The Problem with Social Networks

1. Continuous flow of information
2. Time consuming to reach other people
3. Jump between accounts
The Solution: A Tool to...

1. Visualize in 3D what is happening now
2. Look for other people
3. Stay connected to all networks
Our Unique Proposition
Team

- **Barbara Yersin**, co-founder & CEO, PhD in computer graphics
- **Jonathan Maim**, co-founder & CTO, PhD in computer graphics
- **Thierry Michellod**, art director; 12+ years exp. in 3d design
- **Sergio Mena**, scalability architect, PhD in distributed systems, 8+ years exp.
- **Fiorenzo Morini**, front end lead, engineer; Msc in crowd simulation
From Technology
To Market...

10/2007
Hervé Lebret

11/2007
Pascal Dutheil

12/2007
Jordi Montserrat

Winter 2007 Entrepreneurial course of Prof. Marc Gruber

Spring 2008 Venture Challenge

06/2008
venture leaders

08/2008
Venture kick I

12/2008
venture kick II

11/2008
CTI Project granted

12/2008
Minsh Sàrl is created

01/2009
Innogrant accepted

03/2009
CTI Project Starts at LSR

30/04/09
Minsh Alpha

2007       2008       2009
Venture Leaders Boston

• Get a maximum of feedback

• Talk with everybody

• Gather business cards

• Trust no one
The Promised Land

• 1.5 weeks of mind blowing networking

• Switzerland is not that bad

• Launch & get users

• Open a branch office there 😊
Thank You! Questions?

Come to our booth at the break 😊