



Claude Florin

President A3 Angels, EPFL EL82
Presentation, February 2010

A³ chapters worldwide

Switzerland

- Vaud/Valais
- Genève
- BE/JU/FR/NE
- Suisse orientale



Worldwide

- Shanghai
- San Francisco
- New York
- Londres
- Paris - Lyon
- Rome
- Lisbonne
- Abidjan
- Tunis
- Casablanca
- Tokyo

Chapters being established

- Dubai
- Bangalore
- 3 in 2010

A³ Angels : network for start-ups

A³ Angels

- Seed investment
- Mentoring and contacts



>10'000
250 labs
CDM / VPI

 ~90
start-ups

Region
 >50
start-ups



A³

- >14'000 alumni
- 110 pays
- > 50%
10-30 ans
expérience



A³ Angels
start-ups and ecosystem

EPFL entrepreneurs



Source : Herve Lebet, EPFL Innograts recipients 2008-2009

EPFL start-up incubation projects

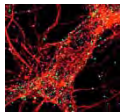


Sources : Jean Micol, MoT; Hervé Lebret, VPIV

A³ Angels : mentoring projects

aïmago 

Michael Friedrich



Bastien Rachet



Sud Ariarajah

David Portabella



Benoit Dagon



Samuel Sonderegger



Some questions:

How to start on global markets ?
How to find partners and suppliers ?
What priorities to focus on ?



How will I finance the project, in what steps ?
What key milestones ?

Who should we recruit to join the company ?
In my network, who can find answers or key contacts ?

100 more questions ...

Product development	Customer acquisition	Customer development
<ul style="list-style-type: none">✓ Market research✓ Standards✓ Engineering talent✓ Alpha, Beta, GA✓ Manufacturing, QA	<ul style="list-style-type: none">✓ Value proposal✓ Competitive position✓ Lead generation✓ Pipeline✓ Sales & channels	<ul style="list-style-type: none">✓ Field operations✓ Customer service✓ Customer satisfaction✓ Lifetime value
Team building	Finance & Admin	
<ul style="list-style-type: none">✓ Interview✓ Recruit✓ Manage✓ Compensate✓ Evaluate✓ Develop✓ Integrate	<ul style="list-style-type: none">✓ Business models✓ Controls✓ Financing✓ Plans and budgets✓ Cash management✓ Monitor and report✓ Prospective	


Source : adapted from Valhalla Partners and EPFL Innovation day 2009 workshops



The value of A³ Angels ?

A³ Angels : activities in 2009

- Start-ups
 - >40 presented
 - 3 investments proposals
 - 10 DD reports
- Members A3
 - 250 participants
 - > 15 mentors
 - > 10 investors
 - 5 organisers
- Meetings
 - 10 dinners/ training



A3 Angels Investor Group

DEAL LIST EVENTS MESSAGES DOCUMENTS MEMBERS REPORTS ADMIN

Deal Stage: In Progress (1-26 of 26)

