

Lake Geneva Innovation Society
THURSDAY 18TH JANUARY, 2007, Meeting & Dinner

Name	Category	Affiliation
Björn Aronsson	CEO	Suriasis
Grégoire Ribordy	CEO	IdQuantique
Eric le Royer	CEO	Endosens
Sergeï Startchik	CEO / Speaker	Anteleon Imaging
Karim Benzineb	CEO	Metaread
Nasri Nahas	CEO	Genebio
Patrick Page	CEO	Genkyotex
Jorge Cors	CEO	Phasis
Christine Deuschel	CEO	Athelas
Jean-Pierre Paccaud	CEO	Athelas
Reto Stoecklin	CEO	Funzyme
Paolo Botti	CEO	Arisgen
Jesùs Martin-Garcia	CEO	Eclosion
Jean-Luc Favre	CEO	ABB Genève
Sven Lingjaerde	VC	Vision Capital
Thomas Goebel	VC / Sponsor	NeoMed
Patrick Scherrer	VC / Sponsor	Vinci Capital
Carmelo Bisognano	Sponsor	BioAlps / Lifesciences consulting
Jordi Montserrat	Sponsor	Venturelab
Philippe Passeraub	Sponsor	BioAlps / EIG
Thanos Halazonetis	Entrepreneur	UniGe
Maurice Bourquin	Entrepreneur	UniGe
Frédéric Lajaunias	Entrepreneur	
Vitali Verin	Entrepreneur	HUG
Marc Ballivet	Entrepreneur	UniGe
Colette Boëx	Entrepreneur	HUG
Daniel Bertrand	Entrepreneur	UniGe
Stylianios Antonorakis	Entrepreneur	UniGe
Corinne Chauffat	Entrepreneur	
Sébastien Ziegler	Entrepreneur	Archimede
Boriana Savova	Entrepreneur	
Marco Breitenmoser	Entrepreneur	Forimtech
Ann Kato	Host / Speaker	LGIS
Laurent Miéville	Host / Speaker	UniGe
Georges Haour	Guest	IMD
Giampiero DeLuca	Guest	Merck Serono
Ann Richter	Guest	Le réseau
Katharine Ku	Guest / Speaker	Stanford
John Ku	Guest	Stanford

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UNIVERSITÉ
DE GENÈVE



LGIS
Lake Geneva Innovation
Society



Lake Geneva Innovation Society
THURSDAY 18TH JANUARY, 2007, Meeting & Dinner

Participants' feedback

"And thanks a lot for the very interesting and fruitful evening, with excellent food too!"

"Encore tous mes remerciements pour la très bonne soirée d'hier au soir! Cette soirée a été très instructive et motivante."

"Encore mille mercis pour cette soirée d'hier. Ce fut très intéressant."

"J'ai eu beaucoup de plaisir à assister aux exposés et au dîner"

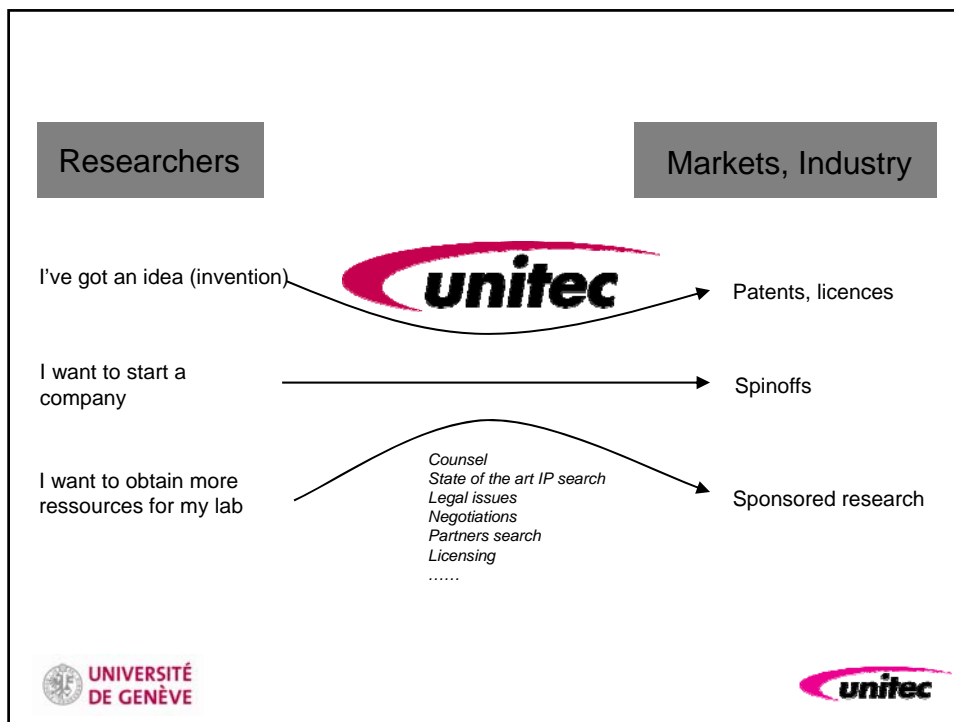
"Just a short note to say thank you for last evening. It was a privilege to hear Ms Ku speak, and I sure enjoyed the dinner discussions."

