



Claude Florin

President A3 Angels, EPFL EL82
Presentation, February 2010

A³ Angels mission : network for start-ups

A³ Angels

- Seed investment
- Mentoring and contacts



>10'000
250 labs
CDM / VPI

 PSE ~90
start-ups

Region
 >50
start-ups



A³

>14'000 alumni
~ 110 countries
> 50% have
10-30 years
of experience

A³ Angels reaches out...

Switzerland

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



Worldwide

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

A3 chapters being established

- ☆ Dubaï
- Bangalore
- ☆ Singapore
- + ... in 2010



A³ Angels
start-ups and ecosystem

EPFL entrepreneurs



Source : Herve Lebet, EPFL Innogrants recipients 2008-2009

 Encouraged by A3 Angels

EPFL start-up incubation projects

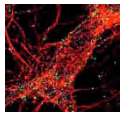


Sources : Jean Micol, MoT; Hervé Lebret, VPIV

A³ Angels : mentoring projects

aïmago 

Michael Friedrich



Bastien Rachet



Sud Ariarajah

David Portabella



Benoit Dagon



Samuel Sonderegger



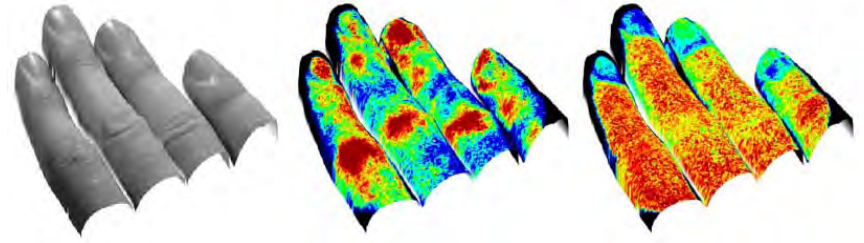
Some challenges



Visualizing micro-circulation

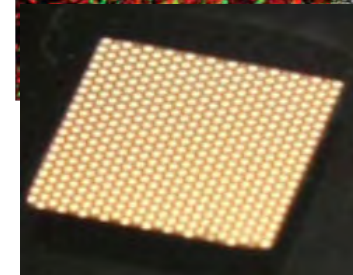
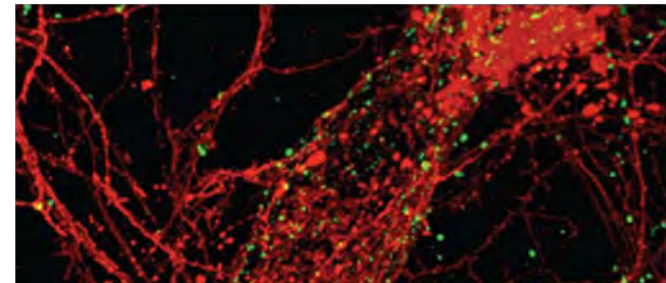


- Contactless, non-invasive & real-time...
- Application: Intensive Care
- Predict organ failure and reduce cost-of-care
- ICU market size of CHF 800m



Visualizing cells with greater detail

- Evolve from current optical methods comparing size vs resolution
- Achieve parallel scanning for fluorescence microscopes.
- Like Google Maps for biologists



Micro-climate monitoring



- Plug and play, modular, autonomous, weather stations and a user-friendly web interface
- Based on wireless sensor networks
- High density spatial and temporal measurements



