

## 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 26 SMEs.

Technoport News is split into four sections:

<b>Company Profile</b>	A feature on one of the exciting companies in our network
<b>Company News</b>	A condensed version of highlights from the companies within our Innovation Network
<b>Technoport Highlights</b>	A brief overview of what has happened at Technoport over the last two months
<b>Incubator Status</b>	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](http://www.technoport.lu).

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## Company Profile: Codasystem takes off!

Technoport is proud to announce that Codasystem has successfully left the incubator on March 1st as 15th success story. After having been officially accepted back in 2006 the company was able to secure several investment rounds and develop a stable and constantly growing client base. CodaSystem provides the first integrated solution of digital proofs creation – the Shoot&Proof software. This innovation has got numerous awards like the Top Innovator GSMA award, the Red Herring 100 award, the Orange Innovation Trophy award and many more. The Shoot&Proof flagship product is based on the most advanced security technologies (Cryptography, Steganography, Audiovisual Watermarking, Digital Signature and Time Stamping). The technology works on latest-generation smartphones, PDA, I-Phone and Blackberry.



The pictures are geo-localized (via satellite, GSM triangulation or WIFI triangulation) time-stamped, tattooed and signed by the authors. Service providers can use such pictures to have a legal proof of their services or as a control mechanism when outsourcing activities. The software allows any professional to prove what has been done, when, where and by whom, by means of a single encrypted and secured picture. Clients can benefit from the convenience of digital documents while avoiding any risk of divulgation to non-authorized third parties or modification of the content. The only alternatives to these digital proof pictures to date are heavy and costly certified or official statements and reports.

The incriminating evidence of CodaSystem's pictures has been certified by several legal and technical audits and is based on the total control of the production, encryption, archiving and diffusion process, and the conformity to the most advanced rules and norms concerning the signature, the exchange and the electronic storage of information. In this way, CodaSystem decided in 2007 to run on the ISO / IEC 27001 certification it obtained in early September 2008. CodaSystem was the first organization in Luxembourg to be certified ISO/IEC 27001 to bring the proof of its safety processes and increase the trust of its customers.

The company's innovation has already been rewarded on the market by quick adoption of its technology in specific target industries. Already present in the construction, real estate and security business, CodaSystem enables its customers to gain from the benefits of digital tools while reducing risks and costs often associated with their usage.

### Key numbers and dates

<b>2005</b>	<b>Accepted at Technoport; development of the mobile version of the software; involvement in the European CANTATA project together with CRP Henri Tudor</b>
<b>2006</b>	<b>First financing round of 2 M euro with OTC Asset Management that joins CapDecisif (a Région Ile de France based seed fund) in the shareholding structure</b>
<b>2007</b>	<b>Signing of contracts with major references in distribution, services and public organisations</b>
<b>2008</b>	<b>Second financing round of 3 M euro with Seventure Partners</b>
<b>Employment</b>	<b>22 persons out of which 10 in R&amp;D</b>
<b>Clients &amp; activities</b>	<b>More than 30 major client references, 15.000 pictures / month and a fleet of more than 4000 mobiles equipped with the Shoot&amp;Proof technology</b>
<b>Contact details:</b>	<b>Codasystem Luxembourg ; Frédéric Vanholder, Managing Director, 47 rue de l'Alzette, L-4011 Esch-sur-Alzette ; Tel : +352 20 40 21 00</b>
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<b>More information</b>	<b>www.codasystem.com</b>

## Company News

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9<sup>th</sup> March 2010

### New Epuramat investor from the real estate business

Contern, 9 March 2010 - The cleantech company Epuramat has acquired a new investor: Pitt Pirrotte is a founding member of Property Partners, the largest real estate consultant in Luxembourg, and a member of the Cushman & Wakefield Alliance. With Pitt Pirrotte's support, Epuramat will now also focus on wastewater treatment solutions for sustainable buildings and residential areas.



Along with his financial commitment to Epuramat, Pit Pirotte will also become involved in the development and implementation of the company's strategic direction. For Epuramat, the ability to provide complete water treatment systems for green buildings and residential areas opens up a new and important customer segment. *"Builders place great importance on the advantages offered by Epuramat technology as compared to conventional treatment systems. Epuramat treatment systems can achieve space savings of up to 90%. And space is money! In addition, the facilities are completely enclosed, thereby preventing odor and noise pollution as well as aesthetic problems"*, says Pitt Pirrotte about his decision to become a minority shareholder in the cleantech company. As for himself, he is planning to integrate Epuramat water treatment systems in future building projects.

