

**Got an IDEA?  
Challenge the World!**



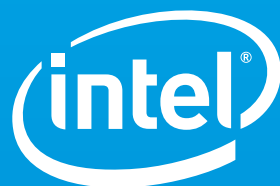
# **Intel® Business Challenge Europe Finals 2013**

**17<sup>th</sup>-19<sup>th</sup> June 2013  
Dublin, Ireland**





Intel Business Challenge  
Europe 2013



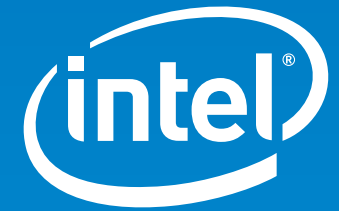
**INVESTIN**



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# Foreword



Dear Participants and Guests of the IBC Europe 2013 Finals,



We are glad to welcome you to this new edition of the **Intel® Business Challenge Europe Finals**, one of the most recognized business competitions in Europe and a wonderful visibility platform for young entrepreneurs.

As a global company, Intel® invests over \$100 M each year to support **education, science and entrepreneurship**, and **women empowerment** in more than 70 countries. Particularly in Europe we intend to support EU Agenda 2020 goals to mitigate youth unemployment, enhance R&D investment and decrease school dropout rates. We believe that close collaboration between business and science will be the key to maintaining **an innovative and competitive Europe**.

The Intel® Business Challenge Europe is aimed at fulfilling this idea and empowering the youth with the necessary **entrepreneurial skills**. The final phase of this eight-month long competition brings together

the best 24 teams selected among hundreds of submitted projects for their **creativity, innovation, ability to bring progress** to their areas of expertise and to society as a whole.

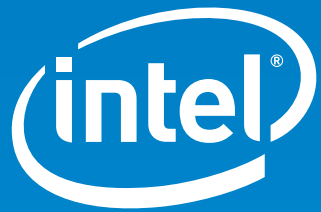
During this **time of interactions and development**, participants have the opportunity to meet with international **business advisors, entrepreneurs, investors, and policy makers** to benefit from **face-to-face mentoring**.

This year, the Finals are held in **Dublin from June 17<sup>th</sup> to 19<sup>th</sup>** as both a side event of the Euro NanoForum and an official event of the Irish Presidency of the European Union. So together with the partners of IBC Europe 2013, Junior Achievement – Young Enterprise Europe and INVESTIN, let me congratulate the 24 finalists on their nomination to the European finals and wish them all the best for the next round of this competition.

I wish you all a wonderful time here in Dublin !

**Michał Dżoga**  
Head of Corporate Affairs  
CEE Region

## About Intel® Business Challenge Europe



## About Intel® Business Challenge Europe

### About the competition:

Intel® Business Challenge Europe is a competition for innovative products, smart technologies and interactive web&mobile applications in the areas of: Healthcare & Medical devices; Energy and Cleantech; People & Society; ICT; Biotechnology; Nanotechnology.

### Reasons to compete

- Opportunity to win an executive program experience in the Silicon Valley with world class investors
- Intensive mentoring and training with business professionals
- Exceptional networking opportunities worldwide
- International media visibility for your company

### IBC Europe Process



**Intel® Business Challenge Europe 2013** allowed submission of projects from all European countries and Israel. The process was divided into three rounds of selection. During the first round, all participants submitted an abstract

to our affiliated partners who were in charge of the selection. For the second round, selected teams were provided with on-line coaching and e-learning path in order to prepare a business plan and an elevator pitch video. Finally in the

third round, selected candidates received more in-depth coaching to prepare for the finals. Only five winning teams out of thousands of applications sent will get a chance to compete at the Intel® Global Challenge in Berkeley.





"The IBCE offers great training in pitching and presenting in front of an international panel of judges and experts. It allowed us to develop our network, our inspiration, and it gave us insight into other business areas."

Andreas Laustsen, Biosyntia,  
Denmark, 2012 winner

## Round 1, 22 October 2012 – 4 March 2013

Participants submitted an Abstract - brief description of their project, on the [www.milestonehero.com](http://www.milestonehero.com) platform set-up by our partner INVESTIN. We accepted applications from students, PhD students or recent graduates, aged from 18 to 34. We received applications

from 27 eligible European and Israeli countries. One main selection criteria was for the projects to include technologies that have real business potential in areas such as: biotechnology, nanotechnology, softwares, mobile applications, electronics, robotics, energy and

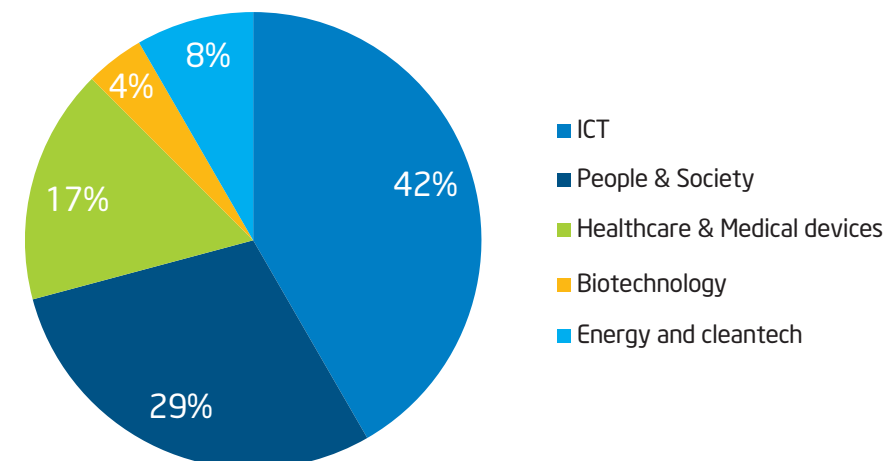
power generation. The evaluation of abstracts was conducted by our affiliate partners in each country. Following this first round of selection, 200 projects entered the second Round. The most enterprising countries were: Italy, Romania, Bulgaria, Israel and Poland.

## Round 2, 4 March 2013 – 14 May 2013

The 200 participants selected for Round 2 of the competition were asked to submit a complete Business Plan of their idea and an Elevator Pitch Video according to INVESTIN methodology for start-ups assessment. To support

the preparation of this material participants were offered on-line coaching with international experts, as well as an e-learning course on "How to prepare a great Business Plan" prepared exclusively for the IBC Europe by INVESTIN. Both online

coaching sessions were provided through the Milestonehero platform. An international panel of judges selected the 24 best projects to proceed to Round 3. Among the selected projects, the most popular areas were:



## Round 3, 14 May 2013 – 19 June 2013

This year's European finals take place in Dublin, Ireland as an accompanying event of the Euronanoforum 2013, a conference bringing together worldwide Nanotechnology experts and key policy makers.

The 24 best teams defend their ideas in front of an international jury in two stages: semifinals and finals. Before advancing to Global competition they need to conduct multimedia presentations in front of two different sets

of juries. Once approved they will be eligible to use more coaching sessions with business professionals. The five winning teams will travel to California to compete in the Intel® Global Challenge Finals in Berkeley.

## Benefits

All participating teams will benefit from :

- The online coaching sessions to develop their skills and capacities ;
- Being introduced to potential investors;
- Exchanging with other young entrepreneurs from all over Europe;
- The international media visibility
- Feedback from experts working in areas directly concerning the selected projects
- The five best teams will earn the opportunity to go to Berkeley, California, and take part in the Intel® Global Challenge 2013.

## Intel® Global Challenge at The University of California, Berkeley

Winners of Intel® Business Challenge Europe will take part in the Intel® Global Challenge Finals in October at the University of California, Berkeley. They will be offered:

- Pitch training
- Silicon Valley experience
- Networking with capital ventures
- Unique competition experience and conferences
- They will compete for \$100,000 in cash prizes: \$50,000 for Grand Prize Winner, and \$10,000 for each of newt three runners-up



"Even if a team doesn't make it to the finals, they would still benefit from the preparations required. Putting together a concise business plan and finding reasonable answers to important questions about one's business model empowers the entire team involved in a startup. Also, we have met some great and inspiring people along the way and that's always a good thing."

Julian Hartmann, Snipdocs,  
Germany, 2012 finalist



JulianHartmann, Snipdocs,  
Germany, 2012 finalist

"The IBCE has helped us to attract new investors and it also gave us some extra exposure."

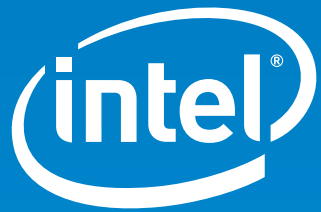




Intel Business Challenge  
Europe 2013

**Welcome to the finals!**





Welcome to the finals!

## Welcome to the finals!

The final round of the Intel® Business Challenge Europe is **the outcome event of an eight-month long competition** in which thousands of young entrepreneurs have competed in order to lead their project to the highest possible. **The 24 best** of these teams are gathered in a same place to pursue the contest. Yet, the finals are not only about competing. It is mainly a time to **keep on learning** from business experts and from the other teams, **a time of improvement, meeting new people and opportunities.**

This year, the IBC Europe finals are part of the **Euro NanoForum 2013** during which all participants will have the opportunity to meet with worldclass nanotechnology speakers and key policy makers. Moreover, the 2013 edition has been **approved by the Irish presidency of the European Union**, which gives our participants even higher visibility on the European market and at policy-making level.



Andreas Laustsen, Biosyntia,  
Denmark, 2012 winner

"We have already recommended IBCE to several other young entrepreneurs. It is a great opportunity to practice business planning, pitching, receive feedback from experts, and it is a lot of fun!"



Alexander Barclay, ThirdArt,  
Switzerland, 2012 finalist

"To me, the coaching sessions were particularly valuable in understanding how to present a venture to investors. Also, seeing other teams on stage gave me a better sense of how to pitch a story (which is a lot less academic than what you get used to at university)."



## Day 1:

The first day of the finals is dedicated to a coaching session with our business professionals. They are international experts specializing in different fields of the competition. The coaching team will concentrate on giving improvement advice to the IBC Europe finalists and prepare them for the next steps in the development of their projects.

