ventureideas@EPFL
Swiss ways of building start-ups

April 22nd, 2010
from 13h15 to 16h30, PO - Polydôme, EPFL
Mandatory registration: www.venturelab.ch

Robin Cornelius
Founder and Executive President of the Board Switcher

Hubert Lorenz
Founder and CEO Mimotec

Dominik Grolimund
Co-founder and CEO Wuala
venturelab and EPFL, through its Innovation Network and College of Management of Technology, offer you an exceptional event with the presence of worldclass entrepreneurs:

After running Switcher for 27 years, Robin Cornelius, a well-known personality in Switzerland, hands over his position as CEO in order to concentrate on the strategic operations of the company as Executive President of the Board. It is Robin Cornelius who turned Switcher into what it is today: a leading company in the domain of social responsibility. It was in 1981 during his studies in business (HEC) and in Political Sciences at the University of Lausanne that Robin Cornelius hit upon the idea of what was later to become the Switcher brand. It all began with a first collection containing only 2 items: a T-shirt and a sweat shirt. Robin wanted quality products that were colourful and respectful for any family budget.

Hubert Lorenz received his MSc degree in microtechnology in 1992 from the Swiss Federal Institute of Technology in Lausanne (EPFL). In 1992 he joined the Institute of Microsystems of this school. In 1998 he achieved a PhD in the field of micromechanics. In 1998 he founded the company MIMOTEC in Switzerland, leader in the fabrication of micromolds and microcomponents with its own patented techniques. The company employs 25 people and is equipped with its own clean room. In 2006 he founded a second start-up, called Sigatec, first private company in Europe dedicated to the fabrication of stand-alone micromechanical components in silicon. This company is owned by Mimotec and La manufacture horlogère Ulysse Nardin.

Dominik Grolimund, co-founder and CEO of Wuala (www.wuala.com), Swiss, is 29 years old and studied computer science at the Swiss Federal Institute of Technology (ETH Zurich). In 1998, he founded his first software company, Caleido (www.caleido.com), and developed a CRM software of which more than 35,000 licenses have been sold. In 2004, he started research and development on Wuala, a secure online storage, at ETH Zurich, together with Luzius Meisser. After 4 years of development, they successfully launched Wuala in August 2008. In early 2009, they sold the company to LaCie, the French-American manufacturer of external storage solutions, and joined the management team of LaCie to work on the future of storage solutions.

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<th>When:</th>
<th>April 22nd, 2010 from 13h15 to 16h30</th>
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<tbody>
<tr>
<td>Where:</td>
<td>PO - Polydôme, EPFL</td>
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<tr>
<td>Who:</td>
<td>Anyone interested in innovation and entrepreneurship</td>
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<td>How:</td>
<td>Entrepreneurs presentation and pitches</td>
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<td>How much:</td>
<td>venture ideas is offered free of charge.</td>
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<td>Mandatory registration: <a href="http://www.venturelab.ch">www.venturelab.ch</a></td>
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Online registration until April 20th, 2010: www.venturelab.ch

Questions?
venturelab: derek.barras@venturelab.ch
Innovation Network: herve.lebret@epfl.ch
CdM: jean.micol@epfl.ch

Why participate?
- To discover a new dimension associated with technology: the entrepreneurial career!
- To be a part of the innovation revolution
- To acquire the basic but essential tools to start working on your entrepreneurial project
- Interested by innovation and entrepreneurship

The Management of Technology has been an important effort within EPFL over the last several years, and it has come to fruition in the form of the new College of Management of Technology which was launched in October 2004.

The Innovation Network created in June 2005 supports entrepreneurs and project carriers with a network of competences and grants tailored to the financial and technical needs of inventions and to the management of innovation.

venturelab, training for start-ups by the Innovation Promotion Agency CTI, offers in close cooperation with EPFL/ETHZ, Universities and Universities of applied sciences tailor-made training modules for promoting innovative young enterprises and for sensitizing students to the subject of entrepreneurship.