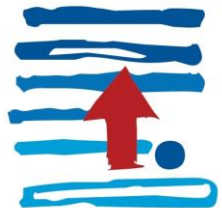




UNICA Entrepreneurship competition



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UNICA General Assembly 2011
Tallinn



First competition: Paris 2009

Financed and supported by the Cyprus Research Promotion Foundation

22 university expressed their interest in the competition

16 submitted business plans

6 were in the semi-finals

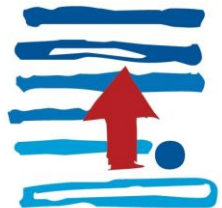
3 teams were awarded:

3rd prize: 5.000 Euro to Parelectrics (Freie Universität Berlin, Germany)

2nd prize: 10.000 Euro to UNIKI (University of Ljubljana, Slovenia)

1st prize: 20.000 Euro to HeyStaks (University College Dublin, Ireland)

What happened to these 3 teams?



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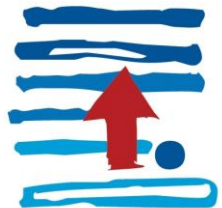
Third prize: Parelectrics

- Development of medical devices using the method of parelectric spectroscopy for non-invasive skin-cancer diagnostics.
- Quick and precise measurements of tissue properties including the analysis and clear graphical presentation of the results.



Second prize: UNIKI

<http://www.youtube.com/user/UNIKIInteractiv>
[e#p/a/u/2/1QkBlxGjcMY](http://www.youtube.com/watch?v=1QkBlxGjcMY)



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AUGMENTED NEW MEDIA

intelligent digital media specialist

8 years of development (SLO, UK, USA)

UNIKI
international

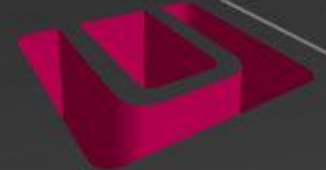
II awards

- 2nd award EU entrepreneurs competition, Paris (UNICA, 2009)
- Finals SeedCamp, London (EMEA+USA, 2008)

II customers

- **BBC** (Brighton, 2011), **mediaPro** (London, 2010), **Intel** (London, 2011), **Henessy** (New York, 2011), **SxSW** (Texas, 2011), **HH Associates** (London, 2011), **Inspire** (London, 2001), **National Business Agency** (Munich, 2010), **NLB bank** (Ljubljana, 2009-2010), **Krka** (Ljubljana, 2011),.....

ABOUT



UNIKI
international

11 offices

- New York
- London
- Ljubljana
- Zurich (opening in November)

ABOUT



UNIKI
international

II augmented reality, gesture interactivity and other new digital media

Augmented reality as one of the most exciting trends in technology. As the popularity of augmented reality (AR) in marketing and e-commerce grows, it is becoming difficult to keep up with all of the important aspects for brands and sales to benefit from the technology. Big brands have already accepted AR as a viable digital marketing platform and some have already repeated the campaigns.



II Examples of good use AR:

- b2b use (branding)
- b2c (loyalty cards, branding, advergaming)
- engagement is the key to the customer
- cross channel brand experience
- shopping decision support tool
- stay engaged with their target audience.

II Can be used for:

- direct mail
- magazines or journals
- packets
- catalogues (inc polywrapping)
- education
- business cards

ABOUT



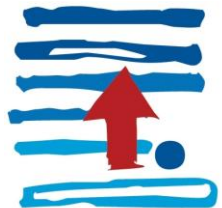
UNIKI
international



First prize: HeyStaks

heystaks

http://www.heystaks.com/tab/video/iPad_screencast.h264.mp4



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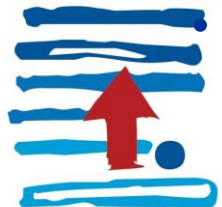
First prize: HeyStaks

- Secured €1M in Venture Capital funding from NCB ventures
- Grown our team from 2 founder engineers and Chief Science Officer, occupying borrowed research space in university, to a team of 9 engineers, 1 designer, 1 user experience specialist, Chief Science Officer and CEO, with offices in Dublin and San Francisco
- Expanded from supporting Firefox browser only to support Firefox and Chrome browsers, iPhone and Android smartphones, iPad and Android tablets and IE/Safari beta releases to follow shortly
- Completed distribution deal with Sony to be featured on their new Android tablets in their "Select Apps" section

Deployed a trial of browser apps in IBM Ireland

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Conclusions

- The competition was a success
- Business plan received were of high quality
- The jury selected excellent business plans
- The prize function as a lever
- The winners are now successful companies

