

SWEDISH MOBILE INTERNET COMPANIES 2001



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EXECUTIVE SUMMARY

- This report includes a mapping of the business landscape for Swedish Mobile Internet Companies.
- 39 companies have been divided into Deep Profile Companies and described in the areas of **Business Idea** (Vision, Product Portfolio, Unique Selling Point, Revenue Model), **Management** (Founders, Management Today), **Strategic Alliances** (Developing Partners, Customers, International Ambition) and **Finance** (Capital Structure, Result)
- The mapping was conducted in June/July 2001, initiated by Lennart Stenberg, Science Consular, Swedish Embassy in Japan, Mats Engelmark, Invest in Sweden Agency and Professor Jon Sigurdson, Stockholm School of Economics.

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INTRODUCTION

ACKNOWLEDGEMENTS

- First of all my gratitude to the participating companies that did more than could be expected from them in order to help me collect the background material for this report. This with a very short notice. The telephone and email contact provided me with many interesting findings and clear perspectives.
- Without the initiative of Lennart Stenberg, Science Consular, Swedish Embassy in Japan, and the financial and intellectual support from Mats Engelman, Invest in Sweden Agency, this report would not have been written. Gratitude also goes to Professor Jon Sigurdson at the European Institute of Japanese Studies at Stockholm School of Economics for support and invaluable contacts.
- I take full responsibility for any statement or fact that is incorrect and appreciate all comments or questions on this material (see contact information on cover page).

PURPOSE

- The purpose of this report is to present a mapping of the business landscape of companies in the Mobile Internet sector in Sweden. The mapping was conducted during June 2001 and the report written in the end of that month. A special interest has been put in the companies' international ambition and specifically connections to the Japanese market.

SELECTION PROCESS

- Brief information was collected on 94 companies. This first selection was based on the suggestions primarily made from Professor Jon Sigurdson and myself. This material was then condensed down to 39 companies.
- The criteria used in order to get this smaller set can be summarized like this:
 - Area 1: General
 - The company should have their head office and/or a large part of their operation in Sweden.
 - Emphasis is put on companies in their early stages of development.
 - Area 2: Business Idea
 - The Business Idea has to be connected to Mobile Internet and has to show strength and substance.

- Companies dealing primarily with Consulting (Strategy or Technological) have been excluded.
- Area 3: Management
 - The people managing the company have to show documented talent and entrepreneurship.
 - They also should show the right attitude, courage and interest for international expansion.
- Area 4: Financial
 - The company has to appear well governed in all financial aspects.
 - Consideration is taken to the nature of start-up climate and corporate structure.
- Area 5: Contact Information
 - There should be a clear, quick and practical way of getting in touch of the company.
- This first filter was needed to get a good working material.

TRENDS

- The filter above was however not narrow enough to extract the most interesting companies on a longer time horizon. In order to do this I had to use some sort of informed guessing of the trends in the business sector and society as a whole.
- I will in this report only describe these trends without evidence, partly because there is none, and partly because these trends were used only as a filtering tool and not a part of the company analysis.
- The market trends or set of hypothesis I have been using are:
 1. The importance of **B2B-solutions** is growing faster than C2C.
 2. Complex and heterogeneous technical systems demand **Solutions for Seamless Mobility**.
 3. **Telematics** will have a great part of the mobile data traffic over the next years.
 4. Applications in the area of **Health Care** and government will accelerate.
 5. Wider usage of Mobile Internet will not take place until good content for customers is on the market, and **Entertainment Applications** are going to be important for the industry.
- Using these hypotheses a final selection of 39 companies was done and email and/or telephone contact was established with key persons in these 39 companies. A questionnaire was sent out covering basic information. This information was the basis of a segmentation of the 39 companies in 18 Deep Profile Companies and 21 Profile Companies.
- 20-30 minute structured telephone interviews were conducted with a contact person at every Deep Profile Company in the study. The person interviewed had often read the structured interview questionnaire in advance. Contact persons at the Profile Companies answered a questionnaire by email.

FURTHER ANALYSIS

- Many tracks can be considered for further analysis in order to describe the dynamics in this new industry.

- This report provides a background material that could be used to extract more general findings of the industry and the dynamics working when a new industry is born. I have here listed some suggestions on further work grouped under the main topics, Business Climate and Strategy, International Expansion and Finance.

BUSINESS CLIMATE AND STRATEGY

- How does the delay in development/launch of 3G/2,5G infrastructure affect these companies? How do they survive until then?
- Is the Swedish market too small or badly constructed to sustain a breeding ground for these kinds of start-up companies? Is then the market too small for real growth?
- How do start-ups use outsourcing and networks in their strategies in for example technology development?
- What factors affect the quality of the “seeds” in a start-up environment?
- What kind of support does the government provide? Does this support help and what could be done better?

INTERNATIONAL EXPANSION

- What are the driving forces and path to international expansion?
- In what international markets did the companies establish operations first, and why?
- Is for example Asia or South America more interesting for a Swedish Mobile Internet start-up?

FINANCE

- Can a modus operandi be created in order to make better investment decisions and evaluation of start-ups?
- What are the sources of financing in Sweden? Who are the actors and what are their incentives?
- Did the companies seek investors outside or inside Sweden first?
- What measures and tactics do the companies use in order to attract investors?

AND JAPAN?

- Having mentioned these possible areas of interest I will give a short insight in the findings concerning connections with the Japanese market. Below are some examples of reactions and thoughts of the Japanese market. Further analysis should be made on finding forms of

collaboration and exchange of ideas between the Swedish and Japanese market in the area of Mobile Internet.

- *Aspiro had close negotiations with Cybird, which later decided not to enter the European market. Aspiro is however very interested in new and closer contacts with the Asian/Japanese market. (ASPIRO)*
- *BlueFactory think that experience from Japan can be made in the areas of terminal design like color displays and applications and from the way a user-driven approach is used. (BLUE FACTORY)*
- *Asia and Japan is interesting in a longer perspective. Ehand especially mentions the Japanese competence in mobile handset development like color displays and also the development into JAVA-empowered mobile units, and mobile network infrastructure technology. (EHAND)*
- *Japan is interesting because of the successful manufacturers of mobile devices like PDAs and phones. (ELLIPSUS)*
- *Contacts have been established also with companies in Japan, like NTT DoCoMo and J-phone. Three months ago a tour in Japan was conducted in co-operation with the Swedish trade council. (HOTSIP)*
- *Japan as not being a member of the GSM-standard is not considered an interesting market at this point. However much can be learned from the success of i-Mode. (CELLPOINT)*
- *ipUnplugged are mainly selling on the European and US market today. Other markets are of course of interest such as the Asian market. Especially in countries such as Japan, where the quick development of 3G is very interesting for a company like ipUnplugged. New networks mean an increased demand for seamless handover between the different networks. (IPUNPLUGGED)*
- *Some co-operation with the Japanese manufacturers of electronic equipment, like copy machines, printers etc, in order to include the M2M solutions in a early stage of the manufacturing and work for standardization of Maingate's solutions would be very interesting. (MAINGATE)*
- *Mint has been in contact with NTT DoCoMo and finds the Japanese market very interesting. (MINT)*
- *The development in Japan is considered very interesting especially the i-Mode model of handling content providers. (MOBILARIS)*
- *Japan is a tough market and before establishing operations there, a good partner has to be found. (PICOFUN)*
- *Japan, as China, has tremendous opportunities that the company will start to address when they have appropriate support for the Asian languages in the products. (PipeBeach)*
- *Japan is very fast moving in adopting the Wireless Internet technology and has several high tech companies that would be interesting as partners or investors to push the global market forward. Consumer electronics is an area that will be affected by the business that Possio is working in and this is a strong business area in Japan in terms of innovation and product development. (POSSIO)*

- *Japan is important to Xpedio, mainly as an influence, and as they have several of their development partners there (Access Japan and Cybird). Japan is also interesting to Xpedio as a market, but it's not their main target. Xpedio says they were among the first Western companies in the mobile Internet business that got involved with the developers of successful 3G-services in Asia. (XPEDIO)*

DEEP PROFILE COMPANIES

ASPIRO

- Develops and offers telecom operators, Internet portals, companies and organizations a wide range of mobile applications and services.
- Aspiro's includes some 180 mobile services within the areas of information, entertainment and communication, presently based on WAP and SMS.

FACTS

Company Name:	Aspiro AB	Svenska Handelsbanken SA 4,4%
Founded:	1998	
Located:	Malmö; Sweden	Seeking Capital: No
Number	136	Net Sales: 15,2 MSEK
Management:	Lena Wittbjer (CEO), Thorleif Herrström (COO), Stefan Lindquist (CFO), Rainer Heller (CSO)	Net Earnings: -190.6 MSEK
Capital Investors:	Credit Agricole Indosuez Luxembourg 12,9%, Tomas Althén 9,6%, UBS AG Zurich 5,9%, Philip Forsgren 4,7%,	Publicly Listed: Yes
		Website: www.aspiro.com
		Contact Person: Helena Gynnerstedt, Phone:0709-918018, Email: helena.gynnerstedt@aspiro. com

BUSINESS IDEA

VISION

- Aspiro's vision is to create the leading virtual department store for mobile services on a global market.

PRODUCT PORTFOLIO

- Aspiro offers mobile operators, Internet portals, companies and organizations a wide range of attractive services (around 180) designed to satisfy the individual's need for information, entertainment and communication via mobile media. Aspiro's product offering should be thought on as an application one-stop-shop with the store containing off-the-shelf applications and concepts of applications. The range of products is based around entertainment, information and messaging.
 - **Entertainment** provides mobile entertainment services such as interactive games, ring tones, pictures and horoscopes.

- **Information** provides factual information services such as news, weather reports, translation services and a City Guide offering local information on cities around the world. Information also develops solutions for advertising-financed services.
- **Messaging** offers infrastructure and technology-oriented services such as software for handling messages between computers, fax machines and mobile devices, and the operation of SMS networks. Messaging's portfolio includes more specialized services such as Fleet Manager and Mobile TextPhone.
- One interesting thing to mention is how Aspiro handles the development process with minimal cost. All the described services are at the concept level and once a customer agrees to buy a concept, the product is delivered straight off the shelf. This also makes Aspiro very cost-effective as they do not risk developing products that lack market acceptance.

UNIQUE SELLING POINT

- Their wide range of applications for different standards makes them a stable and convenient partner. This complete solution approach also means that customers can have ten to twenty new services every month up and running within 3-8 weeks. In the longer run Aspiro's USP is also their competence in handling SMS traffic and offering of SMS applications, WAP applications and GPRS applications.

REVENUE MODEL

- Three different revenue models can be distinguished:
 - Selling a whole system with eventual service charge for maintenance.
 - Hosting a solution (ASP) with small initial revenue, but rather a continuous stream of payments
 - Revenue sharing (with customer, i.e. operator)
- Aspiro's business model is mainly based on 12-, 24- and 36-month contracts, which must be considered as pretty long. SMS services are the foremost source of revenue today.

MANAGEMENT

FOUNDERS

- Christer Månsson, Klas Hallqvist and Jörgen Adolfsson founded Aspiro in August 1998.

MANAGEMENT TODAY

- Tomas Althén
 - Born 1958, chairman and cofounder. Chairman and cofounder of Kipling Holding AB and Starthouse AB. Member of the board of Effnet Group AB and Massive Entertainment AB.
- Sven-Åke Bergkvist
 - Born 1955, Lawyer at the Swedish law firm Mannheimer Swartling Advokatbyrå AB.
- Lars Bruzelius
 - Born 1943. Managing director of BSI & Partners, a consultant company in the area of management and organization development.

- Stig Herbern
 - Born 1956. A professional board member and investor. Former head of Telenor Mobile AS and now represented on the board of companies like Norwegian Broadcasting (NRK), Zalto Communication AS, Birdstep Technology ASA, Virtual Garden ASA, Real Venture Group AB and others.
- Lars Jarnryd
 - Born 1939 Chairman of the board for three Ericsson European Entities, former CEO Ericsson France.
- Claes de Neergaard
 - Born 1943 Former Executive Director EIB/EBRD, Advisor to Swedish Ministry of Foreign Affairs.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- The two most important partners are Ericsson and Nokia. Aspiro and Ericsson have signed a distribution agreement regarding Aspiro's entire portfolio of WAP and SMS applications and concepts for entertainment, information and messaging. Ericsson will offer Aspiro's services partly through its WISE Portal, partly as separate services. The collaboration with Ericsson increases Aspiro's sales channels to operators considerably.
- Around half of the products/applications sold come from Aspiro and the remaining half from other companies like IO box and Digital Avenue.