## Day 2:

On the second day of the event, the semi-finals will take place in the Aviva Stadium in Dublin. Each of the 24 teams will have the opportunity to present their project in front of the semi-final jury (see page 61) and answer to their questions. This is a great communication exercise that helps reflect on your capacities as an entrepreneur and on your project itself. The poster session in the evening is also an opportunity to go back in-depth into one's project and to think it over at a time where one is often too absorbed by it to see the important details again. After these semi-finals, nine projects will be selected to move on to the finals which will take place on the third day.

## Day 3:

The third day of the IBC Europe Finals is not only about competition. The morning will be dedicated to the final judging during which all nine finalists will defend their project in front of the Final Jury (see page 65).

5 winning teams will be awarded during the Closing Plenary of the EuroNanoForum.

Richard, Nichols, Escalate,  
UK, 2012 finalist

"[...] through networking it enabled us to open doors. [...] I would definitely advise other entrepreneurs to take part in IBC Europe: [...] they will gain valuable advice and will be able to improve their companies."



Manuel Heras, RadarBar,  
Spain, 2012 finalist

"Throughout the IBC Europe Finals and the networking opportunities, we made a lot of contacts across Europe. In addition, the jury and coaches gave us the best advices to defend our project in the future. This feedback which we received helped us improve our project and take the right decisions."



## Creating synergies within the new technologies ecosystem

Marcin Hejka is Managing Director of Intel® Capital Eastern Europe, Middle East, Africa and Russia; Head of the Final Jury of Intel® Business Challenge Europe

### What is Intel® Capital?

Intel® Capital is the best technology focused growth venture capital and private equity organisation. We have the biggest global footprint of any technology VC organization. Intel® Capital invested in 54 countries on 6 continents and we invest \$400 million to \$500 million in technology startups each year. We are one of the most successful venture capital organisations, as witnessed by our portfolio company exits: over 200 have gone through an IPO, and well over 300 were acquired or participated in a merger.

### Who is your target group? Is Intel® Capital interested in IBC Europe finalists?

We are size and stage agnostic. We can theoretically invest in any technology company from a start-up to a public company, but most of our deals are series A or B expansion stage companies. I am convinced many IBC Europe finalists might be just few steps away from being in our target group, and maybe in some time they will become interesting investment opportunities for us.

### Why is Intel's Capital involvement in the IBC Europe so high?

I see two reasons for this. First of all, we would like to support and facilitate development of the new economy ecosystem globally. Historically majority of innovations were being created in the start-up ecosystem. Therefore, by supporting early stage ideas we contribute to the development of the new technologies ecosystem worldwide.

The second reason of our involvement is the huge intellectual

potential which we see in the EMEA region, both in mature and emerging markets. Intel® capital believes it is important to help this potential grow, either by funding the ideas or by giving these entrepreneurs advice. Those that have great ideas also need to have the ability to network and learn from the feedback they will get from the experts. This is the main benefit

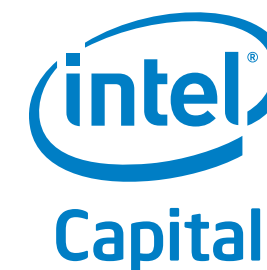


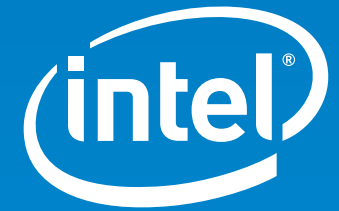
for young entrepreneurs, and this is exactly what the Intel® Business Challenge does - creating interaction between young entrepreneurs and business experts, in order for the former to get feedback and learn from the latter.

### You have been head of the IBC Europe Final Jury during the 2011 and 2012 editions and will be chairing it again this year. Can you give us your impressions from the previous editions and your expectations for this year?

My impression from past experiences as head of the IBC Europe Finals jury is that we have an amazing pool of talent over here. Each year I am positively surprised by the quality of ideas that are presented. I am also impressed by the motivation of the competing teams and the extraordinary work they undertake to prepare for the competition. What I have noticed is that it works even better when the teams are able to base and build their ideas on support or access to IP portfolio they received from their universities or academic centers. Last year's winners of the IBC Europe all had a very close links with the academic world.

This is what I am expecting to see in the future, and this is a message to the academic world: Help them, help those young entrepreneurs, and support them in developing their ideas. Yes, it is important to do basic research, and in the EMEA region we have incredible resources in that matter, but it is also crucial that on top of the basic research, the academic





world supports entrepreneurship and the commercialization of new technologies.

This is where the future of the EMEA region lies: it depends on how well we will be able to turn our great ideas into real businesses. This is actually one of the differences between the US and Europe – In the US good ideas tend to turn into businesses more quickly. I believe the best way to improve this would be to show success stories. This will demonstrate to our students that it's not all about theory but that it can be done, and it would encourage them to take risk and lead their project to success. Not only would this increase the prestige and the brand of our academic centers but it would also empower the technology and start-up ecosystems as a whole.

The idea is to create synergies between VC and angel community and the academic world.: Intel® Capital together with the VC ecosystem represent the demand for innovations. We have skills and financial resources and we can help early stage technology companies to grow and reach success. Universities and academic centers should generate supply of great ideas and innovations. Working together to develop and make good use of these synergies is what we need to do to bring new businesses to life. This is part of the universities' job: to support students up to the commercialization of their ideas in order to make sure that the research that is done actually helps to bring growth, new jobs, and help society in general.

The global perception of the new economy is sometimes that it

is just some sort of curiosity, a small niche that exists just for the sake of it. In fact it is on the contrary - intellectual potential is the key to the future. Intellectual potential and ability to build businesses based on it is real crude oil of the 21st century. Wealth and success of entire countries and continents depends on their ability to create innovative companies. In 21st century there are only two alternatives: either to be a source of innovation or to be a source of cheap labor. The equation is simple for us because we can rely on the already existing successful models in the EMEA region. We already have all ingredients and it simply requires good cooperation between these ingredients which are: governments through providing proper regulatory framework, the academic world as the source of ideas and investors as the source of skills and funding to turn ideas into commercial success. They are in place; we just need to connect the dots and explore the synergies to maximum possible extend.

As an international technology company, Intel® is part of this ecosystem and it plays its role, among others, through initiatives such as the Intel® Business Challenge Europe.

**What are, according to you, the three characteristics of disruptive innovation?**

Well, first of all, it has to be unique, which means that it must bring incremental improvement over existing technologies. In three words, it must be cheaper, faster, and/or better.

Secondly, it has to solve a real problem. We often see fantastic technologies which are aimed at solving non-existing problems.

So before you develop it, make sure your solution addresses a real need.

Finally, the timing is important: being too early is as risky as being too late. But every pioneer encounters risks. So you have to carefully choose your timing.

**Is a Business plan mandatory for a business idea to enter the market?**

Of course it's mandatory. But maybe with a twist: what's vital is not the business plan but the actual planning! We are living in a fast changing world so planning must mean making sure that a company is flexible enough to adapt to the changes that keep on coming. If it is true that no company is able to succeed without proper processes and planning, but it should also be flexible and able to adapt, ready to change its business plan quickly in reaction to changing environment. The idea is to find the right balance between having enough information and not being too slow. . The key is to understand your market while remembering about velocity. Don't miss the opportunity!

**Can you name the three success factors you will be looking for among IBC Europe finalists?**

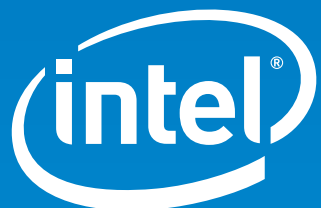
Besides everything that has already been said before, I guess I would add these three things:  
Don't be afraid of risk  
Don't be afraid to set ambitious goals  
Be determined in executing them

**Finally, would you agree to have a coffee and give some feedback to the IBC Europe finalists when in Dublin?**

Definitely! I'd love to meet them and talk to them.

# Agenda





## Agenda

# Schedule of events

## June 17<sup>th</sup> 2013 Day 1 - Monday

		Venues
07:00-08:30	Breakfast	Bewleys Ballsbridge Hotel, The Brasserie Restaurant
09:00-09:45	Participants introduction	Aviva Stadium
09:45-10:30	Success stories and coaches introduction	Aviva Stadium
10:30-13:30	Coaching round 1	Aviva Stadium
14:00-15:00	Lunch	Aviva Stadium
15:00-15:30	The future starts today - a review of trends shaping tomorrow's marketing landscape	Aviva Stadium
15:30-17:30	Coaching Round 2	Aviva Stadium
18:15	Transfer to Guinness Storehouse	Hotel lobby
19:00-23:00	Dinner @Guinness Storehouse	Guinness Storehouse

## June 18<sup>th</sup> 2013 Day 2 - Tuesday

### Semi-finals

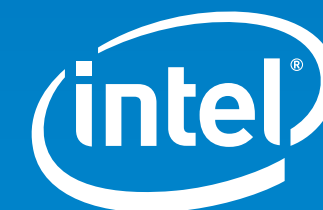
07:00-10:00	Breakfast	Bewleys Ballsbridge Hotel, The Brasserie Restaurant
10:30-12:30	IBC Semi-finals 4 Teams x 3 Jury teams	Aviva Stadium
13:00-14:00	Lunch	Aviva Stadium
14:00-16:00	IBC Semi-finals 4 Teams x 3 Jury teams	Aviva Stadium
17:00	Transfer to Dublin Convention Center	Hotel lobby
18:15-20:00	Welcome reception of the EuroNanoForum and Poster Session	Dublin Convention Center
21:00	Transfer back to the Hotel	Dublin Convention Center

## June 19<sup>th</sup> 2013 Day 3 - Wednesday

### Finals

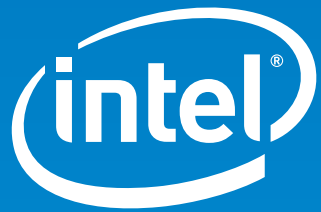
07:00-09:00	Breakfast	Bewleys Ballsbridge Hotel, The Brasserie Restaurant
9:15	Transfer to Dublin Convention Center	Hotel Lobby
10:45-13:15	Final Judging	Dublin Convention Center, Wicklow Room 1
13:15-14:00	Lunch	Dublin Convention Center
16:30-18:00	ENF Closing Plenary and IBC Europe Winners Announcement	Dublin Convntion Center, Auditorium
19:00	Gala Dinner	Dublin Convention Center
23:00	Transfer back to the Hotel	Dublin Convention Center

\* Participants are encouraged to attend the EuroNanoForum sessions between the IBC Europe sessions.



