2009



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Project/ Company name: NeuroPie Solutions AG

Short description: *Welcome to the world of Business Intelligence 2.0 for the real time enterprise. With ZEUS from NeuroPie organisations manage time-critical, intertwined businesses more efficiently – in real-time.*

Web site: www.neuropie.com

Industry: *IT*



The venture leader

My driver is the desire to create something new and extraordinary, the desire for autonomy, financial independence, the achievement of personal objectives and my never ever satisfied appetite for innovation and action. I am sometimes not sure what will happen next but this exactly is a thrill. I want to leave a legacy in the form of a profitable lasting business which has a major impact to the industry.

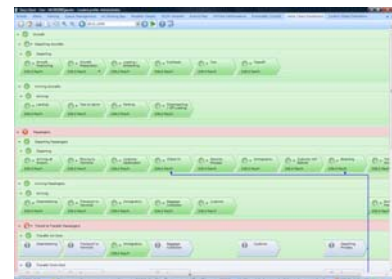
I am convinced that today we are in a unique time and place where it is possible for an individual or a small group of like-minded, passionate team members to start, nurture, and successfully build a business. A combination of technology and an open-minded world have enabled entrepreneurs to be small, but act big. We can take bold ideas and turn these opportunities into realized dreams. We shouldn't try to build a product that is "pretty good"; that sounds boring. We want to build solutions and provide services that are setting new standards on how to operate on a world class level – in real time. Now that is exciting.

Like any other startup we had our ups and downs. We started rather small but winning major renowned projects and with funding by ZKB startup and business angels we were able to move from 3 to 14 people within a year's time with all the challenges that come with such a rapid growth.

The company

Airports represent a unique environment of business collaboration. Airlines, handlers, concessionaires and control authorities each play their part in processing passengers, baggage and aircraft in an environment prone to disruption through weather, technical failure or human action. Each organization has its own, often unrelated, business processes and goals, yet each could deliver cost and quality improvements by sharing real-time operational information. Some of the biggest challenges of collaboration at an airport are interaction across organizational borders, transparency amongst partners and constructive critique.

Developed for Zurich airport and deployed at other major airports, NeuroPie offers a comprehensive airport operation management system called ZEUS and methodologies that enable true collaborative decision making (CDM). Technology transforms the way airport operators and their partner companies work together and allow quantum leaps in operational excellence. Other airports are coming to visit Zurich airport, owned and operated by Unique, to understand how the operational and financial performance of Zurich airport rocketed.



NeuroPie will change the way airports, logistics providers, healthcare and other complex and dynamic businesses use business intelligence to monitor and direct the production, performance and quality across organisational boundaries.