Web data collectors

DB4ALL

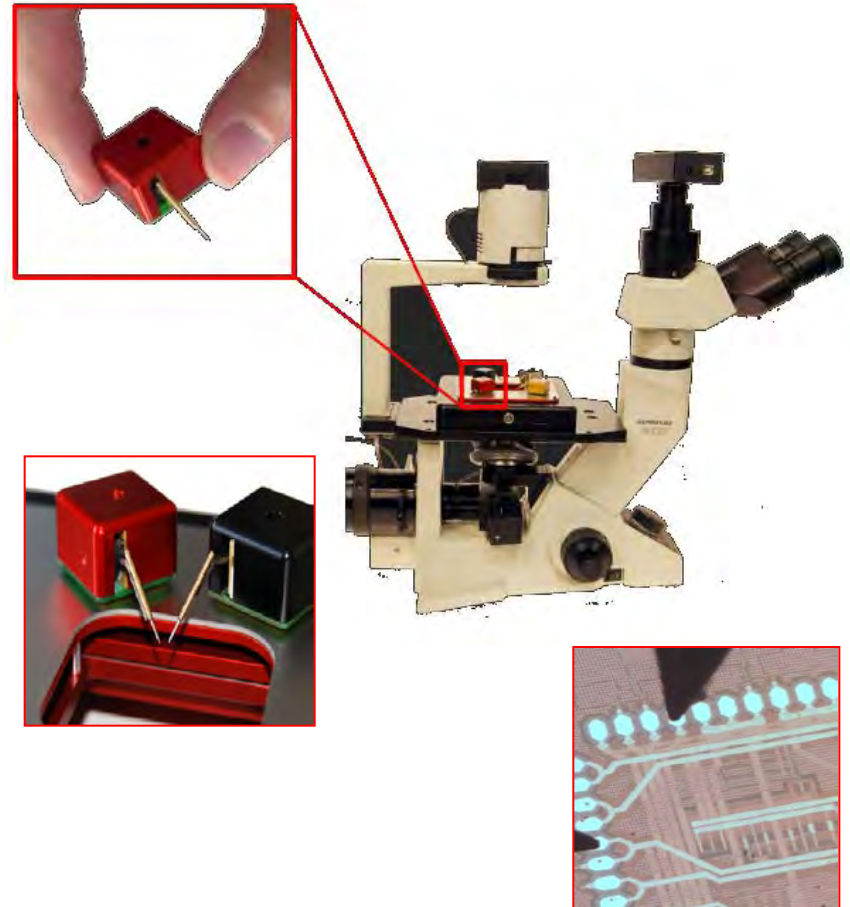
Cost effective solutions
for

- Marketing studies
- Competition analysis
- Social networks
- Product comparison
- websites)
- Datasets for research



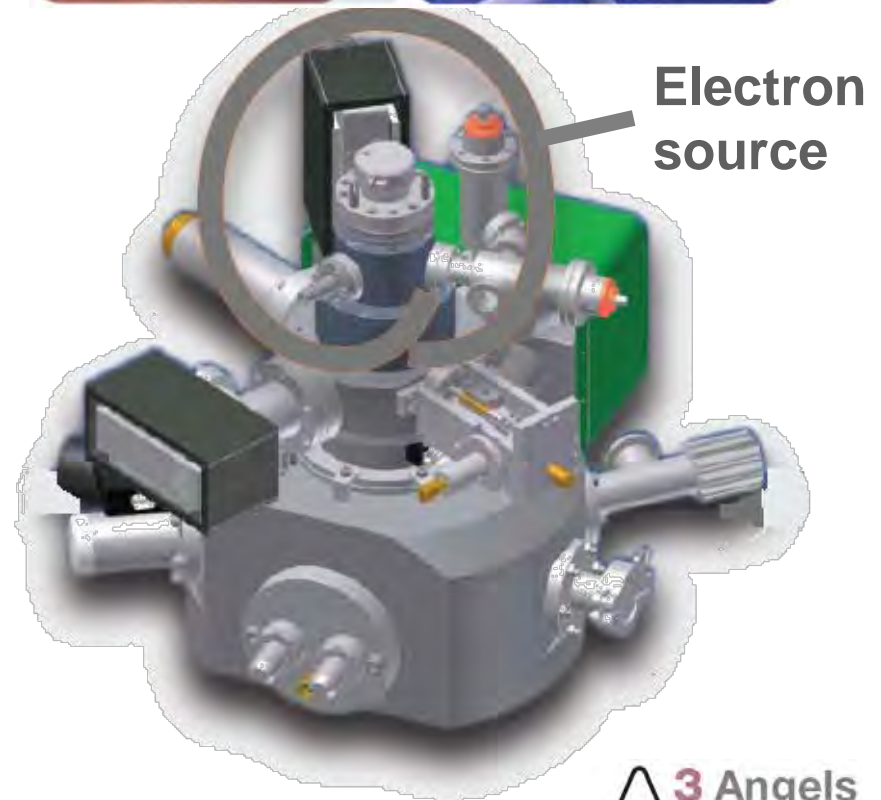
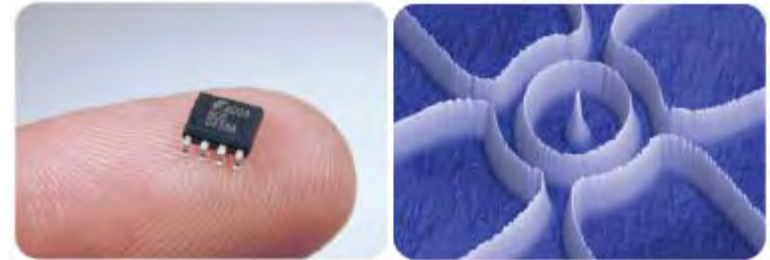
Nano manipulation

- Intuitive and versatile micromanipulation platforms
- Reduce time to market of new products.
- Simplify usage.
- Next steps
 - Go-to-market strategy
 - Industrialization



Camera for the nano world

- Semiconductor industry is the nanoworld ($\sim 10\text{nm}$)
- Controlling currents at the nanometer scale becomes indispensable.



