

# Entrepreneurial ID «venture leaders» 2012



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**Project/ Company name:** onlineAGM – The Shareholder Platform / Agilentia Ltd.

**Short description:** The Investor Web Service [www.onlineAGM.com](http://www.onlineAGM.com) enables a full electronic invitation, registration and voting participation at an Annual General Meetings (AGM) via internet.

The Secure online Board Room [www.onlineBR.ch](http://www.onlineBR.ch) enables you to share confidential documents with your board, committee or partners in user-friendly and secure environment.

**Web site:** [www.onlineAGM.com](http://www.onlineAGM.com); [www.onlineBR.ch](http://www.onlineBR.ch); [www.agilentia.ch](http://www.agilentia.ch)

**Industry:** IT & Law

## The Start-up

**The one-liner: what's your big idea?** Improve good governance and efficiency with Web applications for Corporate Leaders.

**Status:** Incorporation in October 2010.

**Company / team size:** 5

**Problem / Solution:** Today companies invest a lot of money every year to organize and hold their AGM. But regularly there are only 10-20% of shareholders exercising their voting rights which is a problem for good corporate governance, a key driver for the company's share price. But only equal chances in exercising the voting rights will guarantee sufficient good governance. The main reasons why shareholders don't participate in AGM are a lack of time, high costs for traveling, too complicated paper work and forms to get represented by a proxy and so on. With onlineAGM a company can reduce this to the single web platform where everything can be made electronically. With easy to use and the company can reach all those shareholders. By doing so the company enhances its corporate governance and investor relations. With a direct and personal addressed communication via onlineAGM a company can build a lasting, confident and, trustful relationship with its shareholders. Moreover serious cost savings can be made in AGM organisations and administration of investor relations. With the Investor Web Service onlineAGM a company can seriously foster its share price.

**Market Opportunity / Target customers:** On the Swiss market there are around 300 listed companies as potential customers of onlineAGM. But also around 500 unlisted company and KMU's (small and middle companies) are in the target group. On the international market in Europe there are more than 10'000 companies as potential customers of onlineAGM. In the US, Canada and Australia there are another 30'000 companies.

**Competition and competitive advantage:** On the Swiss market onlineAGM is a product and market innovation. There are only two potential competitors. The Unique Selling Propositions (USP) of onlineAGM are: (a) open platform for each and any company (competitors are planning stand alone solutions); (b) standard interfaces to connect to any existing provider (competitors are planning integral systems for their specific AGM software); (c) independent platform and therefore a possible business case for existing providers; (d) quality of product and team, broad know-how in law, business and IT (competitors are mainly focused on IT but legal aspects are key driver in this field).

**Financing:** Agilentia is financed by the founders itself. We want to finance new products and the further development of our existing products through the revenue of onlineAMG and onlineBR. For a faster growing (e.g. going international with onlineAGM) we are looking for fund raising. For our future projects we have to invest 1'5 Mio. CHF.

**Growth objectives:** In our calculations we plan revenue which grows in the first years about 10 additional customers a year per Application. Under this assumption we will have a revenue in 5 years of about 4'500'000 CHF, not counting value creation of gathering investors on a single Platform.

**US objectives:** A great opportunity for us would be to get in direct contact with the American venture culture and to see how they organize start-up business. We want to get in contact with US Investors and Board Members of US Companies to get a feeling of their needs and the US Market. We assume a big potential for our Products within the US.

## The team

**Nathanael Wettstein** is CTO of Agilentia. He holds a BSc. ETH ETIT degree in electrical engineering and information technology. He is now finishing his Master in Robotics. After spending time abroad and a work-experience traineeship in London he worked for a big Swiss bank and an insurance group.

**Roman Bühler** is the CLO. He studied law at the University of Zurich (BLaw UZH). During his studies he worked already worked for several law offices in Zurich. In military he has the rank of a captain and exercise command functions.

**Tobias Häckermann** ist CEO of Agilentia. He studied law at the University of Zurich (MLaw UZH) and has proven specialist knowledge in business management. In the age of 18 he founded his first start up in the field of security conception which has been merged a few years later with another company to an important player in the respective field in Switzerland. He is also politically engaged as a member of several municipality committees in his home town.