

2016

ILCC Innovation Contest



ILCC

IRELAND LUXEMBOURG
Chamber of Commerce

Pitching Contest

Monday 9 May 2016

www.ilcc.lu

Ireland Luxembourg Chamber of Commerce (ILCC)

Who we are and what we do

The **Ireland-Luxembourg Chamber of Commerce (ILCC)** is a business association with the objective of supporting the introduction of individuals and businesses to each other across the Grand Duchy of Luxembourg. The ILCC, a bilateral chamber, also represents the views and interests of its members and develops links with other Irish Chambers, business groups, the international Irish corporate network and relevant bodies in Ireland. To achieve these the ILCC engages in the following activities:

- Provide networking opportunities
- Invite key individuals in Ireland and the Irish/Luxembourg Community to provide insights of value to our membership
- To promote a mutual recognition of the similarities between the two small open economies of Ireland and Luxembourg as a means of encouraging greater ties

In the less than four years since its formation, the ILCC has acquired a reputation for running events that are variously entertaining, informative, occasionally controversial but always interesting.

Since its launch in 2012, the ILCC has organised a wide range of events on various topics, mainly in the form of evening seminars and presentations.

Who is on our Board

Mr. **Norbert Becker**, Investor, Manager or Director of Various Entities; Mr. **Michael Ferguson**, Partner and Practice Leader, Ernst & Young; Mr. **Nicolas Graas**, Managing Director, Graas-Lavie Scs Luxembourg; Mr. **Joseph Huggard**, Managing Director, The Huggard Consulting Group; Ms. **Ailbhe Jennings**, Director, Bombardier Transportation Luxembourg Finance S.A.; Mr. **Padraig McCarthy**, Chief Financial Officer, SES; Mr. **Matt Moran**, Partner, PricewaterhouseCoopers; Mr. **Tom Murphy**, President, Kerry Luxembourg S.a.r.l.; Mrs. **Diana Rutledge**, International Department, Chambre de Commerce, Luxembourg; Mr. **Jean-Louis Schiltz**, Partner, Schiltz et Schiltz; Chevalier **Antoine Seyler**; Mr. **Romain Weiler**, Chief Operating Officer, Banque de Luxembourg.

Who is on the Executive Committee

Mr. Joseph Huggard (Chairman); Ms. Ailbhe Jennings (Vice-Chairman); Mr. Matt Moran (Vice-Chairman); Mr. Shane Coffey; Mr. Nicolas Graas; Mr. Fergal Maher; Mr. Peter Milne; Mr. Alan Ridgway; Chevalier Antoine Seyler; Mr. Conor Sweeney; Mr. Geoff Thompson.

What it costs to join

The ILCC offers three categories of annual membership:

- Corporate: €600
- Small Business: €275
- Individual: €120

To enquire about becoming a member or to request further details, email: info@ilcc.lu.

ILCC Innovation Contest 2016

The Ireland Luxembourg Chamber of Commerce (ILCC) launched its 3rd **Innovation Contest** on Tuesday 15 March 2016 at the premises of NYUKO in Luxembourg-Hollerich, with the **Pitching Event** on Monday 9 May 2016 at **Lux Future Lab** in Luxembourg-ville. The **ILCC Innovation Contest** is based loosely on the Dragon's Den concept of pitching ideas to potential investors with market experience.

Winners of previous editions of the ILCC **Innovation Contest** were **Wellvue** in 2013 (at The Impactory) and **Sponsor-My-Event** in 2014 (at MUDAM within the Founders in a Castle event). Who will be the 2016 winner?

Synopsis

The **Ireland-Luxembourg Chamber of Commerce** (ILCC) is organising its 3rd **Innovation Contest** to promote the concepts of innovation, entrepreneurship and pitching (business ideas), with the support of a number of other organisations including Enterprise Ireland. This year's contest is going "back to basics" by focusing on **early-stage start-ups** where the entrepreneurs have formed their business ideas but not necessarily yet created their company.

Scope

As long as the project would be operated from Luxembourg, is an early-stage start-up (<€50k raised) and has a technological component, there is no restriction as to business sector and whether it is product- or service-based, nor whether the participating entrepreneurs are ILCC members or not.

To participate, applicants needed to demonstrate that they have covered the four basics: (1) market research; (2) product prototype; (3) (financial) business plan; and (4) have the ability to deliver a pitch. The application deadline was 20 April 2016, after which 9 projects were selected.

The reasons that some projects were not selected included a lack of financials and business plan, and having already raised more than the minimum investment stipulated.

