

Background information

The high-tech business incubator Technoport provides 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 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: Jamendo & Technoport awarded at the EBN annual congress!

For this month's edition we are pleased to share this section with Jamendo, one of the 16th companies that left the incubator successfully and that has recently been acquired by MusicMatic (B). If you remember well in our last edition we announced that the European Business and Innovation Centre Network (EBN) had shortlisted the finalists for their annual congress taking place in Burgos (Spain). Jamendo was selected for the collaborative models competition. Jamendo is a community of free, legal and unlimited music published under Creative Commons licenses. All music on Jamendo is free to download and licensed through one of several Creative Commons licenses or the Free Art License, making it legal to copy and share, as well as to modify and make commercial use of for some, depending on the license.

EBN was set up in 1984 as a joint initiative of the European Commission, European industry leaders and the first pioneering Business and Innovation Centres. EBN is now the leading non-governmental pan-European network, an umbrella organisation bringing together 200+ Business & Innovation Centres (BICs) from around Europe and beyond. BICs are professional organisations which promote, stimulate and develop entrepreneurship and innovation in SMEs at all stages of their development, through a comprehensive incubation process.

Depending on the characteristics of the territory and the existing business support organisations already present, BICs may focus on fostering the creation of new innovative enterprises and/or developing innovation in existing enterprises, with the goal of contributing ultimately to regional/local economic development, competitiveness and growth. The network is therefore bringing together over 200 BICs from all around Europe and beyond. It provides help and support to the members by acting as an interface with other organisations including the European Commission (which officially recognises EBN), by providing expertise in numerous areas and by stimulating the sharing of best practices. Technoport is a Full member of EBN since 1998 and also representing Luxembourg in the Board of Direction (since 2006) as well as the Executive Board (since this year).

This annual congress was held under the theme of "Challenging recession with smart entrepreneurship". The awards decisions were a mix between the evaluations of a small pool of experts (50%) and the audience (50%). One of the measured criteria was also the interaction the company had with the BIC that supported it. We are of course very happy to announce that the "Jamendo/Technoport" duo made it and that we won the award in the collaborative models section. Thank you to those who voted for us! You can have a look at all the presentations by visiting the website indicated below.



Jamendo Key facts

Published albums	37.504
Active members	824.807
More information	www.jamendo.com & http://pro.jamendo.com/en/

EBN Key facts

Members	200+
More information	www.ebn.eu & http://www.ebnburgos2010.com/DisplayPage.aspx?pid=50

Company News

1st June 2010

First Awards for PubliFlow®

On June 1st 2010, in-edit has participated to its first regional fair & forum in Strasbourg, the “Devcom Alsace” at the European Congress Center. Devcom is a great opportunity to discover new & innovative solutions related to marketing and commercial development, gathering some of the most important European actors in terms of marketing and commercial development solutions.



In-edit took the opportunity to participate to three different contests: “Commercial Development”, “Innovation” and “Marketing & Communication”. Thanks to our solution PubliFlow®, we classified respectively 1st, 2nd and 3rd in these three contests. The interesting particularity of the Devcom fairs and forums is to give to all participants the opportunity to complete a live demonstration of the advertised tools in front of a well qualified jury. PubliFlow® had the added value to enable fast and personalized live demonstration of documentation generation and customization.

For more information visit www.in-edit.lu and <http://www.devcom-alsace.com/>

15th June 2010

Gentlesecurity awarded at the 2010 CYEL contest!

On June 15th, the Junior Chamber International of the Grand-Duchy of Luxembourg (JCEL, Jeune Chambre Economique du Grand-Duché de Luxembourg asbl) organized the fourth award ceremony of the “Creative Young Entrepreneur Luxembourg” during which the winner of the 2010 edition was announced.



Andrey Kolishchak, Managing Director of GentleSecurity Software S.A., which provides next generation data leak prevention software, was awarded the third place of this year’s contest. The prizes have been handed over in presence of Mr. François Biltgen, Minister of Higher Education and Research, by Mr. Carlo Thill (BGL BNP Paribas), Mr. Laurent Grençon (ATOZ), Mrs. Sophie Krauss (Editus), Mr. Yves Kemp (KPMG), Mr. Thierry Borçeux (ADFRS), Mr. Paul Valet (P&T) and Mr. Marc Faber (BIP Investment Partners). Furthermore, the JCEL has named the three finalists of this year’s to be the ambassadors of Luxembourg at the Creative Young Entrepreneur Award world finals to be held next November 2010 in Osaka in Japan. The Luxembourg finalists have been selected by a jury of 11 professionals, all partners of JCEL.