100 more challenges ...

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

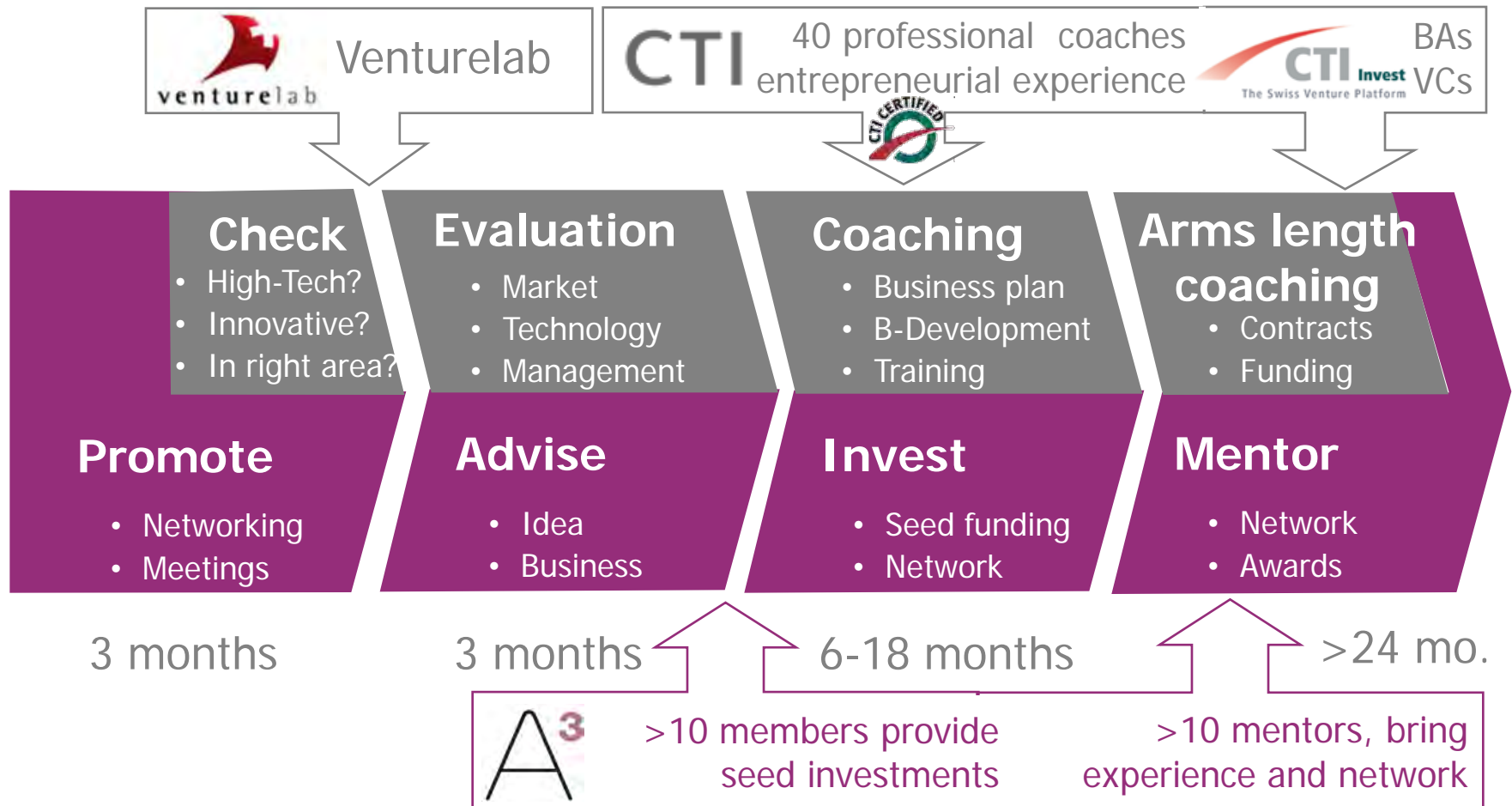
- Start-ups
 - >40 presented
 - 3 investments proposals
 - 10 DD reports
- Members A3
 - 250 participants
 - > 15 mentors
 - > 10 investors
 - 5 organisers
- Meetings
 - 10 dinners/ training



