

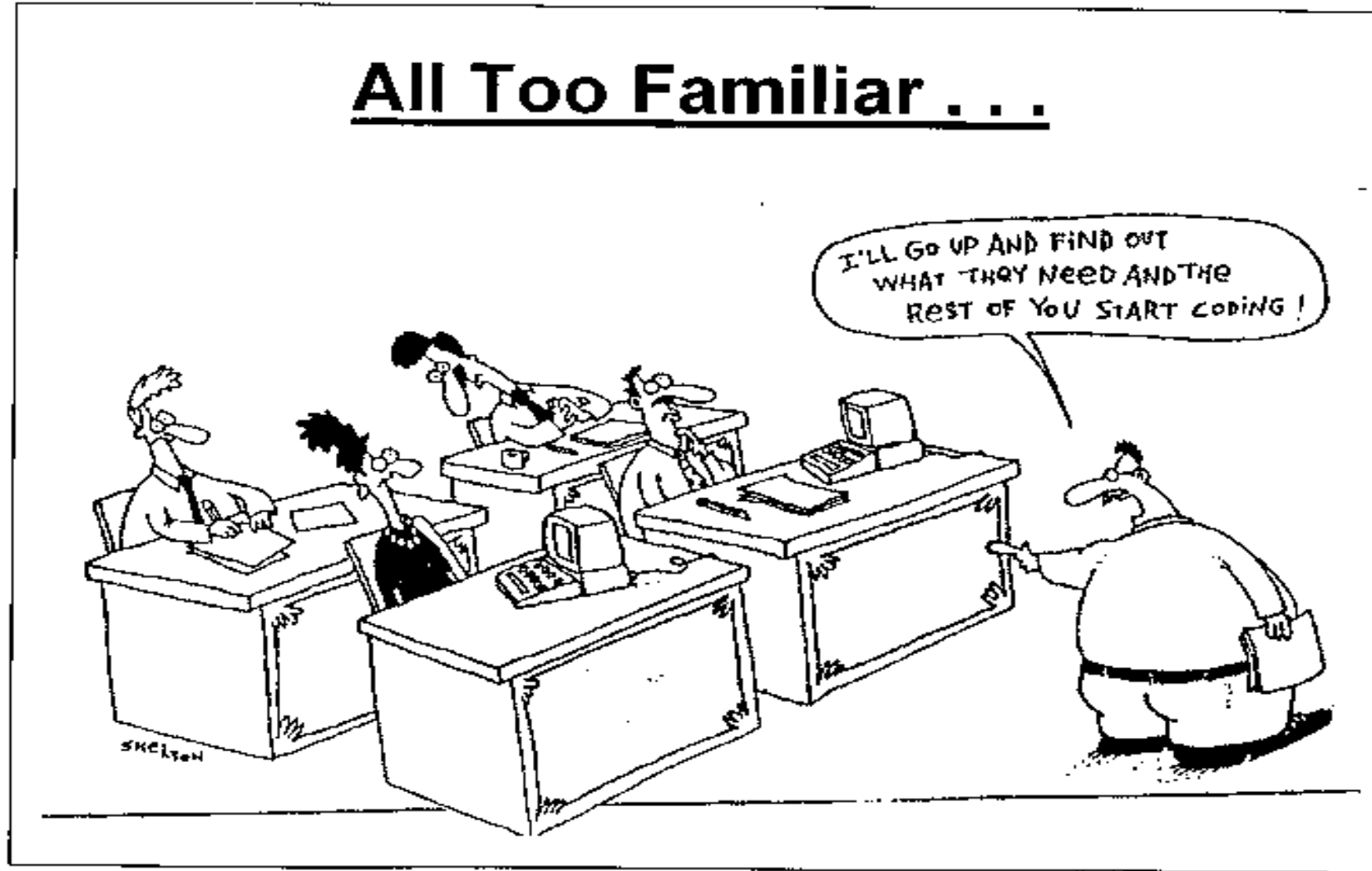
SoftEnterprise

Coaching Entrepreneurial Students

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All Too Familiar . . .