CUSTOMERS

- Aspiro's customers are mobile operators, mobile portals and other companies to whom we sell applications and SMS traffic. Applications have primarily been sold to operators like Europolitan Vodafone in the Swedish market, Telia in Denmark, Proximus Vodafone in Belgium and Blu in Italy.
- On the SMS side, SMS traffic has been sold, and is being sold, to companies like Scandinavia On Line in the Scandinavian market, Simple Mobile Solutions in Holland and Mobile Hits in Sweden.
- With regards to companies, the Fleet Manager application has been sold to a number of transportation companies, mainly in Norway and Germany.

INTERNATIONAL AMBITION

- Aspiro has an international presence through offices in Scandinavia, Luxembourg and the US (3 employees in San Fransisco) and are represented by industry partners in other regions of the world.
- In total, Aspiro has delivered solutions to more than 40 customers in ten countries and have quite rapidly grown their global customer base.

- Aspiro's international goal is to establish Aspiro in the European and North American markets in the areas of SMS traffic processing and sales of mobile Internet services during 2001.
- Aspiro had close negotiations with Cybird, which later decided not to enter the European market. Aspiro is however very interested in new and closer contacts with the Asian/Japanese market.

FINANCE

CAPITAL STRUCTURE

- Aspiro is publicly listed in Sweden.

RESULT

- Net Sales are 15,2 MSEK and Net Earnings -190.6 MSEK.

BLUEFACTORY AB

- Software developer with focus on entertainment applications for mobile usage.

FACTS

Company Name:	BlueFactory AB	Seeking Capital:	NA
Founded:	January 2000	Net Sales:	NA
Located:	Stockholm; Sweden	Net Earnings:	NA
Employees:	25	Publicly Listed:	No
Management:	Soki Choi (CEO) John Wennerström (CTO) Linda Samlin (CFO) Per Holmkvist	Website:	www.bluefactory.com
Capital Investors:	Founders, IT Provider	Contact Person:	Stefan Nilsson, Phone: +46 70 245 14 41, email: stefan.nilsson@bluefactory. com

BUSINESS IDEA

VISION

- BlueFactory aims to be the preferred provider of mobile interactive entertainment applications and related enabling technologies internationally.

PRODUCT PORTFOLIO

- A broad portfolio of SMS and WAP wireless entertainment applications (over 23 developed and launched), the first GPRS optimized application, as well as WIG and Bluetooth enabled applications.
- BlueFactory has from the start had the philosophy to look at existing technology first, build something out of that now and keep an eye at the technology of tomorrow. This can be seen in the SMS-focus of today, complemented with an operational GPRS-application already on the market.
- In the process of entertainment software development, BlueFactory AB has also formed an architecture that can be used on a more general basis. This architecture includes:
 - BluePlug:
 - A plug-and-play solution requiring minimal integration with operators (installation typically carried out within 1 day). BluePlug, developed in

collaboration with operators; is compatible with any architecture and supports existing operator technologies.

- BlueSMS:
 - A SMS proxy who enables BlueHost to route the traffic generated by the users through communication channels decided by the operator. This ensures that traffic revenue from the usage of the applications always goes to the operator generating the traffic.
- BlueCore:
 - Allows BlueFactory to develop applications in two weeks and offers external developers and communities access to a Software Development Kit enabling them to develop wireless entertainment applications directly for the BlueFactory platform.
- BlueHost:
 - Allows customers to host applications on the BlueFactory platform, thereby ensuring a high service level. BlueHost was designed in co-operation with IBM and enables BlueFactory to provide services independently of end-users' device and/or network technology.
- BlueOne:
 - A rules driven personalization platform, which combines user behavior and technical platform information, to dynamically adjust content at the time of end-user request, and can be used to understand user trends.

UNIQUE SELLING POINT

- Its BlueSMS product, a SMS proxy that enables BlueFactory to route the traffic generated by users through communication channels decided by the operator. BlueSMS enables BlueFactory to develop interactive SMS-based entertainment applications that generate revenue for operators now rather than forcing them to wait for WAP to be more widely accepted and used.
- Whereas its competitors are currently restricted to WAP-based applications only, BlueFactory's applications are additionally fully compatible with SMS, WIG, Bluetooth, location-based services and GPRS.
- BlueFactory offers a broad portfolio with over 25 applications. Successful games have for example been Flirtylizer where one sends anonymous SMS flirts, and Hunters & Collectors a community based game where one interacts while walking in town.

REVENUE MODEL

- BlueFactory has two main revenue streams:
 - The first is a subscription model with both a fixed fee and a variable fee based on usage or the number of users per month.
 - The second revenue stream comes from technical services and a support model. The support model includes fixed monthly fee related to the level of service and number of subscribers.

MANAGEMENT

FOUNDERS

- Soki Choi, Per Holmkvist, Linda Samlin and John Wennerström set up BlueFactory in early 2000. The founders all have experience from telecom and wireless communication at Ericsson, Accenture (Andersen Consulting) and Goldman Sachs.

MANAGEMENT TODAY

- Soki Choi (CEO)
 - Previously Strategy Consultant at Andersen Consulting. Focused on building up the global competency within 3G-technology e.g. wireless business solutions, 3G-strategies. Broad experience from establishing business in Asia, (e.g. Scania A/S in Korea). MSc in Business Administration at Stockholm School of Economics (Handelshögskolan)
- Anders Hardebring (Sales Director)
 - Co-founder and a driving force in Across Wireless. Marketing manager to wireless operators in Europe, Asia and the US. Established of Across Wireless' offices in Hong Kong and in the US. Sales Director at Sonera Smarttrust. MSc in Industrial Engineering and Management, Linköping University
- John Wennerström (CTO and Vice President)
 - Previously Technology Consultant at Andersen Consulting. Deep experience in mCommerce architecture, eCommerce architecture and security, and IT-strategy alignment and enablement. MSc in Business Administration, Stockholm School of Economics (Handelshögskolan).
- Per Holmkvist (Creative Director)
 - Previously Process Consultant at Andersen Consulting. Extensive in product development, process design and system implementation experience with telecom

companies in Sweden and China. MSc in Industrial Engineering and Management, Chalmers University of Technology

- Linda Samlin (CFO)
 - Previously at Goldman Sachs, London. Extensive M&A experience with Vodafone-Airtouch, Mannesmann and Olivetti. Performed the IPO of UK telecom company. MSc in Business Administration, Stockholm School of Economics (Handelshögskolan)

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- BlueFactory has established a number of important strategic partnerships and has agreed the framework of partnership relationships with a number of others.
- These partnerships include the technology partners AU-System, Ericsson, Motorola, IBM, Europolitan-Vodafone, Sonera Smarttrust and G&D. In the content business BlueFactory has agreements with Funplanet, React, Infoisalive and CalenderOne.
- BlueFactory seem to have a clear understanding on their small size compared to multinational giants like Sony and Electronic Arts, who can be seen as big threats in the future. Therefore working with strategic alliances is given a lot of time in the company.

CUSTOMERS

- BlueFactory has signed contracts with 7 leading European operators and portals (Europolitan-Vodafone, Telia, Comviq, Sonera Zed, Mviva, Halebop, CallPlay,) - giving it access to an enormous subscriber base and is in final negotiations with a number of major operators, which would extend its subscriber base. With this, Sweden and Scandinavia are more or less covered.

INTERNATIONAL AMBITION

- BlueFactory has from the early start clearly showed a hunger for international expansion and co-operation and of its 25 employees, 23 work in Sweden and 2 in Hong Kong.
- This expansion probably originates from Soki Choi's experience from establishing business in Asia, (e.g. Scania A/S in Korea) and also has made impressions on the choice of content profile - entertainment with a strong Asian flavor.
- The expansion strategy can be described as bite wise, with moves into another markets only after the contacts with customers are established. BlueFactory today has an office in Hong Kong manned with two people.

- BlueFactory think that experience from Japan can be made in the areas of terminal design like color displays and applications and from the way a user-driven approach is used.

FINANCE

CAPITAL STRUCTURE

- The founders provided the initial capital.
- In June 2000, BlueFactory completed its first external financing round of 35 MSEK, with the Swedish venture capital firm, IT Provider. It is now in the middle of the second financing round and after that BlueFactory plan to be self-sustained.

RESULT

- The company hopes to show a positive result this year.
- No further information is available on financial result at this stage.

CELLPOINT INC.

- GSM technologies and applications for mobile phone location services and Telematics.

FACTS

Company Name:	CellPoint Inc.	Lynn Duplessis and Peter Henricsson (ca 20%) Ledstrienansfären (ca 5%)
Founded:	February 1997	
Located:	London; UK; Sweden; South Africa	Seeking Capital: NA
Employees:	150	Net Sales: 26,7 MSEK (3Q year 2001)
Management:	Peter Henricsson (Chairman) Lynn Duplessis (Director) Lars Persson (CEO CellPoint Systems) David Ericksson (CEO CellPoint Unwire)	Net Earnings: -75,9 MSEK (3Q year 2001) Publicly Listed: Yes Website: www.cellpt.com
Capital Investors:	Novel Electronics System & Technologies (ca 20%)	Contact Person: Jakob Sintring, Phone: +46 73 973 77 41, email:jakob.sintring@cellpoint.com

BUSINESS IDEA

VISION

- CellPoint Systems' vision is to be a provider of location technology, enabling platforms and location service applications in target markets around the world.

PRODUCT PORTFOLIO

- Two tracks can be distinguished in the product portfolio of CellPoint. First digital cellular, or GSM (Global System for Mobile Communications, "GSM") technologies and applications for mobile phone location services and second telematics /M2M. The Telematics track was incorporated with the buying of Unwire, now CellPoint Unwire.
- Location services for mobile phones are made possible by combining location technology, a location services platform (similar to an operating system) and applications to deliver various location services.
- There are three steps to providing end-to-end location solutions. First, there's the technology itself: CellPoint's location technology, which produces a user's X,Y coordinates. Second, there's the platform: CellPoint's mobile platform, essentially the operating system. Third, there are the applications. Though CellPoint has developed a number of applications, it also provides an open

interface so that any software company can develop services and applications that work with our technology platform.

- CellPoint's location platform, CellPoint Mobile Location System (MLS), is designed for locating subscribers in a GSM network. This platform is a network-based solution that works across multi-vendor GSM infrastructures. It does not require a specially programmed SIM card or WAP phone and is targeted at mass-market location services such as friend finding and information services.
- The application servers utilize the Mobile Location System through an Application Programmers Interface (API's), which enables location of a mobile terminal using a uniform protocol that is independent of the type of location provider used. CellPoint System also makes the API available to other application developers who can then deliver their location-based services through CellPoint Systems' platform.
- The primary location service applications today include resource management of mobile workforce personnel, friend finding relative to one's own location, personal security services, information and entertainment services. In a special resource and fleet management application, companies can view and track their mobile service personnel over the Internet. Information and entertainment services include location-sensitive traffic reports, weather, and concierge information services such as the location of the nearest hotel, cinema, restaurant, bank machine or repair shop.
- In the year of 2000 CellPoint Inc. acquired Unwire AB, which developed systems, equipment and applications for GSM positioning and telematics. Now CellPoint Unwire, the business strategy is to provide telematics technology, terminals and applications in target markets around the world. The concept revolves around the Wireless Application Server (WAS), which is the generic wireless telematics terminal enabling machine-to-machine (M2M) communication.