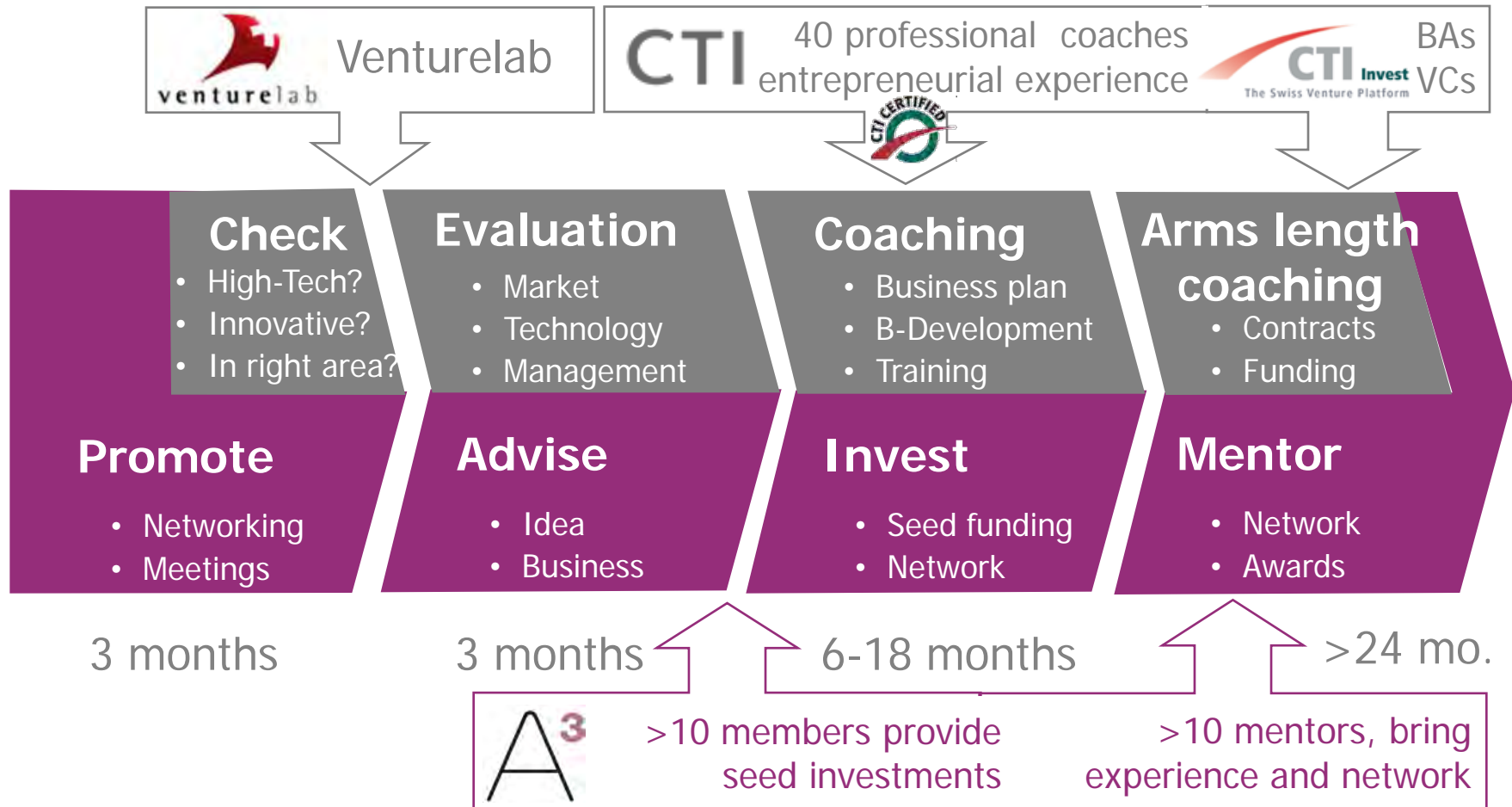
Deal	Stage	Rating	Industry	Entrepreneur	Funds
Q04 SA	A3 mentoring selection	★★★★	Biotechnology	Cahn Sanduary (inval)	\$1.00
Q04 Therapeutics SA	Due Diligence	★★★★	Medical Devices and Equip	Tauscher Philippe (inval)	CHF1
StenoFoods S&L	Due Diligence	★★★★	Medical Devices and Equip	Rien Cherner (inval)	\$2.00
Rooaba	Review in progress	★★★★	Internet / Web Services	Herbert Eay (inval)	\$2.00
AttoLight S&L	A3 mentoring in progress	★★★★	Nanotechnology	Samuel Sanderlegget (inval)	CHF2
Aimago	A3 mentoring in progress	★★★★	Medical Devices and Equip	Michael Fruehch (inval)	\$1.00
MedCoatings SA	Review in progress	★★★★	Software	Joel Willeberg (inval)	CHF1
ROCIS	Due Diligence	★★★★	Semiconductors	Federic Angeli (inval)	CHF1

A3 Angels Mentors

Overview Discussions News Jobs More

- Thomas Leurent** (1st)
Active Portfolio Management, Geneva Area, Switzerland
109 followers | Stop following | See activity »
- Justin Picard** (2nd)
Chief Scientist at Advanced Track & Trace, Geneva Area, Switzerland
69 followers | Follow Justin | See activity »
- Stéphane Rousset** (2nd)
Senior Vice-President, EMEA Oracle Direct and Business Operations, Geneva Area, Switzerland
281 followers | Follow Stéphane | See activity »
- Luc Herminjard** (2nd)
Telecom Allrounder, Zurich Area, Switzerland
253 followers | Follow Luc | See activity »

Partnerships and value chain



A³ Angels : alumni role models

ventureideas@EPFL
Innovate, surprise, seduce:
l'aventure du Paléo Festival

Avec
Daniel Rosselat
Fondateur et directeur
Paléo Festival

**Vendredi 5 décembre,
De 12h30 à 14h00,
PO - Polydôme, EPFL**

Inscriptions: www.venturelab.ch/fr/v

ventureideas@EPFL
Can a world-class high tech start-up
be built in Europe? Learn from the
most successful entrepreneurs.

