

Background information

The high-tech business incubator Technoport provides companies with access to resources that entrepreneurs and small companies typically lack. Our objective is to provide the best conditions in Luxembourg to achieve growth & success.

As an organisation within the CRP Henri Tudor, Technoport has developed services and infrastructure to accelerate the growth of promising, high potential projects and companies in Luxembourg. Technoport has a current network of 27 SMEs.

Technoport News is split into four sections:

- Company Profile** A feature on one of the exciting companies in our network
- Company News** A condensed version of highlights from the companies within our Innovation Network
- Technoport Highlights** A brief overview of what has happened at Technoport over the last two months
- Incubator Status** How big is Technoport? How many projects, companies and people are involved?

Technoport is always looking for quality projects and businesses managed by determined, proactive entrepreneurs.

For more information, visit our website at www.technoport.lu.

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Company Profile: OneTree Technologies takes off!

We are happy to announce that OneTree Technologies became the 14th success story company of the incubator on 1st October 2009. The company has been accepted back in November 2004 and has since developed in a very efficient and sustainable business by acquiring strong competences and a core team able to drive the strategy in a coherent way without missing the right opportunities at the right moment. *"I'm really happy to see the development that the OneTree team has achieved over the last years. They have really found a good mix of business competences and internal research and development activities which make them stand-out in front of competition. I wish Denis Avrilionis and his team all the best for the future and thank them to have picked-us as partner back in 2004. It has been a great learning for us too"* says Diego De Biasio, Manager of Technoport.



OneTree Technologies specializes in capturing and structuring business knowledge then use such knowledge to create IT systems. OneTree's offering does not stop in delivering software: explicit and formalized knowledge is used, not only to produce software, but also to support strategic decision making and business change management. The uniqueness of their value proposition is the ability to cover the full scope, from business support to the implementation of high added value software systems. OneTree's approach is based on uncovering the client's knowledge. This invaluable task can be used to help clients attain their organizational goals. *"OneTree's starting point is to understand the business pains and where the clients want to go. From day one OneTree's modelling and technology specialists, work with the client in the field to understand the business, set the objectives and clearly define tangible outputs."* says Vincent Rosener, Senior Business Analyst at OneTree Technologies. Based on a well establish methodology OneTree consulting teams propose solutions with clear implementation timetables and tangible outcomes, always in line with the business objectives and vision. The result is creation of reliable solutions to complex business problems in a strictly controlled manner.

OneTree's offering in the domain of business and IT consulting has recently been complemented with commercialization of a product in the domain of VAT Refund at pan-european level. *"Our Vat Refund Core Asset (VRCA) is a major milestone in the development strategy of our company"* says Eric Grandry, Chief Architect of OneTree Technologies. *"VRCA is a product targeting government customers. It complements naturally our consulting offering. Our methodology puts the focus on business knowledge therefore breaking the barriers between IT consulting and IT software companies"*.

To keep at the forefront of technological developments the company is also regularly involved international research events. Jean-Marie Favre, Principal Scientist at OneTree Technologies says: *"During last November, with Grady Booch, chief scientist at IBM and some other colleagues, we organized the 1st international workshop on Software Engineering 2.0. Our goal was to elaborate on a common vision for the next century: the fact that people, should be considered at the centre of software industry. We at OneTree believe that companies of the future will be the ones that focus on modelling knowledge and software, those that realise that software is made BY and FOR people."*

Field of expertise:	business modelling (government, finance); model driven engineering; knowledge management
Employees:	20
Clients:	European Investment Fund, Reuters Financial Software, Ministry of Finance (Luxembourg)
Geographical coverage:	Europe
Contact details:	OneTree Technologies S.A. ; Airport Center, 5 Heienhaff; L-1736 Senningerberg; Luxembourg, Tel. +352 27 03 55 10

Company News

15th October 2009

Vodafone Qatar signs FMS deal with XINTEC

Qatar's newest communications company announced today its decision to implement the evolutionary fraud management system – FMSlite™ - from XINTEC SA, an up-and-coming global provider of fraud management, revenue assurance, and roaming solutions. As Vodafone introduces full quadruple-play (wireless, fixed-line, television and broadband) services to Qatar, protecting the network from potential abuse from the earliest stage is critical to ensuring a rapid and healthy subscriber uptake.