UNIQUE SELLING POINT

- The CellPoint unique selling point is that the technology is based entirely on existing GSM standards and does not require any modification of the GSM network. Their system also supports GSM networks regardless of what telecom manufacturer or mix of manufacturers provide the infrastructure.
- The CellPoint system also provides open interfaces aligned with UMTS standards (3rd generation), important on a longer term. Open APIs (Application Programmers Interfaces) allows many applications to connect to this platform, so third party applications can be integrated without detailed experience of the underlying technology. In other words, while the location technology may change over time, the applications can stay the same. This gives operators the opportunity to gain experience today and to establish leadership in their markets; it also gives users innovative new tools they can benefit from and continue to use in the future without interruption.

REVENUE MODEL

- CellPoint generates revenue through traditional license sales of their platform and applications as well as revenue sharing with the customers, the GSM operators, who are also considered as partners.

- Additional sales to existing customers will also occur as new applications are implemented.

MANAGEMENT

FOUNDERS

- The Company was formed in 1997, as Technor International, Inc. in the US and changed its name to CellPoint in 1999. The founders are Lynn Duplessis and Peter Henricsson.

MANAGEMENT TODAY

- Peter Henricsson,
 - Chairman of the Board of Directors and CEO, is a founder of CellPoint Inc. He has held senior positions in Europe, Asia and North America in both large and start-up companies. Peter has more than 20 years' executive management experience, including serving as Swedish Deputy Trade Commissioner to Canada and launching international businesses in Singapore, Indonesia and Hong Kong/China.
- Stephen Childs,
 - VP Sales & Marketing. Formerly Group Director, New Business Ventures for Orange plc, he was also on the board of KPN Orange and has held senior management positions with Deutsche Telekom, US West in Russia, Millicom in Pakistan and McCaw Cellular Communications.
- Lynn Duplessis,
 - Executive Vice President, is a founder of CellPoint Inc. and has been a director since inception. She has 20 years' experience in technology and telecommunications companies, 12 of those with IBM in management, marketing and engineering.
- Mats Jonnerhag,
 - Director, is the founder and majority owner of Börsinsikt AB and has more than 20 years' experience with the Swedish stock market. Börsinsikt AB's activities include brokerage, publishing and development of market analysis software.
- Bengt Nordström,
 - Director of CellPoint Inc. since September 1998. He is also President and Senior Partner of Northstream AB of Sweden, a strategic advisory company focusing on cellular technologies such as GPRS, EDGE and 3G/UMTS, and was Chief Technology Officer and Executive Director of SmarTone Telecommunications Ltd., a cellular network operator in Hong Kong. Mr. Nordström is a member of the Executive Committee of the GSM Association.
- Lars Persson,
 - The Chief Executive Officer of CellPoint Europe Limited, who leads the CellPoint Systems operating companies. Mr. Persson joined CellPoint from Telia Mobile International where he was President. From 1992 until 1997, he was the Managing Director for France Telecom in the Nordic countries, now known commercially as

Global One. Prior to that, he held senior management positions in telecommunications and technology companies dating back to 1980. Mr. Persson was appointed to the Board of CellPoint Inc. in July 2000.

- Lars Wadell,
 - Chief Financial Officer, joined CellPoint from Swedish company Telia Mobile International where he was Vice President of Business Management. He has previously held senior financial positions with Waste Management International/Sellberg's, Reuters Nordic and Merkantidata Communication.
- David Ericksson,
 - President Cellpoint Unwire, a MSc. graduate in Industrial and Management Engineering at University of Technology Linköping, Sweden, has more than 15 years' experience in development and internationalization of high technology companies. Over the last five years, Ericksson has been in top management positions in such diverse fields as telecommunications, biotech, traffic management, and non-invasive quality control.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- CellPoint can show an impressive list of partners including AU-System, CELOCOM, ComviQ, EuroTel; It's Alive, LIF, Micronet, Northstream, Oracle, Philips, Schlumberger, Tele2, Unwire, Valtech, Wavecom, Webraska and Yahoo! Europé. They can be divided into heavy hardware manufacturers and application/software developers.
- They have also started an initiative of their own in the Location Developers' Zone, a virtual meeting place directed to developers of products, and services in the mobile location business.

CUSTOMERS

- The location platform is sold to mobile operators (such as France Telecom, EuroTel and Tele2).
- Telematics services are marketed directly to larger industrial users, either directly or through systems integrators, and the GSM telematics terminals are programmed for specific applications such as ventilation system management, vehicle tracking, container management or for remote management, supervision and control of security systems or automatic door systems.

INTERNATIONAL AMBITION

- Though CellPoint was incorporated in the US, they also have operations in Sweden, the UK and South Africa.
- Primary market is Europe that, which shares a common standard for mobile communications - GSM.

- Although CellPoint's primary focus is across Europe (Germany etc), they are evaluating other markets like Asia (Thailand) and still have a stronghold in South Africa.
- Japan as not being a member of the GSM-standard is not considered an interesting market at this point. However much can be learned from the success of i-Mode.

FINANCE

CAPITAL STRUCTURE

- CellPoint is a public company, listed on the NASDAQ Stock Exchange in New York and the OM Stockholm Exchange. About 55% is publicly traded, while Novel Electronics System & Technologies owns ca 20%, Lynn Duplessis and Peter Henricsson ca 20% and Ledstrienansfären ca 5%.

RESULT

- The Net Sales was 26,7 MSEK 3Q year 2001 and Net Earnings -75,9 MSEK the same period.

COLUMBITECH

- Provider of secure software products for remote wireless access to corporate data

FACTS

Company Name:	Columbitech		Pelago Venture Partners T-bolaget
Founded:	April 2000	Seeking Capital:	Yes
Located:	Stockholm; Sweden	Net Sales:	Pre Revenue
Employees:	26	Net Earnings:	NA
Management:	Pontus Bergdahl (CEO) Mats Persson (Director) Lars Resenius (CTO)	Publicly Listed:	No
Capital Investors:	Employees and founders Swedish Venture Capitals Ledstiernan Servisen Investment Management	Website:	www.columbitech.com
		Contact Person:	Pontus Bergdahl, Phone: +46 8 55608100, Email: pontus.bergdahl@columbit ech.com

BUSINESS IDEA

VISION

- Columbitech's vision is to be the leading provider of secure software products for remote wireless access to corporate data, to help mobile professionals be more efficient and productive when working away from their desktop.

PRODUCT PORTFOLIO

- Columbitech's products are primarily intended for systems where a wireless connection is needed to a company's own internal network providing a faster and more secure transfer of data between the user and the network than is currently possible with other systems. Five patents are filed to date.
- The Columbitech product portfolio consists of two main tracks or suites, Wireless VPN and WAP Connector Suite.
- Columbitech's Wireless VPN enables mobile professionals to access mission-critical data on the corporate LAN from all major handheld devices, with optimized performance and true end-to-end security from application-to-application. In addition, Columbitech's solution offers a secure always-on experience. Columbitech Wireless VPN is also supporting seamless roaming and network handover. This product has been developed since December of 2000.

The Wireless VPN Suite is expected to be generally available in September of 2001 with beta testing performed this summer with selected customers and partners.

- Columbitech WAP Connector Suite: Columbitech WAP Connector enables end-to-end secure WAP for corporate data access. The Suite also includes Columbitech Configuration Service, Columbitech Authentication Service and Columbitech Secure Proxy Client

UNIQUE SELLING POINT

- The main area of activity for Columbitech is wireless data communication, where focused development work is being done. Columbitech has gathered leading technical competence within this area. The company has applied for patents for a number of innovations in the field of mobile computing.
- Columbitech is the only company that currently offers a complete platform for Roaming Wireless VPN with application-to-application security.

REVENUE MODEL

- Information on the revenue model was not given by the company.

MANAGEMENT

FOUNDERS

- Columbitech was founded in April 2000 by, Pontus Bergdahl, CEO, Mats Persson, Director of Business Projects, Lars Resenius, CTO, Lars Laven, Director of Software Development and Torbjörn Hovmark.

MANAGEMENT TODAY

- Pontus Bergdahl, CEO and founder
 - He has an MSc from Chalmers University of Technology and an MBA from INSEAD. Before founding Columbitech, Pontus worked for McKinsey, MTG/Kinnevik and in strategy consulting for the wireless industry in London.
- Mats Persson, Director of Customer Projects and founder
 - Prior to founding Columbitech he worked in wireless software development at the technology consultancy Kvadrat.
- Lars Resenius, Chief Technology Officer and founder
 - Prior to founding Columbitech he worked for 12 years at Kvadrat where he focused on wireless software development and research in new wireless carrier technologies.
- Lars Lavén, Director of Software Development and founder

- Prior to founding Columbitech he worked in wireless software development at the technology consultancy Kvadrat.
- Ola Jonsson, Sales and Marketing Manager
 - Ola has 11 years experience of selling IT and communications products for a number of companies including ICL, ABB Communications, AU-System and, most recently, Cisco Systems.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Columbitech is co-operating with ISVs, Network Equipment Vendors, System Integrators, and Service Providers that reach their end-customers by focusing on corporate segments, 2G, 3G and 4G operators. Columbitech is a member of WAP Forum and MDI (Intel's Mobile Data Initiative)

CUSTOMERS

- Colombitech is focusing on enterprise companies with a mobile workforce. Reference customers include Lyckeby Stärkelsen and RoamInfo.
- Competitors to Columbitech Ericsson include EVO, IP Unplugged, Certicom, Netmotion and Nokia.

INTERNATIONAL AMBITION

- Information on Colombitech's international ambition was not given by the company.

FINANCE

CAPITAL STRUCTURE

- Columbitech is privately held by its employees and founders. Columbitech's owners include the Swedish Venture Capital firms Ledstiernan, Servisen Investment Management, Pelago Venture Partners and T-bolaget. The investors have invested a total of 36 MSEK (about \$3,6 million).
- Columbitech is a privately held company, and therefore not listed.

RESULT

- Colombitech is pre revenue, but further information on financial status is not public material.

EHAND

- Developer of applications and tools for a mobile work force – integrating PDA:s, mobile phones, business systems and the Internet.

FACTS-

Company Name:	Ehand AB	Telenor Venture AS EDB Business Partner ASA
Founded:	February 1999	Seeking Capital: No
Located:	Stockholm, Sweden	Net Sales: NA
Employees:	40	Net Earnings: Negative
Management:	Markku Huusko (CEO) Eva Wadman (CFO) Fredrik Waern (CTO) Erik Torsner (R&D Manager)	Publicly Listed: No
Capital Investors:	Founders Employees B-business partners	Website: www.ehand.se (Swedish), www.ehand.com (English) Contact Person: Jonas Kämpe, Phone: +46 733 118 507 Email: jonas.kampe@ehand.com

BUSINESS IDEA

VISION

- Ehand's vision is that the working professional always has access to relevant parts of her IT systems, whenever and wherever needed. A part of this vision also includes enabling their partners to add mobility to their solutions, thereby giving their clients increased business competitiveness.

PRODUCT PORTFOLIO

- Ehand is using its own in-house developed software to link mobile handheld computer applications with a series of different business systems. The company offers system vendors and integrators a platform independent solution that works on both smart phones and handheld devices.
- Ehand has developed six applications that can be connected to server-based business systems. The applications are aimed at mobile workforce groups such as service engineers, salespeople, technicians and consultants. The applications can be used with a handheld device and any back-end system.

- Ehand Time is a mobile time reporting tool. Time reporting can be done in projects outside of the office with automatically generated invoices and salary specifications thru the company's financial system.
 - Ehand Sales is a mobile sales support application. Sales staff can access information about clients from the CRM system in their handheld device.
 - Ehand Service Order is a task management tool for handheld devices. It enables a fast and distribution of service assignments or tasks to a group of mobile workers.
 - Ehand Report Viewer is a mobile decision support application. Ehand Report Viewer allows executives to continuously keep track of changes in their corporation.
 - Ehand Expense is a mobile expense control application. Ehand Expense assists the company's employees in reporting effective hours, miles driven and expenses made, while on the move.
 - Ehand Driver is a mobile driver's log. The company's staff can easily report miles driven, travel routes and tachometer settings.
- Ehand Connect is the server-based core product of Ehand's range of products. Ehand Connect ensures that information is kept up to date in all parts of the enterprise system. Ehand Connect 2.0 can be used either stand-alone as a synchronization platform for creating mobile solutions between business systems and handheld computers, or in conjunction with the 6 Ehand applications for mobile usage.
 - This technology core offers system vendors and system integrators a mobility package, adding a mobile client to existing server-based business systems. Integration with the existing system is straightforward. Ehand do not supply ASP-solutions.
 - Ehand also provides "ready-made" integrations to various systems. Most notably, pre-packaged integrations based on Ehand Connect exist to connect Microsoft Exchange and Lotus Notes to handheld computers, integrating with the devices' built-in PIM applications (Personal Information Management applications, i.e. address lists, calendars, to-dos and notes).