With
Aart de Geus
Chairman of the Board and CEO of Syn
Building a world leader in EDA

Pierre Fazan
Co-founder and CTO of Innovative Silk
Developing the next revolution in mem

Oscar Buset
President of Kimatlon

**March 30th, 200
from 13h30 to 17h00, SI**

Registrations: www.venturelab.ch/fr/v

ventureideas@EPFL
The I&C GSA Entrepreneurship Pizza
Interested in Start-ups: join us
from successful entrepreneurs
EPFL - INM202 at 12h

Pizza will be served starting at 12h

Friday October, 3 rd
Jochen Munding, founder and CEO
Routerank
Selling your start-up idea

Friday October, 10th
Vincent Schickel, founder and CEO
Prediggo
The day of a start-up CEO

**Friday October, 24th: Panel on Entrepreneurship
Life after PhD: the entrepreneurial career**

ventureideas@EPFL
The I&C GSA Entrepreneurship pizza talk series
Interested in Start-ups: join us to learn
from successful entrepreneurs
EPFL - INM202 at 12h

Wednesday November, 29th
Mark Bürki, co-founder of
Paolo Buzzi, co-founder of
Swissquote
How engineers built the future
Tomorrow, the story of Swissquote

Wednesday December, 6th
Pedro Bados, founder and CTO
Nexthink
From my EPFL diploma:
the way and experiences to build a company

**December 8th: Entrepreneurship workshop
Your turn**
Do the first steps to launch your project
Learn how to pitch and get feedback

ventureideas@EPFL
Participez à l'innovation en marche,
découvrez les idées du futur.

Avec
Pierre Chappaz
Fondateur de Kelkoo
vendue à Yahoo, \$500M

Eric Favre
Inventeur de Nespresso
Fondateur et CEO de Monodor
et de nombreux innovateurs, inventeurs

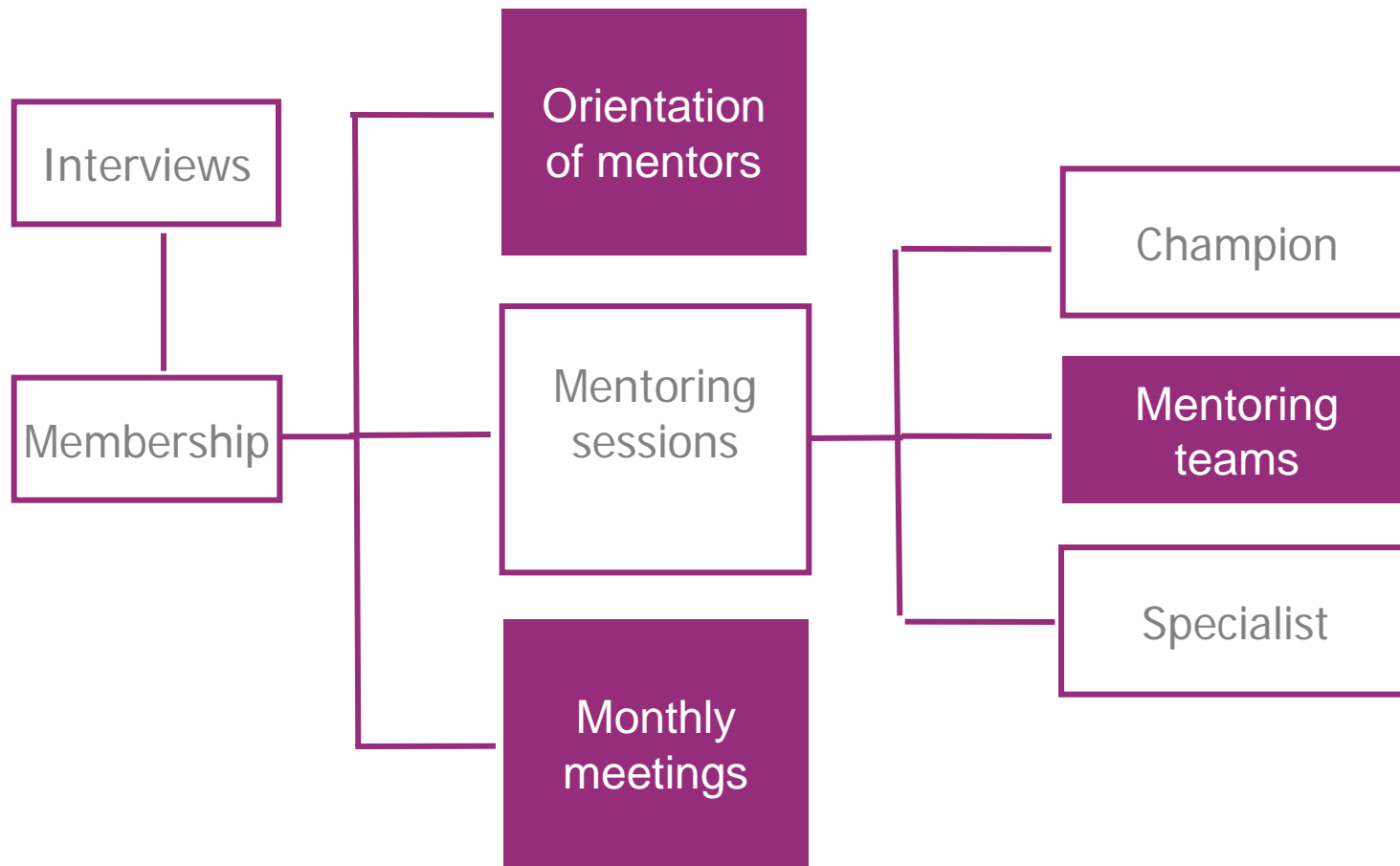
**Le 24 novembre 2005 de 14h à 18h
Auditoire SG1, EPFL**