"Merci pour le dîner, c'était très intéressant."

"Merci pour votre invitation et pour les excellents talks que nous avons pu écouter ce soir"

With the generous support from:

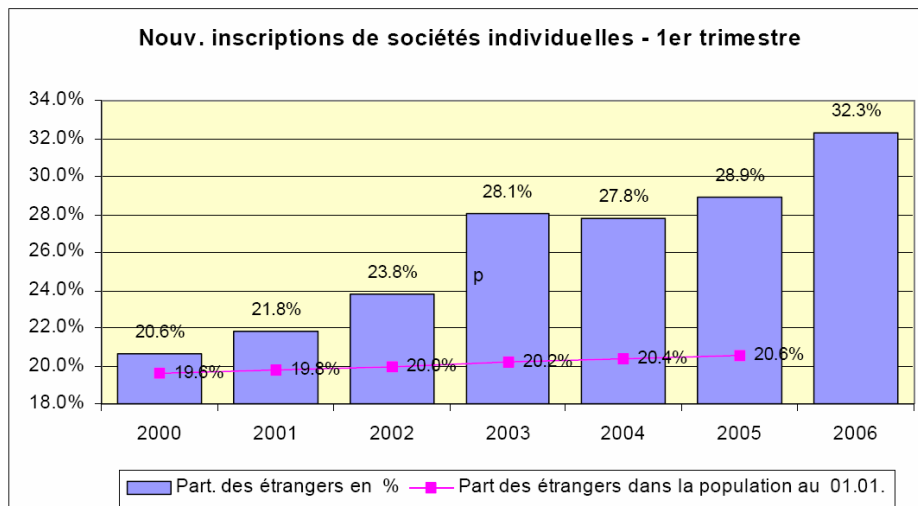






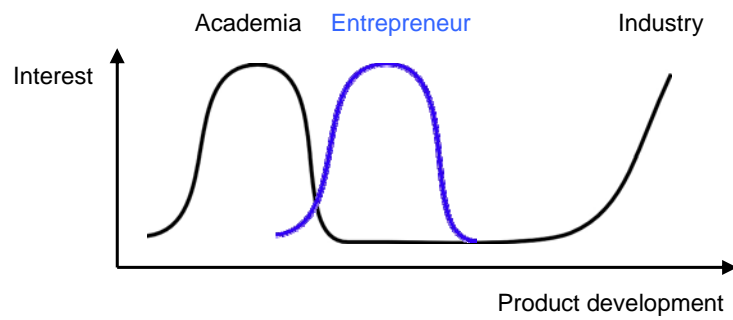
"There is no discernible relationship between spending levels and most measures of business success"
"R&D spending is no guarantee of competitiveness"