UNIQUE SELLING POINT

- The company offers their partners a way to avoid significant R&D costs for developing mobile applications, allowing them to focus their efforts on the core system.
- EHAND offers the whole package from handheld computer application to synchronization and deployment middleware to ready-made integrations to several major back-end systems. The complete chain makes it possible for customers to use their systems in a mobile environment from day one. Few competitors can offer that. Competitors usually have solutions either on the handheld side or on the server side, and only in some cases provide ready-made integrations.
- EHAND is device-platform and system independent, and customers are not tied to any hardware manufacturer or ISV.

Foundation of EHAND Connect:

- Providing an open application-programming interface (API), which makes it easy to integrate with all types of back-end systems, and also makes it possible to extend EHAND Connect with third-party modules. Few competitors allow customization of the server.
- Clients and servers are independent of back-end system platform and data formats.
- Can be integrated with the business logic of the business system. Several competitors are limited to access only the database of the business system, thereby losing the access to all the logic needed to insert new data into the system.
- EHAND Connect has a web administration interface. Makes central configuration from any place possible via the web. Many competitors require special administration client software that has to be installed at every desktop used for server administration.
- EHAND Connect is device platform independent, modular and easy to extend. It has been designed with easy integration with business systems in mind and provides open and flexible APIs. Middleware competitors generally have developed their software from a single-user, desktop view, and then tried to extend it to server-based enterprise platforms.

REVENUE MODEL

- Ehand sells and distributes products through enterprise system vendors, like the Swedish firm Intenia, and software consultancy firms. These partners integrate the Ehand product line into their systems and sell mobility-enabled solutions to the end customers.
- System vendors and implementers can resell the mobile parts, with Ehand acting as a third-party component provider; that not compete for the end-customer relationship. Ehand is a pure subcontractor of mobility-adding software.
- Ehand also sells products separately as tools directly to system vendors and consultants interested in making specialized mobile. Ehand is a pure subcontractor of mobility-adding software. The company hopes that they are going away from this situation and concentrate on selling through bigger distributors in order to make the operation more scalable.

MANAGEMENT

FOUNDERS

- Ehand was founded in February 1999. Co-founders are Jonas Kämpe, Staffan Malmgren, Erik Torsner, Johan Franson and Erik Bohman.
- They all are a young crowd with a clear technical background from university and working experience. Erik Torsner plays a part in today's management team. Johan Franson is the Chief Software Architect. Erik Bohman is a Director of the Board and Jonas Kämpe is a Deputy Director.

MANAGEMENT TODAY

- The founders are still very active in both day-to-day operations and strategic decisions, in product development, marketing and communications.
- During 2000, Ehand focused mainly on sales, recruitment and product development.
- A new CEO was appointed, Markku Huusko from Telia Megacom.
 - Markku Huusko, CEO
 - Born 1955, Mr. Huusko has solid knowledge and long experience from the IT and telecom sectors where he has had leading management positions within strategic sales and marketing. He comes most recently from Telia. Previous to that he worked for Silicon Graphics in Finland and 13 years for IBM in Sweden, Scandinavia and Europe. Mr Huusko holds a Master of Science Degree from the Royal Institute of technology in Stockholm.
 - Eva Wadman, CFO
 - Born 1954. Before joining Ehand, Ms Wadman was an audit partner of KPMG in Sweden. She has a long experience both from audit and corporate finance work within KPMG. During the last five years she has been focused on the financial sector. She has a Bachelor's degree in Business Administration from Stockholm School of Economics (HHS). She joined Ehand in March 2001.
 - Oskar Ahlberg, Manager, Channel Sales
 - Born 1971. He holds a Master of Science Degree in Electrical Engineering from The Royal Institute of Technology in Stockholm, specializing in computer science and marketing, where he graduated in 1996. After his graduation he joined IBS as software developer in Germany and 1 ½ years later at the sales department in London. Mr Ahlberg joined Ehand in January 2000.
 - Per Oscarsson, Manager, Direct Sales
 - Born 1971. He previously worked as sales manager at Telia Megacom, where he also acted as account manager in the fields of media, transport and energy. Mr. Oscarsson has 1 year of experience from consultancy at Cambridge Technology Partner and as project manager at Ericsson in Los Angeles, USA. He graduated from Umeå School of Economics in 1996 with a Bachelor of Science Degree in System Analysis and Master Degree in Economics. Mr. Oscarsson joined Ehand in August 2000.
 - Erik Torsner, Co-Founder, Manager R&D
 - Erik Torsner, born 1973, works as R&D Manager at Ehand. He is one of the founders of the company and also one of the software architects behind Ehand's main product, Ehand Connect. Before founding Ehand, he worked at Circus, a company within the Spray-group, where he led the development and computer

operations department. His specialty is to plan, build and deploy stable scalable systems. Mr. Torsner has his roots in computer-telephony-integration where he pioneered one of Sweden's first large installations at Bite Telemarketing, one of the largest telemarketing companies in Sweden. He is also the creator of Spraymail, Sweden's first and still largest, web based email service. Mr. Torsner studied Computer Science at Luleå Tekniska Högskola between 1991-1994.

○ Fredrik Waern, CTO

- Fredrik Waern, born 1965, is CTO at EHAND. He held the position as Product Development Manager and Senior Project Manager at Trio Information Systems prior to joining EHAND as CTO. Fredrik Waern started working as a developer and team leader at Objecta Systems after graduating from KTH, The Royal Institute of Technology, with a Master of Science degree in Electrical Engineering in 1992.

○ Ulrika Forsgren, Manager, R&D

- Ulrika Forsgren, born 1974, currently works as Manager for Administration and Human Resources at Ehand. She holds a Master Degree in Business Economy from the University of Uppsala in 1997. She worked 1 1/2 years at Svenska Handelsbanken as bank clerk after her graduation. Ms Forsgren joined Ehand in March 2000.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Ehand has been very active in building a network of developing partners in a quite wide area of products and services.
- Developing partners include The IBS Group, a world leading international supplier of Internet-integrated business software, EDS, the worlds second largest IT-company, WM-data, one of the Nordic region's leading IT-companies and the Hogia Group which consists of a number of companies focusing primarily on education, salary and staff administration, with each company specializing in an area of its own.

CUSTOMERS

- In the long-term perspective, primary customers are independent software vendors (ISVs) that build business systems and groupware (PIM, ERP, CRM). EHAND sells applications, middleware and ready-made integrations to these ISVs and their systems via partnerships. The ISVs in turn add margin and sell to users of the business systems. Partners to date (June 2001) are among others SuperOffice, IBS, EDS, WM-data.
- Ehand recognizes the need in this phase to also sell directly to end-users. Ehand has focused on segments where company staff is highly mobile.

INTERNATIONAL AMBITION

- Today, Ehand strives to become the world's leading software supplier of mobile middleware and mobile applications. During 2001, Ehand will focus on sales in the Nordic region.
- In a mid-range time perspective, Europe is an interesting market.
- Asia and Japan is interesting in a longer perspective. Ehand especially mentions the Japanese competence in mobile handset development like color displays and also the development into JAVA-empowered mobile units, and mobile network infrastructure technology.

FINANCE

CAPITAL STRUCTURE

- During the second half of 1999 the first round of Venture Capital was raised from Telenor Venture and EDB Business Partner ASA and a couple of private investors.
- Ehand is now mainly owned by its founders, employees and venture capital companies b-business partners and Telenor Venture AS as well as the IT consultancy company EDB Business Partner ASA.
- There are no immediate plans to offer investment opportunities to the public.
- Ehand are currently probing the market for money and will possibly conduct a 2nd investment round in 2002.

RESULT

- The net earnings negative so far.
- The goal is to reach break-even as fast as possible.

ELLIPSUS

- Develops platform independent application servers based on Java.
- The product line is a middleware to be used by system developers, which develop mobile services.
- Offer includes Mobile Application Server, Scalability Services, Enterprise Application, Adapters, Office Integration, Logging Services, Content Publishing Services and Mobile Location Services

FACTS

<i>Company Name:</i>	Ellipsus Systems	<i>Seeking Capital:</i>	No
<i>Founded:</i>	1999	<i>Net Sales:</i>	NA
<i>Located:</i>	Stockholm, Växjö; Sweden	<i>Net Earnings:</i>	NA
<i>Employees:</i>	35	<i>Publicly Listed:</i>	No
<i>Management:</i>	Bo Wänghammar (CEO) Rikard Kjellberg (CTO) Lars-Göran Reinholdsson (CFO)	<i>Website:</i>	www.ellipsus.se
<i>Capital Investors:</i>	Founders, IT-Provider and Smålandsfonden	<i>Contact Person:</i>	Rikard Kjellberg, Phone: +46 8 470 709 000, Email: rikard.kjellberg@ellipsus.com

BUSINESS IDEA

VISION

- Ellipsus' vision is to become a world-leading provider of platform independent application servers, to develop, market and sell an advanced Java application server, which is based on scalability, security and accessibility.

PRODUCT PORTFOLIO

- The product line, including the mobile application server infiniteMASS and the Ellipsus Application Provisioning Server is a middleware to be used by systems- and application developers, which develop mobile services. The product line has built in technology for efficient load balancing and scalability.
- The product portfolio is based on the Ellipsus Independent Server Architecture. This architecture, or strategy, offers some important features aiming at independence from special devices, networks, protocols, platforms or content.

- The technology described is developed in-house and the company has two patents pending linked to P2P-solutions in a network environment.
- Ellipsus also has a consulting branch aimed at helping the customers integrate their existing internal applications and systems with the mobile Internet server platform as well as educational services.

UNIQUE SELLING POINT

- The Ellipsus unique selling point is a solution high scalability and more important, portability to most hardware/operating systems platform based on industry standards.

REVENUE MODEL

- The solutions are sold in a traditional software license model depending on the number of users or the number of processors. This is combined with a service charge.
- Ellipsus has designed a Download & Purchase center on the Web, where all trial versions, updates and manuals are available online, as well as the actual product.

MANAGEMENT

FOUNDERS

- The founders are Rikard Kjellberg and Martin Bergljung, both still involved in active management.

MANAGEMENT TODAY

- G. Russell Mortenson, Chief Executive Officer
 - Most recently Mr. Mortenson was CEO of Connect Things, Inc., an Ericsson technology spin-off that was acquired by AirClic, Inc. Mr. Mortenson is known for growing startups to successful publicly held companies. Under his former leadership the Amtech Corporation, a global leader in wireless automatic identification technologies, grew from a startup to a \$125 million publicly held company with nearly 1,000 employees in eight countries. Mr. Mortenson holds a M.Sc. with honors in Business from Colorado State University and a Juris Doctor degree cum laude from Harvard Law School.
- Douglas Davis, Chief Operating Officer
 - A 20-year veteran in the computer and communications industry, Mr. Davis was the former COO of Connect Things, Inc. Prior to that he provided management oversight for portfolio companies of Hoak Capital Corporation, a private equity firm for Hoak Capital Corporation, a private equity firm in Dallas, Texas. Mr. Davis has held a number of technical, business development and senior management positions at Amtech Corporation and Compaq. He is a graduate of Texas A&M and holds a M.Sc. in Business Administration from Southern Methodist University.

- Bo Wänghammar, Managing Director - Europe
 - Mr. Wänghammar has a broad background within the Swedish media-, telco-, and Internet industries. In the early nineties he was actively involved in expanding Scandinavia's largest media group – Bonnier – to the newly liberalized eastern European markets. In 1993 he founded Sweden's first ISP, Algonet. Algonet was sold to Telenordia in 1996. Leaving the CEO position in 1997 and assuming the role of marketing director for Telenordia, he had created one of the largest Internet companies in Sweden.