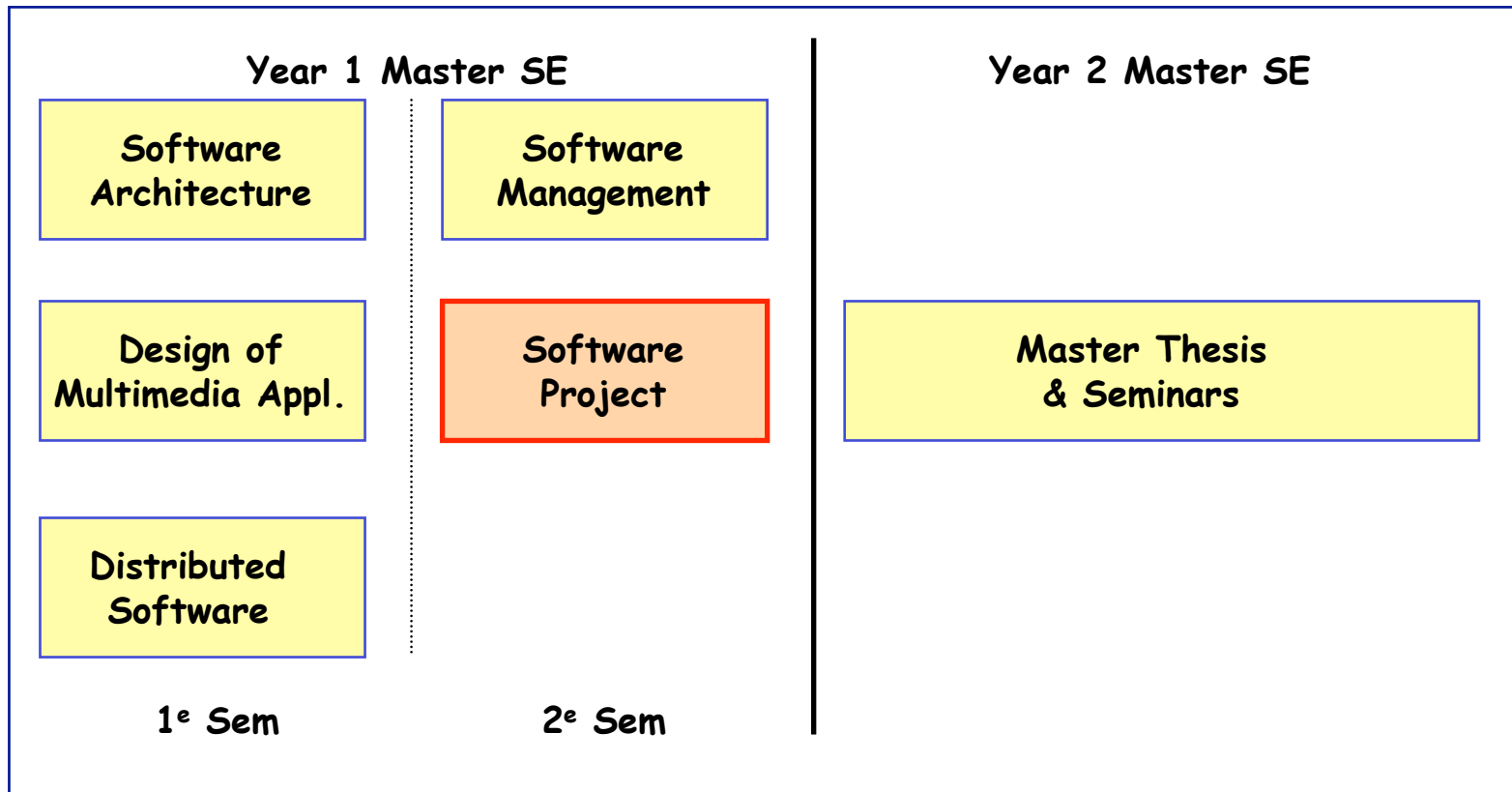


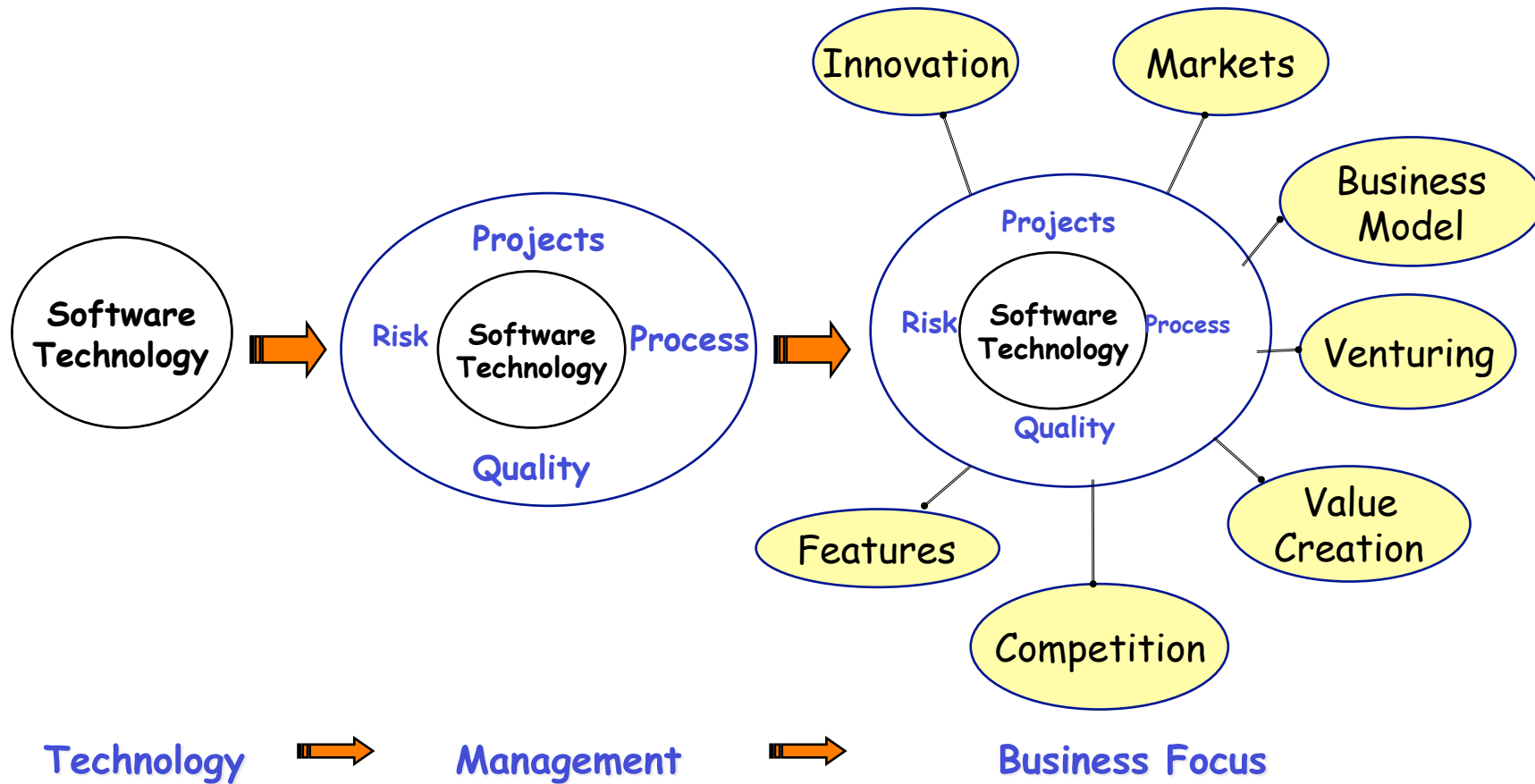
■ Most of our graduates will work in industry.

- Take the requirements from industry into account:
 - **Team work**
 - **Customer focus**
 - **Quality as a life style**
 - **Deliver a project on time, within budget & according to specs.**

