

NEWSLETTER

Entrepreneurship & Innovation

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EDITORIAL

by Olivier Courvoisier

Innovation and Entrepreneurship can take many different forms:

- Turning text automatically into cartoons for blogs or e-mails, for sociability
- Turning wine tasting into a fun exercise supported by information technology
- Turning long & difficult diagnostic of cancer into a faster and more convenient one
- Turning country strong characteristics into a portfolio of cultural products.

This illustrates the diversity of the MoT participants and graduates' endeavours, which are recognized by "Venture Kick", "Bilan Magazine", "Genilem", "the Prize of the Young Entrepreneurs", "Le Temps", etc.

It also reflects the spirit of the MoT Executive MBA program, addressing diversified environment, be it in Hi-Tech, Life Sciences and even Social...

Wishing you a great Spring!

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1. MoT 2011 Venture projects

Every year, the **MoT Event** is a milestone in the MoT program. It gives an opportunity for the MoT Participants to present to the public, with elevator pitches and posters, their yearlong team work towards the creation of new ventures. The following day, the teams defend their entrepreneurial projects in front of a jury, which includes Venture Capitalists.

The 7 projects developed during the MoT 2011 by teams of 3-4 students are briefly presented below:

Life Sciences

- **Biomina** aims at becoming a leading company in micromanipulators for life sciences. With its extreme compactness and precision, unmatched versatility, friendly and intuitive interface as well as easy setup, Biomina's mobile robots will transform the micromanipulation of biological samples.
- **Biopsy 2.0** is a product making uterine cancer screening more accessible, easier and more precise. As it enables more accurate and earlier

diagnosis by gynecologists it will allow treating women faster

- **MedPad** is a mobile application for medical doctors to support their professional and private activities. MedPad makes it easy to share information with patients at point of care, gives access to continuous medical education and support expertise sharing among medical doctors.

Humanitarian, NGOs

- **Humanitarian InterConnect** is the first open-access Online Marketplace for humanitarian organizations. The site will provide them convenient access to reliable supplier and product info, and enable them to make better sourcing decisions to be efficient in response to disaster emergencies.

Information Technology/Media

- Social interactions and travelling are both playing an increasing role in people's life and business. **MeetAway** provides easy-to-use software solutions that help organize cost-effective travel and meetings by leveraging social networks.
- **Tootle** has an open creativity tool by which anyone from any part of the world can draw and share cartoons. The novel text to cartoon converter and the drag n drop storytelling tools

provide users a fun filled experience in online communication and learning.

Ventures Financing

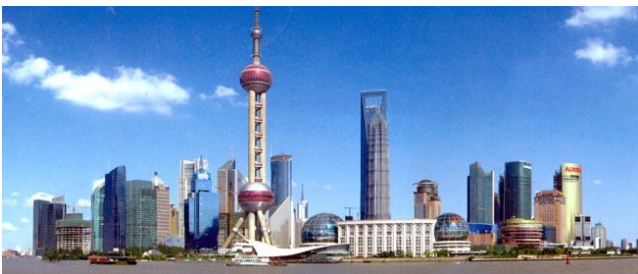
- **onlineAngels** will be the social network providing end to end services required to create, manage and track a portfolio of co-investments in pre-screened early stage companies for risk-conscious investors who want to control their financial destiny

2. Study Trip – Doing Business in China



Since 2009, the MoT goes to China for a two weeks study trip. Two famous Universities in Beijing and Shanghai welcome the MoT Students: Peking and Tongji Universities.

Visits of foreign and Chinese companies are also organized, enabling to understand the China environment, its economy, the context and the opportunities for doing business in China.



The summer study trip to China is open to MoT Alumni and other qualified professionals who would like to join the MoT 2011 Class and participate in all the activities of this trip. Enrollments open till May 15.

3. CAS in Management of “Biotech, Medtech and Pharma Ventures”

Now in its fourth edition, the “Certificate of Advanced Studies (CAS)”, organized by MoT, has a continuing success, with 38 CAS Students.

This year, a 7th and a 8th modules have been introduced in the series:

- Intellectual Property Management in Life Sciences
- Decision Making in Drug Development

It is still possible to start this year the Certificate and complete it next year by taking in total 5 modules. More info at: www.epfl.ch/mot/bio

4. Agenda and News - EMBA in MoT

- May 15** Deadline for the 2nd selection round for next session of the EMBA in MoT
- May 15** Deadline for joining the MoT 2011 study trip to China
- June 17** Departure to China for 15 days Study Trip in Beijing and Shanghai
- August 15** Internship projects start
Enterprise proposals still feasible now
- August 29** First day of next EMBA in MoT session ending in November-December 2012

Two MoT 2006 graduates, Gregory Chollet and Pierre Kohn, launched recently “NeoLabel”. Their product “**Quatuor**” relies on combining educative games and wine tasting. It is a 4 blind bottles package, including the description of 4 different grape types, so that the players/tasters can identify/discover each wine.

The economic magazine “Bilan” on April 27th had a presentation of the team and of their innovative and tasty product: <http://www.neolabel.ch>

A team of MoT 2011 participants, Vivek Nautiyal, Magda Kosmopoulou, Charles Apará and Mahdi Rohaninejad, developed a brand new way to interact via email, no more plain boring text but a cartoon/comic strip instead. They received a first round of financing from **Venture Kick** for their new venture “**Tootle**”.

Another team of MoT 2011 participants, Marie-Nathalie Castel, Benoit Desfrasne, Roland Kisselef and Stanislas Mackiewicz has been selected to represent EPFL for the “Prix du Jeune Entrepreneur” organized by the French External Trade Advisers. With their venture “**Biopsy 2.0**”, facilitating cancer diagnostics, they will compete for the final at Swiss level!

Hadi Barkat, MoT 2002 graduate, co-founder of the very successful game **Helvetiq**, recently published a funny little red book “**Contre-Sagesse Suisses**”. It contains 88 citations selected by the clandestine and incorruptible grand jury of the Grand Prix du Maire de Champagnac. <http://www.helvetiq.ch>