Booz Allen Hamilton Global Innovation 1000 report, winter 2005

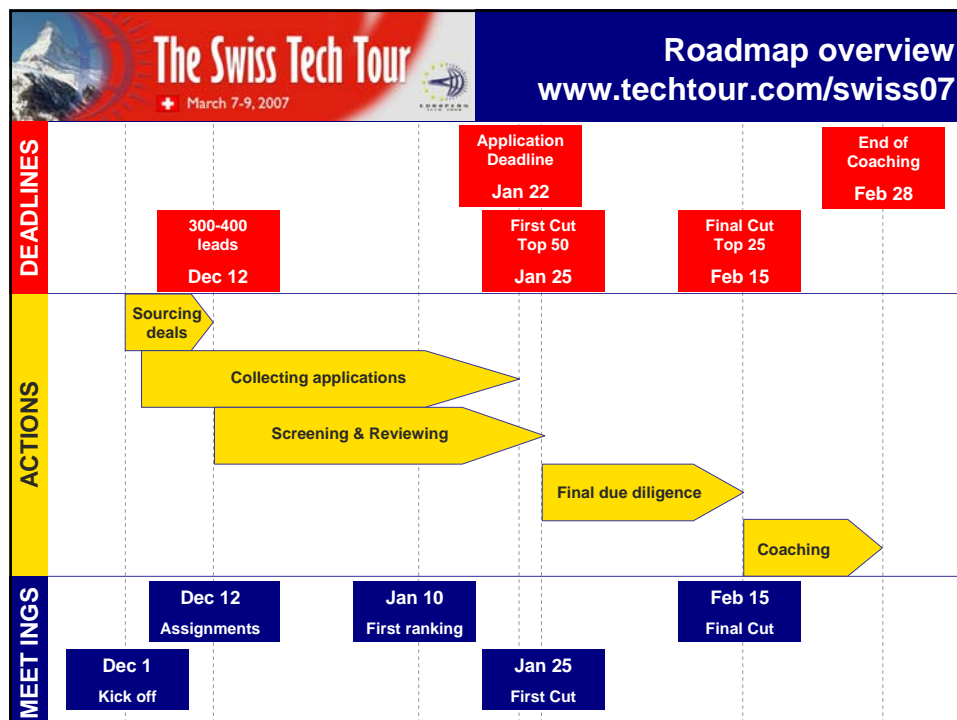


Source: Creditreform

The entrepreneurship gap



- Increase recognition for academic involved in (balanced) TT activities





together



Katharine Ku

Director

B.S. Chemical Engineering (Cornell University);
 M.S. Chemical Engineering (Washington University).
 Registered Patent Agent; Sigma Chemical (research); Monsanto (research);
 Protein Design Labs (V.P. Business Development); Univ. of California (Clinical
 dialysis study); Stanford (Sponsored Projects Office, OTL).

OTL Responsibilities: Serves as Director. Primary focus is on management,
 planning, and policy issues.



Stanford University's Interactions with Start-ups

**Katharine Ku
Stanford University
January 18, 2007**

Institutional View

- **We “support” start-ups but we don’t encourage or discourage them**
- **Faculty can consult 10 days a quarter**
 - **Separate research duties**
 - **Maintain responsibilities for students**
- **Conflict of Interest review**

Conflict of Interest Review Process

- **OTL markets invention to possible companies**
- **Inventor describes situation and how he/she will**
 - **Keep research separate**
 - **Manage students**
- **Reviewed by School Dean and Dean of Research**



Typical Start-up Deal

- **Equity (usually 5% or less)**
 - **Anti-dilution until xx raised**
 - **Additional purchase rights**
- **Cash**
 - **Upfront**
 - **Minimum Annual Payments**
 - **Milestones**
 - **Patent expenses**
- **Diligence**



Other important provisions

- **Field of Use**
- **Term of the Agreement**
- **Limit future patents**
- **Retained Rights**
- **Patent Prosecution**
- **Enforcement**
- **Assignment**



Entrepreneurial Habitat

- **Entrepreneurs**
 - **Students**
 - **Faculty founders/consultants**
- **Investments**
 - **VC's**
 - **Angels**
- **Management**



Habitat at Stanford

- **BASES/ASES**
- **SVTP**
- **Business plan competition**
- **BioDesign**
- **Business School/Law School**
- **SEN**