Pitching Event Format

The selected/screened entrepreneurs have been invited to pitch their ideas in front of a panel of "Dragons", each for a maximum 5 minutes. During the next 5-10 minutes, the "Dragons" can then ask questions to better understand the business concept. Judging criteria will be along the lines of the four basics detailed above, with the individual "Dragons" bringing their own market expertise to their critiques and decisions.

ILCC Innovation Contest 2016: Pitching Start-Ups 1/3

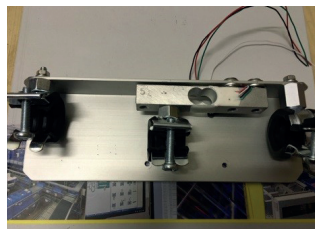
Project name: Celestial Adventures

Company name (if formed): n/a

Representative presenting: Matt Dawson

Project Overview: Celestial Adventures will show the night sky to stargazers of all ages, through one of the largest telescopes in Europe.

Project Description: Celestial Adventures offers the wonders of the night sky and the beauty of nature in a quiet rural setting, only an hour from Luxembourg. L'Observatoire des Cotes de Meuse has one of the most powerful telescopes in Europe, and we welcome our guests for an evening, a weekend or a holiday in our charming 17th century Bed & Breakfast, near Lac de Madine Aquatic Centre. Unforgettable views of the Stars and Planets, explained by experts!



Project name: Connected Rope

Company name (if formed): Largowind Sàrl

Representatives presenting: Mathilde Argaud, Jean-Nicolas Grandhayé

Project Overview: Bringing peace of mind to boat owners through our smart device on their ropes providing elaborated data of the boat on the captains' smartphone.



Project Description: Boat owners are not always living close to their boat, but they all worry about their precious boat. In order to tie the boat to the harbour they have ropes, which they need to pay attention to and will often need to double-check. We have developed a smart way to bring peace-of-mind anywhere, anytime to the boat owners on the shape of their boat through our Connected Rope.

Project name: Finance-Eco-Money (FEM)

Company name (if formed): MFTSE Affairs S.A.

Representative presenting: Clive Munn

Project Overview: Helping You to Satisfy your Socio-Economic Conscience

Project Description: Winning by sharing your knowledge, innovations and ideas to create and focus on a better socioeconomic environment for everyone. We want to help you to improve your financial literacy and capacity by learning from others within the community. Facilitate positive action by promoting social enterprise and business for good. Join us to help you spread the word by sharing positive news and information.



ILCC Innovation Contest 2016: Pitching Start-Ups 2/3

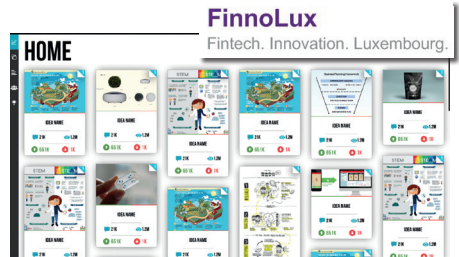
Project name: Luxembourg Idea Hub

Company name (if formed): FinnoLux
(set-up to be completed in June)

Representatives presenting: Matt Elton, Leen Cuypers

Project Overview: FinnoLux, a Luxembourgish start-up, aims to harness the power of the social world to transform the way new products and services are created.

Project Description: The world has fundamentally changed. Customers want personalised services delivered to them using mobile platforms which they can use whenever and wherever they are. Social media has transformed the way people treat each other, and crowd-sourcing has shown that people are quite willing to work together to find solutions to real problems; after all, it is those who bring solutions to real problems who will be the most successful.



Merci
Joséphine



Project name: Merci Joséphine

Company name (if formed): Merci Joséphine S.à r.l.

Representative presenting: Romain Baroan

Project Overview: A reshaping of Senior in-home care with technology that focuses on emotional health, safety and communication between care providers, care recipients, and their families.

Project Description: "Merci Josephine" aims to revolutionise the elderly care sector through technological innovations. How do we plan to achieve our ambitions? We make it easy: Online reservation or via our connected button. We make it social: An application for the entire family to share the day-to-day life of your loved ones. We make it safe: Integration of connected objects to monitor health and wealth fare. We make it better: We propose the best care professionals via higher remuneration than the market standards.

Project name: Smart Calendar

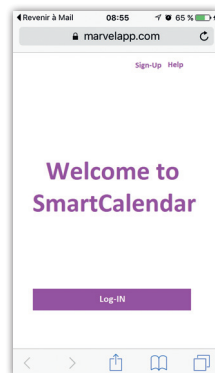
Company name (if formed): n/a

Representatives presenting: Ricardo de Sousa, Jorge De Oliveira

Project Overview: A smart calendar that helps final customers and service providers to communicate quick and easy to contract appointments.

Project Description: A smart calendar that helps, on one side, final customers to find and to book quickly and easily the appropriate service providers and, on the other side, through a common web platform that helps service providers to react quickly and manage their appointment calendar automatically.