Inscriptions: www.venturelab.ch/fr/ideas.asp

Source : Herve Lebre, EPFL



A³ Angels mentoring process



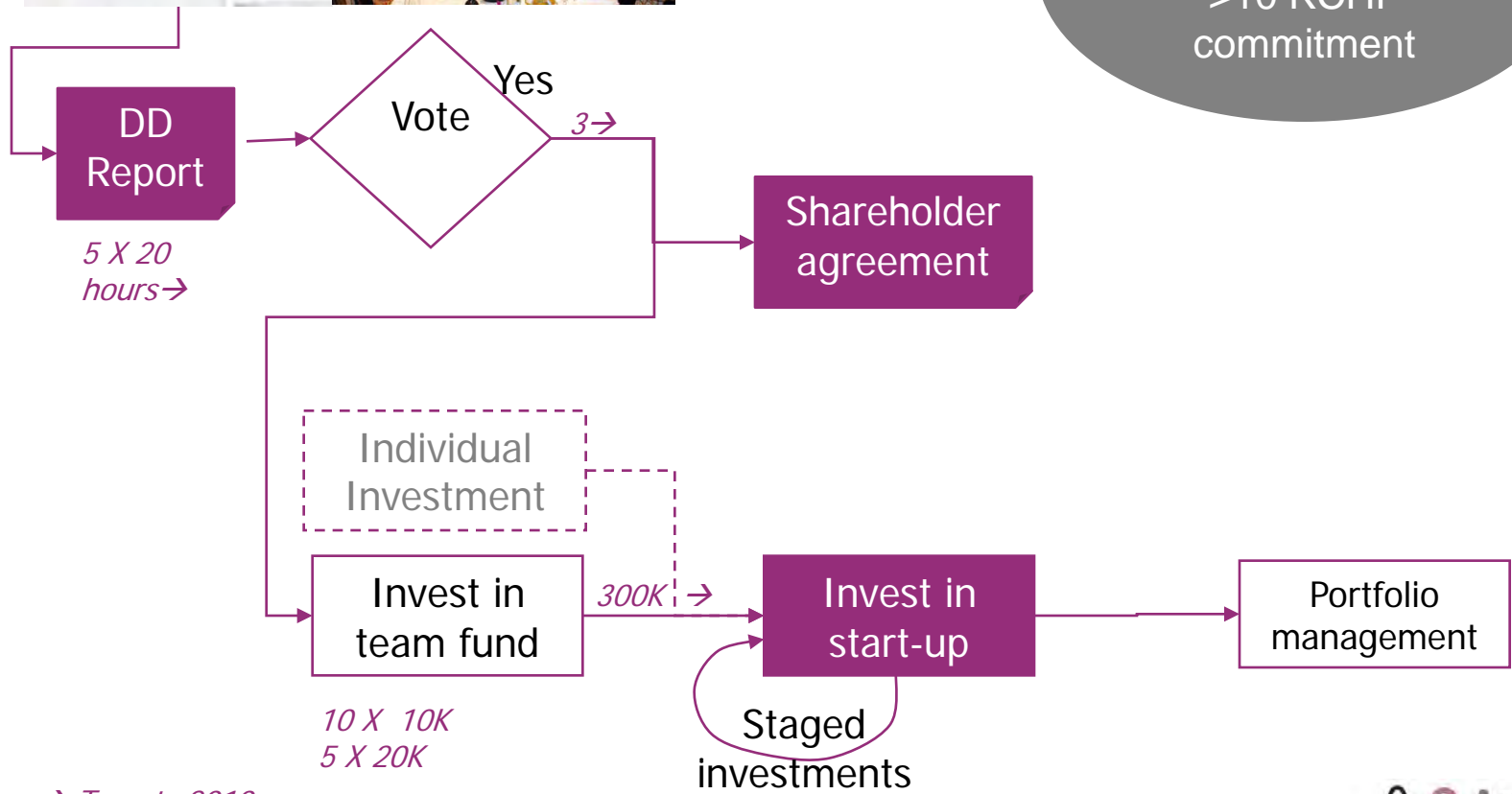
A³ Angels investment process

Angelsoft deal management, monthly meetings



15 members
6 meetings

300 CHF membership
>10 KCHF commitment

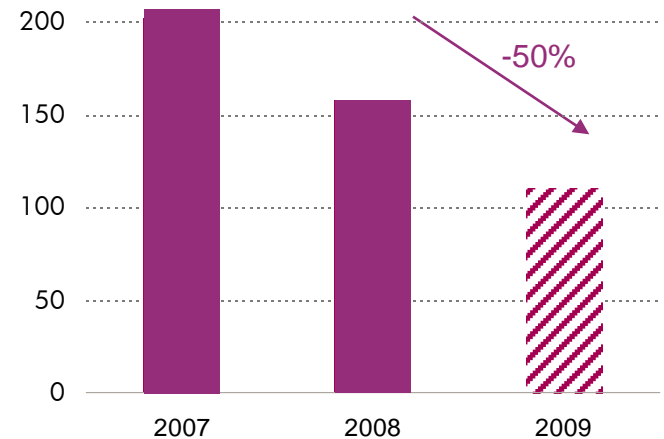


→ Targets 2010

Background : VC/angel investments

- VC seed investment contracting
- Swiss ETHZ/EPFL start-up portfolio historical return

VC investment in Switzerland



IRR of ETHZ start-ups 1980-2007

Fonds	IRR %
EU top 10%	16%
US top 10%	37%
ETHZ LP	30%

Sources : EVCA / SECA; 2009 forecast based on NVCA MoneyTree Q1 reports and GowVC interviews; Ingvi Oskarsson and Alexander Schläpfer : the performance of Spin-off companies at ETHZ (incluf BAs + VCs ; IRR adjusted for limited partners -20% management fees)



Join the crew

www.a3.epfl.ch/angels

A³ Angels 2010 committee



Claude Florin, EL82, President and founder
*Director, Hewlett-Packard, worldwide business development
and product management in IT, medtech, telecom*



Thomas Estier, MI99, Vice-president
CEO Business unit Barfeed, start-up marketing experience .



Marc Gandar, IN85, Secretary
*Consultant Alliance, CIO experience, start-up founder at
Mediaflow*



Antoine Ghosn, EL 83, investment program
*Director AlmaZ Informatique , experience of
management in Switzerland and abroad.*



Thomas Leurent, ME 97, mentoring program
Risk Manager for BNP Paribas

A³ Angels 2010 deputies



Edmond Haiat, EL 84, Treasurer

Director H.Capital, fiance and private banking experience



Gregorio Bonnadio, EL08, Communication

Isystem engineer Polyright SA, founder Electrinfo, former President Agepoly



Jörg Schorr, IN 97, investment program

Business development Bedag Informatique, experience of product management in start-up.