Anteleon Imaging sàrl



Presentation for LGIS Meeting
January 18th, 2007, Geneva

S. Startchik
General Manager



Markets

Product/Technology

Company

Documents security

Anteleon Imaging

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Markets

Product/Technology

Company

Documents security

Anteleon Imaging

Company

ID information

Who is the owner of the document

When the document was created

Integrity data

Is the information intact

Where the changes were made

Metadata

Which were the database fields

Where the document should be integrated

Customer or Partner

Sign return

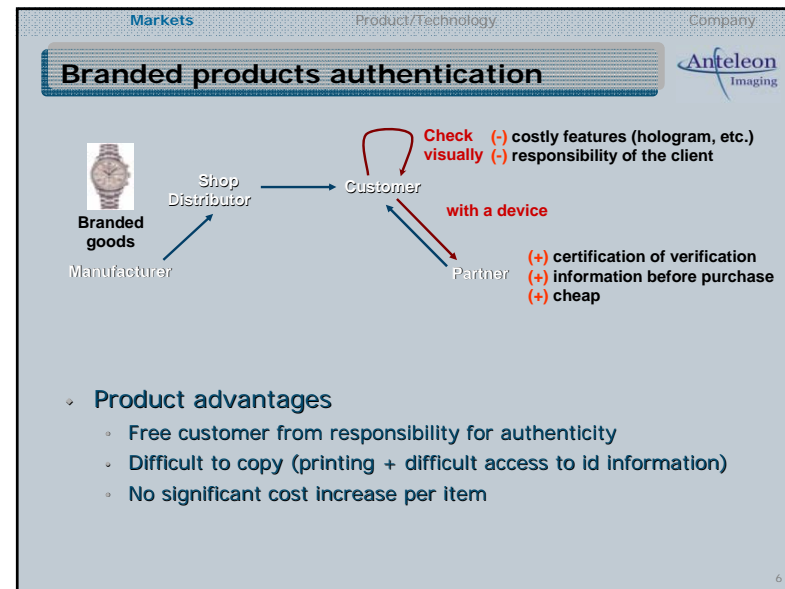
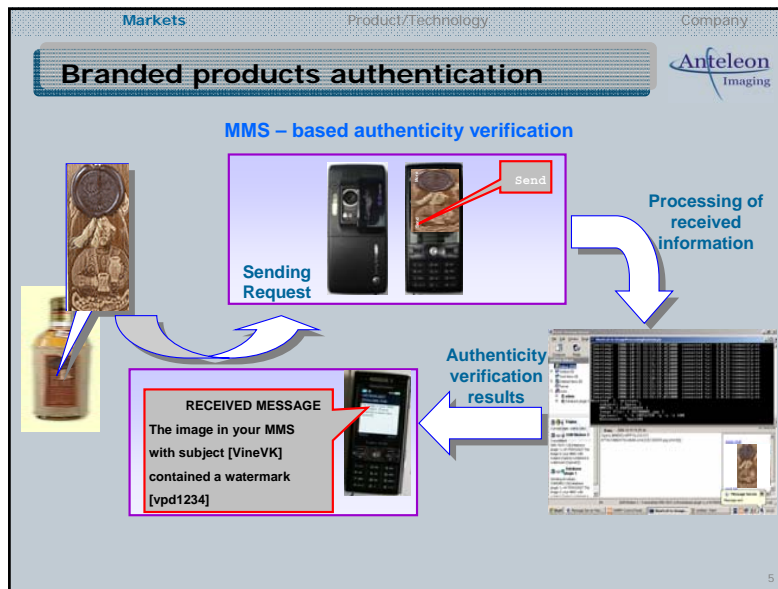
Product advantages

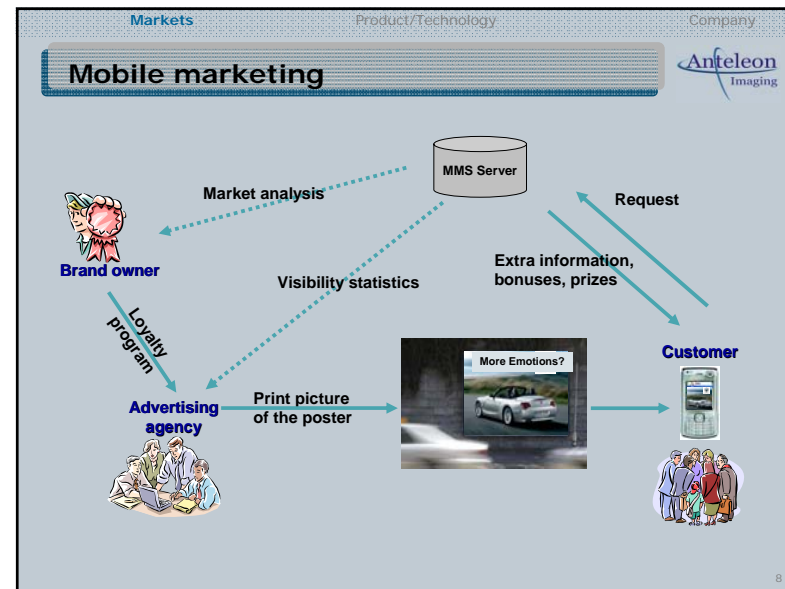
Inserts invisible information into letters

Can be extracted from its scanned/digitized form

Transparent to existing workflow and layouts

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Markets
Product/Technology
Company

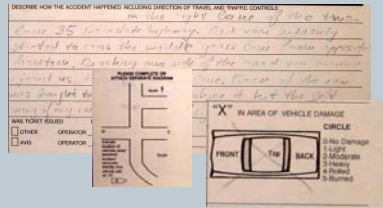
Anteleon Imaging

Insurances: accident evidence



Write a report containing:

- description
- sketch of the streets
- loss to the car



Disadvantages:



- (-) time consuming
- (-) subjective
- (-) requires expert travel


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Markets
Product/Technology
Company

Anteleon Imaging

Insurances: accident evidence



Insurance server obtains

- (+) instant information
- (+) objective damage estimation
- (+) (location of accident)

Concerns:

- Was the picture taken now ?
- Was is modified ?
- Is the scene real ?
- Scene take place at location ...?