Epuramat did also present, as part of the Luxembourg community booth, its concept for closed waste water treatment systems at the Cannes real estate fair MIPIM from 16<sup>th</sup> – 19<sup>th</sup> March 2010.

For more information, visit [www.epuramat.com](http://www.epuramat.com)

15<sup>th</sup> March 2010

### Clariance Sàrl: a new innovative company at Technoport®

Clariance Sàrl has been officially accepted into Technoport® business incubator. Clariance Sàrl is the 50<sup>th</sup> company that has been accepted since the creation of the incubator back in 1998. The company brings IT monitoring solutions closer to Small&Medium Businesses which cannot afford the cost and complexity of implementing a monitoring system but need to have their IT under control. Clariance offers a SaaS (Software as a Service) solution that will monitor IT in a simple way for the customer with important TCO savings plus offering relevant information for the strategic decision makers.



Putting in place a monitoring system requires high financial cost and specific IT skills and competences thus only large companies are in a position to afford the complex systems offered by players like IBM or HP. And on the other edge these solutions many times largely exceed the needs of SMEs that find a product that is not suited for their specific IT infrastructure. Clariance offers a scalable and simple product where customers will only have to install a seamless agent in their systems; then a centralized managed monitoring system will gather the information from the agents and will build upon it meaningful information for the CXOs of the company. Clariance not only removes the financial burden and the lack of expertise but also provides a powerful tool to measure the performance of the IT and to plan future needs of capacity.

Clariance's founders are experts in the domain of IT and monitoring solutions with 25 years of experience in key multinational players in the field with strong technical and managerial competences. Technoport® welcomes this new arrival, which takes the number of hosted companies to 14, added to the 15 companies that have successfully left the incubator since the end of 2000.

For more information visit [www.clariance.lu](http://www.clariance.lu)

31<sup>st</sup> March 2010**MusicMatic acquires Jamendo**

On March 31st Jamendo announced that European music broadcasting and technology-company MusicMatic has purchased the entire stake investor Mangrove Capital Partners held in the start up. This news seems like a good fit: MusicMatic was already one of Jamendo's major clients and it's main activity consists in managing the broadcasting networks of audio and video content in retail outlet chains and other physical points of sale.



The company will now continue to look for additional capital to keep Jamendo's business running. It will expand its commercial network throughout Europe and also plans to release a new improved and innovative product by the end of this year. Jamendo today represents about 18.000 artists and over 32.000 published albums that are available for free to the general public. The Jamendo Pro catalogue is offered to professionals who are able to purchase a global license at a fairer price than usual. Jamendo is taking charge of paying back a part of the rights directly to the artists. Alexandre Saboundjian, founder and CEO of MusicMatic, will take the lead of the combined entity – former Jamendo CEO Laurent Kratz will retain his Chairman position

For more information: [www.jamendo.lu](http://www.jamendo.lu)

31<sup>st</sup> March 2010**Sudstrom selects PubliFlow® from in-edit.**

PubliFlow®, in-edit's innovative multilingual mass publication generation, personalization and management tool, has been selected by Sudstrom to manage invoicing and direct communication processes. "It is a great pleasure for the two Esch/Alzette located companies to finalise this partnership. We look forward to enhance Sudstrom invoicing and direct marketing processes!" says Patrick Hein, CEO in-edit.



Sudstrom, who recently launched its brand new internet site, is strongly developing green energy via Terra and Terra Invest. Sudstrom products are constituted mainly of electrical energy produced on base of hydroelectric installations and wind turbines. PubliFlow® will be the perfect lift to promote Sudstrom modern and ecological energies, while allowing paper usage reduction.

For more information: [www.in-edit.lu](http://www.in-edit.lu)

**Technoport Highlights and Partner events**11<sup>th</sup> March 2010**Plugg conference and (still) *The Art of Pitching!***

As last year we were happy to be able to attend the Plugg conference, held at the Belgacom surf House in Brussels. A very well-organised event also widely known as the conference where the top European start-ups, entrepreneurs, investors, pundits, trade press & bloggers annually meet up to discuss the current and future state of the Internet and mobile industry in Europe. The most interesting part of it being of course the start-up rally where twenty of Europe's most exciting web & mobile start-ups had the opportunity to pitch to a broad and mixed audience.



In addition to the start-up competition Plugg also invited international executives (this year from Nokia, Opera Software, Index Ventures, Duval Guillaume, eBuddy and many more) to give some presentations. You can access the list of selected start-ups on the website (see link below). As last year we could notice that some of these companies had a hard time to do the 2 minutes pitch. This is of course not an easy exercise and only some of them really made it to communicate the right message to the audience and the jury. The overall winner was Fits me! a

virtual fitting room for online clothing retailers. The company has brought together competences from diverse fields ranging from apparel design and anthropometrics to IT, robotics and mechanics. The base technology was largely developed. It is backed by VC and has won various European Union science grants.