For more information visit www.gentlesecurity.com; www.icluxembourg.com; www.cyel.lu

1st July 2010

Jilbee signs with SES Astra

The world’s pre-eminent satellite operator, SES, has selected Jilbee to build e-learning material to train its employees on topics of computer security which are of specific importance to SES. By adding SES to its client list, which already include BCEE, the Ministry of Education of Luxembourg, the Ministry of the Economy, CRP Henri Tudor to name a few, Jilbee has firmed up its position as the leading e-learning company in Luxembourg.



Jilbee’s clients, which are based in Europe and in the United States, range from large industrial companies to small start-ups and from traditional engineering companies to some of the largest e-commerce companies in the world. Jilbee uses its expertise in e-learning to help its clients reduce cost of training, reduce cost and time of deploying new products, reduce cost of providing product support, reduce risk of litigation, increase product adoption and improve sales capability.

For further information visit www.jilbee.com

22nd July 2010

Bogdan Serban becomes new CEO at Epuramat

Bogdan Serban has been appointed new CEO at the cleantech company Epuramat. The start-up and managerial experience of the new CEO will play a pivotal role in speeding up Epuramat's wastewater treatment system market development. In this function Bogdan takes responsibility for the company management and will become new member of the Board of Directors.



With this decision, the Luxembourgish cleantech company Epuramat relies on Bogdan Serban's many years of experience in the management of start-up companies. During his career, Bogdan was crucially involved into the development of IEE S.A. which has been founded in 1989. Today, the company is a global leader in automotive safety sensing systems with worldwide more than 1,400 employees. He developed several technical innovations for IEE which have been patented and successfully marketed. Bogdan graduated from Polytechnic Institute of Bucharest with a master degree in electronics and telecommunications. His technical background represents an additional significant gain for Epuramat to continue the company's growth.

Pitt Pirrotte, investor of Epuramat since the beginning of this year: *"With Bogdan Serban we gain an internationally proved manager."* Robert Dennewald, Angel Investor of the company: *"I warmly welcome Mr. Serban at Epuramat. By means of his substantial know-how in the areas of business expansion and technical research and development, he will place new strategic emphasises. This will strengthen the position of Epuramat as an emerging cleantech company. I would like to thank David Din for his pioneering work and tireless dedication to Epuramat."* Previous CEO and co-founder David Din steps out of the operative business of the company to start a new venture and remains shareholder. David comments: *"As a shareholder, I am confident that Bogdan's breadth of experience and strong leadership skills will turn Epuramat into a big hit"*. Addressing the company's development, Bogdan emphasizes: *"David's vision and relentless efforts have been quintessential to the establishment of Epuramat on the international cleantech scene. We are now able to build upon this foundation the future steps of the company's growth."*

For more information visit www.epuramat.com

26th July 2010

Trendiction plans further specialized IT recruitments in Crawling and Search to gear up its technology efforts

Less than one year after joining the Technoport, Trendiction is gearing up its technology investments with the planned recruitment of 3 additional engineers specialized in crawling and search technologies.



The version 2.0 of our platform will enhance the unique features of our current service, and closely meet the demands of the clients that Trendiction has been able to acquire on the German market.

The upgrade will specifically increase the speed, the filtering quality and the coverage of the Trendiction Web data service – by including even more relevant blogs, forums and news, by sorting out the 'noise' and 'spam' that increasingly pollute the millions of pages of customer generated content, and by reducing the time to seconds between publication and insertion into our databases.

The last months of operations and the numerous contacts with our clients and prospects also have strengthened our strategy to focus on collecting, filtering and storing the phenomenal amounts of publicly available data, whilst letting our clients concentrate on their own key business priorities, which is making sense out of the masses of data and integrating those into their existing applications. It also confirmed the attractiveness for our clients of our outsourcing solution in terms of cost reductions, which we estimate by a factor of 5 to 10. Indeed besides the rare specialized knowledge needed to set up a vast social media crawling and storing service, our clients save server, bandwidth, maintenance, consulting as well as software development costs and all the operational issues that go with it.

For more information visit www.trendiction.de

29th July 2010

SeeZam – Your personal e-Vault

Protect, share, transmit and leave nothing to chance! That is the leitmotif of SeeZam's virtual safe deposit service. Up to you to preserve your various sensitive info : secure them in a SeeZam ultra-safe e-deposit box!, accessible anywhere 24/7.



You can choose to share items / keep them confidential. And when something unexpected happens: no guesswork, no documents to hunt down for your loved ones, who avoid common costs and problems. SeeZam SA was set-up back in 2009 by Pierre Van Wambeke. The same year it got awarded at the inter-regional business plan competition 1,2,3 Go and raised some 300k in financing from private investors. The company then officially joined the Technoport on 15th July 2010 and announced a further milestone with financial support of the luxembourgish government on July 29th. SeeZam is the 51st company joining the incubator since June 1998.