SmartCalendar



ILCC Innovation Contest 2016: Pitching Start-Ups 3/3



Project name: SmartGlass

Company name (if formed): Brain Network International

Representative presenting: Alain Haentjens

Project Overview: The SmartGlass companion for visually-impaired people are intended to increase their autonomy in everyday life.

Project Description: The glasses will help them in their movements (in the street, on public transport, etc.), they will give an audio description of their environment, they allow them to identify their interlocutor, to have remote assistance via a family member, a friend or a dedicated service, to know the time, know where they are currently located. Other features will be implemented later.

Project name: The Bar Corner

Company name (if formed): C.K. Webapp

Representatives presenting: Julien Cuvillers (CEO) & Mathias Klein (CTO)

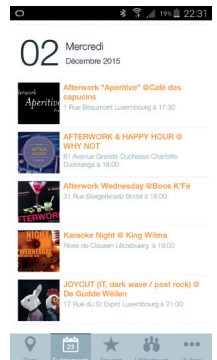
Project Overview: The Bar Corner is the first mobile app dedicated to bars and their events in Luxembourg!

Project Description: The Bar Corner is the first mobile application dedicated to bars and their events in Luxembourg with a very advanced services approach. The bars are faced with three major issues: Unsuitability to smoking bans, a lack of new customers, a lack of window display to promote their special features. Through our app we bring a solution to those issues, providing bars with services to promote their activity, increase their turnover and renew their customers.



The Bar Corner

Trendy Spots Sharing



Project name: ZenonCar

Company name (if formed): should be ZenonCar S.A. or Zenon S.A.

Representatives presenting: Julien DANET, Paul DESTREE

Project Overview: Local car-sharing mobile app that helps people to get back home safely, whether a passenger or a driver, as a mutual favour.

Project Description: This local and instantaneous car-sharing mobile app helps people match mutual needs: a person having a car but unable to drive and another person being a driver currently on foot. Whether having missed the last bus or having drunk too much, one will find the app very useful, so much cheaper than a taxi. With cheap fees and great utility, based on the principles of the new share economy, this app has a strong social footprint.

ILCC Innovation Contest 2016: Dragons (Judges)



Paul BARREVELD, Market Advisor Benelux at enterprise Ireland

Paul Barrevelde is a business development and strategic marketing consultant with Enterprise Ireland, the Irish government organisation responsible for the development and growth of Irish enterprises in world markets.

He challenges Irish Tech companies on their value proposition and business model, and helps them create growth strategies for the Benelux region. Particular focus on the areas of FinTech, Enterprise Software, Transport & Mobility and Health Tech.



Larissa BEST, LBAN board member

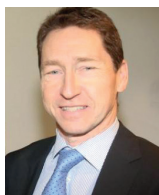
Larissa is a Strategic Business Advisor, LBAN board member, part of the committee at the FJD (Young Directors Luxembourg) and actively engaged in her portfolio companies that range from FinTech to Healthcare to SaaS.

She has both a strategic and operations background, replete with financial analytical skills. Due to her entrepreneurial background and education (MBA and Masters in Finance), she has become a proverbial 'Jane-of-all-trades' and can play multiple CXO roles in the companies she engages with to drive value creation in her investments.



Martin GUERIN, CEO NYUKO

Martin Guérin has, over the last ten years, created and developed the entrepreneurial support programme created for use by 250 start-ups in the network of Paris&Co, the agency for economic development and innovation in Paris. He created and developed the Paris Innovation incubator (2004-2007), the Nouveaux Médias incubator (2007-2009) and the FinTech incubator (2010-2012). When working at Paris&Co, he helped it grow from accompanying 50 start-ups in 2004 to 250 in 2015. In figures, the start-ups that he has mentored himself have an accumulated turnover of €370 million per year.



Alan RIDGWAY, ILCC Executive Committee Member

Alan Ridgway is a partner at The Director Office and acts as an independent director and consultant to various investment companies including venture capital investor Wychwood Capital Partners, Wells Fargo Asset Management and Morgan Stanley. Irish by birth, he is a graduate of the University of Limerick, a Chartered Accountant and Chartered Banker and has lived and worked in Luxembourg for 25 years.



Karin SCHINTGEN, CEO lux future lab

Having studied law in France, Switzerland and the USA, Karin Schintgen has a broad professional background in banking, media and public affairs. She has worked in Luxembourg's Ministry of Foreign Affairs, at CLT-UFA and at BGL BNP Paribas as Director in charge of CSR, as well as for Citibank in New York.

As Founder of lux future lab, she has an overarching interest in creative thinking, innovation & business development in Luxembourg.

Organiser



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