



World-class  
**STARTUPS.**  
Swiss made.

## Startup Champions @EPFL The road to Exit

**Date:** Wednesday, November 25th, 2015

**Time:** From 17:00 – 20:00 (doors open 16:30)

**Place:** Rolex Learning Center Forum, EPFL

### Speakers:



**Marcel Salathé**  
Professor, Entrepreneur,  
Author



**Ariel Lüdi**  
Entrepreneur,  
business angel  
Sold "Hybris" for  
1+ billion to SAP



**Pierre Chappaz**  
Co-founder of Teads  
Founder of Kelkoo,  
sold to Yahoo



Registration free but mandatory: [www.venturelab.ch/SC](http://www.venturelab.ch/SC)

MAIN PARTNERS



# Startup Champions @ EPFL

**When:** Wednesday November 25th 2015, 17:00 – 20:00

**Where:** Rolex Learning Center Forum, EPFL

**Who:** Anyone interested in the Swiss startup scene, innovation and entrepreneurship

Free but mandatory registration before November 24th on [www.venturelab.ch/SC](http://www.venturelab.ch/SC)



**venturelab** and **EPFL**, through its **Inno-grants**, will be hosting an exceptional happening featuring world-class entrepreneurs as guest speakers:

**Marcel Salathé** is Associate Professor at EPFL at both the School of Life Science and the School of Computer and Communication Sciences. Originally from Switzerland, he spent almost a decade overseas, and in 2014 was a co-founder of a company that made it into Y Combinator. The Digital Epidemiology Lab uses novel digital data streams - web, social media, mobile phones - to improve health outcomes. From tracking diseases on Twitter to developing AI-powered mobile apps for image-based disease diagnostics, his work explores some of the myriad of new opportunities opening up in the digital health space. [twitter @marcelalathe](https://twitter.com/marcelalathe) [blog.salathe.com](http://blog.salathe.com)

As a major shareholder and CEO, **Ariel Lüdi** was for eleven years the driving force of the Swiss unicorn startup "hybris software", the global leader in Omni commerce software. After growing it to more than 700 employees and yearly revenues of USD 150 millions, it got acquired by SAP in August 2013 for more than 1 billion USD. Since then he ran for two years all of SAP's business related to Customer Engagement and Commerce. Prior to joining hybris, Ariel was Senior Vice President of European sales at salesforce.com and built up the enterprise sales organization for Europe from scratch. He has also worked at Oracle as Head of Sales and Product Marketing in Switzerland and at IBM. He has invested as business angel in more than a dozen startups.

**Pierre Chappaz** is a leading European entrepreneur and founder of Kelkoo, Wikio, Ebu-

zing, and Teads. Pierre Chappaz held various Marketing and Communications positions at Toshiba, Computer Associates and IBM before founding the price comparison site Kelkoo in 1999, which he sold to Yahoo in 2004 for 475 million. Briefly president of Yahoo Europe, Pierre Chappaz created Wikio in 2005, a recommendation based search engine and participated in the launch of Netvibes. Wikio merged with Ebuzzing in 2009, a social media and video platform created by Bertrand Quesada in 2007 with the help of Pierre Chappaz. In 2014 Ebuzzing merged with Teads and re-branded under that name, to become a global leader in online video advertising and inventors of outstream video advertising. Pierre, as executive chairman and co-founder, has driven Teads' success on a global scale making an estimated \$98 million in revenue last year.

## Why participate?

- To learn from world class and successful entrepreneurs
- To kick the development of your network
- To be part of the innovation revolution
- To meet the members of the Swiss national startup team of 2015

**The Innograts** were created in June 2005 by EPFL to support student and faculty entrepreneurs from the school with grants tailored to their initial financial and technical needs.

**Venturelab** is a platform developing national and international entrepreneurial acceleration programs in partnership with academic and industry partners. For 10 years, venturelab has created and deployed programs in all main technology sectors, in Switzerland and abroad.

## Program

**17:00** Welcome message

**Hervé Lebret, Manager of Innograts @EPFL**

**Jordi Montserrat, Manager venturelab western Switzerland**

**17:15** Keynote: **Marcel Salathé, Professor, Entrepreneur, Author**

**17:45** Keynote: **Ariel Lüdi, sold "Hybris" for 1 billion+ to SAP**

**18:30** Keynote: **Pierre Chappaz, founder of Kelkoo, sold to Yahoo**

**19:15:** Closing words and apero

**Startup Champions** are interactive events where you can learn from the best. Happening at EPFL and ETHZ, they feature an exceptional series of opportunities to network with world-class entrepreneurs. An ideal platform to confront your own project with successful entrepreneurs who "made it" and fast track the development of your startup.