The image shows a screenshot of the A3 Angels Investor Group website. At the top, there is a photograph of four men standing together. Below the photo is the website header with navigation tabs: DEAL LIST, EVENTS, MESSAGES, DOCUMENTS, MEMBERS, REPORTS, and ADMIN. A search bar is visible. The main content area features a table of deals in progress, with columns for Deal, Stage, Rating, Industry, Entrepreneur, and Funds. Below the table, there is a section for A3 Angels Mentors, listing several individuals with their profiles, including Thomas Leurent, Justin Picard, Stéphane Rousset, and Luc Herminjard.

Deal	Stage	Rating	Industry	Entrepreneur	Funds
QdH SA	A3 mentoring selection	★★★★	Biotechnology	Colin Sanduary (inval)	\$1.00
QdH Therapeutics SA	Due Diligence	★★★★	Medical Devices and Equip	Tauscher Philippe (inval)	CHF1
StereoFoods SARL	Due Diligence	★★★★	Medical Devices and Equip	Rien Chamer (inval)	\$2.00
Roobla	Review in progress	★★★★	Internet / Web Services	Herbert Eay (inval)	\$2.00
AttoLight Sàrl	A3 mentoring in progress	★★★★	Nanotechnology	Samuel Sandergegg (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

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 Kinetion

**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 to learn
from successful entrepreneurs
EPFL - INM202 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

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
Necithink
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

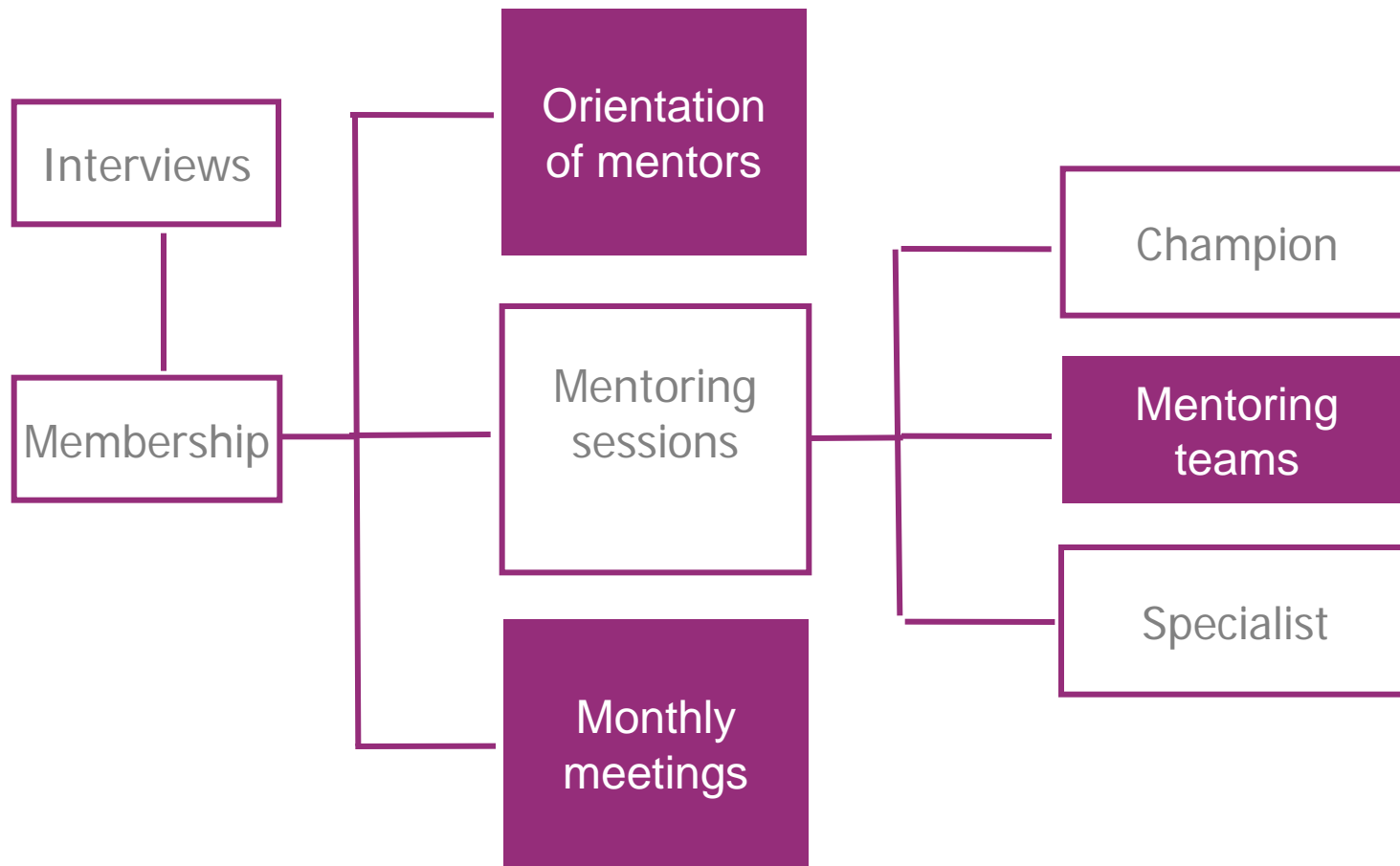
**Le 24 novembre 2005 de 14h à 18h
Auditoire SG1, EPFL**