Intel Business Challenge  
Europe 2013

## Participating teams



## Participating teams

1. <b>BioRepeller</b> Denmark		13. <b>PollutionTrack</b> Romania	
2. <b>CareerKIT</b> Romania		14. <b>POSenso</b> Poland	
3. <b>Compact Tech.</b> Israel		15. <b>ProjectPolicy</b> United Kingdom	
4. <b>Desktop Genetics</b> United Kingdom		16. <b>Quick Inspect</b> Denmark	
5. <b>EggPlant</b> Italy		17. <b>Random Break</b> The Netherlands	
6. <b>Excalibur</b> Slovak Republic		18. <b>SEM+</b> Italy	
7. <b>Gameleon</b> Bulgaria		19. <b>SOMA Analytics</b> United Kingdom	
8. <b>HugHeart</b> Israel		20. <b>Tensive</b> Italy	
9. <b>iRC Team</b> Italy		21. <b>uBirds</b> Poland	
10. <b>LifelnU</b> United Kingdom		22. <b>Utopia</b> Israel	
11. <b>LiveTouch</b> Romania		23. <b>Wheelab</b> Italy	
12. <b>Material Recovery Systems</b> Italy		24. <b>WIB</b> Italy	

## BioRepeller

Denmark

Catheter associated urinary tract infections affects 1.2M of the 8M undergoing urinary tract catheterization in the US and EU combined, accounting for more than 40% of all hospital acquired cases. In 2012 it resulted in 26,000 reported deaths. Associated hospital costs total 600M USD every year in each region. The infection is the result of bacterial adhesion causing infection including implant malfunction. Currently, there is no effective coating that prevents such adhesion and the later effects.

BioRepeller is using an innovative and simple coating technique that prevents bio-adhesion onto material surfaces. It eliminates adhesion for more than 36 days, at least four times longer than current coatings. An aging population and rising incidence of urological problems drives growth in the urological catheter market. In 2012 the total EU and US market was worth 1.2B USD and is expected to surpass 2B USD by 2017. An attractive market for BioRepeller. For details see: [www.biorepeller.com](http://www.biorepeller.com)

## BioRepeller I/S



Kristian Kolind



### Contact details:

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[kristian\\_kolind@email.com](mailto:kristian_kolind@email.com)

## CareerKIT

Romania

CareerKIT integrates the available premium trainings (free spots donated by the training companies for obtaining fiscal deductions, the ones developed by corporations for consolidating their employer brand, by NGOs for realizing their mission and the ones financed by EU funds) that also have attached valuable networking opportunities with managers and offer them to youth on a competitive basis. It enables youth to better integrate on the labor market and the partners to consolidate their brand, to raise their sales or to find sponsorships

and to obtain fiscal deductions. It fills the gap between unskilled youth and the growing need for talents, while reducing the corporations' HR costs.

Its innovative approach comes from the best allocation of unused or misused resources. Due to its synergetic effect it stimulates the economy and has a multiplicative effect on job creation.

We will base our success on helping others reach their goals and now, more than ever, this help is needed!

**Elevator Pitch Video:**  
<http://vimeo.com/63725316>



Loredana Mihaela  
Simedre

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## Compact Tech

Israel

CompactTech is developing a modular folding helmet for the motorcycle and bicycle industry to minimize its volume by 40-50%, making it easier to carry and store.

**Elevator Pitch Video:**  
<http://youtu.be/DU3a31ebprU>



**COMPACT  
TECH.**  
*Compact modular helmet*



Sharon Farber



Shimon Farber

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Participating teams

Participating teams

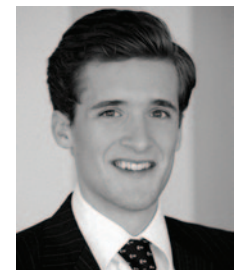
## Desktop Genetics

United Kingdom

Biotech scientists make 1.1 million genes every year, from which they discover and develop novel blockbuster products. Making these genes is complex, time consuming and error prone. Desktop Genetics is reducing experimental errors, improving

efficiencies and progressing biotech R&D by providing scientists with proven and trusted bioinformatics software to manage, search and make genes in minutes instead of hours and with industry-leading accuracy.

**Elevator Pitch Video:**  
<http://www.youtube.com/watch?v=yU-xGqgGyi4>



Victor Dillard



### Contact details:

**Victor Dillard:** victord@deskgen.com



## EggPlant Italy

EggPlant addresses and solves two big environmental and social problems, the olive mill wastewater (OMW) disposal and the pollution coming from traditional plastics, by

reusing the OMW as raw material to manufacture eco-friendly, hi-tech and valuable products such as bioplastics, polyphenols, compost and distilled water in a 0 waste process.

**Elevator Pitch Video:**  
<http://vimeo.com/64005066>



### Participating teams



Paolo Stufano



Domenico Centrone

#### Contact details:

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**Paolo Stufano:** University of Bari,  
pastufa@gmail.com

### Participating teams

## Excalibur Slovakia

Passwords cannot protect us anymore. The upcoming Internet of Things will need authentication to be omnipresent, seamless, secure and ideally distributed.

Excalibur is the answer. We are using the mobile phone, to solve all your authentication needs. We radically improve security, while making the authentication process practically invisible to the user. Excalibur is unique in three ways: 1. It is anchored to an existing direct trust between the telecom operator and the user, projecting

this trust between users, objects or services. 2. It combines more authentication layers than anyone else, and does so seamlessly. 3. Most importantly, it keeps all sensitive information invulnerable from leaks, device theft or hacks by using our patent-pending distributed crypto-scheme. We have already won the Young Innovator Award 2012 in Dubai from International Telecommunication Union, StartupAwards.sk 2012, and are currently participating in the prestigious Wayra accelerator sponsored by Telefonica.

**Elevator Pitch Video:**  
<http://vimeo.com/64024419>



#### Contact details:

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**Peter Luptak:** University of Brighton,  
pluptak@mba2014.hbs.edu



Ivan Klimek



Peter Luptak



## Gameleon Bulgaria

### WordPress for Game Creators

- A smart editor - a multiuser collaboration tool to create games in teams

- Editor hosted in the cloud, allowing everybody to create games visually, using just a browser

- Using this tool, any body may create and edit content, using just a browser, without any tech knowledge, then publish it -with a single click to an existing server within our infrastructure

- The tool functions just as Microsoft Visual Studio, creating code in the back. The resulting game is based on open standards and we provide full access to the creator to develop on top of it

Players may access and use the content via a browser, by using a link, without the need of any third party plug-ins or downloads. It is as simple as accessing a WordPress blog.

### Elevator Pitch Video:

<http://youtu.be/270hBQD0Mxo>



### Contact details:

**Victor Popescu:** victor@gameleon.co

**Vlad Alexandru Radu:** vlad@gameleon.co

## Participating teams



Victor Popescu



Vlad Alexandru Radu

## Participating teams

## HugHeart Israel

HugHeart is a medical imaging company that offers a first in the market innovative medical imaging device that will improve bypass surgery outcome, shorten surgery time and save costs. \$500M are wasted all around the world on bypass surgery complications that can be avoided using HugHeart's technology. 1M Bypass surgeries are performed each year worldwide to treat patients with clogged arteries and yet in around 100K of them some of the arteries are hidden, forcing surgeons to improvise and

causing complications during surgery that result in longer surgeries, extra hospitalization days, repeat surgeries and additional costs. A handheld gamma camera designed for accurate, quick and comfortable real time detection of hidden arteries during bypass surgeries. Our patentable technological solution is noninvasive and uses very low amounts of radiation, safe for patients and surgeons alike. Patentable methods of dose reduction for bypass surgeries make sure our device will be the best.

### Elevator Pitch Video:

<http://www.youtube.com/watch?v=b8sfF5LQ4M4&feature=youtu.be>



Vitaly Gutkovitch



Irene Gelfeld



Eyal Kohn

### Contact details:

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**Eyal Kohn:** eyal.kohn@gmail.com

## iRC Team Italy

A smart and evolutionary automation tool (iRC) running on embedded systems, PC, smartphones and tablet, and able to reduce energy consumption and costs in the building

management, to offer higher comfort and security in our environments and to advance our wishes in our homes or offices on the basis of our behavior and our needs.



### Elevator Pitch Video:

<http://www.youtube.com/watch?v=p7jKxaV3rbE>



Andrea Vaccaro



Floriano De Rango



Pepino Fazio



Domenico Falbo

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**Floriano De Rango:** University of Calabria,  
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**Andrea Vaccaro:** University of Calabria,  
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## LifeInU United Kingdom

LifeInU is a home monitoring system for high risk pregnancies, focusing on cases of high blood pressure and diabetes, namely Preeclampsia and Gestational Diabetes. In these situations women must go daily to the hospital for supervision and monitoring. By carrying out the measurements at home and providing doctor the needed data analysis we can lower the number of visits and increase the safety and comfort of the pregnant women.

Our solution consists of hardware system and software application for a frequent measurement of vital parameters of a mother and a fetus. The data collected is sent to the Cloud Database. Using Data Mining and Machine Learning algorithms we provide decision support information for a doctor, this information helps a doctor to keep track on the patients state and detect pregnancy complications. Informative reports are provided to pregnant woman.

### Elevator Pitch Video:

<http://www.youtube.com/watch?v=y3waZxcbQQU>



### Contact details:

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**Elena-Corina Celoiu:** King's College London,  
ena.celoiu@gmail.com



Elena-Corina Celoiu



Tomas Potesil



## LiveTouch

Romania

LiveTouch is a long awaited solution that takes the local pub in the digital era. It is a client-server solution comprized of touchscreen tables that let you order and play through an intuitive and very easy

to use interface. LiveTouch is an integrated solution destined for HORECA professionals enabling them to get a WOW factor in their establishment, to cut costs and make customers much happier.

