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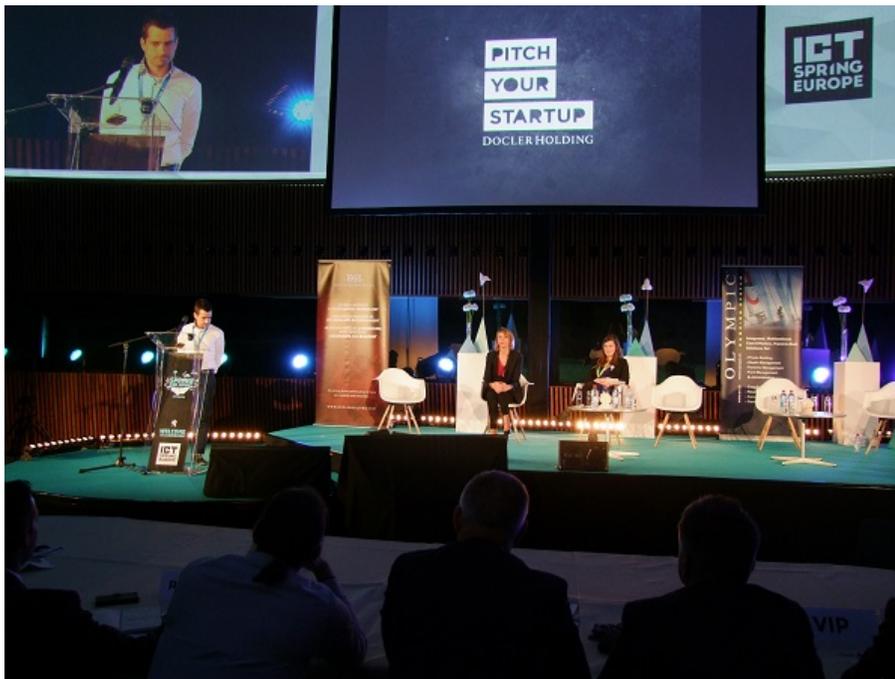
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SESAMm Wins Docler Holding Pitch Your Start-Up Event at ICT Spring

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The Docler Holding Pitching Event (Pitch Your Start-Up) was held at the first day of ICT Spring 2016 on Tuesday afternoon in Luxembourg-Kirchberg, with 17 projects invited to pitch before a jury, from a total of 86 start-ups that had demonstrated their interest in participating, with the winner taking home a prize of €50,000 offered by Docler Holding.

Each start-up had 3 minutes to deliver a pitch, with the jury having another 3 minutes to ask questions.

The start-up presentations included:

- **2Gears SA** (Lux): Software development

2Gears produces custom mobile and desktop apps, specific for investment fund professionals. It speeds up software development and enhances reliability.

- **Bitbank** (Lux): FinTech

The project addresses the issue of security becoming more complex and less easy to use, with the result users are finding work-arounds. Their solution is based on a security and service app, with bank and enterprise solutions which safely store digital assets. They are ready to scale-up and can handle a large number of users

Word/Phrase of the Day

Luxembourgish: De Fëschbuttek

English: seafood shop

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very quickly. The back-end of the system uses client-side encryption.

- **DebugMe** (Hungary): B2B SaaS

Using the language of visuals, DebugMe enables a new way of website development and evolutionary maintenance by classifying visuals as objects.

- **eventbaxx** (Germany): SaaS

The project address the issue of interaction and engagement using eventbaxx, using tracking to measure the return on investment. The interface is based on Create, Share and Report features. They boast a 60% email open rate, three times the industry standard.

- **EVERSPIN** (Korea): IT industry

This dynamic security solution is based on an app which won a hacking competition run by the Bank of Korea. Their market is bankings and gaming, as well as other sectors. Users are charged each time they use the app.

- **Evvos SA** (Lux): Internet of Things

This hardware and software platform is addressing the issue of preventative maintenance in the Internet of Things which is foreseen to have a significant economic impact. The solution has a high up-front capital expenditure.

- **Trusted** - FinTech Startup (Lux): Education and lending

With mobility increasing and a high demand of skills, banks are hesitant to lend to students. The solution is based on social media to create a credit scoring. they estimate 10,000 students registered by 2020, primarily IT engineering and business masters students, with the solution based on a peer-to-peer-equity platform.

- **Lux Future Robotics** (Lux): Robotics Health-IT

The concept is based around health-care robotic solutions (Social Assistive Robots) including Cuddie, a robot for autistic children.

- **MYagonism** (Italy): Sports analytics - Big Data - IoT

This sports analytics initiative allows tracking of activity during a game. They have developed the first European 3D tracking system. The first version was launched last February.

- **Neurodecision** (Lux): FinTech

The start-up has developed a MIFIDII client suitability assessment tool, an investor profiling game that works on mobile devices that incorporates strong behavioural methodology. Its is described as compliant, user-friendly and scientific.

- **Nomoko** (Hungary): Media

The Interactive entertainment concept is based on 3D life-like models, so sophisticated that they cannot be distinguished from reality, using 360 panorama cameras. By the end of 2016, cameras will be able to record 2,000 magapixels; this creates a huge amount of data. Data will be captured by using drones.

- **SESAMm** (France): FinTech

This start-up is addressing a difficult big-data problem in which there is a huge variety of data formats and sources; as a result, generating performance is difficult. They have identified trending indicators. They are working with banks and hedge funds and have raised €700k, and aim to launch a Big Data Fund in Luxembourg.

- **Smart Grid Control** (Lux): Transport - Smart City - IoT

Using collaborative distributed intelligence applied to cars and vehicles, one gets an Internet of Car Things. This Software as a Service in cars enhances the journey experience and offers options on demand. The chip in the car manages its energy.

- **Solidware** (Korea): FinTech, Big Data, Machine Learning

Solidware is AI for the Finance Industry, addressing risk management. They analyse client data and apply their algorithms to identify risks and eliminate them. Their current clients include major finance companies in Korea.

- **SPORT50** (Lux): Tech & Sports

In the present date, the gap between the professional sports market and the amateur sports market is significant, thanks to the advent of technology. The concept is based on AI and Automation, empowering the amateur sports market to increase their visibility and value.

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- **Traacking.com** (Lux & USA): Marketing

The company addresses audience measurement and advanced analytics for streaming content. It tracks the user experience and provides detailed analytics based on Big Data approaches using trusted data.

- **Donecle** (France): Aerospace/Robotics

Aircraft inspections usually take 8 hours: this solution can do it in 20 minutes by using a system of automated and autonomous drones. Today's aircraft fleet of 24,000 is expected to double in the coming years, so the potential is significant. They are aiming to raise €1.5 million.

Five start-ups were selected to pitch in the final over the dinner: 2Gears, Lux Future Robotics, MYagonism, Nomoko and SESAMm. The judges selected SESAMm as the overall winner.

Photo by Geoff Thompson

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