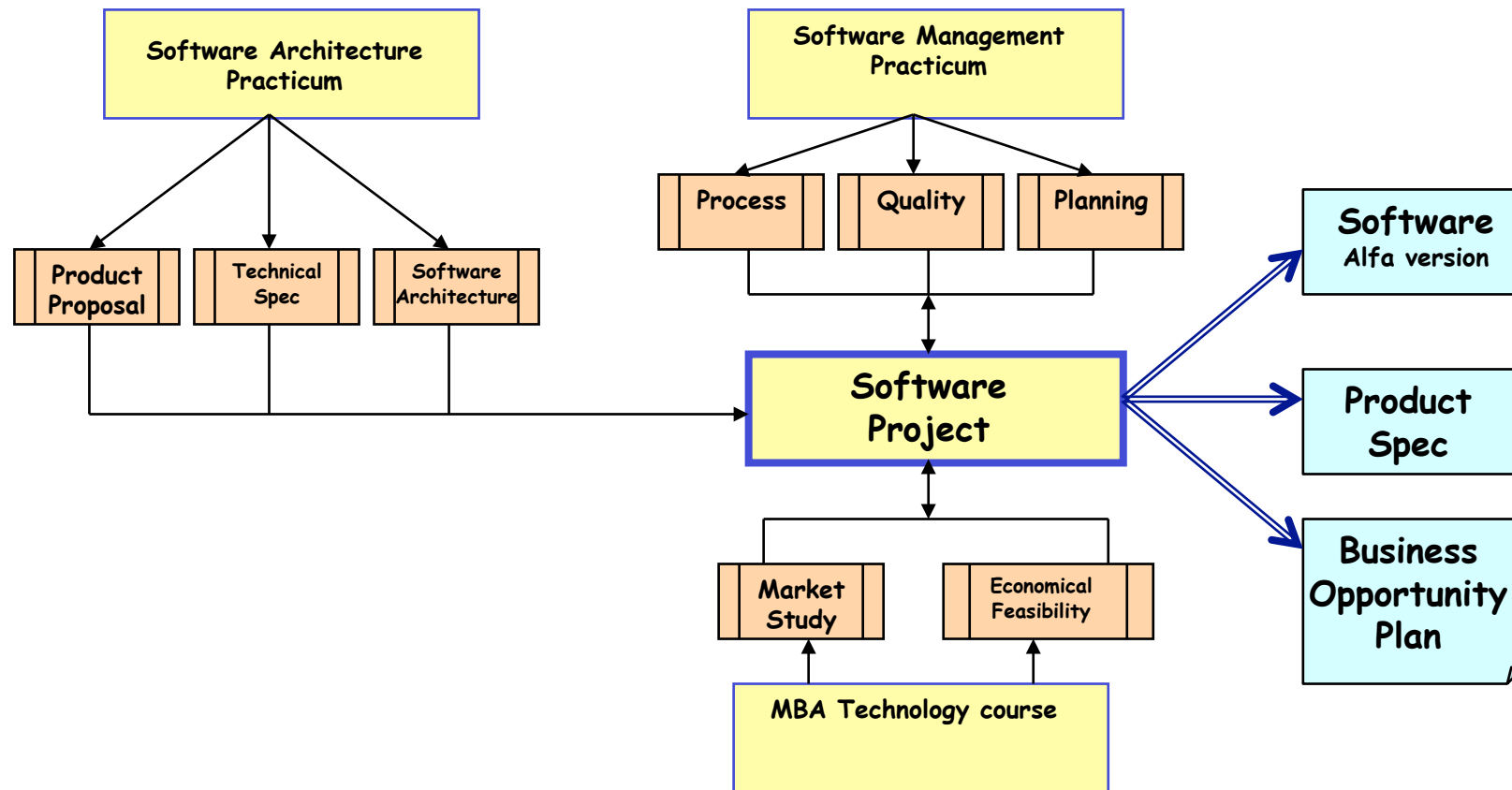
■ Our students are not entrepreneurial.

- Lack of understanding –
 - **How do I start ?**
 - **This is not for me; I don't have an economics degree**
- Bad image.
- Promoted by the politicians but not supported by academic staff