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

Source : Herve Lebre, EPFL



A³ Angels mentoring process



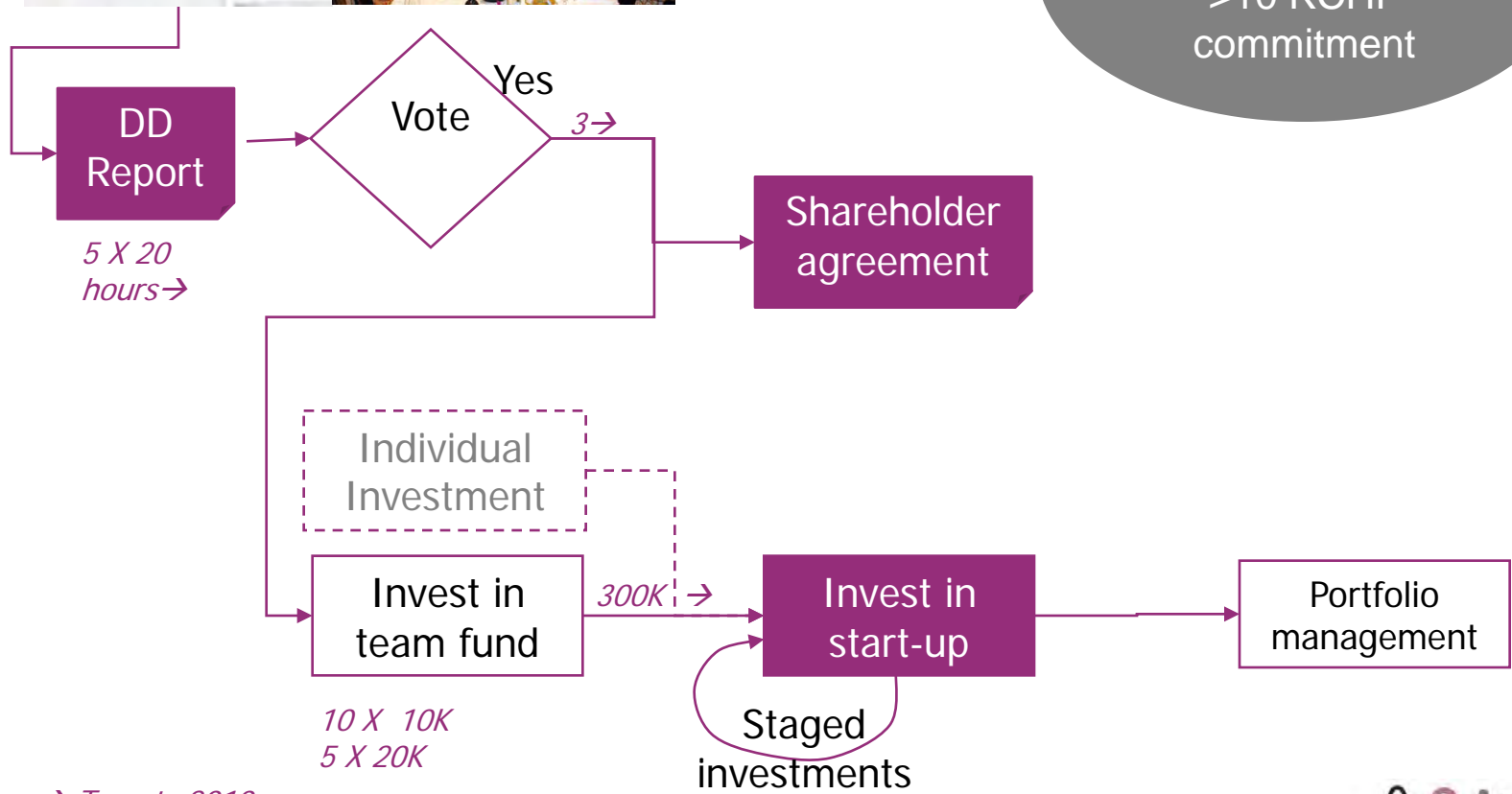
A³ Angels investment process

Angelsoft deal management, monthly meetings



15 members
6 meetings

300 CHF membership
>10 KCHF commitment

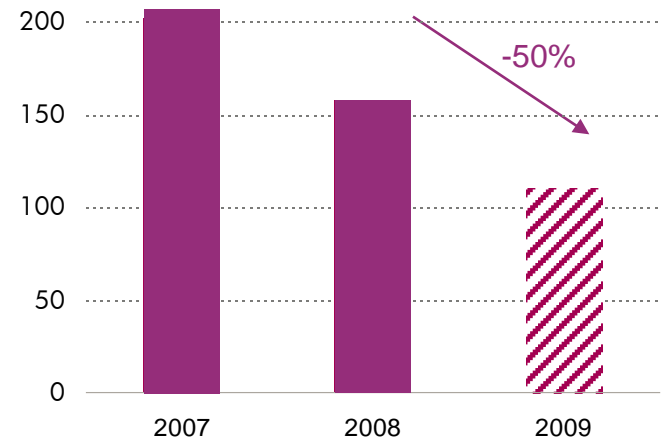


→ Targets 2010

Background : VC/angel investments

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

VC investment in Switzerland



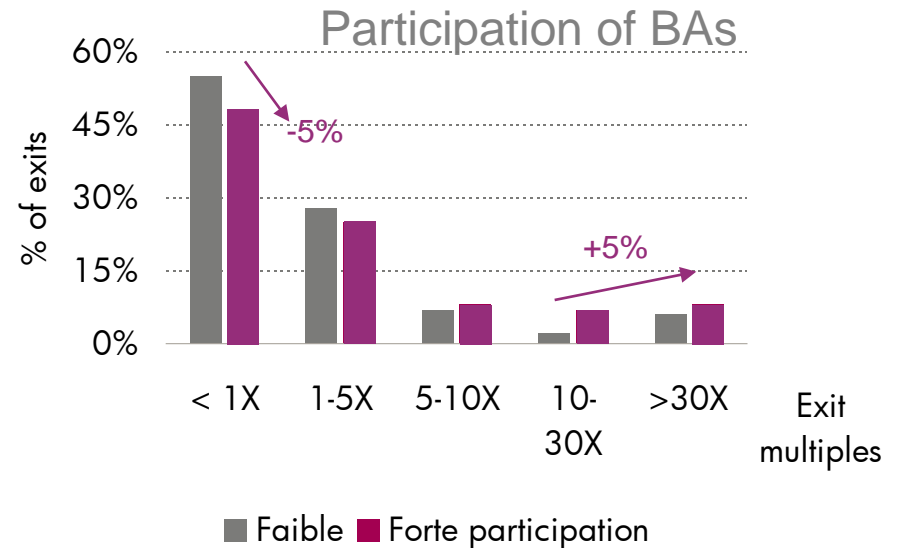
IRR of ETHZ start-ups 1980-2007

Funds	IRR %
EU top 10%	16%
US top 10%	37%
ETHZ as a 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)

Contribution of A³ Angels

- Seed finance : with experience to grow chances of success



- Mentoring : adapt models from anglo-saxon Universities

100K MIT alumni → 25,000 start-ups

	Emplois	%
	1'000-10'000	2%
	< 1'000	98%

Sources : Source : Kauffman Foundation Nov 2007, N= 86 angel groups = 539 individual angel investors. Edward B. Roberts and Charles Eesley, MIT Sloan , February 2009



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.