



Mini Seedcamp
New York 2011

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Agenda

Mini Seedcamp New York – 14 June 2011

(Venue: Google, 111 8th Avenue)

Start	End	Duration	Description
08:45	09:15	00:30	Mentor Registration / Breakfast
09:15	10:00	00:45	Introduction & Panel Discussion
10:00	10:15	00:15	Coffee Break
10:15	12:15	02:00	Company Presentations
12:15	13:15	01:00	Lunch
13:15	14:00	00:45	Mentoring session
14:00	14:45	00:45	Mentoring session
14:45	15:30	00:45	Mentoring session
15:30	16:00	00:30	Coffee Break
16:00	16:45	00:45	Mentoring session
16:45	17:30	00:45	Mentoring session
17:30	18:00	00:30	Seedcamp Companies in NY
18:00	18:15	00:15	Wrap Up
18:15	20:30	02:15	Drinks hosted by Google





Glenn Marcus



Corey Cotter



AppExtras

Why are you taking part in Mini Seedcamp New York?

AppExtras is looking to take full advantage of the incredible global network that Seedcamp has assembled. Through the Seedcamp network, we hope to refine our marketing pitch, accelerate our customer acquisition and create new investment opportunities.

Email hello@appextras.com
Website <http://www.appextras.com>
Twitter @appextras
From Brazil and Canada

Company Description

AppExtras cross-promotion network gives mobile app publishers increased downloads, new users and extra cash for cross promoting apps.

We are solving mobile app publisher's #1 problem: generating installs. Using our SDK, with 3 lines of code, publishers embed a personal app store they manage through our website.

AppExtras makes money by collecting fees on installs that we enable between publishers.

Glenn is a start-up veteran (Topica, Netkey, InterWorld, Ovid) and was recently running his own iOS development shop with over 20 apps published to the App Store since 2008. Glenn has helped his clients rank in the top 25; i.e. Merriam-Webster Dictionary for iPad reached the #2 Free app.

Corey has been a software developer and manager in the IT industry for nearly 20 years (Chroniq, Stratos Global). Most recently, he has been running his own dev shop focusing on Ruby on Rails and heterogeneous back-end server infrastructure.





Sanjeev Chhugani



Cenk Ipeker



Bilbus

Why are you taking part in Mini Seedcamp New York?

Participation will position us to attract the right talent and financing; allow us to benefit from consumer web expertise and investor insight; and generate a buzz around our product.

Email sanjeev@bilbus.com
Website <http://www.bilbus.com>
Twitter @mybilbus
From London and New York

Company Description

Bilbus enables businesses to manage cash flow, explore and arrange commercial funding with multiple lenders, and route invoices and collections across different electronic channels and providers.

Working capital financing for small and midsize businesses (SMBs) is scarce, and accessing and managing working capital remains labour-intensive. Governments have identified SMB financing as critical to economic recovery.

SMB commercial finance distribution is fragmented and inefficient. We integrate technologies to transform this. To lenders we offer more than an online broker and are more collaborative than an auction or exchange. To SMBs, we are an extension of the finance and treasury function. To e-invoice service providers, Bilbus is a sales partner.

Revenues come from a mix of subscriptions and fees from lenders, businesses and partners.

The Team blends creativity with deep domain expertise: financial infrastructure and technology; commercial and investment banking; and financial control & treasury.





Dawid Piaskowski



Joanna Grzelak

booklikes

BookLikes

Why are you taking part in Mini Seedcamp New York?

We want to show BookLikes public beta for the very first time and get valuable feedback from great mentors. It's a great opportunity to learn from more experienced entrepreneurs and other startups. We're also looking for some interesting business opportunities.

Email team@booklikes.com
Website <http://booklikes.com>
Twitter @bookLikes
From Poznan, Poland

Company Description

Everybody knows how frustrating it is to find a good book.

BookLikes is a book-based social service that recommends great books based on user's reading preferences. BookLikes is for book lovers just like IMDB for movie lovers + Last.fm for music lovers.

BookLikes delivers truly individual book recommendations based on one of the biggest book db in the web. The new social algorithm which we call "personal librarian" takes into consideration users' subjective reading preferences, general book information as well as social activity.

BookLikes is ads free, the revenue is based on the affiliates programs from online booksellers (5-15% from sale).