### Elevator Pitch Video:

<https://www.youtube.com/watch?v=8bp0Sg9RRK4>



### Participating teams



Teofan Pavel



Adrian Flucus

### Contact details:

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**Adrian Flucus:** adrian.flucus@gmail.com

### Participating teams

## Material Recovery Systems

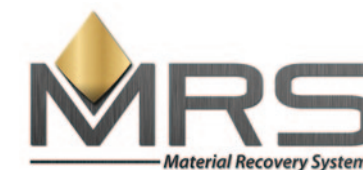
Italy

MRS provides breakthrough technology to increase the efficiency of PVD (Physical Vapour Deposition) processes

used in the production of microchips, micro electro-mechanical systems, solar cells and other hi-tech devices.

### Elevator Pitch Video:

<http://www.youtube.com/watch?v=-tCrWB1P5kU>



Salvatore Modeo



Antonio Andrea Gentile

### Contact details:

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**Antonio Andrea Gentile:** University of Salento,  
antonio.gentile@mrssnc.com

## PollutionTrack

Romania

PollutionTrack is the first complete commercial solution for personal air quality monitoring and tracking. We built an embedded sensor device that communicates air quality data with your smartphone and the cloud. It helps you

improve your lifestyle by providing insights about how noxious your environment is and helps you minimise dangerous exposure. Crowdsourcing helps deliver pollution information to whole communities.

### Elevator Pitch Video:

<https://vimeo.com/62005223>



### Participating teams



Dan Stefan Tudose



Daniel-Octavian Rizea

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**Daniel-Octavian Rizea:** University Politehnica of Bucharest,  
danielrizea27@gmail.com

### Participating teams

## POSenso

Poland

POSenso is a complex bike sensor, which together with an image from a camera mounted on the handle bars, enables the use of the exercise bike and a computer screen for full simulation of cycling tourism at home. The product is designed for a wide range of

cycling fans, who by using the web platforms will be able to download cycling routes that they wish to ride on. It gives the final consumer satisfaction with the achievement of real results and has a stimulating effect on their motivation.

### Elevator Pitch Video:

<https://www.youtube.com/watch?v=jbfwWVBjTUU>



Mateusz Marchewczyk

### Contact details:

**Mateusz Marchewczyk:** Cracov University of Technology,  
mateusz.marchewczyk@gmail.com

## ProjectPolicy

United Kingdom

ProjectPolicy (projectpolicy.org) aims to unify, organise and visualise the world's government data onto one interactive map. Its vision is that of a world where open government data is easy to access and understand so that it can be leveraged by people and organisations for better decision-making.

Founded late last year at the University of Cambridge,

ProjectPolicy won Startup Weekend Cambridge in November, Silicon Valley Comes to the UK (SVC2UK) at Google Campus in London in December, and Startup Weekend Transmedia in San Francisco in February.

ProjectPolicy is incubated at Accelerate Cambridge and supported by the Royal Society of Arts, Unltd and Google.

### Elevator Pitch Video:

[http://www.youtube.com/watch?v=oHlxA3n9DPQ&feature=player\\_embedded](http://www.youtube.com/watch?v=oHlxA3n9DPQ&feature=player_embedded)



Elliott Verreault

### Contact details:

**Elliott Verreault:** [elliott@projectpolicy.org](mailto:elliott@projectpolicy.org)

## Quick Inspect

Denmark

Consultancies waste hours each year doing inefficient site inspections with pen and paper, digital cameras and blueprints. Quick Inspect's goal is to bridge this gap by combining powerful workflow tools on the iPad with an integrated online software solution.

We will empower our customers with the ability to build checklists, add issues, take photos, tag locations on a digital drawing and it all syncs to the cloud and is securely backed up. We will save our customers 60% of their time.

### Elevator Pitch Video:

<http://www.youtube.com/watch?v=758DZF3MLw>



Kacper Kawecki



### Contact details:

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## Random Break

### The Netherlands

Random-Break is a platform for planning and booking travel custom tailored for each user. It is the guide for the next generation of travelers, is an aggregator of existing services, an organized billboard of cities activities and deals.

The core of Random Break is the user and social media platform that allows us to understand and predict their needs perfectly. The system relies on the social aggregates of various social networks to which the user is registered to offer the perfect

solution at the perfect moment - just like the best friend could do. It only takes a date and departure city, and a maximum budget to enable us to offer a total travel solution and personalized.

Our goal is to provide a service that allows you to plan and purchase the perfect trip in 5 minutes (against a European average of 150 minutes), with a minimum of effort, and having fun.

Travelling is fun, booking will be fun too!

#### Elevator Pitch Video:

<http://www.youtube.com/watch?v=PhhKqcinHVO&feature=share>

#### Participating teams



Giuseppe Lacerenza



Matteo Cunial



Virginio Midili

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**Virginio Midili:** Politecnico di Milano,  
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#### Participating teams

## Sensing ElectroMagnetic Plus

### Italy

SEM+ develops and markets a new patented technology that introduces the third touch dimension in touch sensors. SEM+ layer detects the position and intensity (pressure) of multiple contacts on a surface, even if it is curved or flexible.

This technology, applied in consumer electronic devices, enables new functionalities exploiting this further

straightforward degree of interaction, allowing clear and comprehensible innovation in a field in which being at the technological forefront has a relevant strategic and marketing value.

Moreover SEM+ technology can be applied to other markets, like footwear and apparel, industrial PCs and healthcare, automotive, that can exploit the unique mechanical flexibility of SEM+ layer.

#### Elevator Pitch Video:

<http://youtu.be/YKwAixsWLCg>



#### Contact details:

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**Alessandro Levi:** Istituto Italiano di Tecnologia,  
[alessandro.levi@gmail.com](mailto:alessandro.levi@gmail.com)



Silvano Furlan



Alessandro Levi



## SOMA Analytics

United Kingdom

SOMA Analytics measures and improves employee well-being. Insights are gained through real-time data analysis based on everyday smartphone interaction. The vision is to back every decision in HR with big data

on employee well-being. SOMA graduated from the Healthbox Europe accelerator program and was awarded one of the 50 most promising student-led startups by Kairos Society as well as a Hive 50 startup by TEDMED.



### Elevator Pitch Video:

<http://vimeo.com/somaanalytics/innovationday>



Christopher Lorenz



Diego Martin-Serrano  
Fernandez

### Contact details:

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**Christopher Lorenz:** [christopher.lorenz@soma-analytics.com](mailto:christopher.lorenz@soma-analytics.com)

## Tensive

Italy

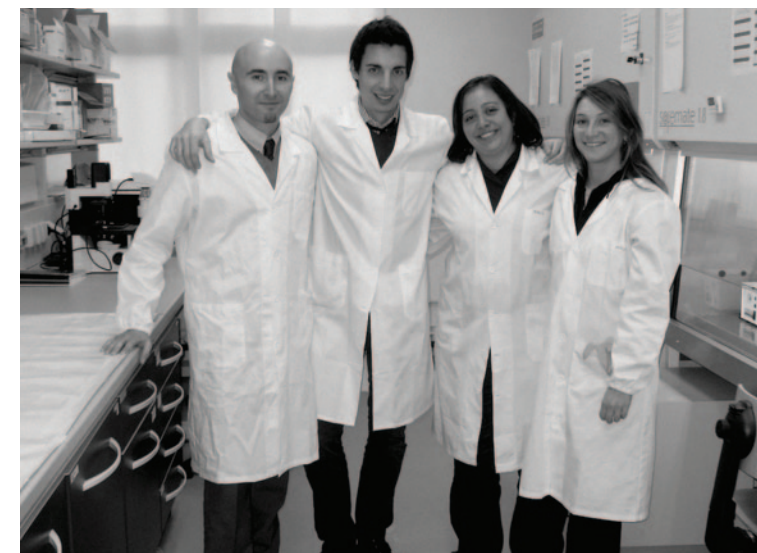
Surgeons that need to reconstruct large bone and adipose tissue defect, resulting from osteoporosis, trauma or tumor resection, can take great advantage of Tensive's implantable biomaterials. Our products are based on resorbable synthetic polymers fabricated, by a patented process, with an internal micro-channel network, replicating the blood vessel architecture. This artificial network helps the patients' bloodstream to immediately penetrate the biomaterials inserted in the defect,

satisfying the high nutrients demand of growing tissues. Thanks to this innovative technology it will be possible to attain a large tissue reconstruction, so far limited in size due to the insufficient vascularization provided by the products currently available on the market. Tensive products will improve patients' quality of life and benefit the entire healthcare system, decreasing patients' pain, surgery costs and the need of multiple surgical treatments for large reconstruction.



### Elevator Pitch Video:

<http://www.youtube.com/watch?v=2NdyRNvSVwA>



Alessandro Tocchio



Federica Destro

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**Federica Destro:** [federica.destro@fondazionefilarete.com](mailto:federica.destro@fondazionefilarete.com)

## uBirds Poland

Sleep problems are going to be a world wide epidemic whereof sleep apnea is the most common from 80 of them. Low quality of sleep influences directly the patient's health as well as their safety. Negligence can even lead to death. UBirds group would like to introduce the system of distributed sensors for Sleep Apnea Disorder diagnosis in home condition. Through the use of the latest technology, wireless communication and PDA devices, we provide a comprehensive screening system for a competitive

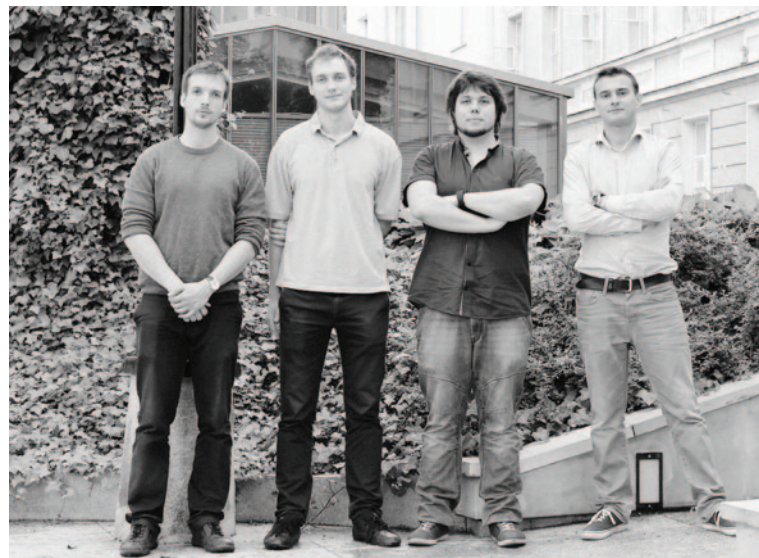
price. Additionally, continuous data recording to the cloud will save a lot of the time that patients spend for examination, provide data safety and carry out the analysis. Specialists will receive data in a convenient way with a hint for potential cause of illness. It will speed up and provide more accurate diagnosis. To sum up we are creating a system for wider, faster and more precise diagnosis of Sleep Apnea Disorder and a base for multifunctional tool for wider patient health examination at home.