The audience award went to Raz\*War which indeed made a very interesting presentation. Raz\*War's idea is born in the mind of Pierre De Nayer who was feeling robbed each time he was buying razor blades at the supermarket. He believes everyone willing to shave should be able to do so at an affordable price with the high level of quality the skin deserves. The Raz\*War spirit is revolutionary in its gene since from day one the objective is to fight against the supremacy of big brands on that market.

For more information please visit: [www.plugg.eu](http://www.plugg.eu); <http://fits.me> and [www.razwar.com](http://www.razwar.com)

23<sup>rd</sup> March 2010

## Entrepreneurship evening at Technoport

It was a pleasure for us to welcome Tanguy Lesslin on March 23<sup>rd</sup> to one of our 'Entrepreneurship evenings'. Tanguy has gained a broad experience in setting up businesses over the last years. He is a former consultant at The Bosten Consulting Group, former managing director of a VC funded company (Tekora), founder and majority shareholder of CV Premium (leading resume writing service in France ([www.cvppremium.com](http://www.cvppremium.com))) and most recently founder and CEO of Sokoz a new Live Shopping concept based on a real time descending auction system ([www.sokoz.com](http://www.sokoz.com)).



He made a very interesting speech around *"Some tough questions for the entrepreneur : how they were addressed looking at 3 start-up projects"*. Topics tackled went from recruiting the right team (he made a very good point on the value of references if you really check them), things to think about when you are a team of founders vs a founder (in terms of divergent interests developing over time and the importance to have some written rules – sth. that several entrepreneurs of Technoport could probably confirm too); what kind of investor to bring on board VC vs. BA, the importance or not of IP vs not IP and finally things to consider when launching a brand.

The next entrepreneurship evenings should take place beginning and end of May with again some external entrepreneurs and business angels sharing their own 'lived' experiences in innovative businesses.

For more information contact Diego De Biasio at [diego.debiasio@tudor.lu](mailto:diego.debiasio@tudor.lu)

26<sup>th</sup> March 2010

## Technoport invited to present itself at the Sacred Heart University Luxembourg!

On Saturday 26<sup>th</sup> March Technoport had been invited to present itself in front of the MBA course on Entrepreneurship at the Sacred Heart University in Luxembourg. The talk was structured around the National System of Innovation concept and the role of business incubators within such a system. Technoport's business model and services were described and at the end there was a small game based on real-case company scenarios (successful and unsuccessful one's) to show to the participants that the business plan is certainly an important and necessary exercise before launching a company but that the implementation of it is always more challenging and bringing either new opportunities but sometimes also not!



This has already been the third year that Technoport was invited to present to this course and it was interesting to get a feeling of the profiles of the candidates which were quite diverse in terms of industry backgrounds and nationalities confirming the multi-cultural environment that can be found here in Luxembourg.

For more information: [www.shu.lu](http://www.shu.lu)

27-29<sup>th</sup> April 2010

## Technoport attends The Next Web conference in Amsterdam

The Next Web Conference was founded by Boris Veldhuijzen van Zanten, Arjen Schat and Patrick de Laive in 2006 and has been successful in every edition. It has grown out of the need to bring the professional web industry together in Europe. Now 5 years later 1200 influential Internet professionals come together in Amsterdam for 3 days of inspiration, business and a lot of fun.



The Next Web conference is known as one of the best networking events in Europe. They'll welcome a blend of decision makers from the European & American Internet scene, technology entrepreneurs, start-ups, innovators, along with venture capitalists, industry journalist, bloggers, and senior level executives. The Next Web is essential for anyone who is interested in the future of business. Check out their program and particularly The Next Web PayPal X Startup Rally. Looking forward to it!

For more information visit <http://thenextweb.com>

## Incubator Semester Status: Facts & Figures of Technoport

### Location & development

• Available space for high-tech companies	1,000 m <sup>2</sup>
• Occupation rate	85 %
• Actual average tenancy period	3.9 years
• Number of companies accepted by the board of directors since 1998	50

### Technoport Innovation Network Development

• Hosted companies	14
• Success stories	15

### Companies' Employment & development

• Total employment	194
• New jobs created in 2009	45
• Number of subsidiaries abroad	8
• Total amount of VC money raised until 2009	20.3 M euro
• Cumulated turnover in 2009	10.2 M Euro

### Expertise and synergies development

• University internship positions & PhDs	15; 3
• Co-operation with CRP Henri Tudor (R&D projects or other)	11
• Inter-company synergies created	13

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