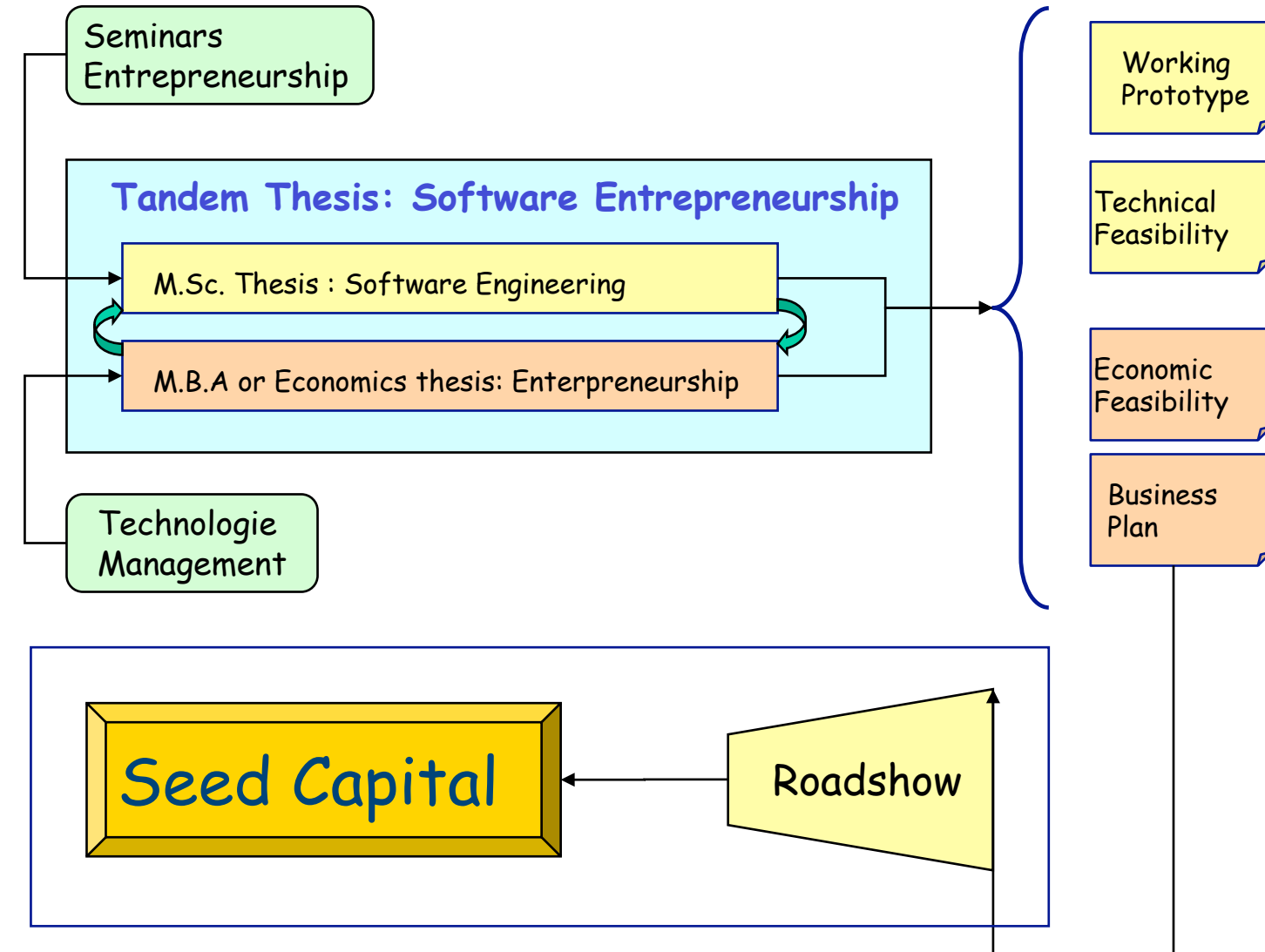




- **Use the lab & practice sessions to develop the entrepreneurial spirit.**
- **Work across courses:**
 - Requires buy-in from colleagues
- **Work across faculties**
 - Involvement of MBA or economics students
- **Work with industry**
 - We have teaching assistants from industry



- **Is @ the center of SoftEnterprise**
- **Non trivial project team**
 - +10 project members
 - Multidisciplinary
 - Well defined roles & responsibilities
 - Self assessment
- **Focus on identifying & mitigating risks.**
 - Technical
 - Schedule
 - ◆ no exam if delivered on time & according to spec
- **Project reviews & coaching**
 - Coaching with industry experts





- **2006: Started as a software architecture project**
- **2007: POC implemented for the Ghent city festival**
 - First projects sold to BASE (Telco)
 - 100 K€ incubation funding from IBBT to develop platform
 - 3 students for master thesis
- **2008: Mobixx company incorporated**
 - 100 K€ grant for business plan
 - Partnerships with a leading web agency
 - 300K€ pre-seed funding
 - Trying to raise 3 Mio € with a revenue target > 10 Mio Euro in five years
 - Revenues from lead customers: VRT, Telenet, Proximus , ...etc.
 - employ 6 persons
- **2009: ... the sky is the limit**

*The Mobixx platform is a **thin client mobile application server** capable of delivering content to any type of browser or content rendering engine on any type of device*