This recently launched fraud management platform will bring immediate benefits to the network with its ability to detect suspicious behaviour and prevent network abuse in near-real time. Enjoying accreditation from the Vodafone Group, XINTEC has pioneered the concept of a lightweight, yet powerful and robust fraud management system (FMS) designed to detect fraud at multiple levels (pre- and postpaid, home network, roaming, fixed-line, etc) making its FMSlite™ the world's first converged platform of its kind. *"The choice for FMSlite™ was clear for several reasons, not least that we get all the functionality we need from a fraud management system without the show-stopping costs we see all too often"* commented Rob James, Head of Fraud, Risk & Security at Vodafone Qatar. *"We're delighted at Vodafone Qatar's decision to appoint XINTEC to combat fraud and protect the profitability of their business"* said XINTEC CEO Sean Killeen

For more information: www.xintec.com

15th November 2009

Onformonics announces first US client and seed financing

Onformonics is thrilled to announce that they have just closed their first deal with a US customer (QSA) SecurityMetrics. This deal is an output of a promising sales pipeline which includes right now also large merchants and payment service providers in countries like Spain, France and the Nordics. On top of that the company has also officially received their seed capital funding from AIB and Enterprise Ireland. This means more people will be hired on both the Irish and Luxembourgish side and facilitate quicker development of their second product the Compliance Monitor Gateway.



Additionally to this Onformonics is providing the trainings in South Africa for Visa on PCI DSS, starting end of November. This is a great recognition and exposure of their expertise and methodology within the industry.

For more information: www.onformonics.com

8th November 2009

Jamendo on Facebook!

On November 8th Jamendo announced the breaking news that the jamendo application was up and running on Facebook. Users can synchronise their jamendo and Facebook accounts in just a few clicks, and let their friends on both sites know what music they're discovering, sharing, playlisting. In addition to linking their accounts and posting their Jamendo activity on Facebook, when they install the Jamendo application for Facebook, they can search for music, listen to it, add it to their favorites and share whatever they do with their friends, straight from their Facebook account.



Users can also use the Jamendo application to directly link a track to illustrate their status updates just like they would link a video or url, only this feature comes with a complete search engine too! Pick a genre, a mood, a keyword, and find a Jamendo track that fits your status perfectly. New statistics: 27291 published albums; 180569 album reviews and 662549 active members.

For more information: www.jamendo.com and www.jamendo.pro

Technoport Highlights

27th October 2009

Entrepreneurship Evening at Technoport

Our fourth entrepreneurship evenings of the year took place on October 27th and we had the pleasure to welcome Sylvain Zimmer, CTO and founder of Jamendo (www.jamendo.com). His talk was focussed on the step right after having found traction with a VC and starting the process of negotiating shareholder agreements and the specific terms and conditions. He gave a very good overview of terms like pre-money and post-money valuation; the difference between preferred and common shares; liquidation and sale preference; first money out; drag- and tag-along; the different rights of first refusal, first offer or replacement offer and finally the ratchet clause. He then switched to more specific clauses for the entrepreneurs like the good or bad leaver clause or others like the no disposal or transfer rights. The final part of the speech was more targeted on what they achieved since then and the different lessons learned. There was a great interaction with the audience for a topic which is always of interest to start-ups. This ends 2009 entrepreneurship evenings. See you then next year for further *"Lessons from entrepreneurs to entrepreneurs"*.

For further information contact diego.debiasio@tudor.lu

28-29th October 2009

Setting up Seed Funds: models, know-how and key success factors

Accessing start-up and growth finance has always been difficult for innovative businesses. To help start-ups access equity funding is recognised a key challenge by many business incubators. To address this issue, Technoport has joined the seed funding working group of the ACHIEVE MORE European partnership. In October, a first meeting of early stage investors, incubators' and ICT clusters' representatives was organised in Delft. Delegates discussed the possibility to set up incubator-based seed funds and stimulate the development of early stage finance by linking incubation activities and specialised equity funds based on a leading-edge and substantial deal flow.