Pawel Karczewski



Patrik Lamprecht



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**Patrik Lamprecht:** Warsaw University of Technology,  
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## Utopia Israel

Utopia offers a new, innovative and improved platform for social online games, which enables players to play with each other on various social networks.

Many existing interactive game technologies claim to be 'social', when they are not multiplayer, but merely use social networking platforms. Almost all of them have the same look & feel, game mechanic and technology, with slight variations. They also share the same drawbacks: small game world, high system requirements

& they cannot be played on smartphones or tablets. "We have limited experience developing games for mobile platforms" (Zynga Inc., S-1 registration statement).

Utopia offers the solution. Utopia is a real social game. The players build their games together and can play with each other, therefore, making the online games literally 'social'. Utopia works smoothly on PCs, smartphones & tablets, and has a huge board game. Utopia provides software solution to hardware problems.



### Elevator Pitch Video:

<http://www.youtube.com/watch?v=wD5V5IKZ0os&feature=youtu.be>



Moran-Lea Shor



Niva Hana Porzycki



Aviad Yisrael Gispan

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**Aviad Yisreal Gispan:** The Hebrew University of Jerusalem,  
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**Moran-Lea Shor:** Bezalel Academy of Arts and Design,  
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## Wheelab Italy

Wheelab is a multipurpose system conceived to improve road safety addressed to bikers, insurance companies and road authorities.

The main feature of the system is Wheelbox, a device the size of a smartphone. When mounted on two-wheeled vehicles, Wheelbox collects and processes data in real time and sends notifications to our data center. Should the motorcycle be involved in an accident, the system promptly sends an emergency alert to both first aid services and selected numbers chosen in advance.

In the event that someone attempts to steal your vehicle, Wheelbox emits a loud beep, immediately immobilises the vehicle and sends a warning message to the owner's smartphone.

Also, during your moto ride our system automatically scans the road surface, identifying potholes or uneven pavement and pinpointing each issue on a map.

Wheelab makes riders feel safer and their beloved ones less anxious.



Yuri Roncella



Angela Votano



### Contact details:

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**Angela Votano:** angelavotano@gmail.com

## WIB Italy

WIB - Warehouse In a Box - engineers and manufactures a new generation of vending machines that are modular and interactive. WIB is the first ecommerce enabled vending machine that can also be dynamically managed remotely. Unlike traditional vending machines, WIB can be fully configured in shape and volume while user-centric IT interactive applications will provide rich purchasing experience,

entertainment, advertisement and services to customers. The web based approach offers new customer engagements solutions and advanced geolocalization and marketing tools. Thanks to our Multiple Picking Technology, that overcomes the limits on packaging handling, WIB represents, for all retail segments, the most effective solution to implement a fully automatic, 24H7 proximity shop.

### Elevator Pitch Video:

<http://www.youtube.com/watch?v=xktu-r5l3k4>



Nino Lo Iacono

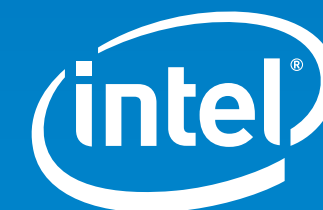


Francesco Patronaggio

### Contact details:

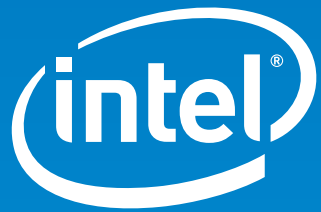
**Nino Lo Iacono:** nino.loiacono@kineotech.it

**Francesco Patronaggio:** University of Palermo,  
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Intel Business Challenge  
Europe 2013

Coaching team



## IBC Europe Coaching Team

**Marcin Beme**  
Founder, Audioteka



Over ten years experience in business development of enterprises in start-up, development and early expansion phases. Specializes in companies' value building. Focused on innovations, investment projects and direct company's management in implementation of winning growth strategies. Specially

interested in technology, media, entertainment, information and telecommunication sectors. Expansive thinker and persistent achiever. Determined to achieve further expertise and track record in early stage investments, growth strategies, business development, corporate finance and management.

**Jacek Carbol**  
Investment Director, Value4Capital Private Equity



Applying 13 years of experience in corporate finance, management consulting and private equity into active investing and portfolio companies' management.

Currently working as an Investment Director in a PE fund, focusing on deal origination and execution in Poland and the CEE. Sitting on Supervisory Boards of portfolio companies: Konsalnet, home.pl.

Before moving into PE, spent years working as a consultant in a number of locations (New York, Boston, Paris and Warsaw), in a variety of sectors (pharmaceuticals through telecoms to advertising), and for companies of varying sizes (global, large, medium and small).

Jorge D. Folch  
Partner, Equity Consulting



Jorge has 20 years of management experience at blue chip companies driving top brands, dynamising categories and accelerating innovation in several categories and regions. He has been Brand Director of Henkel's flagship brand Persil in the Head Office in Germany; Marketing Director of Henkel's Detergents business for Spain and Portugal; and Marketing VP of Panrico Donuts, a local champion with top iconic FMCG

brands. He has multi-category, multi-channel and multi-regional experience, which he now uses to advise companies on how to improve their marketing and sales operations. An inspirational Marketing passionate, Jorge takes care of putting the consumer and the shopper at the center of business strategy, and makes sure that managers gain the commitment from the key stakeholders.

Paul Hanly  
Engineering Manager, Intel® Ireland



I joined Intel® Ireland in 1991 as an Etch Process Engineer. I completed a 2 year assignment in Santa Clara California working on the development of the first 200mm wafer fabrication technology which was transferred to Intel® Ireland (Fab10) in 1993. I held various Engineering roles in Etch until I took up a management role in the Improvement Engineering department. Here I was responsible for up to 15 Engineers. During

this time we completed multiple technology start ups including the move from 200mm to 300mm in the new F24 fabrication plant in 2003. Recently I worked in the US in the Az facility working on the transfer of the latest process technology from Portland to Arizona. In 2011 I took up the position as the Wet Etch Area Manager responsible for 8 GLs and 40 Engineers and the latest technology transfer from Portland Or to Ireland.

Andrzej Kusmierz  
Kozminski University, Director of Business Strategy Dpt



Andrzej Kusmierz, Ph. D. is an Assistant Professor of Business Strategy at the Kozminski University Strategy Department and the Head of the Center for Management in the Healthcare Sector. Since 2000 he gives lectures, provides training and acts as a consultant on strategy, leadership and e-business

models. He supervised over 100 Executive MBA and Kozminski MBA dissertation projects related to start ups, strategy implementation and organization restructuring. Since 2012 he focuses on supporting innovation in life science by cooperating with scientist interested in changing their ideas into businesses.

Andreas Laustsen  
Co-Founder & Business Developer, BioSyntia



Andreas Laustsen is Co-founder & Business Developer at Biosyntia (industrial biotech), Founder & Treasurer of the Rising Entrepreneurs in BioBusiness and Life Science Network, and Founder of VenomAb (snake antivenom). He finished his M.Sc.Eng. in Advanced and Applied Chemistry in 2012 and his B.Sc.Eng. in Human Life Science Engineering in 2010 (Technical Uni. of Denmark & Université Pierre et Marie Curie).

Andreas was the Managing Director of Biotech Academy 2009-11. Andreas won IBC Europe and Cleantech Open (San José, CA), Global Management Challenge DK, Venture Cup, Green Battle, and he has received several personal awards: CSR Student Award 2011, Carlsberg Scholarship, and McKinsey Award 2011. He has secured more than USD 1.5 M for his ventures and was selected as Nova of the Year 2011.

Colin Mac Hale  
Country Manager, Intel® Ireland



Colin is Ireland Country Manager and is responsible for managing Intel's strategic relationships and market development in Ireland. His focus is creating demand for Intel® platforms via Solutions, new usage models, and ecosystem scaling. The mandate is to bring the benefits of technology to customers by working with industry, governments and development agencies. One of these technologies is Mobile phone technology, which is a

particular focus area for Intel®. Colin has over 24 years' experience in the UK & Irish Computer industry and joined Intel® in 2000. Prior to this he held a number of positions in the computer industry focusing on business development for enterprise solutions in a number of vertical sectors, most of this time. He is a mentor with Enterprise Ireland and Ryan Academy.



Ophir Marko  
Coach, BizTEC



Ophir joined his first start-up at the age of 14. Since then he has been involved in two successful start-ups in the semiconductor industry, which were sold for a combined value of just under one billion dollars. As a lieutenant in the Israeli Defense Force, he led classified military projects for a notable intelligence unit. After

completing his degree in physics he pursued a career in intellectual property, specializing in the fields of electro-optics, semiconductors, medical devices and integrated circuits. Ophir is involved with BizTEC, Israel's leading pioneer business plan competition and has been involved in numerous exits and IPOs.

Stephen McGuirk  
Solutions Delivery Manager, Intel® Ireland



Stephen McGuirk is an IT Solutions Delivery Manager in the Intel® Sales and Marketing Group focused on Education solutions, he is also researching a New Business Development assignment. He has experience with IT solution development and deployments in Enterprise, Healthcare and Education verticals. He has developed several Intel® Entrepreneurship and Innovation programs across roles with IT,

Corporate Affairs and Sales organisations. Steve has an IT background, has held several technical and managerial roles during his 13 years in Intel®. He has gained industry experience working for Microsoft, AIB and Delphi Software. He holds Business Studies (DCU), Systems Analysis (NUIG), Managing IT for Business Value (NUIM) and Executive MBA (DCU) qualifications.