- Chris Apple, Chief Financial Officer
 - Mr. Apple brings more than 10 years of experience as a senior financial executive in technology and communications, most recently serving as Vice President and CFO of BEI Holding Corporation. Mr. Apple, who has served in executive capacities for Alcatel, AnswerSoft and Sevin Rosen Funds, has been involved in numerous private and public equity and debt offerings. He holds a B.S. in Accounting with honors from Oklahoma State University and is a Certified Public Accountant.

- Frank Szczepanski, Vice President of Sales - USA
 - Mr. Szczepanski, who has over 25 years experience in the computing and communications industry, was formerly Regional VP of Sales for BEA Systems, a leading e-business infrastructure software company. While at BEA, he generated more than \$50 million in new revenue and launched sales and marketing initiatives with industry leaders like Nortel, SBC and Motorola. Mr. Szczepanski has held senior and executive positions at IMC, Syport systems, Interactive Telephone Company and Stratus Computer. He holds a B.S. in Industrial Management and a M.Sc. in Finance from Purdue University.

- Rikard Kjellberg, Chief Technical Officer
 - Mr. Kjellberg has worked with system development for 14 years. His previous position technical director at SAAB Celsius TransponderTech AB. Mr. Kjellberg has worked with digital radio communication and has worked internationally with, among others, ITU, IMO and ICAO with the standardization of wireless and mobile communications protocols. Mr. Kjellberg has also developed and implemented quality systems for organizations that develop commercial aircraft products. He has been responsible for airworthiness certification of communications equipment. Mr. Kjellberg is a co-founder and the CTO of Ellipsus.

- Martin Bergljung, Product Development Manager
 - Mr. Bergljung has over 13 years experience of system development, including 8 years experience of C++, 3 years Java and 5 years with CORBA. Mr. Bergljung has exclusively worked with object-oriented technology in businesses such as Iona and Sun, for example. He has a wide international experience. Mr. Bergljung is a Java2 certified developer and possesses special expertise within distributed architectures,

e.g. EJB and CORBA and has been engaged as a teacher both internally and externally within the companies for which he has worked. Mr. Bergljung is the Product Development Manager at Ellipsus.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Important developing partners are Sun who helped building system architecture to support the dynamic provisioning of Java applications. Sun is also mentioned as an important sales channel. Also Vision Park who are involved with Ellipsus in building the next generation multi user game platform.
- Missing development partners would be for example mobile device manufacturers like Sony and Toshiba.

CUSTOMERS

- Ellipsus' primary customers are telecom operators and system developers and integrators.

INTERNATIONAL AMBITION

- The primary geographical markets are Europe and the US. The company is now looking into potential in South America and Asia.
- The company today has 35 employees, with headquarters in Dallas, head office in Stockholm and a systems development function in Växjö.
- Japan is interesting because of the successful manufacturers of mobile devices like PDA:s and phones.

FINANCE

CAPITAL STRUCTURE

- Ellipsus is a privately owned company. The main investor is the venture capital firm IT-Provider and the rest of the capital comes from the founders and Smålandsfonden..
- Ellipsus has secured funding for the time being and is therefore currently not actively seeking additional capital.

RESULT

- Information on financial status is not available at this point.

HOTSIP

- Providing SIP (Session Initiation Protocol) based services to e-commerce sites, companies, operators and content providers, both turnkey solutions or as an ASP.
- Services include network gaming, support and help-desk (CRM) solutions.

FACTS

<i>Company Name:</i>	Hotsip	<i>Seeking Capital:</i>	Argnor Go Capital Speed Ventures
<i>Founded:</i>	1999	<i>Net Sales:</i>	Yes
<i>Located:</i>	Stockholm; Sweden, Helsinki; Finland	<i>Net Earnings:</i>	NA
<i>Number</i>	65	<i>Publicly Listed:</i>	No
<i>Management:</i>	Jens Lundström (CEO) Johan Liseborn (CTO), Lars Michael Paqvalen (CFO) Leif Bjorklund (VP Business Development)	<i>Website:</i>	www.hotsip.se
<i>Capital Investors:</i>	3i	<i>Contact Person:</i>	Paul Kinsella, Phone: +46 8 454 05 00 , Email: paul.kinsella@hotsip.com

BUSINESS IDEA

VISION

- Hotsip's vision is to be the leading provider of SIP-based products and solutions both for fixed and wireless communication. Hotsip means that the convergence of Internet, telephony and wireless communication will provide users with fully integrated communication services over an IP-based architecture with SIP as an essential part. All services will be created and produced in this IP/SIP world, but accessible from different devices and networks - PDA's, wireless terminals etc. In today's networks this can be realized by integrating fixed Internet Presence and Instant Messaging with SMS messaging and wireless LAN devices. The usage will probably increase with the introduction of 3G.

PRODUCT PORTFOLIO

- Hotsip develops and delivers products and real-time communication products based on SIP, Session Initiation Protocol. These software products are developed for both broadband and mobile networks and terminals, giving end-users the benefit of more integrated communication means, regardless of access method.

- SIP is the acronym for Session Initiation Protocol, and is a new signaling protocol for establishing real-time calls and conferences over Internet Protocol networks. SIP's function is to set up simultaneous communication such as voice, chat, and network games, and so on over fixed and mobile networks. It works rather like e-mail with regard to the address and like a mobile phone when it comes to finding people who are moving around. The SIP address makes it possible to find the person you are seeking, regardless of where he/she is on the Internet. You can see whether the person is on line and even get in touch with him/her by telephone, mail, video telephone, etc., with the aid of the same address.
- The work on SIP technology had been undertaken for two years at a research laboratory owned jointly by Ericsson and Telia. When the laboratory was closed down, the founders decided to continue with their work in the form of a privately owned company.
- Hotsip provides products, software and tools including: Active Presence, SIP Application Server and a Windows PC client, but also offers some professional consultancy as support in the form of installation services and integration of provisioning systems, a training programme, billing systems, legacy infrastructure or other network elements.
- Active Presence is the core concept in the product portfolio and deals with transforming simple contact data like Location ("where"), Communications state ("available/busy, doing what?") and Communications means (e.g. telephone, SMS, video session, mail) into one useable entity. The real benefit is created when this information is combined with different forms of communication, such as messaging, voice, video and network gaming.

UNIQUE SELLING POINT

- Hotsip says being able to provide entire solutions and/or systems on a relatively short time.

REVENUE MODEL

- Hotsip licenses products such as Active Presence, but can also provide tailored products. However the licenses are usually not dependant on for example number of users. Often an extensive training and support package is sold in combination with the startup of the system.

MANAGEMENT

FOUNDERS

- Jens Lundström and Johan Liseborn, today CEO and CTO founded Hotsip late 1999.

MANAGEMENT TODAY

- Johan Liseborn (CTO and co-founder of Hotsip)
 - Johan has a background in Ericsson, working both with telephony systems, support systems and methods for software development. He worked at Ellemtel for two years, focusing on Internet-based services in the area of intelligent agent systems and WAP applications, as well as multimedia communication.

- Jens Lundström (CEO and co-founder of Hotsip)
 - Jens has a professional background starting with a M.Sc. in Computer Science from University of Linköping in Sweden, work on databases at Telia Research, technical consultancy from American Management Systems (AMS) and Internet Research at Ellementel, a Telia and Ericsson R&D lab focused on Internet applications. Jens has also worked as a technical officer in the Swedish Air Force.
- Jan Gapinski
 - Co-founder of Speed Ventures AB and director of strategic investments. Jan spent nine years at Ericsson and co-founded Sendit, later sold to Microsoft.
- Patrik Fältström
 - Area Director, Applications Area, IETF. Active in standardization, research and development of directory, messaging and other Internet services since 1991 at the Royal Institute of Technology, Sweden, Bunyip Information Systems, Canada and Tele2, Sweden.
- Jörgen Lantto
 - Advisor to Argnor and Senior Partner at Northstream AB Jörgen has a recent past in Ericsson where he has been Japan-based General Manager for third generation WCDMA systems. Previously he has a long record of GSM standardization and most recently he was Director UMTS Systems Management with Ericsson in Sweden.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- SIP Forum was created on the initiative of Hotsip AB, and is an international, non-profit association with a mission to provide information about SIP. The founding members of the association include 3com, Cisco, dynamicsoft, Hotsip, Pingtel, Pulver.com and Telia. Today there are 20 full members.
- Hotsip has also joined ISOC, the Internet Society, which is an organization with the mission to assure the open development and use of the Internet to the benefit of all people throughout the world, Third Generation Partnership Project, the Association of the Swedish IT and Telecom Industry (IT-Företagen), the Mobile Applications Initiative, MAI, committed to expand knowledge of the business opportunities offered by GPRS technologies, and GSA - the forum for the leading GSM/3G suppliers world-wide.

CUSTOMERS

- Hotsip's customers should be Mobile Service Providers, Broadband Service Providers, PTT-type operators, Internet Dial-up Service Providers, Network equipment manufacturer, and Virtual Service Providers.

INTERNATIONAL AMBITION

- Hotsip is currently situated in Stockholm, Sweden, and Helsinki, Finland, with the head office in Stockholm. The Finland office is an R&D center focused on mobile solutions based on SIP. The company is now building a strong base for international expansion primarily further on into the European market and later the US and Asia. Already contacts have been established with a Taiwanese operator.
- Contacts have been established also with companies in Japan, like NTT DoCoMo and J-phone. Three months ago a tour in Japan was conducted in co-operation with the Swedish trade council.

FINANCE

CAPITAL STRUCTURE

- Investors are 3i, Argnor Wireless Ventures (formed by Northstream and Argo Global Capital), GO Capital and Speed Ventures AB
- Hotsip AB has had two successful rounds of financing. In the latest round of financing Hotsip raised ca 105 MSEK. No external capital will be needed for some time.

RESULT

- According to Hotsip, they have signed a number of customer contracts and see 2001 as being a very prosperous year. More extensive financial information is not available at this point.

IPUNPLUGGED

- ipUnplugged designs, develops and markets Mobile Service Routers that are used by operators and system integrators to build Mobile Corporate Networks. The products enable secure automatic attachment to corporate networks for mobile professionals, independent of place and type of Internet connection.

FACTS

Company Name:	ipUnplugged	Net Sales:	NA
Founded:	December 1999	Net Earnings:	NA
Located:	Stockholm, Sweden	Publicly Listed:	No
Number	53	Website:	www.ipunplugged.com
Management:	Magnus Lengdell (CEO) Ulf Grahm (CFO) Jan Forslöw (CTO)	Contact Person:	Erik Asplund, Phone: +46 70 4620282, Email: erik.asplund@ipunplugged. com
Capital Investors:	Ledstiernan		
Seeking Capital:	Yes		

BUSINESS IDEA

VISION

- The vision of ipUnplugged is to provide organizations with solutions that achieve a balance between ubiquitous Mobility and high Security.
- The vision originates from the founders experiences of trying to work while on the move combined with their technical knowledge.
- IpUnplugged will make it as easy for mobile users to start up and work on their laptops with exactly the same look, configurations and information as the office computers – as it is to turn on a mobile phone upon arrival in a foreign country.