Founders of BookLikes are also founders of Okazjum.pl, Dawid Piaskowski (CEO) was Business Analyst at Allegro Group, Joanna Grzelak (CMO) is also university teacher with PhD in Humanities, Wojciech Andrzejczak (main developer) is a programmer with over 10 years experience in PHP and SQL.





Dalia Lasaite



Jevgenijs Kazanins



Campalyst

Why are you taking part in Mini Seedcamp New York?

We're looking to meet awesome people, discuss our company and get feedback in the advertising capital of the world!

Email dilia@campalyst.com
Website <http://www.campalyst.com>
Twitter @campalyst
From Riga, Latvia

Company Description

Campalyst is a social media analytics software, that measures sales and conversions from social media presence and helps brands understand whether their fans convert into customers.



Patrick Hankinson



Tim Speed

compilr

Compilr

Why are you taking part in Mini Seedcamp New York?

To receive insights and advice from well known experienced mentors on how to improve our overall business.

Email phankinson@compilr.com
Website <http://compilr.com>
Twitter @compilr
From Halifax, Canada

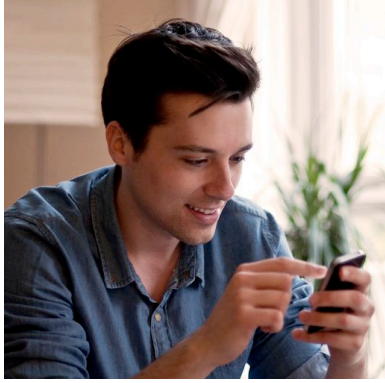
Company Description

Compilr is an online ide that allow developers to code from any device anywhere in the world. This allows you to quickly write code from one centralized location, without setting up an complex development environments.

Compilr will generate cash from charging its subscriber base a monthly recurring fee. Once Compilr takes an investment or becomes profitable, it will turn into a freemium type service.

Our team has a history of successfully bringing other products to market including Tether.com and Wakeful.com





Jan Senderek



Nicolas Bös



Eeve

Why are you taking part in Mini Seedcamp New York?

We have just launched our first product in London. We hope Seedcamp NY will be a good environment to talk about our growth strategy, validate some assumptions and get more insights on how to turn Eeve into a successful company.

Email founders@geteeve.com
Website <http://www.geteeve.com>
Twitter @eeve
From London, UK

Company Description

Eeve is a fun and easy way to create location based social networks based on the event you are attending.

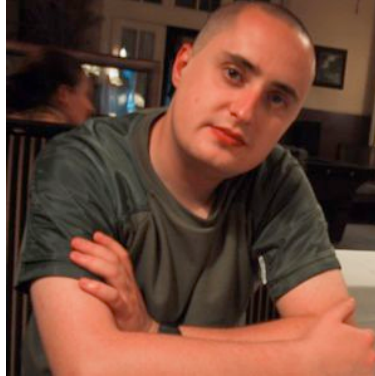
You can share pictures and messages to a collaborative activity feed and find out who else is there right now. And the nice part about this is: anybody can discover and peak into events in real time - without even being there.

We founded Eeve in January 2011 and are a team of four by now. All of us worked in startups before and thus have professional experience in mobile and web development. The combination of our skills include biz dev, design and technical development, which is why we were able to bootstrap our way to the Apple App Store. Android coming soon!





Gerald Bäck



Max Kossatz



egoArchive

Why are you taking part in Mini Seedcamp New York?

We want to take a step forward, get connected with and a lot of feedback about egoArchive.

Email team@egoarchive.com
Website <https://www.egoarchive.com>
Twitter @egoArchiver
From Vienna, Austria

Company Description

egoArchive keeps track of all your web stuff. It saves every web page you browse and every update in your social streams.

We are all facing the problem of information overload. We are visiting around 300 web pages a day and it is not easy to keep track on that. But it is not just the browser but also your streams on Facebook, Twitter & many others.

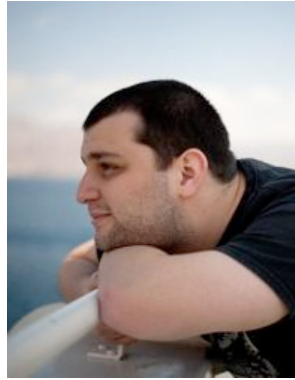
egoArchive captures and indexes your streams and every page you visit, so you could find your stuff again. Our vision is to become your private archive for every stream and every data you see. Your memory in the cloud.

Gerald and Max are both experienced entrepreneurs, who successfully ran various companies in Austria. Both are developers and worked together on different web projects.