For more information visit www.seezam.com or info@seezam.com

Technoport Highlights

22nd June 2010

Initiatives flourish for creative entrepreneurs

Technoport was invited in Brussels to the European Cultural and Creative Industries Summit 2010 which brought together policy makers, support organisations and entrepreneurs to foster debate and networking in the field of culture, creativity and digital technologies. The event was the occasion to establish collaborations with cultural incubators and discuss new services for creative entrepreneurs in the fields of software, media, music, film industry, design, fashion, visual arts, culture and communication. If you are involved in creativity and innovation and are interested in exchange opportunities, industry reports, best practices, events, support or direct access to businesses, people, and facilities in the field of art, culture or copyright-based technologies, do not hesitate to call upon existing networks of incubators and support organisations. Creative businesses offer very strong potential for internationalisation and growth in knowledge-based economies, and should make use of value-added services and professional contacts to leverage this potential.

For more information: please contact catherine.delevove@tudor.lu

28th June 2010

Third Entrepreneurship Evening at Technoport

We were very happy to have Mrs. Hedda Pahlson-Moller as speaker for the June event. Hedda is an entrepreneur and a business angel. Her portfolio includes a global 2000+ FTE research & analytics firm, a multimedia/publishing company and a mobile applications company.



In terms of background, after failed attempts to save the world in the Embassy/NGO domain, she started her 'dog years' in the corporate world as a Business Programs Manager with Hewlett Packard's financial operations, learning how to write 'save-your-ass memos' and mapping out how big companies spent money. A stroke of luck (plus some help from an MBA) led to her first business in IT recruitment selling for enough to launch an offshoring consulting company and some capital to invest in other start-ups. Starting your own business is a different ball game than investing in others – particularly without formal structures to guide the engagement. Each relationship requires different kinds of attention, and certainly some more than others. Hedda's talk focussed on a snapshot of it's portfolio which includes one great success, one major flop, and two companies rolling onwards. Hedda was happy to share some lessons learned from her 7 years dabbling with start-ups. She pointed out some of those like making sure that there is a red thread in the investments, anticipate worst case scenarios, to take it slow – investing can indeed be like gambling (addictive and dangerous! Of course if you have the money ☺). She ended up by saying that one of her drivers and motivations to become a business angel was also that she felt to have been extremely lucky in her business life and that she wanted to share that luck with other entrepreneurs that had great ideas and needed some specific support to realise them. Thank you again for this talk Hedda and all the luck for future investments!

For more information contact Diego De Biasio at diego.debiasio@tudor.lu

27th July 2010

Fourth Entrepreneurship Evening at Technoport

For the July event we welcomed Per-Fredrik Hagermark. He is a serial entrepreneur who has spent his entire professional career either as an intrapreneur or entrepreneur in a diverse number of companies from NASDAQ listed corporations to start-ups. Since 2001 his sole focus has been mobile applications and services.



In 2007 he founded Acemob in an MBO from Aspiro AB, a public Swedish company in mobile entertainment. Per-Fredrik is a popular speaker at various business events. In 2010 he will publish a book on entrepreneurship as a lifestyle. During his talk Per-Fredrik went through different lessons he learned as entrepreneur and shared some experiences with the audience. He started his talk by stressing one important element in his eyes which is that 'it is only you who can motivate yourself'. When deepening this idea you could understand that for him it is thus important as a manager to be able to hire the right profiles fitting to this criteria – their own motivation. After that he walked through his 10 commandments (which were more than 10 actually!) he could draw based on his own experience. We will just pick out some of them here. They often seem obvious but aren't when you are an entrepreneur. Let's start with this one: 'Get a life!' – no need for further explanations I guess. 'Work with things you understand and are passionate about' – do not just follow trends or hypes, usually this doesn't really work out at the end. A last one is 'Expose yourself to opportunities' this one I like as it is a commandment that entrepreneurs often tend to underestimate in terms of return on investment. Of course if you do this you have to make sure that you 'keep your promises' in terms of delivery and service quality. Like the event in June the discussion afterwards was a further opportunity to deepen some of these thoughts. Watch out for the event in September which should take place on Tuesday 21st. Same place, same time!

For more information contact Diego De Biasio at diego.debiasio@tudor.lu

31st July 2010

Thank you Pablo!