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Markets
Product/Technology
Company

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Technology: Image watermarking

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Markets
Product/Technology
Company

Anteleon Imaging

Technology: Documents

Information (message f.ex. Author)

```

graph TD
    A[Information (message f.ex. Author)] --> B[Compression]
    B --> C[Encryption]
    D[Keys] --> C
    C --> E[Encoding]
    E --> F[010110010111011]
    F --> G[Encoded data stream]
    
```

010110010111011

Encoded data stream

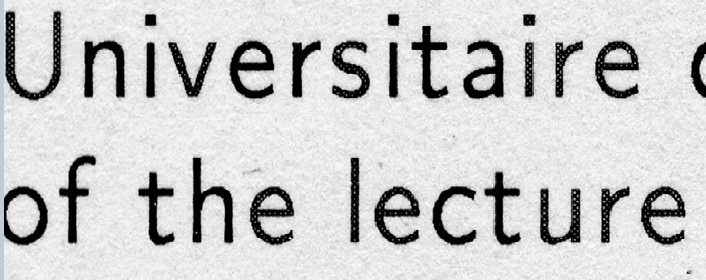
The proposed scheme
th an asymmetrical dig

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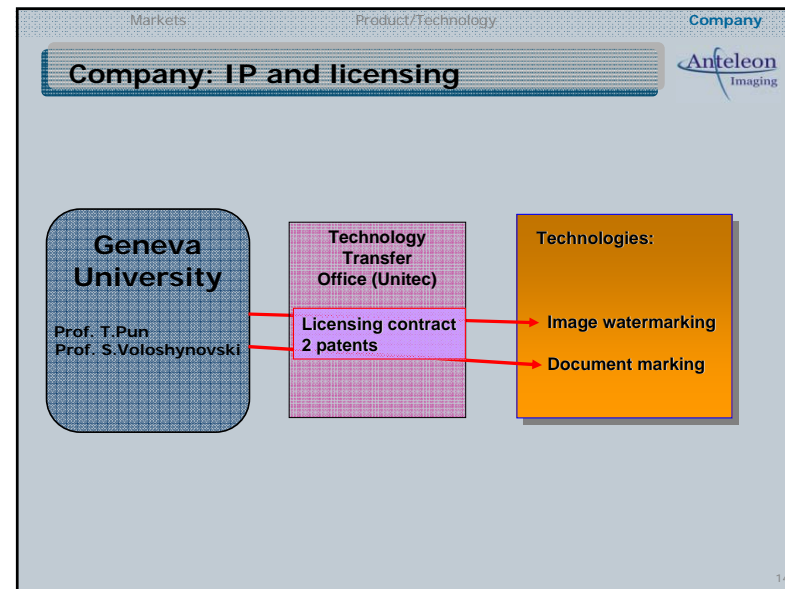
Markets
Product/Technology
Company

Technology: Documents
Anteleon Imaging

Protected text document under microscope



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Markets	Product/Technology	Company
Company: History facts		
<ul style="list-style-type: none"> ♦ 1st year <ul style="list-style-type: none"> ◦ Founded in Geneva by 4 persons ◦ First clients in image copyright protection (Germany) ◦ Won NETS prize from Gebert Ruf Foundation ♦ 2nd year <ul style="list-style-type: none"> ◦ Presence on a client stand at European image exhibition CEPIC ◦ Nominee for DeVigier prize ◦ First clients in document protection market (US/CH companies) ◦ Signing licensing agreement with University of Geneva ♦ 3rd year <ul style="list-style-type: none"> ◦ Presence on the market of mobile marketing 		

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Markets	Product/Technology	Company
Company: Team		
<ul style="list-style-type: none"> ♦ 4 founders <ul style="list-style-type: none"> ◦ Two persons are worldwide leading experts in watermarking ◦ Worked together for 5 to 14 years ◦ 3-7 years experience in working for Swiss high-tech startups ◦ Business education ♦ People to complete the team <ul style="list-style-type: none"> ◦ M&S director (2007, depend on the funding or partnership) ◦ Developer 		

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Anteleon Imaging offers



- ◊ USP
 - Mobile phone as a reliable verification tool
 - The most invisible information storage in images and documents
- ◊ Utility of Anteleon Imaging to the community
 - Protects the authentic copyrighted work and jobs that create them

Watermarking holds water

www.anteleon.com