For further information contact catherine.delevoeye@tudor.lu

3rd November 2009

Successful Web positioning conference at Technoport

On 3rd November a mini-conference about the basics of how to use search marketing to develop the business was organized at Technoport with eTeamsys and BusinessQuests presenting. Around 35 participants attended this event. Mike Mitchell, eTeamsys' CEO, spoke about the challenges and the major trends affecting search marketing, with a highlight on e-reputation. When speaking about e-reputation he showed on a concrete example how search results can vary between two businesses in a given industry with different reputations.

That was pretty interesting and you should look at the slides with evidence of the difference between the search results of these two players. Now you might ask what the impact may be since these are B2B players and their business is unlikely to be affected by that kind of results as industry insiders will filter out the noise.

Well, it may well affect the ability of the organization to recruit talent (remember how people became uncomfortable saying they were working for Philip Morris a few years ago or how people working for virtually bankrupt investment banks were being very discreet about that last year?). And since there is a war for talent and these organizations do need good IT people, there may be an impact. At any rate you certainly do not want your brand to be tarnished even if that can boost your PageRank, right?

Alex follow-up speech was highlighting the imperative of aligning online strategy to overall business strategy, the scarcity of human attention, how to consider people when publishing content online, especially when you want your ads to get clicked and to lead to actual commercial results, the need to think in terms of audience, experience and influence when defining your approach to search and more largely your online presence and what can be done in the field of analytics in terms of audience profiling, content performance and ultimately business performance. The two sets of slides are to be found on the link below and thanks to Alex for this contribution.

For further information <http://blog.businessquests.com/2009/11/slides-from-the-conference-at-technoport--1.html>



10th November 2009

Xintec makes his way into the final of the Eurecan European Venture Contest

On November the 10th it was held at PriceWaterhouseCoopers headquarters for the first time in Luxembourg a semi-final of the Eurecan European Venture Contest (EEVC), a summit that showcases the most promising high-tech companies in Europe in the fields of ITC, Clean Technologies and Life Sciences. The contest aims to enhance the competitiveness and growth in Europe and this semifinal in Luxembourg put particular focus upon the 'greater region area'. 24 companies presented in front of the jury their projects with the goal of being one of the selected to compete in the great final of Barcelona in early 2010.



The EEVC is more than a business competition; it is also a gathering for companies seeking opportunities regarding investments, visibility and partners. Technoport was a supporting partner of the contest and four of our start-ups presented their businesses with the hope of moving forward in the competition. Monitor-IT competed in life sciences presenting their telemonitoring solution for patients suffering from heart failure; the rest of our participants presented their projects to the ICT jury: GentleSecurity showed their solution to prevent information leaks inside companies, Onformonics pitched about their suit for compliance management and finally Xintec introduced their anti-fraud solution for mobile operators. Apart these four companies which are currently hosted at Technoport, it was also competing one of our success stories, Conostix, which presented their managed security services. When the time came to announce the winners, Xintec was recognized as one of the top 10 companies and as such it will get a free ticket for a presentation slot in the European Venture Summit November 30th in Düsseldorf, together with Monitor-it that won his ticket already earlier this year. This event is the previous step to the final in Barcelona. Congratulations to them and good luck in Germany!

For further information contact Pablo.alonso@tudor.lu

16th-17th November 2009

Practical IP management: how to prepare and negotiate successful valorisation of technologies

Technoport attended an intensive and practical licensing course focused on the drafting of efficient and rewarding technology transfer agreements. Strategic issues to discuss were highlighted in terms of scope, financial terms, future rights, warranties, confidentiality and commercial issues. 10 experienced patent attorneys, licensing practitioners and IP litigation lawyers provided cases and exercises to the audience, providing support in terms of negotiation with other parties and drafting of successful deals. Very valuable tips and tricks in terms of valorisation, due diligence, licensing terms and litigation issues could be derived from peer-to-peer interactions and small group discussions, covering the entire process of IP development, use, transfer, marketing and management in organisations with different strategies and business scopes.