Liam O Flannagain  
Department Manager, Intel® Ireland



Liam O Flannagain is a Department Manager working Intel® Ireland Fab 24 on the operational side of the wafer fabrication operations responsible for resource planning, cost of operations and supplier management. Liam has an Engineering Degree from University College Dublin and an MBA from Dublin City

University. He is an active voluntary juvenile coach with his local Gaelic Athletic Association [GAA] teams.

Peter O'Flynn  
EMEA Technical advisor, Intel® Corporate Security



Peter is a Technical Investigator working as part of a small global team in Intel® Corporate Security. Peter is based in Ireland and specialised in the area of Computer Forensics. A Mechanical Engineering graduate (1988) with an M.Sc. in Technology Management and Innovation (2000), Peter started working with Intel® in 1995 and has extensive systems integration & industrial controls

experience internationally with complex plant and equipment, as well as Enterprise-level Security CCTV and Access-Control systems. In the past Peter has played key roles in securing Intel® plant-control systems globally against cyber-attacks and in standardising statistical process control for critical manufacturing support equipment across multiple sites and regions.

Padraig O'Murchu  
Education Manager, Intel® Ireland



Pádraig is Intel® Ireland's Education manager. Pádraig is responsible for the development and deployment of programs that supports 21st century skills development in teaching and learning along with promoting science, technology, engineering and math in schools. At third level Pádraig supports the long term skills pipeline by promoting a world class research and innovation eco system

in Ireland through goal alignment in focused research between enterprise, academia and policy makers. Pádraig joined Intel® in 1991. Prior to joining Intel® Pádraig held a number of positions in education and training in Ireland, the Middle East and Africa. Pádraig is a science graduate of University College Cork and also holds a PhD in Chemistry from University College Dublin.

Magdalena Peisert  
Business Analyst, Investin



INVESTIN Business Analyst preparing innovative ideas, technologies and their authors to enter the market. Warsaw School of Economics graduate, field of studies covered Company Finance and Accounting. Professional interests include strategic analysis and planning as well as project management. Following a lifelong fascination in technology started studies at the

Warsaw University of Technology - Faculty of Electronics and Information Technology. Loves windsurfing and yachting. Additionally years of practice at ballroom dancing. Previous work experience in Business Advisory.

Paul Phelan  
Program Manager, Intel® Ireland



Develops strategic plans and priorities for the Corporate Affairs Group in EMEA. Develops and manages the annual budget for the EMEA region and manages all compliance and legislative

requirements relative to the EMEA business. Drives operational effectiveness and efficiency through systems that add value to the EMEA region.

Martyna Przewoznik  
Business Analyst, Investin



INVESTIN Business Analyst preparing innovative ideas and their authors to enter the market. University of Lodz and Maria Curie-Skłodowska University graduate, field of studies covered Sociology

and Data Analysis. Professional interests include market analysis and statistics. Loves a good movies and music. Previous work experience in market and education research.

Yaniv Reginiano  
Advisor, BizTec



Yaniv is an experienced analyst and researcher, specializing in many fields related to Data and Web. At present, Yaniv is a Business Analyst at an international Internet gaming company. He analyses various products behavior and develops financial and statistical models. For two years Yaniv has been part of an Israeli startup company developing revolutionary algorithms

of an Internet data engine. Yaniv has also been an Optimization Researcher and TA at Tel-Aviv University. He is experienced with Information Retrieval methods, text mining and data mining. Yaniv is deeply involved with Biztec, Israel's leading Entrepreneurial competition. Yaniv holds B.Sc and M.Sc degrees of Industrial Engineering and Management

Dr. Eira Seppälä  
Spinverse



Eira Seppälä has experience both from industry and academia, in research and commercialisation. Before Spinverse, during 2004-2012, she worked at Nokia Research Center, latest as a Principal Researcher. There her topics of interest were nanotechnology, computational acoustics, and radio implementation. She also managed several large-scale projects and applied successfully funding for them. Eira received her doctoral degree in Computational Physics from

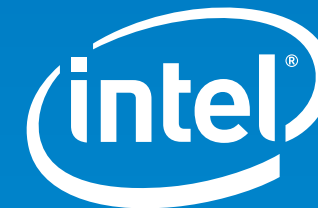
Helsinki University of Technology in 2001. Her doctoral dissertation, belonging to the area of statistical physics, was accepted with distinction. During 2001-2004 Eira was as a post-doctoral researcher at Lawrence Livermore National Laboratory in California, studying plasticity and fracture in metals by creating a massively parallel molecular dynamics code. Eira has over forty publications in various fields, as well as three granted and seven patent applications in the nanotechnology area.

Milena Stoycheva  
CEO and Senior Advisor Higher Education, Junior Achievement Bulgaria



Milena Stoycheva is an executive in the field of economic, business, entrepreneurship, education, and human capital development for youth enterprises and research organizations; a professional with a track record in working for academia-business partnership, with a clear business and ICT focus and emerging strategic orientations in R&D. She is an entrepreneur herself and has participated and

started a number of organizations and enterprises. She is currently CEO of JA-YE Bulgaria and a Senior Adviser on HE for Europe. She has been selected as a Member of the Council on Education, Science and Innovation Strategy by the President of the Republic of Bulgaria. She served also as the Chair of the JA Worldwide Member Council (123 Member organizations) and the Chair of Board of Executives, EU



Krzysztof Winnik  
Business Development Directors, OS3 Group



Holds a position of Business Development Director in OS3 – one of the leading Digital agencies in Poland. An experienced manager, entrepreneur and business advisor with proven track-record as a conference speaker, academic lecturer and business trainer. He is well known of his theoretical and practical expertise in brand-building. In his professional carrier he was a CEO of NuOrder Group (marketing

integration), managed a social media agency - Ostryga and advised multinational companies such as Beiersdorf, Gedeon Richter, Hasbro, Knauf Insulation, L'oreal and Unilever. As a digital media professional, observer and enthusiast he is a regular speaker at major conferences including the biggest one in CEE – Forum IAB, lecturer at Warsaw School of Economics, author of numerous articles in press.

Maciej Żak  
Investment Director CEE, Intel® Capital

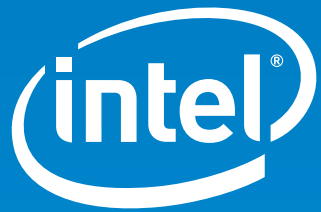


Before joining Intel® Capital, Maciej was working for the ITI Group, most recently as an Adviser to the Executive Committee of ITI Group. Maciej has a wealth of experience in the technology sector across Polish and regional market – since 2006 he has worked in the management board of Grupa Onet.pl with business development responsibilities including creating ZUMI and Onet VOD, buying

Blog.pl and PC LAB. In 2010-2011 as Vice President, Portal Issues at Onet, he was responsible for the home page, News, Business, Sports and Entertainment sections and Sympatia.pl website. During past years Maciej has led many acquisitions, including buying Onet, DRQ, Pascal, Legia Warsaw, PC LAB and Blog.pl. Maciej holds an Executive MBA from IMD in Lausanne, Switzerland.

## Judging team





## Semi-final judges

### Magdalena Jackowska-Rejman

Board Member, Investin

Jury 1



Magdalena Jackowska-Rejman serves as a Board Member in INVESTIN, responsible for transaction structuring and Internet investments. She is a former IT entrepreneur with successful exit Itsumo-hardware & software online audit. She is in charge for elaborating strategies, business models and operational planning for seed and start-up investments at INVESTIN's incubation path. At present, she also acts as INVESTIN's

investment manager an interim President of the Management Board of Denco Logic S.A. an INVESTIN portfolio company. Previously IR manager at Perfect Line, a Warsaw Stock Exchange - NewConnect listed public IT company. Completed studies at Polish-Japanese Institute of Information Technology in Warsaw. Employed at INVESTIN since in 2009, its board member since 2010. Private investor.

### Dr. Thomas Osburg

Director Europe Corporate Affairs, Intel® Corporation



Dr. Thomas Osburg is Director Europe Corporate Affairs at Intel® Corp. He is responsible for the strategic planning and implementation of all Social Innovation and CSR programs across Europe. Thomas holds a Ph.D. (Dr.rer.pol.) degree in Economics and Business Administration from the Leibniz University of Hannover (Germany). After his graduation, he held several Management positions

in the area of International Management and Marketing, CSR, Education and Innovation, living in France, the U.S. and Germany. Thomas is currently a member of the Board of Directors for CSR Europe and a member of the Management Board of Directors for EABIS. Thomas is publishing frequently and lecturing on Management, Marketing, CSR and Social Innovation at leading universities in Europe.

**Dr. Alberto Di Minin**  
Professor, Scuola Superiore Sant'Anna



Alberto Di Minin is Assistant Professor of Strategy at the Instituto di Management - Scuola Superiore Sant'Anna, and Research Fellow with the Berkeley Roundtable on the International Economy at the University of California Berkeley, where he got his Ph.D. Alberto's research and teaching deals with the appropriability of innovation. He focuses on open innovation and new business

models. He also works on technology transfer, intellectual property and R&D management. His latest publications appeared on California Management Review, J. of International Business Studies, R&D Management J., Research Policy. Alberto regularly contributes to Affari & Finanza, La Repubblica covering case studies of innovative Italian companies. Since 2012 he has been IBC Europe country affiliate for Italy.

Jury 2

**Dr Carol Gibbons**  
Investment Advisor, Enterprise Ireland



Carol is a Senior Investment Advisor with Enterprise Ireland, the Government organisation in Ireland responsible for the development and growth of Irish enterprises in world markets. Carol has several years experience working directly with CEOs and Senior Management teams of a number of Ireland's leading companies, both Multinational and

Indigenous, in Research Development and Innovation, to strengthen their product and service offering leading to the successful growth and scale of their business. Carol's previous experience in the commercialisation of technology developments has led to the sharing of knowledge and experience with several start up companies.

**Krzysztof Gawrysiak**  
Private investor



Since 2008 Chris is an active investor in early stage companies and member of Business Angels networks in Poland. He was responsible for legal and financial aspects of investment transactions of various venture capital funds. Bearing in mind his technical knowledge Chris has built his investment portfolio mainly with tech companies - Polidea (software

house), Apphance (mobile), IfDynamics (fiber optics), PLab (IP brokerage), RS-PET (material chemistry). He is also active investor in coffee house chain Rebel Coffee and pharma marketing company Apteki na 5. During his career he has provided substantial returns on his exit some of which took place on United States.