Shlomi Atar



Gilad Avidan



Fireplace

Why are you taking part in Mini Seedcamp New York?

We won Mini Seedcamp Tel Aviv, and the mentors and founders completely changed the way we were thinking about our company. We want to repeat that experience in one of the best startup communities in the world.

Email team@joinfireplace.com
Website <http://smo.re>
Twitter @fireplaceteam
From Ramat Gan, Israel

Company Description

We're building a place where you create stunning, powerful, single page websites without any overhead. You start writing instantly, using the best authoring tools ever.

There's too much overhead for creating well designed single-page sites today. Think about online wedding and event invitations, designer photo albums, storefronts, project pages, coming soon pages, blog posts and more.

We're building a best-of-class content editor, where pages will be pretty by default. We're topping it with professionally designed templates and polishing it to reduce friction to zero.

Money comes from pro pages connected to domain names, and from a design marketplace called "The Bonfire" where you can buy templates and themes for your pages.

We're a dedicated team with a proven track record in building beautiful websites over the last few years.





Aléna Dundas



Gymdeck

Why are you taking part in Mini Seedcamp New York?

Following our recent beta launch we're responding to demand from the US. We're really excited to get as much advice and feedback from Seedcamp's mentors, fellow entrepreneurs and incredible network.

Email hello@gymdeck.com
Website <http://www.gymdeck.com>
Twitter @gymdeck
From London, UK

Company Description

Gymdeck's smart mobile applications helps fitness professionals like personal trainers stay on top of things.

Fitness professionals are losing money because they are incredibly disorganised. Gymdeck solves this problem with smart mobile applications that help them stay on top of things. Focused purely on mobile to meet the business demands of fitness professionals, Gymdeck is a simple, intuitive product easily accessible via the App Store, BlackBerry App World, Android Market, etc.

Gymdeck's revenue is generated through a subscription-based model. There are multiple payment plans based on tier levels.

Founded by Aléna Dundas, her inspiration for Gymdeck came out of a personal frustration of working with fitness professionals for several years. Passionate about technology and fitness, her background (Yahoo!, Kelkoo, Espotting Media) helped shape the product and she loves figuring out even more ways to make their lives easier.





Thomas Schaaf



Sebastian Hoitz



Komola UG

Why are you taking part in Mini Seedcamp New York?

We would like to meet many smart people in the tech industry. Our aim is to grow our network of partners and investors. We also hope to wow people with suplify.

Email team@komola.de
Website <http://suplify.me>
Email @suplify
From Brunswick, Germany

Company Description

We are building a unified inbox for the communication with customers. We aggregate all channels that companies talk over with their customers (E-Mail, Twitter, Facebook, Blogs - Every channel is possible!) and put all of them into one central place.

Suplify also features a lightweight CRM and tasks application to easily track things related to inquiries.

Our customers are small to medium sized companies that use or want to use social media channels and have problems keeping track of all the communication channels. We make it easy for them to stay on top of everything that is going on. No matter where or who they are talking to.

We charge 15 Euros per user per month and have over 30 companies actively using suplify everyday already.

Our first paid project was with 13 but have since built web applications for companies like Volkswagen.





Romain Dardour



Nicolas Merouze



Oahu

Why are you taking part in Mini Seedcamp New York?

We are very keen to meet seed camp mentors, learn and get feedback from them so we take our company to the next level, possibly with them.

Email romain@oahu.fr
Website <http://www.oahu.fr>
Twitter @_oahu
From Paris, France

Company Description

We are the easiest, most integrated way to create multi-channel personalized digital marketing campaigns.

Our platform allows clients to personalize their user's social experience across platforms, to boost stickiness, engagement and contents monetization.

To achieve that, we provide a simple and clean SaaS solution. This solution is sold on a yearly subscription basis to the entertainment companies

We are an elite team of highly focused experts, each having several years of field expertise in development, community management, marketing and sales.





Martin Walfisz



Magnus Robertsson



Planeto

Why are you taking part in Mini Seedcamp New York?

We hope to get advice on how to best position our launch so that we attract the right early adopters and kick-start the viral loop? Apart from that we also want guidance on how to attract additional venture capital.

Email founders@planeto.com
Website <http://planeto.com>
Twitter @planeto
From Malmo, Sweden

Company Description

Planeto is building the world's first Knowledge Network. It's a hybrid between a social network and an exciting quiz game (!).

