

Entrepreneurial ID «venture leaders» 2008



Dr Vincent Schickel-Zuber – CEO Prediggo

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prediggo

www.prediggo.com

Provides a software to online retailers to help them align their website to their customers' needs through its unique recommendation engine and advertising tool.

Industry: Internet (eCommerce)

The venture leader

Born in France in 1979, Vincent attended his secondary education at Edgehill College in North Devon, England. After obtaining 4 A-levels in Physics, Chemistry, Mathematics and French, he started a Master in Computer Science at the Swiss Federal Institute of Technology in Lausanne, EPFL. For his master thesis, he joined the Nokia Research Group in Boston where he developed agent technology software for next generation mobile phones. During this unique experience, Vincent gained valuable experience in the design of new high tech products, and triggered his entrepreneurial motivation. In September 2007, after less than 3 years of research, Vincent obtained his PhD in Artificial Intelligence with distinction from the jury.

Through his diverse experiences throughout the world, Vincent has shown his ability to quickly adapt to new environments, and integrate in existing teams. He is also a real team leader, and loves trying new things and making decision. He has also shown his motivation and team spirit at the AI lab, where he obtained his PhD in record time while assuring teaching and IT duties. At the same time, Vincent is heavily involved with the EPFL's Computer Science Alumni association as a committee member and IT administrator.

Vincent is now accomplishing his entrepreneurial passion with Prediggo, and is looking at making it a European leader in eCommerce recommender systems and advertising.

The Company / project

Prediggo is an IT start-up that offers a state of the art personalization software to online eCommerce retailers. Our unique patented technology uses a novel recommender system to fully personalize the content of web pages shown to end customers.

Prediggo is very different from existing solutions, because it:

- Allows to interact with the recommendations and explore the eCommerce's catalogue in multiple dimensions;
- Is very scalable system with real-time recommendations;
- Can accurately model the user's profile, which is then used to produce targeted ads.

Prediggo targets European online retailers and content portals. It will initially focus on the multimedia and culture segments.

Prediggo is currently validating its software with pilot customers in order to finalize the product. During the 3rd quarter 2008, the software will go into its final implementation phase. Sales will start at the beginning of September 2008.

Prediggo is now looking for advertising partners and e-commerce customers, as well as CHF 300'000.- seed money.