**Henk van den Eeckout**  
Regional Sales Director, Intel® Corporation



Henk is a strong multilingual leader, bridging various different business cultures and organizational hurdles with well appreciated interpersonal skills. Experienced and proven Cxx-level communications and influencing in both B2C as well as B2B. Coach-and aspirator of a multi country G500 sales-and marketing team X - Northern Europe. reating

awareness, increased preference and generating demand for Intel® Enterprise solutions and services to serve the needs of large and international clients to optimize their business outcomes using Information technology together w/ a dedicated team of people across NL, Nordics and UK/I.

**Andre Marquis**  
Executive Director, Lester Center for Entrepreneurship



Andre Marquis is currently the Executive Director of the Lester Center for Entrepreneurship at the Haas School of Business at the University of California Berkeley. He has a long record of starting successful biotechnology and information technology ventures with a particular focus on winning in markets where scalability and evidence-based decision making are critical including online advertising,

media and pharmaceutical development. Andre was founder and CEO of Amplex Pharmaceuticals, founder and COO of Eli Lilly's Chorus drug development unit, CTO and Senior Vice President of Marketing at Internet Pictures Corp, and as well as other big data and consumer Internet companies. He holds an MBA from UC Berkeley and a BA in Cognitive Science from the University of Rochester.

Jury 3

**Maxim Polyachenko**  
Senior Risk Analyst, PayPal



Maxim has a unique experience in the fields of economics & accounting and an in-depth understanding of company's fair value & its financials. Currently, Maxim holds a position of a senior risk analyst at PayPal, while in the past he has worked for several years at Ernst & Young providing assurance services (audit), valuation services and business modeling

for public and private companies, practicing both IFRS and US GAAP. Maxim is participating as a judge at BizTEC (Israel's national business plan competition). Maxim holds an MBA and a double major bachelor degree in Economics and Accounting, both from Tel-Aviv University, a CPA licence (Isr) and an EMT certification (Isr).

**Brendan Cannon**  
Corporate Affairs Manager, Intel® Ireland



After graduating with a degree in Business Studies from Trinity College Dublin, Brendan worked for nearly a decade with multinational companies in Japan, UK and USA. He returned to Ireland to study for an MBA with Trinity College Dublin and subsequently joined Intel® Ireland. Since joining Intel®, Brendan has worked in multiple roles for Intel®, working in the Finance

Department, undertaking strategic planning for an internal startup (www.skool.com), and holding a key management role in the build out of the Intel® Innovation Centres (now called Intel® Labs Europe). Brendan is currently the Corporate Affairs Director at Intel® Ireland with responsibility for driving Intel® Ireland's policy, communications, education and community agendas.



## Final judges

**Marcin Hejka**  
Managing Director of Intel® Capital Eastern Europe, Middle East, Africa and Russia



Marcin joined Intel® Capital in 1999. Prior to Intel® Capital Marcin was Investment Director at the Poland Growth Fund (1995-1999), Resident Polish Specialist at Banexi (1993) and Financial Analyst at Paribas Capital Markets Group (1990). Between 2004 and 2011 Marcin was also Vice President of the Polish Venture Capital and Private Equity Association the largest industry association in Central Eastern Europe. Marcin was a Board Member in iMall and Board Observer in AVG, Siveco, Nokta, Centrum.cz, Index.hu, WP.PL and Wind Mobile. He also served in Boards of Kredyt Bank (1997-1999) and Bank Komunalny (1995-

1999), two Polish banks listed on the Warsaw Stock Exchange, was Deputy Chairman of Dromex (1998-1999) the largest Polish road construction firm and since 2010 is a Board Member of Agora, a leading Polish media company listed on the Warsaw Stock Exchange. He has also invested in and managed exits from Wirtualna Polska (acquired by TPSA), Centrum.cz (acquired by Warburg Pincus), eTel (acquired by Austrian Telecom), Index.hu (acquired by jv of Vivendi), iMall (acquired by Naspers) and AVG (IPO on NYSE) and invested in Ru-Net/ Yandex, Nokta and Wind Mobile. Marcin has an MA in Economics from the University of Gdansk.

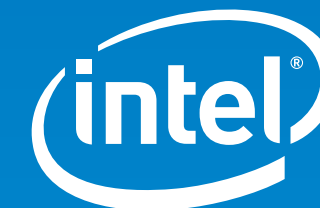
**Wendy Hawkins**  
Executive Director, Intel® Foundation



Wendy Ramage Hawkins is Executive Director of the Intel® Foundation. The Intel® Foundation is active worldwide, awarding grants totaling more than \$40 million each year and focusing on STEM education (science, technology, engineering and mathematics), increasing opportunities for girls, women, and underserved youth, and supporting the volunteerism and philanthropic efforts of Intel®'s employees in education, their communities, and in response to disasters around the world. In addition to 20-plus years

managing education philanthropy for Intel®, she has developed and managed numerous global, national and local education programs, including Intel® Teach, a global teacher professional development initiative which has reached more than 12 million teachers worldwide. Wendy is also responsible for the Intel® Science Talent Search, and the Intel® International Science & Engineering Fair. She is frequently sought out as a speaker, writer, advisor, and consultant in education, philanthropy and corporate social responsibility.





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Investment Advisor, Enterprise Ireland



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Magdalena Jackowska-Rejman  
Board Member, Investin



Magdalena Jackowska-Rejman serves as a Board Member in INVESTIN, responsible for transaction structuring and Internet investments. She is a former IT entrepreneur with successful exit Itsumo-hardware & software online audit. She is in charge for elaborating strategies, business models and operational planning for seed and start-up investments at INVESTIN's incubation path. At present,

she also acts as INVESTIN's investment manager an interim President of the Management Board of Denco Logic S.A. an INVESTIN portfolio company. Previously IR manager at Perfect Line, a Warsaw Stock Exchange - NewConnect listed public IT company. Completed studies at Polish-Japanese Institute of Information Technology in Warsaw. Employed at INVESTIN since in 2009, its board member since 2010. Private investor.

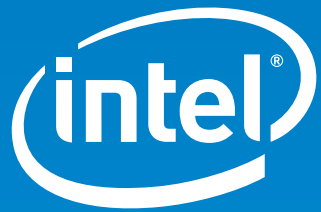
Andre Marquis  
Executive Director, Lester Center for Entrepreneurship



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## Special guests



## Special guests

### Special guests

#### Bernadette Andrietti

Marketing Director and Vice President, Intel® EMEA



Bernadette Andrietti is the vice president EMEA Director Marketing. In her previous role, she serves in the Sales and Marketing Group at Intel® Corporation as director of the European Union region at Intel® EMEA (Europe, Middle East

and Africa). She takes the lead in communicating Intel's business vision to the more than 500 million people in the European Union region and is responsible for stimulating growth in demand, revenues and the Intel® brand.

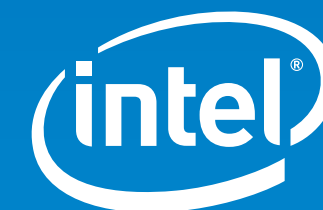
#### Wendy Hawkins

Executive Director, Intel® Foundation



Wendy Ramage Hawkins is Executive Director of the Intel® Foundation. The Intel® Foundation is active worldwide, awarding grants totaling more than \$40 million each year and focusing on STEM education (science, technology, engineering and mathematics), increasing opportunities for girls, women, and underserved youth, and supporting the volunteerism and philanthropic efforts of Intel's employees in education, their communities, and in response to disasters around the world. In addition to 20-plus years

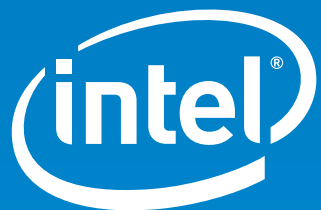
managing education philanthropy for Intel®, she has developed and managed numerous global, national and local education programs, including Intel® Teach, a global teacher professional development initiative which has reached more than 12 million teachers worldwide. Wendy is also responsible for the Intel® Science Talent Search, and the Intel® International Science & Engineering Fair. She is frequently sought out as a speaker, writer, advisor, and consultant in education, philanthropy and corporate social responsibility.



Intel Business Challenge  
Europe 2013

# Partners





## Strategic partners



JA-YE Europe ([www.ja-ye.org](http://www.ja-ye.org)) is Europe's largest provider of entrepreneurship education programmes, reaching 3.1 million students in 37 countries in 2011. Funded by businesses,

institutions, foundations and individuals, JA-YE brings the public and private sectors together to provide young people in primary and secondary schools and early university with highquality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way. The JA-YE Company Programme is recognised by the European Commission Enterprise Directorate General as a 'Best Practice in Entrepreneurship Education'. JA-YE Europe is the European headquarters for JA Worldwide®.

## INVESTIN

INVESTIN ([www.investin.pl](http://www.investin.pl)) established in 2002 by Władysław Halbersztadt and Prof. Barbara Liberda is a high tech seed fund related to spin-off startups stemming from business and science. It is present both on the Polish and European market.

INVESTIN is represented by 5 offices in Poland, over 50 permanent employees and it cooperates with more than 30 external experts on a regular basis. In the past three years INVESTIN raised over \$4M to support

various entrepreneurship activities. We build companies based on high technologies.

Our role in IBC Europe is to coordinate the selection process, to prepare templates and guidelines, to assess selection criteria, to work with affiliated partners during the selection process, to take part in the coaching and mentoring for participating teams. We also provide the entrepreneurship platform Milestonehero- a space to work on new ideas, create teams and develop innovative projects - as an complex ecosystem for IBC Europe process and online activities.

INVESTIN consequently builds its pipeline of revolutionary, scalable technologies and ideas with global market potential. Its portfolio includes:

Hilverse	A developer of LifeCircle+ ( <a href="http://www.lifecircleplus.com">www.lifecircleplus.com</a> ) a system creating global network of blood donors. This fast-growing IT company enlarging its operations in Europe (Germany, UK) and Latin America (recently signed <b>cooperation agreement in Brasil</b> ) in public-private partnership model.
Denco Logic	IT research company developing pointing technology Slidepad for SmartTV pilots <b>patented in US</b> .
E-Vindication	Electronic debt collection project. The project's mission is to conduct the most effective debt recovery as well as financially and socially by automating cash recovery procedures.
Monitor CR	Software for remote and online <b>verification of clinical trials</b> results and patient records in collaboration with leading Polish IT medical integrators.
Graphene	The project is an innovative technology that prepares nanocomposite materials using graphene for a variety of applications.