Users first create their Knowledge Profile by listing any subjects that they have some knowledge in, and then they can play the quiz to determine what expert certificates they actually qualify for.

With Planeto you can find and access the untapped wisdom in your social network. What knowledge do your friends and acquaintances have? Who in your network is an expert on HTML programming? Photography? Or French wines? Who can help you pick the right vacation spot outside Barcelona? And what is your own expertise? With Planeto you can find and share knowledge. Play, learn and have fun!

The company was founded by two entrepreneurs with extensive understanding of technology and consumer-focused products, as well as experience building companies from zero to over 100 employees.





Colin Tan



Sarah Lau



Rentlord

Why are you taking part in Mini Seedcamp New York?

We want to learn what it's gonna take to take Rentlord to the Big Apple: a big city with big housing problems we want to help solve.

Email colintan@rentlord.com
Website <http://www.rentlord.com>
Twitter @Rentlord
From Manchester, UK

Company Description

Rentlord is the first online way for millions of renters to start and manage their long home rents. Find a home, check references, propose a contract, and close the deal with secure payments. Now start managing your home, logging problems and buying repairs or services you'll need to run your life.

One third of all households in the UK and US are rented, by tenants 19-40 years old over an average of 11 years of their lives. We aim to be their trusted, free-to-use platform.

Our revenue comes from 3rd party sales commissions and financial transactions on rent, deposit and reservations.

Who built Rentlord? We're a multi-disciplinary core team comprising a lawyer with landlording experience, a computing lecturer with startup experience in the mobile education sector, and a Cambridge Commonwealth scholar (i.e. real geek). We're all migrants: so as far as renting goes, we're serious pros :)





Ali Shaheen



Marius Schulze



Run a Shop

Why are you taking part in Mini Seedcamp New York?

We are expanding in US and want to connect with potential US partners and investors. Mini Seedcamp New York is the best opportunity out there!

Email ashaheen@coeus-solutions.de
Website <http://www.runashop.com>
Twitter @runashop
From Berlin, Germany

Company Description

Run a Shop is creating the largest multi-channel eCommerce App Store in the world!

It helps eCommerce marketers run effective campaigns across web, social and mobile by providing flexible and easy to use applications. Instead of using tens of different systems to run ad campaigns, social media campaigns etc., now eCommerce marketers can manage everything from a SINGLE dashboard.

Run a Shop's main revenue sources are license fee and commissions on sales generated through the platform.

We are founded by serial entrepreneurs, previously running companies with over \$8 million of revenue and over 60 employees in 3 countries!





Jasko Mahmutovic



Shane Doherty



SurveyLegend

Why are you taking part in Mini Seedcamp New York?

We have made it very far with very little. Seedcamp is the right environment for our visual and 2.0 focused survey app, and increases the chances of THE LEGEND making it BIG. We are a lean start-up and mean working-machines

Email team@surveylegend.com
Website <http://www.surveylegend.com>
Twitter @surveylegend
From Lund, Sweden

Company Description

World's first picture, video, text and audio-based survey app that can be integrated with a company/individual's website, blog or social media presence (Facebook, Twitter, LinkedIn,); this is SurveyLegend AKA THE LEGEND. Survey Supplier is the company behind THE LEGEND.

The user interface is easy to use; no programming is involved, just design and content choices. The goal with THE LEGEND is to increase the average participation in a survey to 30-70 percent and make taking or creating a Survey fun again.

The revenue stream is freemium and structured as follows:

- Free - has advert
- Pro - \$19 a month, \$199 year
- World - \$59 a month and \$599 year

The TEAM has experience in web, phone, social media, app and CMS developing & design and is/has worked for companies like Ericsson, IKEA, Red Cross, freelancing etcetera.

WE ARE THE LEGENDARY TEAM ;)





Stelian Marian



Dragos Cirneci

Synergon
Consulting

Synergon
ProjectNeuResOn

Why are you taking part in Mini Seedcamp New York?

- Learning best practices from mentors; their previous experience in entrepreneurial business, success and failure, related product experience, input from other markets
- Opportunities for networking; potential investors, suppliers, customers
- Connection to other markets

Email stelian.marian@synergonconsulting.ro

Website <http://www.synergonconsulting.ro>

From Bucharest, Romania

Company Description

NeuResOn is a behavioral profiling tool for on-line consumers. It's a software application which is built as a visual quiz based on neuroscience research. It investigates how consumers' brain processes various stimuli.

