Scent-matching in online dating

Dominic Senn
senn@basisnote.com
+41 78 712 56 15
The missing link
Innovation
Markets
Founded: Okt. 2007

Founders: Dominic Senn, August Hämmerli, Manuel Kägi

Team: 5 people in Bern
4 researchers at ETH and University of Lausanne
2 external collaborators

→ We are currently looking for a CMO
http://links.basisnote.com/CMO

Financing: closed 1 Mio CHF (Summer 2008)
seeking 600‘000 CHF for market entry online dating
Previous challenges

1. Commit yourself

2. Get the project off the ground

3. Team

4. Financing

5. Technology

Upcoming challenges

1. Financing

2. Getting it right with little information

3. Develop the team

4. Scale up or re-launch

5. Develop the next business segment

6. Reduce dependencies in production

7. Financing

8. Increase profitabilitiy

9. Set the right priorities
Thanks!