Business Angel A³

Dr Vincent Schickel-Zuber
CEO & Co-Founder

CTI Start-up

VENTURE KICK

prediggo®

1) A user enters a keyword

2) System returns the result(s)

If you don't like it: WHERE NEXT?

98% of users do **not** buy!

prediggo®

Mission

Prediggo develops and sells the most advanced Internet recommendation engine
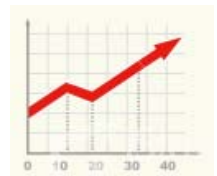
Customers

We sell it to eCommerce retailers and News websites

Customer Benefits

1. Increased number of page views
2. Increased end-user satisfaction
3. Increased sales & margins

prediggo®

Relevant Recommendations are inserted dynamically by Prediggo

+ Page Views & Basket Size

prediggo®

Dr Vincent Schickel-Zuber

Master in Computer Science (EPFL – 2003)

Phd with Distinction in AI (EPFL – 2007)

EPFL Innogrant since 1st November 2007

Hosted at the AI lab (INR 230)

My Phd:

« Ontology Filtering »

Developed a series of algorithms that allows a computer software to estimate the preference of a user for a given object, based on user's previous experience

- ❑ August 06: Went to see Hervé about Innogrant
- ❑ Nov 07: Start working full time on Prediggo
  - ▪ Support of EPFL for one year of Post-doc salaray
  - ▪ 40 hours of coaching at PSE
- ❑ Feb 08 : Venture Kick I (10K)
- ❑ May 08: Fit Loan (100K)
- ❑ Aug 08: CTI startup coach + VK II (20K)
  - ▪ Simon Johnson is my CTI-Startup coach
- ❑ Sep 08: First money from customer
- ❑ Nov 08: Final Venture Kick (100K).
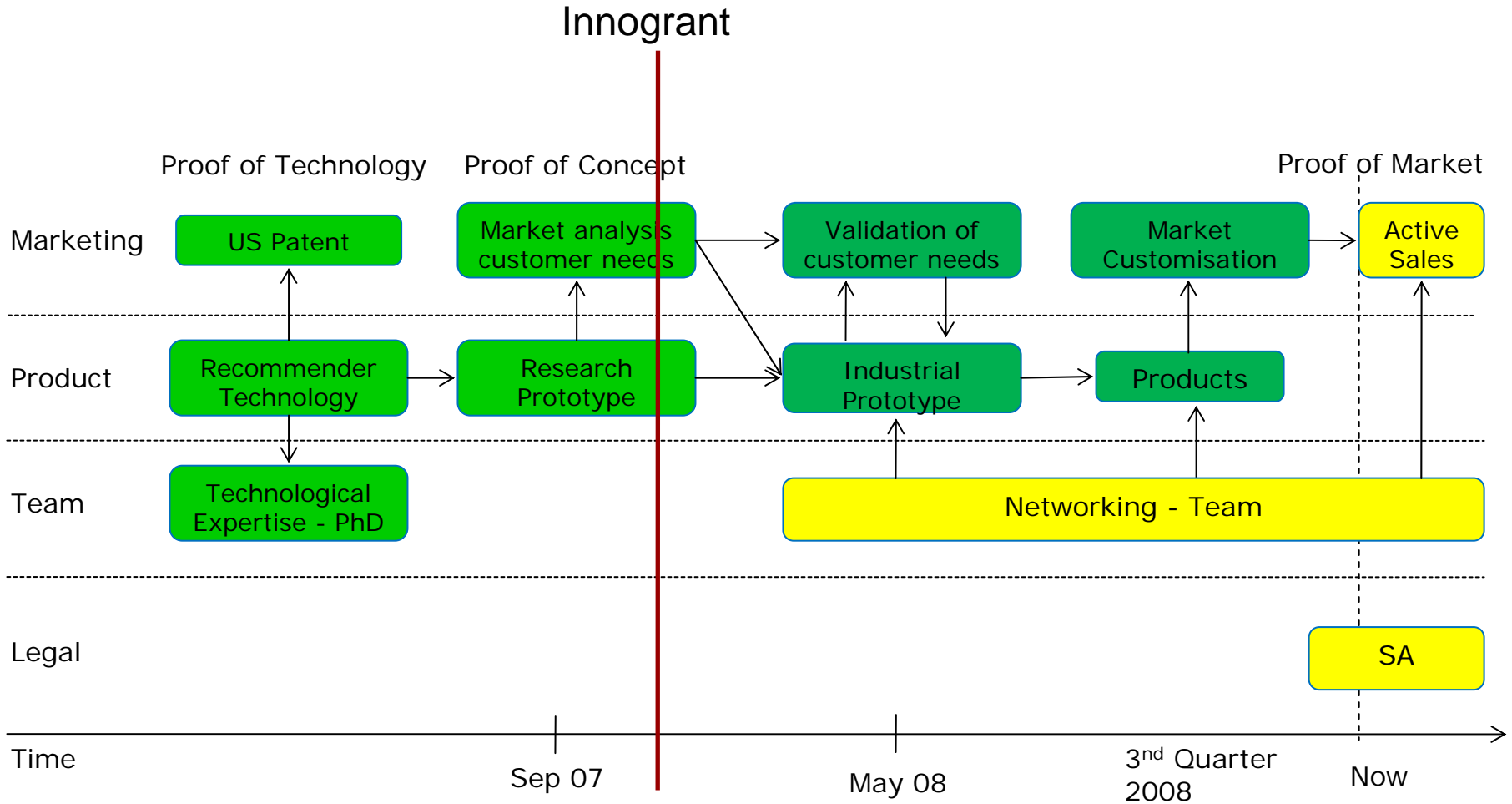
Innogrant

