venture ideas @ EPFL

“From EPFL to the Valley”

Meet a global entrepreneur and get an insight on how to build a successful business

20th September | Room BC420 | EPFL
12:00 to 14:00

Alexandre Gonthier
CEO of PayWithMyBank
CEO of eWise

Free event
Register now venturelab.ch
Free Pizza Lunch

Program
12:00 Pizza Lunch
12:15 Welcome Speech
Hervé Lebret, Manager of Innovators@EPFL
Jordi Montserrat, Manager venturelab western Switzerland
12:20 Keynote:
“From EPFL to the Valley”
Alexandre Gonthier
CEO of PayWithMyBank
13:20 Closing Words
13:30 Networking
Welcome message

Jordi Monerrat
Venturelab

Hervé Lebret
EPFL Innogrants

http://www.ifj.ch
http://vpiv.epfl.ch/innogrants
venturelab: From ideas to business

venture ideas
Meet entrepreneurs (events)

venture challenge
Discover the challenge of building a start-up (semester course 14 modules.)

venture leaders
The American Boost (10 days, Boston USA)

From student to start-up
Register on www.venturelab.ch

„Swiss startup national team“
Register until 1er mars 2014
CTI Entrepreneurship Training: The 4 modules

**Module 4**  
**Business Development**  
Workshop: 5 days  
*for ambitious high-tech start-ups*

**Module 3**  
**Business Creation**  
Workshop: 5 days  
*for individuals with business idea*

**Module 2**  
**Venture Challenge**  
Lecture: 14 lessons  
*for university students*

**Module 1**  
**Venture Ideas**  
Event: 2h  
*for students and start-ups*

50 courses per year  
with more than 3500 participants

Start-ups  
Students
Pitch your idea
8 pitches / 4 projects selected

Prove the opportunity
4 pitches / 2 projects selected

the «Kick» for your start-up
2 pitches / 1 project selected

Since september 2007:
- 270 projects supported for a total of CHF 10 mio
- 200 companies created who raised 400 mio and created +2000 jobs
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Europeans & Silicon Valley

“Europeans that come to North America are on a quest.”


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Alexandre Gonthier
CEO of PayWithMyBank
CEO of eWise

Alexandre Gonthier is a Swiss Entrepreneur and EPFL alumnus (MS in Communications Systems) based in Silicon Valley. His area of focus is the online and mobile payment industry.

He is currently the CEO of PayWithMyBank and eWise. Before that, he co-founded and was the CEO of iPIN, an online and mobile payment company, which was acquired by Intel Corp. He was also the CTO of Paymo, which combined with BOKU to form the world’s fastest-growing mobile payment company. And he was the CEO of Trinity Mobile, which combined with Ticketscript to form Europe’s fastest-growing online and mobile entertaining ticketing company.

Alex is also very active in the startup ecosystem. He is a Venture Partner at venture capital firm Wellington Partners and was an Advisor to private equity firm 3i in London.
From EPFL to the Valley
by Alexandre Gonthier
Master’s in Communication Systems, EPFL, 1994

• My story

• My experience about the entrepreneur’s journey:
  – 1% Inspiration... coming up with a great idea
  – 99% Perspiration... making it happen!

• How you too can make it happen. Right here.
From EPFL to the Valley

20 years since I left EPFL for the Valley.

100% of my career dedicated to startups.

2/3 of my time in the Valley, 1/3 in Europe.
From EPFL to the Valley

From EPFL to the Valley

These people have inspired me to make it happen
What inspires YOU? Getting to the summit of Europe?
Map out an initial viable path.
The journey is beautiful but it is long so...

Don’t waste your time,
Get going!
One certainty: The path WILL change!
Listen to the elements, be receptive and agile.
And be strategic:
There may be other ways to the summit... easier & faster.
You TOO can do it. Right here, in Lausanne.
How? Some thoughts...

Remember:

Company = Product + Customers
1. Find an Idea – based on an *unfair competitive advantage* available *locally*

- Idea 1: World-wide scientific/technical edge
  - This is EPFL!

- Idea 2: World-leading customers
  - Local giants have problems you can solve! (Nestlé, Swatch, Pictet)

- Idea 3: Small market, big opportunity
  - Most internet giants operate from abroad, Swiss consumers don’t like import duties. Here is to Swiss e-commerce! (eBoutic vs. Amazon)
2. Make it happen – *Discover* a viable product for your market

- **Build a throw-away prototype**
  - Not a finished product

- **Iterate quickly on your prototype with charter customers**
  - Don’t work in a vacuum

- **Make them commit**
  - Or move on

How? Some thoughts…
Capital? You don’t need a lot to prove your idea’s worth

✓ Throw-away prototypes are cheap to build
  ❏ User interface/user experience only
  ❏ No/limited engineering

✓ Capital will come your way when you hit “proof points”
  ❏ Committed charter customers
So... what inspires YOU?
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Twitter
#videas
Encouraging entrepreneurship: SV for bachelors

Silicon Valley Startup Camp

Ecole
Le Silicon Valley Startup Camp propose aux étudiants vaudois un voyage d'une semaine dans la Silicon Valley pour qu'ils développent leur esprit d'entreprise.

À propos – Suggérer une modification

Encouraging entrepreneurship: a new place!
Helping the community

Venture Ideas on Sept. 20th: there as still a few places

Corine Zuber
Innovation, management and organisation

Meet a global entrepreneur and get an insight on how to build a successful business:

http://vpiv.epfl.ch/ventureideas

The next venture ideas will take place on September 20 at 12:00 in BC 420 with Alexandre Gontier, serial entrepreneur in the USA and EPFL alumni. Free but compulsory registration at the Spring 2013 venture ideas conference took place...

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