Based on consumers' answers, it facilitates understanding of decisions with increased objectivity by eliminating various research biases (desirability effect, social conformity, projection bias, etc.).

Customers who will benefit from the product: media-buying agencies, on-line portals (which sell ad space), companies wanting to increase the efficiency of their on-line advertising campaigns.

We will operate a mixed pricing structure:

- a charge per consumer tested
- a charge per research project

We've work together (Psychology & Neuromarketing background) for several years with proven results (already launched 2 products generating revenues).





Andraz Logar



Toshl

Why are you taking part in Mini Seedcamp New York?

- Mentoring
- Critique
- Ecosystem
- Investment opportunities

Email info@toshl.com
Website <http://toshl.com>
Twitter @Toshl
From Kranj, Slovenia

Company Description

Toshl is a mobile and web expense tracker that helps you track your spending habits, provides you with financial hints and saves you money on the long run.

Current version of Toshl is available for iPhone, Android, Nokia Maemo, Nokia QT, BlackBerry and Windows phone 7.

Toshl is also accessible via web interface that offers its users enriched information about their financial expenses.

Toshl is currently generating revenue via freemium business model, constantly trying to expand the current value proposition, increase percentage of paying users and introduce traditional monetization opportunities, such as data value (advertising, trend reports, etc.) and small business oriented functionality.





Michael Raybman



WaySavvy

Why are you taking part in Mini Seedcamp New York?

WaySavvy can be a huge time-saver for European and international travel. With Seedcamp's help we can bring Savvy Travel to Europe with a bang!

Email Mike@waysavvy.com
Website <http://www.waysavvy.com>
Twitter @waysavvy
From Cambridge, MA, USA

Company Description

WaySavvy analyzes thousands of hotels and flights in seconds to figure out the optimal choices for each traveler. Our optimization technology based on user-specified, social and proprietary criteria quickly finds the best-value offering for every budget.

Each search on WaySavvy saves users from hours of browsing hundreds of results across hundreds of pages on other sites. (most of these results are redundant or irrelevant).

We make money when people book travel or follow links to our content partners.

WaySavvy was started by two recent college grads with experience at many tech companies including MSFT, IBM, HighRoads and Partners Healthcare.





Roya Elghanian



Rachel Firth



Worldwide Helpers

Why are you taking part in Mini Seedcamp New York?

For Worldwide Helpers, Mini Seedcamp NY is a great opportunity to meet an extensive and diverse number of mentors, as well as to network and learn from other internet start ups. Investment in WWH would be an added bonus!

Email rachel@worldwidehelpers.org
Website <http://www.worldwidehelpers.org>
Twitter @wwhvolunteers
From London, UK

Company Description

WWH is an online community connecting volunteers with low/no cost projects worldwide. By eliminating the middle-man we have created a transparent platform that has removed the financial barriers of volunteering.

Re-launching with a full suite of enhanced features and functionality to service every aspect of volunteering. On top of the interactive features such as blogs, forums, messaging and search options, the WWH community goes a step further to provide volunteers and organisations with direct access to the products and services they will require.

By partnering with key organisations to offer targeted products and services from relevant sectors such as finance, insurance, accommodation, equipment and travel through our platform WWH will generate revenue for both itself and it's commercial partners.





Aleksandr Dresen



Zin.gl

Why are you taking part in Mini Seedcamp New York?

Zin.gl is all about leveraging the Social Graph (FB, Twitter, Foursquare) to make dating a better experience. At Seedcamp we hope to get feedback from investors, partners and to network so we can attract staff for our New York HQ.

Email alex@zin.gl
Website <http://zin.gl>
Twitter @zin.gl
From Boston, USA and Russia

Company Description

Dating is big business online. Look at Match, Meetic & Zoosk but dating also s*cks. It's painful to create a profile and the matches are bad.

Zin.gl is all about leveraging the Social Graph to make dating a much better experience.

Three things you should remember about Zin.gl:

- Your best description of you will always be your social graph. - You cannot outcompete Zin.gl on profile
- The best webservices require no work - You have no reason to churn
- The world is global, social & mobile - Zin.gl leverages all

Zin.gl is the dating service for the cloud generation; instant profile creation, zero work / Implicit and Zin.gl pushes relevant matches to you

The Zin.gl team is build by people who've been in the dating space since 1999 and who have created dating sites/communities from scratch attracting millions of users



Floor Plan for Mentoring

Rooms/Area Numbered 1-20



Sponsors

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