PRODUCT PORTFOLIO

- The product launch, including Mobile Service Routers, Mobile Client Software and Mobile Service Manager that operators and system integrators use to build mobile corporate networks, started during the first quarter 2001
 - Mobile Service Router
 - A router based on IP technology, ipUnplugged's Mobile Service Router (MSR) is a hardware platform and a key enabler of personal mobility for mobile workgroups and professionals (by ipUnplugged named Mobile Workforce). An

IP-based mobility management protocol known as Mobile IP gives users full access to the corporate network from multiple access points. The MSR also has security features providing IPSec-based connectivity and filtering of service requests for workgroup

- Mobile Client
 - To access corporate network services built with ipUnplugged's products, approved users need to download the Mobile Client, an add-on software. Once this is done, the client provides the user with a seamless and secure tunnel to the corporate MSR and the services it provides. This product provides simple and seamless access to the corporate network regardless of whether there is a local MSR or not.
- Mobile Service Manager
 - ipUnplugged's Mobile Service Manager is a decentralized, directory-based management tool that allows for controlled delegation of security responsibilities down to self-service management by the mobile users themselves. IT managers as well as workgroup project leaders can change the service profiles and the names of individuals leaving or joining a workgroup. This speeds the deployment of mobile corporate networks by distributing responsibility and shrinking the administrative burden normally placed on IT managers.
- The products are based on mobility and security technologies. Some examples of these technologies include the implementation of Mobile IP, which provides the mobility functionality, IPSec, which ensures confidentiality, and Diameter, which manages authentication. Diameter provides a mobile IP based system with flexible mechanisms for collecting accounting information and for creating business relations between owners of foreign and home domains. It also provides automatic, instant distribution of security keys for users to gain access to internal networks, independent of location. Diameter will be used for both the fixed public networks, cellular networks and roaming for mobile IP users.
- ipUnplugged also has a spoken support strategy where they provide technical support to their customers and partners with service contracts 24 hours per day and 7 days per week.
- ipUnplugged's solutions for mobilizing corporate networks are based on the convergence of several new IP-based technologies that route traffic, keep track of individual usage and ensure that corporate network resources are restricted to authorized users. These include technology for routing traffic, keeping track of individuals and securing connectivity.

UNIQUE SELLING POINT

- The unique selling point of ipUnplugged is providing a turnkey solution including hardware based Mobile IP with security and filtering functionality. This unique combination provides secure seamless handover between IP-networks enabling the users to freely move between all IP-enabled networks without any interruption in service. It does not matter if the computing device is connected to a wireless LAN, a 3G network or a LAN, or if the user moves between the three. It is even possible to move with the device in stand-by mode and open it up again in a new environment with the session intact. Every computing device keeps its stable IP-address at all times. This provides endless possibilities for interactive services since the user is reachable at all times.



MANAGEMENT

FOUNDERS

- ipUnplugged was founded in December 1999 by Magnus Lengdell, Håkan Sessle, Pádraig Moran and Jan Forslöw. All with extensive knowledge in and experience of IP-networks, data communication and mobile systems.

MANAGEMENT TODAY

- Magnus Lengdell, CEO
 - Former General Manager, Telia Network Services, Product Management Internet, Datacom, & Broadband products. Former Product Unit manager Edge router products Ericsson Datacom
- Håkan Sessle, VP Marketing & Product management
 - Former Programme Manager & Pre-sales, Backbone Routers, Ca, Ericsson Inc. Former product manager IP Services & broadband access products, Ericsson Telecom
- Jan Forslöw, CTO
 - Former R&D Manager IP Network Management, CA, Ericsson Inc. Former Senior Design Architect GPRS, Ericsson Radio
- Padraig Moran, VP R&D
 - Former R&D Manager IP Network Management, Ericsson Datacom. Former R&D Manager Product Unit Edge Router, Ericsson Datacom
- Ulf Grahm, CFO
 - Former CFO Telia Network Services, Datacom, Former Manager Telia Cost Management Unit
- Sune Holm, VP Sales
 - Former Senior Vice President Marketing & Sales, Adcore AB

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- All of the technology today has been developed in-house. Production is however outsourced to Selectron. A very important part of the alliance strategy is to keep ipUnplugged's organization slimmed, cutting all costs not directly associated with the core business.

CUSTOMERS

- ipUnplugged are mainly selling on the European and US market today. The main customer group is different kinds of operators, stretching from Mobile Operators to Service Providers. ipUnplugged are also selling to enterprises interesting in a secure mobility solution.

INTERNATIONAL AMBITION

- ipUnplugged are mainly selling on the European and US market today. Other markets are of course of interest such as the Asian market. Especially in countries such as Japan, where the quick development of 3G is very interesting for a company like ipUnplugged. New networks mean an increased demand for seamless handover between the different networks.
-

FINANCE

CAPITAL STRUCTURE

- ipUnplugged AB is privately held. The corporate headquarters is located in Stockholm, Sweden and the United States sales office is located in Santa Clara, California.
- In December 1999 ipUnplugged was founded with Ledstiernan Investment AB as main financier. Headquarters was established in the Globe-area in Stockholm, Sweden. During the year 2000 a second office was established in the Bay-area in California, USA.

RESULT

- Information on revenue is not available at this point.

MAINGATE

- Virtual mobile operator for wireless communication M2M.
- Works primarily with startups, but also customers such as Securitas Direct and Vattenfall to use wireless technology to expand their range of services.

FACTS

Company Name:	Maingate		Merchant Venture Investment (MVI).
Founded	1998:	Seeking Capital:	Yes
Located:	Karlskrona, Stockholm;Sweden, Oslo; Norway, Copenhagen; Denmark, Helsinki; Finland	Net Sales:	14 MSEK
Number	74	Net Earnings:	-64 MSEK
Management:	Jörgen Askeroth(CEO)	Publicly Listed:	No
Capital Investors:	Founders BrainHeart 10% Telia	Website:	www.maingate.se
		Contact Person:	Anders Körling, Phone: +46 (0)455-36 37 00, Email: anders.korling@maingate.se

BUSINESS IDEA

VISION

- Maingate is a wireless operator for machines. Maingate's organization is focused entirely on developing and providing services for the M2M market.

PRODUCT PORTFOLIO

- Maingate uses a specialized, adaptable system platform as a backbone in their product portfolio. This platform has various communication services that are entirely designed for machine communication for business. This platform consists of three fundamental elements.
 - Communication. As an operator, Maingate applies the best current technology to ensure that the information arrives in the right way. Today, this involves mainly GSM and the Internet, but the platform is open to new technologies in the future.
 - Information handling. When an event has occurred, the platform forwards, processes or stores the information. This information gradually builds into a database that often creates a valuable basis for decisions and analyses for Maingate's partners or their customers.

- Administration. To be cost-effective, every event chain must be as automated and rational as possible. This also applies to administration. Our platform includes, among other things, the clients own customer interface, making it easier to handle services and to connect and activate new machines.
- Maingate has developed products for package tracking, communication between electricity meters and their operators and communication solutions between cash card systems and banks.

UNIQUE SELLING POINT

- Maingate's unique selling point in their machine communication solutions is based on a number of elements. A secure and future-proof technology in the platform is mentioned while the Maingate Platform has been developed to handle business-critical communication. New technology can be integrated without impacting on this solution, because of Maingate's flexible application environment.
- Also the fact that Maingate's customers can administer their solution via the Internet makes the administration simple and independent from using Maingate as a middle hand can be seen as an SUP.
- The Maingate strength also lies in the special billing system constructed for M2M-communication.

REVENUE MODEL

- Maingate applies a working model that covers the whole process: preliminary study, solution design, development and testing, commissioning and subsequent support. The solutions are often individually designed for a specific customer.
- The revenue model is very alike the ordinary mobile network operators model and contains a combination of variable and fixed fees.



MANAGEMENT

FOUNDERS

- The founders of Maingate are MatzKarlsson and Bertil Hedin.

MANAGEMENT TODAY

- The management team includes the following persons among others,
 - Jörgen Askeroth
 - Born in 1950. Employed since April 1999. Chief Executive Officer. Askeroth joined Maingate in April 1999. Mr. Askeroth was formerly the Chief Technical Officer of Europolitan AB; he joined Europolitan in 1991.

Mr. Askeroth holds a Master of Science in Engineering from Chalmers University of Technology.

- Matz Karlsson
 - Born in 1963. Employed since 1998. Executive Vice President and co-Head of International (co-Founder). Before joining Telia in 1997 as Senior Strategic Advisor with joint responsibility for Telia Mobile's business plan for the Nordic markets, Mr. Karlsson spent six years with Europolitan. At the time of leaving Europolitan he was Head of marketing to the corporate sector. Mr. Karlsson holds a High School Diploma.
- Bertil Hedén
 - Born in 1964. Employed since 1998. Executive Vice President and co-Head of International (co-Founder). Hedén joined Telia together Mr. with Karlsson in 1997 as Senior Strategic Advisor and shared the responsibility of implementing a Nordic business plan for Telia Mobile. His previous experience includes four years with Europolitan. Mr. Hedén was Head of marketing to consumers when he left Europolitan. Mr. Hedén serves on the board of Intelligentia AB. Mr. Hedén holds a technical High School Diploma.
- Anders Körling
 - Born in 1961. Employed since December 1998. Chief Financial Officer. Mr. Körling was before joining Maingate Head of Controlling & Economic Planning at Europolitan during 1992 to 1998. Mr. Körling holds a Master of Science in Business Administration from the University of Växjö.
- Magnus Lundin
 - Born in 1965. Employed since September 1998. Chief Technical Officer. Mr. Lundin joined Maingate from Ericsson (1996-1998), where he worked with research of new wireless systems. His previous experience also includes the start-up of a mobile operator in Hungary during 1994 and product management at Nokia during 1994 to 1996. Mr. Lundin holds a technical High School Diploma.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- The platform is constructed using products from IT and telecom suppliers, such as Cisco, CMG, Geneva, Sun and Nokia.

CUSTOMERS

- Reference customers include IMC AB who offers digital billboards to papers and magazines to place in newsstands and stores by using Maingate's M2M solution.
- Medical companies who would like to perform clinical tests on new medicines are offered to rent a new type of system. It is a company called Clinitrac that has developed electronic diaries for patients that builds on Maingate's mobile machine communication and Internet access.
- Enermet and Maingate show a running common solution during the European Housing Fair and Exhibition Bo01. Enermet uses Maingate's solution MER (Maingate Energy Reading) to be able to read energy values every 24-hours.

INTERNATIONAL AMBITION

- Primary markets today are the Nordic countries.
- Some co-operation with the Japanese manufacturers of electronic equipment, like copy machines, printers etc, in order to include the M2M solutions in a early stage of the manufacturing and work for standardization of Maingate's solutions would be very interesting.

FINANCE

CAPITAL STRUCTURE

- Owners are the founders, Telia, MVI and Brainheart Capital. The company is now looking for external capital.



RESULT

- Net Sales are 14 MSEK and Net Earnings –64 MSEK.

MINT

- A server based electronic wallet function that works with today's GSM phones where multiple payment providers/account holders can be handled under their own brand name.
- It has been in commercial operation since the 15th of January 2001 in Stockholm and works for in-store payments, parking payments, person2person, web payments and vending machines.

FACTS

Company Name:	Mint AB	45% Ledstiernan 4% Icelandic Software Fund
Founded:	February 2000	
Located:	Stockholm; Sweden	Seeking Capital: Yes
Number	25	Net Sales: 1,3 (MSEK 1Q 2001)
Management:	Patrik Mossberg (CEO) Carl Rogberg(CFO) Fredric Ankarcrona(Marketing); Niklas Lundbäck(CTO); Wouter van der Wijngaart (Security)	Net Earnings: Negative Publicly Listed: No Website: www.mint.nu Contact Person: Patrik Mossberg, Phone: +46 (0)8 545 691 00, Email: patrik.mossberg@mint.nu
Capital Investors:	51% Employees	

BUSINESS IDEA

VISION

- Mint's vision is to let a mobile phone replace and carry everything that is in the normal person's wallet, purse or pockets.
- Mint believes that in the future people will have a personal mobile communications device. This device will be their link and lifeline to and from the world and all products, services and people therein.
 - Mint's mission is to make life easier for consumers and retailers by providing mobile communications based transaction, identification and loyalty enhancing solutions that are superior to all other systems – in terms of cost, security, speed, and added-value.

PRODUCT PORTFOLIO

- Mint, which is also the name of the product, can be described as acting as a mobile clearinghouse between account holders and customers at points of purchase. Besides this basic function Mint can also handle and aggregate inflows from loyalty transactions, kick backs, discounts and hold on a "pre account".

- At the counter in the Mint-enabled stores, a Mint-terminal is used for the cashier to communicate with the server, while a customer dials a toll free number on his mobile phone. Different security settings are available for the customer. A receipt is immediately sent to the phone or to an emailaddress of choice. All purchases are also presented on the personal MintHomepage. Some other applications with the same base technology is now under development, and will be launched starting from July 2001.
 - Park & Ring (and later developed into P-Mint)
 - The Mint SMS payment system connected to the parking meters in Stockholm. One phone call to start and one call to stop the meter.
 - The parking guard can check the payment status through a WAP-enabled mobile phone.
 - Mint 121
 - A Person-2-Person version of the payment system, where money can be instantly transferred between Mint-members.
 - Marketing Services
 - Services where dealers can use the Mint-infrastructure for marketing purposes, transferring bonus point and a CRM-strategy.
- The technology core of the system is the server backbone where transactions are registered. 3 international patents are pending.