For further information contact catherine.delevoye@tudor.lu

18th – 19th November 2009

Technoport invited speaker at the EIROForum Technology Transfer Conference

On November 18th and 19th Technoport was pleased to have been invited as speaker to one of the round tables of the *Technology Transfer and the European Research Area* conference held in Heidelberg at the EMBL premises. It has been a fantastic opportunity to discover some Tech Transfer models implemented in different institutions around Europe. One of the most impressive is certainly the one of EMBL itself. They have build a very coherent eco-system around research and development, technology transfer and even seed funding which shows some great results and also a multiplier effect on further financing rounds for their projects. Definitely a model to learn from even if it is a very specialised sector.



The panel-session where we had the chance to briefly present our views from an incubator perspective on the function of Technology Transfer was mainly on "*Financing Technology Transfer: bridging the gap*". The panel was composed by an Angel investor, a Seed-Fund Manager, a representative of EIF, the tech transfer manager at ESA and us. The panel was animated by Dr. Bernd Geiger from Triangle Ventures Capital Group Management.

All participants agreed to say that the recommendations of the EU in terms of Knowledge Transfer activities are certainly going in the right direction but that especially for a valorization of IP through a spin-off model you need to have a financial eco-system that supports it and that this is still a challenge for primarily the seed phases. Very interesting in this context was the feedback given by the EIF which used different examples to explain funds associated to technology transfer activities and some of the myths regarding the efficiency of US actors that are leveraging their results much more on the overall eco-system they are acting in then really on the tech transfer activity.

For further information visit the website: www.embl.org/events or contact diego.debiasio@tudor.lu

26th – 27th November 2009

The Salon Contact takes place one year more

This year companies in Luxembourg had again an opportunity to present their business to the world. In the middle of an economic crisis with companies struggling to do business a salon is one of the best places to learn more about your customers and prospects, to share their opinion about your products and services, to expand your book of contacts and to learn about new techniques, solutions, innovations and services; in resume, to do business.



Apart from exposing your company the Salon Contact also offered the opportunity to meet potential partners and make new contacts thanks to the b2fair platform, a matchmaking event with a vis-à-vis interview format. Also, in parallel to the Salon, the Chambre de Commerce organized the “Journées Création et Développement d’Entreprise” with workshops, conferences and chats.

Technoport was present in the Salon with a stand shared with Luxinnovation and 1,2,3Go under the slogan “Le Luxembourg, force innovatrice au cœur de la Grande Région”. In this stand we assisted future entrepreneurs explaining them the different resources available in Luxembourg in order to start up their own business and this year we could appreciate more people coming to us than in the previous edition; hence it might be true that a time of crisis is a time of opportunities! In our stand we also offered space for exhibition to our companies and we could see our colleagues from Wordbee pretty busy with meetings all day. Next year we will be back in Salon Contact 2010, so don't miss this opportunity to boost your business.

For further information contact Pablo.alonso@tudor.lu

Incubator Semester Status: Facts & Figures of Technoport

Location & development

• Available space for high-tech companies	1,000 m ²
• Occupation rate	87 %
• Actual average tenancy period	3.9 years
• Number of companies accepted by the board of directors since 1998	47

Technoport Innovation Network Development

• Number of companies within the Technoport Innovation Network	27
• Hosted companies	13
• Success stories	14

Companies' Employment & development

• Total employment	257
• New jobs created in 2009 (first semester)	24
• Number of subsidiaries abroad	10
• Total amount of VC money raised until 2009	19.5 M euro
• Cumulated turnover in 2008	24.5 M Euro

Expertise and synergies development

• University internship positions & PhDs	18; 4
• Co-operation with CRP Henri Tudor (R&D projects or other)	10
• Inter-company synergies created	20

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