	Proof of Technology	Proof of Concept			Proof of Market
Marketing	US Patent	Market analysis customer needs	Validation of customer needs	Market Customisation	Active Sales
Product	Recommender Technology	Research Prototype	Industrial Prototype	Products	
Team	Technological Expertise - PhD		Networking - Team		
Legal					SA
Time		Sep 07	May 08	3nd Quarter 2008	Now

Management

CEO & CTO

VP Alliances

VP Sales

- ❑ Vincent Schickel
- ❑ MSc & PhD in Artificial Intelligence from EPFL on Ontology Filtering
- ❑ CEO & CTO

- ❑ Christophe Portenier: VP Sales
- ❑ Ex-Head of Business Development at Ebay(CH)
- ❑ VP Sales & Marketing
- ❑ Running the sale force

- ❑ Andrew McComb: VP Alliances
- ❑ Worked at the advertising department of Philip Morris
- ❑ Advertising & Marketing advisor

Team - Board

Board

CEO & CTO
VP Alliances
VP Sales

Board
Member

- ❑ Vincent Schickel
- ❑ Msc & PhD in Artificial Intelligence from EPFL on Ontology Filtering
- ❑ CEO & CTO

- ❑ Jean-Philippe Lallement
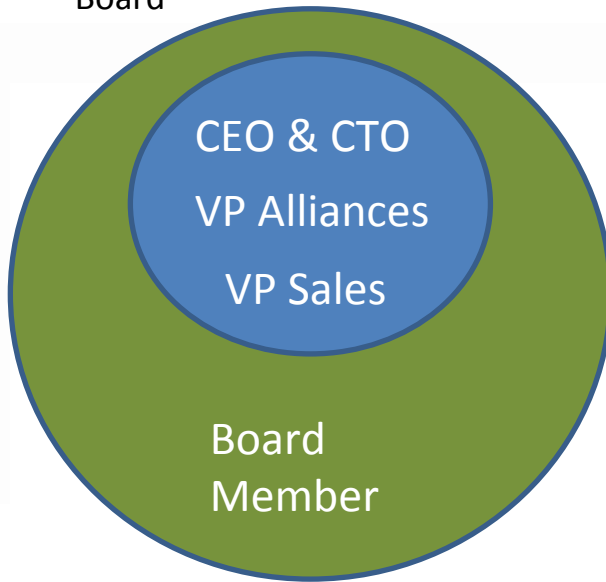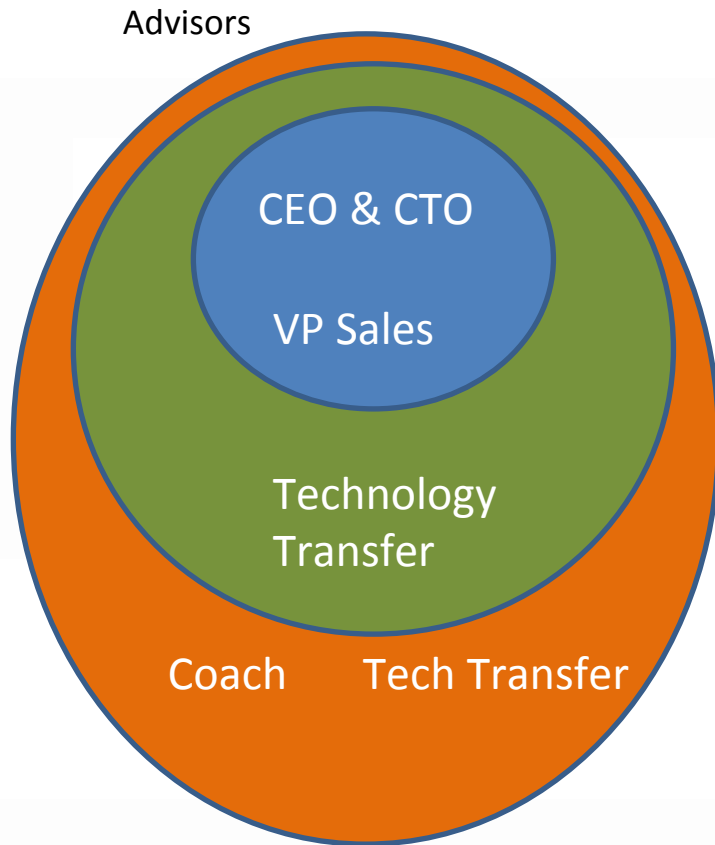- ❑ Head of the PSE at EPFL
- ❑ Business development

Advisors

CEO & CTO

VP Sales

Technology
Transfer

Coach   Tech Transfer

- ❑ Boi Faltings
- ❑ Head of the AI lab at EPFL & co-inventor of Ontology Filtering
- ❑ Technology Transfer

- ❑ Simon Johnson
- ❑ Senior Position in many startups
- ❑ Coach at Prediggo (CTI-startup)

Customer decision

- July 07 : went to see compX
- **10 Dec 07** : got contact of an insider into compY
- 10 Dec 07 : sent an email to compY
- 27 Dec 07 : Positive interest to email
- **8 Jan 08**: Obtained a meeting for 28th Jan
- 28Jan 08: Great meeting, they loved my techno
- **18 Feb 08**: got a reply, to say thank you & go!
- 27 Feb 08: Started implementation with IT guys
- 21 April 08: Test site implemented.
- **2 June 08**: Went live
- **29 Juy 08**: Approved contract…
- **15 Sep 08**: Sent first billed

❑ Contact:

Vincent Schickel

Ch de la Raye 13

CH-1024 Ecublens

schickel@prediggo.com

078 815 00 24