UNIQUE SELLING POINT

- The unique selling point is a combination of first mover advantage and a service that hopefully makes life a lot easier for dealers and customers. The business model is clearly working and has met high degree of acceptance from retailers.

REVENUE MODEL

- In Sweden and in the long run Mint will act as a service provider and mobile gateway/clearing house. Mint will most probably be a sub-brand to banks, telecom operators and retail chains. At this stage, however, Mint has to do a lot of the selling directly to retailers
- Internationally Mint will resell the application through its global reseller partners. Currently they are Unisys, IBM and Ingenico. When required this business will be separated from the service provider business. This has been a means to getting to the market as quickly as possible and it is likely that Mint will exit this position in the future.
- Mint has 4 revenue models when it comes to service providers. First a percentage of the transactions in store. This is comparable to a fixed fee on C2C transfers. Second, revenues from marketing via SMS and Email. Third Loyalty and bonus enhancing services and functions and fourth revenue from CRM analysis and •Profile & Statistics sales.
- The revenue models for application providers are an initial down payment for the platform software and hardware. Initially the pricing policy will be to cover costs and earn a small profit thereby keeping risk low and upside limited. Over time this might change.
- Yearly revenues will come from yearly license fee for the software and rights to upgrades, for optional support, an optional franchise fee for the eventual use of the Mint marketing and

sales. Volume related revenues will come from revenue sharing with the global partner and the industrial customer, that is a fixed royalty tick based on transaction, users or any other relevant measure.

MANAGEMENT

FOUNDERS

- Mint was founded around 2000 by Fredric Ankarcrona, Wouter van der Wijngaart and Patrik Mossberg. They can all be found in today's management team.

MANAGEMENT TODAY

- The ambition is to have active members with specific industry competencies (Banking / Transactional, Telecom & IT, Consumer & Retail) represented in the board;
- When it comes to everyday management, characteristics are broad international experience and a strong mix of technology and marketing and sales.
- The management team consists of:
 - •Fredric Ankarcrona, Marketing Director
 - Former Eurobrand Manager, Procter & Gamble with a Master of Science from Stockholm School of Economics.
 - •Robert Grenmark, Sales Director
 - Background as Account Executive for ICA and from Procter & Gamble with a Master of Science from Stockholm School of Economics.
 - •Gunnar Karlberg, Operations & Telecom Mgr
 - Former Senior Project Leader, Cap Gemini. Also experience from Ericsson and Telia.
 - •Niklas Lundbäck, Technical & Development Manager
 - Former Project Leader, Establish with a Master of Science from Stockholm School of Economics.
 - •Wouter van der Wijngaart, CIO/Security Mgr
 - PhD, KTH
 - •Patrik Mossberg, CEO
 - Former Country Manager Latvia, Tetra Pak
 - •Carl Rogberg, CFO&COO
 - Former Finance Director, Kraft AFH Ltd

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Important partnerships include Geab the Phone House, IBM, Unwire and Unisys.

- The IBM and Unisys competence in system integration has been of great help in connections with banks and telecom operators internationally.
- Mint is, as a service provider, is of course looking for further partnerships with account holders in Sweden as well as with banks and credit card companies. Building payment infrastructure always requires a critical mass of users in order to prove successful.

CUSTOMERS

- Mint has 5000 registered users and more than 300 contracted stores. Contracts are closed with Stockholm Parkering, won in competition with major Swedish mobile network operator.
- Pilot testing is conducted with KF, a major Swedish food chain.

INTERNATIONAL AMBITION

- The focus for Mint today is a successful operation in Stockholm. After that, international markets, primarily countries using the GSM-standard, are very interesting for the company.
- Mint has been in contact with NTT DoCoMo and finds the Japanese market very interesting.

FINANCE

CAPITAL STRUCTURE

- Mint is owned primarily by the founders 47%, Ledstiernan 45%, Icelandic Software Fund 4% and other shareholders 4%.

RESULT

- Net sales 1Q 2001 was 1,3 MSEK. Revenue was negative.
- Goals for break even is in 2002/2001

MOBILARIS

- Location based services in mobile operator environments.
- Service middleware design and mobile internet business development
- Three sold and commercially launched products at Wireless operators in Europé

FACTS

Company Name:	Mobilaris AB		2 external investors Other
Founded:	1999	Seeking Capital:	No
Located:	Luleå, Stockholm; Sweden	Net Sales:	NA
Employees:	30	Net Earnings:	NA
Management:	Björn Westerholm (CEO), Amalendu Parasnis (CTO), Jan Eriksson (Chief strategic business development), Roger Lundgren (Sales executive) Nikolas Georgii.	Publicly Listed:	No
		Website:	www.mobilaris.com
Capital Investors:	Founders 78%	Contact Person:	Nikolas Georgii, Phone: +46 705 39 60, Email: nikolas.georgii@mobilaris.s e

BUSINESS IDEA

VISION

- Mobilaris has been one of the first companies in the world to integrate mobile Internet, mobile communications and GSM positioning technology into one platform.
- Mobilaris vision is to develop middleware that looks after mobile operators' competitiveness in the future mobile marketplace.

PRODUCT PORTFOLIO

- The core in Mobilaris' product portfolio and business is their service platform called the Pacific Ocean Platform.
- This service platform is design for mobile operators and service providers to deploy, launch and manage location-based services. The Pacific Ocean platform categorize as a middleware, bridging the complexity of the mobile network infrastructure with the demand for fast service development and handling for the mobile Internet.

- This middleware approach makes the platform a layer between the end user and all underlying systems technology. Advantages with this approach are that the development and launch of new services is dramatically cut down in time and effort. What earlier took operators months to accomplish now only takes a few weeks, thanks to simpler interfaces for all developers creating end-user services.
- New applications can in this way be seen as plug-in-modules, more easily incorporated in the mobile operators services.

UNIQUE SELLING POINT

- Mobilaris unique selling point is their competence in building interfaces for handling location-based information.
- Their solution offers a mobile operator's customers a dynamic location-based information repository at all times and all places covered by the mobile network.
- The key advantages of Mobilaris' middleware solution include
 - Fast Time-to-market with proven solution in use by mobile operators today
 - Third-party developers can develop and launch services in a secure way under the full control of the mobile operator
 - Leading plug-and-play technology where third-parties and enterprises can easily add and create mobile services in operational environment
 - Subscribers can access and enter data being automatically positioned by the network

REVENUE MODEL

- The revenue model is a traditional selling of software based on licenses that is based on the number of users of the service.

MANAGEMENT

FOUNDERS

- Mobilaris was formed in 1999 with a Development Center is located in Luleå, Sweden and the Marketing and Sales Office is located in Stockholm.
- The founders of Mobilaris include proven business developers for location-based services, mobile software developers and strategic management expertise from the mobile communication industry.

MANAGEMENT TODAY

- Mobilaris expertise is drawn from both former operator businesses as well as Telia Research. The management team consists of:

- Björn Westerholm, CEO
- Amalendu Parasnis, vice President, Technical Director
- Jan Eriksson, Chief Strategic Business Development
- Roger Lundgren, Sales Executive
- Nikolas Georgii, Marketing Director

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Mobilaris partners come from both the infrastructure side, like Ericsson, Compaq, Sun Microsystems, Oracle and Tectown, as well as companies from the application side.
- Mobilaris are also co-operating with some smaller companies in Sweden like Cellnetwork, Ismobil and Starcus.
- The company is now looking for more application developers and applications that can be adopted in order to fit into the Pacific Ocean middleware.

CUSTOMERS

- The Pacific Ocean platform is implemented by some Scandinavian mobile operators such as Telia teaming up with Ericsson as an infrastructure provider, and Telenor in Norway.

INTERNATIONAL AMBITION

- The Mobilaris' international ambition includes to now to deploy Pacific Ocean worldwide serving operators' needs. In order to succeed the partnership strategy is becoming more and more important.
- With the strategic deals with Telia (Sweden) and Telenor (Norway) big shares of these markets are covered and Mobilaris is now looking towards other European countries as well as South America but also Asia/Pacific.
- The development in Japan is considered very interesting especially the I-mode model of handling content providers.

FINANCE

CAPITAL STRUCTURE

- Mobilaris is to 78% owned by the founders and 22% by CLS Holding.
- The company is currently not looking for capital and will not do so for at least two years.

RESULT

- Earnings are now negative and goal for break-even is in autumn 2001.
- Further information on financial status is not available at this point.

PICOFUN

- Developer, but also a publisher and distributor of mobile games and entertainment.
- Launched the world's first multi-user WAP game in May 2000.
- In October 2000 also launched the world's first community game optimized to take advantage of the GPRS technology.

FACTS

Company Name:	Picofun	Catella Skandia
Founded:	January 2000	Kaupting Trident Capital
Located:	Stockholm; Sweden	
Employees:	35	Seeking Capital: NA
Management:	Carl-Greger Leijonhufvud (CEO) Sven-Christer Nilsson (Chairman) Johan Lenander (Vice Chairman)	Net Sales: NA Net Earnings: NA
Capital Investors:	Employees Softbank Europé Ventures Carphone Warehouse Startupfactory Carnegie	Publicly Listed: No Website: www.picofun.se Contact Person: Fredrik Syrén, Phone: +46 8 50655700, Email: fredrik.syren@picofun.com

BUSINESS IDEA

VISION

- Picofun is one of the leading providers of mobile games in Europe. To focus on the needs and desires of the mobile generation to create top quality entertainment from both the fun and technical perspective.

PRODUCT PORTFOLIO

- Picofun launched the world's first multi-user WAP game in May 2000. In October 2000, Picofun also launched the world's first community game fully optimized to take advantage of the GPRS technology. All of the games have a supporting website on the Internet and there is a focus on games that are played in a community. The product portfolio consists of at least 4 games to this date:

- On the Green, the WAP golfing game, offers golf enthusiasts and beginners alike a wide range of courses with varying difficulty. Each course is designed to put the gamer's golfing skills to the test, as well as a wide variety of scenery. The game includes options where the gamer can challenge his/her friends or randomly selected players on the different courses, or play alone for that sake.
- In the Picofun Football League the gamer can challenge the friends in one-to-one games with daily games that will ultimately result in a league champion. The champions join the Picofun Hall of Fame.
- In the Lifestylers WAP game, the gamer acts as a parent for his own virtual Lifestyler. The game features a persistent game world and intense multiplayer interaction. The gamer decide for himself what his goal in the game should be since there are many different high score tables - all with their own criteria for getting high scores.
- Fight Arena is a game in which the player fights against other online users or any of the always-available computer characters. The goal is to improve character's abilities and to reach the highest grade. In order to do that, a player must fight his/her way through all the computer characters and must also challenge other online users. If successful enough, a player may reach the number one rank. Fight Arena was designed to be played over GPRS.

UNIQUE SELLING POINT

- Picofun's games build on the greatest strength of mobility, namely as a catalyst to social interaction, where they help network operators and mobile portals to build communities. The entertainment is described as habit-forming entertainment, thus creating a bond with the user.
- Picofun's entertainment is mobile phone independent, and the company is co-operating with the market leaders in wireless communication.

REVENUE MODEL

- Revenue comes from a licensing agreement between Picofun and the operators based on number of logins, plus a fee for support and hosting of the service.
- Picofun is not only a developer, but also a publisher and distributor of games and entertainment, mainly (but not limited to) those applications that complement their own portfolio.

MANAGEMENT

FOUNDERS

- Founders are Johan Lenander, Måns Ullerstam, and Fredrik Syrén.