INVESTIN has made an application to the Bridge VC and in June 2013 was selected as a partner of NCBiR. We shall develop investments in engineering and technical science with the global fund - Pitango Venture Partners

## Affiliated organizations



## IBC Europe Finals Partners



IN ASSOCIATION WITH



## EuroNanoForum 2013

18-20 June 2013, Dublin (Ireland)

The ENF is an official partner  
of the Intel® Business Challenge Europe 2013 Finals

The conference focuses on the impact Nanotechnology is bringing in solving societal problems in environment, energy and health. It showcases innovation as a driver of economic growth. It presents new technologies arising from nano-science and their applications and

discusses potential new end products. Commercialisation and co-operative alliances and schemes that accelerate their deployment are addressed, also considering the other key enabling technologies of advanced materials, nano-electronics and manufacturing.

**6th Biannual event since 2003**  
**3 days | 1200 delegates | 50 countries**  
**Conference | Exhibition | Brokerage Day and much more**

### High-profile speakers

The conference programme has four thematic tracks:

1. environment, life sciences,
2. cooperation & commercialisation,
3. industrial applications
4. nano-engineering.

ENF 2013 is hosted during the Irish Presidency of the Council of the European Union and is the main event during the Presidency. The conference is jointly organised by Enterprise Ireland and Spinverse and it is supported by the European Commission Directorate for

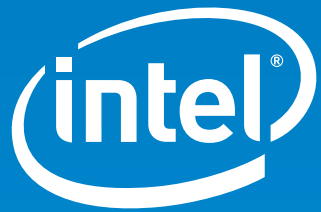
Research and Innovation and its Industrial Technologies Programme. EuroNanoForum has received funding from the European Union's Seventh Framework Programme (FP7 – 2007-2013) under grant agreement number 319114.



Intel Business Challenge  
Europe 2013

## Organizing Team





## Organizing team

### Michał Dżoga

Entrepreneurship Manager Europe, Intel® Corporate Affairs Group



Economist, graduate of International Affairs at the Warsaw School of Economics. Since 1999 he worked in the Team of Advisors to the President of the Republic of Poland leading educational community projects in the field of new technologies. In 2004-2007, as advisor to the CEO of Polish Telecom Michael was responsible for corporate affairs and he has created and led the biggest corporate foundation in Poland - TP Group Foundation (known today as the Orange Foundation.) He then worked as a manager in the Risk Management Department of Deloitte, where he created an CSR advisory team, and together

with Polish Employers' Organization Lewiatan developed won an EU grant for the project to promote corporate responsibility in Polish companies. Since then Michael is a head of CSR Experts in Lewiatan. In 2010 Michael became the Corporate Affairs Manager at Intel® Corporation responsible for the Central and Eastern Europe. He is also responsible for Intel's strategy in the field of science and entrepreneurship support in Europe. His duties include contacts with governments, maintaining relations with international non-governmental organizations as well as support the company's operations in Brussels.

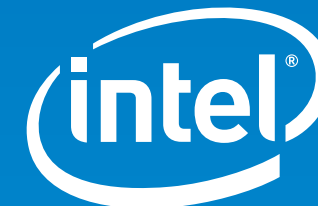
### Paul Phelan

Program Manager, Intel® Ireland



Develops strategic plans and priorities for the Corporate Affairs Group in EMEA. Develops and manages the annual budget for the EMEA region and manages all compliance and legislative

requirements relative to the EMEA business. Drives operational effectiveness and efficiency through systems that add value to the EMEA region.



Ewelina Pyda  
IBC Europe Project Manager



Ewelina has been coordinating Intel® Entrepreneurship Programs since December 2011. She is the Project Manager of the Intel® Business Challenge Europe 2013, business plan competition for university students, graduates and young entrepreneurs. From 2008-2011 she worked for the Polish Confederation of Private Employers in the Communication

Department where she was responsible for external and internal communication as well as for Corporate Social Responsibility projects. Ewelina holds a Bachelor Degree in American Studies from University College of Cracow and a Masters in Management and Marketing from the University of Warsaw. Ewelina speaks Polish, English and German.

Angélique Maige  
Intel® Business Challenge Europe Finals Coordinator



Angélique recently joined the Intel® Business Challenge Europe organizing team. Before this, she was a project manager and assistant at international level in the fields of development help, cross-border cooperation, and European projects. She is a trainer in foreign languages, skills development, and professional

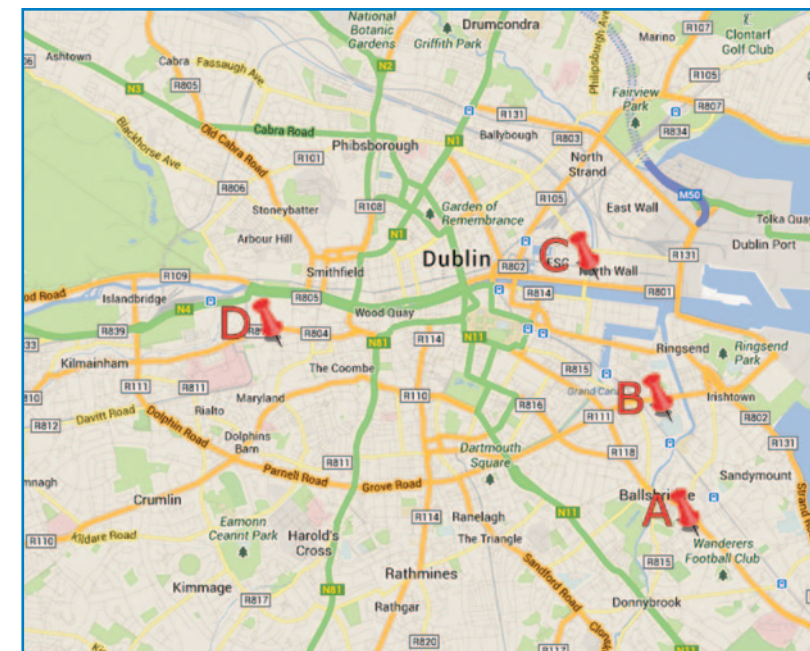
reorientation. Angélique holds a Bachelor degree in English and History, a Master's degree from the Strasbourg Institute for Political Sciences in European politics, and an MBA in Marketing and Sustainable Development.



Joanna Belowska  
Senior Product Manager, InDreams Agency

## Logistic information

## Event venues



- |  |  |
|--|--|
| <b>A</b> <b>Bewleys Hotel Ballsbridge</b><br>Merrion Road, Ballsbridge Dublin 4<br>ph. +353 1 668 1111 | <b>C</b> <b>Convention Centre Dublin</b><br>Spencer Dock, North Wall Quay Dublin 1<br>ph.+353 1 856 0000 |
| <b>B</b> <b>Aviva Stadium</b><br>Bóthar Lansdún Dublin 4<br>ph. +353 1 238 2300                        | <b>D</b> <b>Guinness Storehouse</b><br>St James's Gate Dublin 8,<br>ph. +353 1 408 4800                  |



## Transportation

Dublin airport is located about 15 km away from the hotel. You will find more information about the airport on the web site : [www.dublinairport.com](http://www.dublinairport.com)

### Transportation for Participants

Transfer from Dublin Airport to Bewleys Hotel Ballsbridge on June 16, 2013 and transfer back to the airport on June 20, 2013 is at Participants own expense.

#### Travel by taxi

Cost is approx 30 Euro

#### Travel by Bus

Dublin airport coach bus to O'Connell Street : [www.aircoach.ie](http://www.aircoach.ie)

or Bus N°747 from airport to O'Connell Street: <http://www.dublinbus.ie/en/Your-Journey1/Timetables/All-Timetables/7471/#>

Then take bus 4 or 7. They will take you directly to the hotel. They run every 15 minutes.

### Transportation for Coaches and Judges

Our special guests will be hosted at the airport and a taxi service will be provided to the hotel.

Taxi will be provided on request for your departure to the airport.

Please contact Joanna Belowska from InDreams Travel Agency + 48 515 264 158 for taxi arrangement

For your departure transfer please contact Intel® Hospitality desk , located at Bewleys Hotel Ballsbridge's lobby.

### Transportation between event's venues

Participants and guests will commute to Aviva Stadium on foot (800 meters, 10 minutes – See map)

Transfer is organized for everyone between hotel and Guinness Storehouse ( please refer to agenda for meeting times and places)

Transfer is organized for everyone between hotel and Dublin Convention Center (please refer to agenda for meeting times and places)

#### Optional connections from Hotel to Convention Centre Dublin

Take a Dart Train from hotel ( Sandymount Station ) to Tara Street Station. From Tara Street Station the Convention Centre is only a short walk away. Trains run every 10 minutes during peak times. Same journey back.

## Dress code

Dress code at Intel® Business Challenge Europe 2013 is business casual.  
Exceptions are: formal dress for ENF Closing Plenary and Gala Dinner on June 19, 2013

## WiFi Access

#### Hotel:

Log freely onto hotel's network

#### Aviva Stadium:

Log onto the stadium's network with this password: avivastadium

#### Dublin Convention Center:

Log onto Guest WiFi and simply accept terms of use

## Contact Information

#### Joanna Belowska

InDreams Travel Agency  
Business: +48 22 430 03 39  
Cell: +48 515 264 158  
e-mail: [j.belowska@indreams.pl](mailto:j.belowska@indreams.pl)

#### Ewelina Pyda

Intel® Business Challenge Europe Project Manager  
Cell: +48 884 944 777  
e-mail: [e.pyda@investin.pl](mailto:e.pyda@investin.pl)



IBC Europe 2012 Finals in Sopot, Poland



Intel Business Challenge  
Europe 2013



Intel® Technology Poland Ltd.  
Al. Jerozolimskie 146 C  
02-305 Warsaw, Poland