Technoport would like to thank Pablo Alonso for his contribution over the last 21 months. Pablo joined back in 2008. His background was ideally fitting the incubator world with a degree in Computer Science Engineering (Artificial Intelligence) from Universidad de Leon backed by a double MBA degree from ESADE (Barcelona) and the University of Texas Austin he got after having gained work experience for several years. After the MBA he worked for Oliver Wyman in the telecommunication sector and joined us to support entrepreneurship at the very early stages of development. He has closely worked with projects like Trendiction, Clariance, Onformonics, Wordbee and Xintec and actively contributed to some internal projects around entrepreneurship and training. We were very happy to have him on board and we wish him all the best in the new challenges he has chosen to take!

For more information contact Diego De Biasio at diego.debiasio@tudor.lu

Partner events & news

1st June 2010

Technoport supports Kumkuat! Your e-commerce partner!

Kumkuat S.A. was created June 1st 2010. The three Co-Founders built the company using partially the pre-commercial program of Technoport. The main goal of Kumkuat is to fill a niche by becoming a specialised e-Commerce company. Elodie Deconinck explains: *"We follow two axes: We're providing services to established online businesses and help newcomers to sell online."*



Kumkuat projects range from helping online businesses increase their annual turnover to helping brick and mortar shop owners to sell over the Internet. *"Multi-channel retailing is a very healthy business. Retailers need to serve all types of customers, those who still prefer to buy in the physical shop and enjoy the sensation that goes with seeing, touching and smelling the products, as well as those who would never bother about a free parking space and restricted opening times if they can buy the same items online. Customers are not all the same!"* explains Daniel Gonçalves. To increase annual turnover the focus is to improve the conversion rate (how many visitors turn into buyers) by a certain % to meet industry averages. The value proposition is thus crystal clear and the return on investment does not need complex calculations. One of Kumkuat's early projects is the online presence of quality fruits specialist ThymCitron. *"We received the first orders before having invested anything in Communications, it was quite awesome"*, affirms Gérald Polis, Owner of ThymCitron. Daniel states: *"We really are a One Stop Shop for all needs around selling online!"* Business Owners have much deeper questions than who will build their e-Shop with what kind of technology: VAT, Legislation, Logistics, Marketing and Communications, Stock Management, Payment Security in the early phase, and knowing what knob to turn where in order to increase Sales, in the established phase. Kumkuat surrounded itself by a whole network of professionals in order to be able to offer the best possible service for the most affordable prices.

"It's exciting to be a part of a growing industry and we really enjoy what we do. We'd like to thank the folks at Technoport too, it's a great help to talk to people who already accompanied so much business ventures, the critics helped as much as the encouragements not to give up!" adds Patrick Everard.

For more information visit www.kumkuat.com, www.thvmcitron.com

15th June 2010

Creative Young Entrepreneur Luxembourg 2010 – And the winner is!

On June 15th, at the Utopolis, the Junior Chamber International of the Grand-Duchy of Luxembourg (JCEL, Jeune Chambre Economique du Grand-Duché de Luxembourg asbl) organized the fourth award ceremony of the "Creative Young Entrepreneur Luxembourg" during which the winner of the 2010 edition was announced.

Organized by



During this ceremony, which was under the sign of cinema, Djalil Coowar, Chief Scientific Officer of the company Axoglia Therapeutics S.A., won the trophy for the creative young entrepreneur of the year 2010 in Luxembourg. The Government of the Grand-Duché de Luxembourg offered him 3,000 and several sponsors, services to be used in their company. Axoglia Therapeutics S.A. is a biopharmaceutical company focused on the discovery and the development of innovative drugs for the treatment of neurodegenerative and neuroinflammatory diseases such as Alzheimer's diseases and Multiple Sclerosis. The two other finalists were Jean-Christophe Viguier, Technical and Commercial Director of AngoConsulting S.à.r.l., specialised in the deployment of international gateways in Eastern Europe, Asia and Africa, and Andrey Kolishchak, Managing Director of GentleSecurity Software S.A., which provides next generation data leak prevention software (see article above). They were also rewarded by receiving respectively 2,000 and 1,000 and also services from sponsors.

This year's jury also awarded a "Coup de Coeur" prize to Mr. Sylvain Boucherat for the creation of "LuxBalloon", specialised in the selling and decoration of balloons for supermakets, companies and private people. A final big thank you to the sponsors who have chosen to support this edition of the competition, and without which the event would not be as successful.

For more information, please visit the website www.cyel.lu, www.icLuxembourg.com

Incubator Semester Status: Facts & Figures of Technoport

Location & development

• Available space for high-tech companies	1,000 m ²
• Occupation rate	85 %
• Actual average tenancy period	3.9 years
• Number of companies accepted by the board of directors since 1998	51

Technoport Innovation Network Development

• Hosted companies	14
• Success stories	16

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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