MANAGEMENT TODAY

- The company's Board of Directors include:
 - Sven-Christer Nilsson,
 - Chairman, Co-founder of Startupfactory. Prior to Startupfactory, Sven-Christer was CEO of the Ericsson Group. He served at Ericsson from 1982 to 1999, except for a short period in 1988. Held several positions at Ericsson during this time. From 1985 to 1988, he served as General Sales Manager of Ericsson Components AB and between 1989 and 1992, he served as President of Ericsson Radio Systems Sverige AB, where he was responsible for sales and marketing, installation and services for the Swedish and Nordic markets. During 1992, Mr. Nilsson served as Vice President and General Manager of Ericsson Telecom AB.
 - Lee Feldman
 - Managing Director, Softbank International Ventures. In this capacity, Lee is responsible for developing strategy and executing transactions in connection with Softbank's private equity activities in markets outside of Japan and the United
 - Bertil Villard
 - Head of Corporate Finance at Alfred Berg Fondkommission AB. Prior to joining Alfred Berg, Bertil was partner of Vinge Law firm since 1991. Prior there to, Bertil Villard served as corporate counsel to Swedish Match, Stora and Esselte. Bertil Villard has a long experience as advisor and board member of both listed and non-listed companies.
 - Johan Lenander
 - Founder and Vice Chairman of Picofun. Prior to Picofun, Johan was working at Ericsson with Business Development, specialized in Home Communications. Johan holds an MBA from Stockholm School of Economics, where he was appointed "Student of the Year 1997" and a Master of Science in Industrial Production from the Swedish Royal Institute of Technology.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Picofun provides access to development resources and the possibility to publish entertainment through their distribution channels for external developers that create mobile entertainment. They also work with pure content owners to develop mobile versions out of existing successful concepts where we bring our wireless expertise and the other partner has

the content. Development partners include Monsterland, Massive Entertainment, Nazca and Mgage.

- Interesting future strategic alliances is in the media industry, where Picofun already has started co-operation with British Telecom and Channel 4 in the U.K. covering the TV-show "Robinson".
- Other types of co-operation is also the technology partners which include Ericsson, Motorola, Sun, Tactel and PacketVideo and distribution partners including T-D1, Telefonica, France Telecom, One2One, Omnitel2000, Mviva, Comviq, KPN, Telenor, Europolitan Vodafone, Svenska Dagbladet, Mobilix, T-Online, Schibsted, Excite, Halebop and Mobyson.

CUSTOMERS

- Primary customers are mobile network operators.

INTERNATIONAL AMBITION

- The primary market now is Europe and this is to be the focus for some time.
- Japan is a tough market and before establishing operations there, a good partner has to be found.

FINANCE

CAPITAL STRUCTURE

- Picofun is a Swedish company, headquartered in Stockholm, and owned by the employees, Softbank Europe Ventures, Carphone Warehouse and Startupfactory.

RESULT

- Information on Net Sales and Net Earnings is not available at this time.

PIPEBEACH

- Providing speech enabled mobile Internet services.
- Creator of speechWeb, a carrier-class VoiceXML platform with an open support of VoiceXML and wide support of languages.
- Development and commercialization of services for telephone access to the Internet. E.g. audio-browser

FACTS

Company Name:	PipeBeach	Servisen T-Bolaget
Founded:	1998	Seeking Capital: NA
Located:	Stockholm; Sweden, Sao Paolo; Brazil	Net Sales: 2,9 MSEK (short fiscal year)
Employees:	NA	Net Earnings: -18,5 MSEK (short fiscal year)
Management:	Christer Granberg Hans Bjurström Scott McGlashan Jesper Högberg Berndt Johannsen	Publicly Listed: No
Capital Investors:	Investor Growth Capital Zodiak Venture Capital S-Bolag Teknik AB Banco Teknik- och Innovationsfond Bank of New York	Website: www.pipebeach.se Contact Person: Christer Granberg, Phone:+46 8 545 90 990, Email: christer.granberg@pipebeac h.com

BUSINESS IDEA

VISION

- PipeBeach's vision is to establish PipeBeach as a leading supplier to telecom and Internet operators of platforms and applications providing a speech or multi-modal user interface.

PRODUCT PORTFOLIO

- The PipeBeach speechWeb suite for mobile operators, service providers and enterprises includes the following parts.
 - speechWeb is a carrier class VoiceXML platform that allows applications and services written in VoiceXML, located on standard web servers, to be accessed over the phone. speechWeb™ converts VoiceXML documents into interactive dialogs

using Internet and multi-lingual speech technologies. Today speechWeb supports more than 10 languages for both automatic speech recognition and text-to-speech synthesis.

- speechWeb Mail is a VoiceXML application that can be fully integrated with speechWeb Portal.
 - speechWeb Portal enables rapid service deployment with a common voice interface to a number of different voice services. By calling a single telephone number, a user gets access to information services such as news, sports or weather.
 - speechWeb ASP is a hosted service for mobile operators, service providers and enterprises that want to get started rapidly without deploying a speechWeb™ system in house.
 - speechWeb Ringing Tones is the industry's first speech controlled ringing tone download service. It can be deployed as a service within the speechWeb Portal or as a stand-alone service.
- PipeBeach also offers VoiceXML training courses as well as seminars targeted at software and web developers wishing to extend their skill sets to include VoiceXML and the design of speech applications.

UNIQUE SELLING POINT

- According to the company the PipeBeach speechWeb VoiceXML platform is more open in terms of operative systems, speech technology and supported languages than other systems on the market. Furthermore, the speechWeb platform was the first VoiceXML platform to be commercially deployed by a GSM operator.

REVENUE MODEL

- The company's revenue origins from software license fees, support and maintenance fees and professional services fees. PipeBeach also has a limited speechWeb hosting facility which services usually are offered on monthly recurring fees.
- In the future potentially, but not necessarily, revenue sharing with some customers will be a part of the revenue mix.

MANAGEMENT

FOUNDERS

- PipeBeach was founded in 1998 by Christer Granberg, Hans Bjurström, Scott McGlashan, Jesper Högberg and Berndt Johannsen.

MANAGEMENT TODAY

- The management team has experience in developing services for mobile users after years of senior positions in the telecom industry and speech technology research community. The team includes these persons, among others:
- Christer Granberg, Chief Executive Officer and co-founder.
 - Born in 1967. M.Sc. in Electrical Engineering from KTH in Stockholm. Christer joined Ericsson in 1991, became a System Manager in 1993 and a Senior Specialist in 1995. Between 1995-1997, Christer was responsible for introducing Intelligent Network technology into the global GSM standard. From 1997 he worked with wireless Internet services, for example the Wireless Application Protocol (WAP).
- Johan Gnosspelius, Manager Product Development.
 - Born in 1966. M.Sc. in Electrical Engineering from KTH in Stockholm. Johan has extensive experience in software engineering from the field of mobile and Internet technology. He worked as software designer with CAP Programator 1993-1994 and KnowIT 1994-1997. Before joining PipeBeach Johan was CEO of KnowIT Electronics 1998-1999.
- Berndt Johannsen, Manager Application Partner Program and co-founder.
 - Born in 1958. M.Sc. in Computer Science from the Technical University of Linköping. Berndt worked at Logica and Inter Innovation before joining Ericsson Business Networks in 1993 as Product Manager. From 1996 Berndt was a Product Manager for Datacom applications at Ericsson radio Systems.
- Dominique Sjögren, Partner Sales Manager
 - Born in 1963. M.Sc. in Industrial Management from the Technical University of Linköping. Dominique joined IBS in 1988. He worked for EF Education as Product manager 1994-1996. Between 1996-1998 Dominique held a position as Officer manager at Unisource Business Networks. In 1998 Dominique moved to Philips Speech processing in Vienna to become Marketing strategy manager. In 1999 he became responsible for Philips Speech processing sales in Scandinavia.
- Scott McGlashan, Chief Technology Officer and co-founder.
 - Born in 1963. Ph.D. and M.Sc. in Cognitive Science from the University of Edinburgh. Scott has an extensive international experience of applied speech technology research from projects in the UK, Germany and Sweden between 1989 and 1997. In 1997, Scott became a Research Project Manager at Ericsson. He has published his research in a large number of international articles and his EU project reviewer on speech processing.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- By focusing on standard Internet technologies, PipeBeach supports an open approach to speech application design. PipeBeach is a member of the W3C (World Wide Web Consortia) standardization activities for voice browsers. For example, Scott McGlashan, PipeBeach Chief Technology Officer is chairing the VoiceXML working group in W3C.
- The company also founded a speechWeb Application Partner Program that is open for European companies and organizations that wish to start developing speechWeb services without an in-house speechWeb system. The program is targeted at professional developers and service providers.

CUSTOMERS

- The main target market is currently Europe and competitors are mostly from the US.
- One important deal was with Europolitan to develop their voice-controlled mobile portal.

INTERNATIONAL AMBITION

- PipeBeach has an office in Sao Paulo, Brazil, and now that Europolitan's voice portal is up and running, the company is working on several new pilot projects in Europe.
- Japan, as China, has tremendous opportunities that the company will start to address when they have appropriate support for the Asian languages in the products.

FINANCE

CAPITAL STRUCTURE

- The capital investors are Investor Growth Capital, Zodiak Venture Capital, S-Bolag Teknik AB, Banco Teknik- och Innovationsfond, Bank of New York, Servisen and T-Bolaget.
- Pipebeach has gone through one seed financing round and two rounds of VC financing that has brought in totally 100 MSEK. The company is not looking for external money at this moment and wants to currently use organic growth.

RESULT

- Net Sales was 2,9 MSEK and Net Earnings -18,5 MSEK during the short fiscal year May-Dec 2000.

POSSIO

- Develops Wireless Gateways that makes it possible to connect hand-held devices, cellular phones, and other Bluetooth-enabled terminals to wireless local area networks (WLANs) and GPRS/UMTS networks.
- Product portfolio includes wireless paper terminals, gateways and client-server applications.

FACTS

Company Name:	Possio	Capital Investors:	Telemat SA. BrainHeart Capital
Founded:	1982	Seeking Capital:	Yes
Located:	Täby (Stockholm); Sweden	Net Sales:	40 (MSEK year 2000)
Employees:	36 (21 in January 2001)	Net Earnings:	1 (MSEK year 2000)
Management:	Johnny Capor (President & CEO) Peter Kastberg (Exec. Vice President) Ulf Söderberg (Vice President R&D) Erik Lagersten (Communications Director) Mikael Sundman (Senior Technical Manager)	Publicly Listed:	No
		Website:	www.possio.com
		Contact Person:	Johan Lagersten, Phone: +46 8 587 44 000, Email: johan.lagersten@possio.com

BUSINESS IDEA

VISION

- Possio's vision consists of a will to work with development and production of products for digital cellular networks and to end up as a leading supplier of products for the wireless market.

PRODUCT PORTFOLIO

- Possio's product portfolio includes wireless paper terminals and client-server applications.
 - Paper terminals
 - Possio's product range of paper terminals consists of two platforms, the PM70 and the PM80. The PM80 has a powerful processor and is connectable to almost every cellular phone and PC card on the market. It is a versatile fax and SMS-printer and can also function as a printer for laptops. The PM70 is a slimmed version that connects to the latest cellular phones.

Combined with Nokia Cardphone 2, the package turns out to a mobile phone and fax with SMS printing capabilities.

- Client-server applications
 - Possio uses a so-called Thin client user protocol (TCUP) patented and developed in-house. TCUP is a protocol aimed to receive and send Internet information over a cellular connection. The protocol allows thin clients with limited resources (memory, processor, bandwidth etc) to handle complicated web information. The thin clients could be a cellular device such as mobile fax, a PDA or a cellular phone. The protocol recognizes what kind of device that is accessing the server and then formats the information appropriately. All browsing is done by numerical input from the client.
 - The application on the server fetches all information requested, packet the information and sends it to the client. The sent information is formatted for the used client and display; it becomes much smaller in size than normal compression, and thus takes shorter time to transfer over limited bandwidth. All TCUP settings are made from a web page and thus limit the hazard with complex settings from small clients.

UNIQUE SELLING POINT

- Possio combines different technologies to unique products. They has a holistic approach to new standards and technologies including benefits from Bluetooth, GPRS, TCUP, broadband and WLAN.

REVENUE MODEL

- The revenue model contains sales of hardware, adaptations to operator's need, and consulting on specific requirement. The company also enables future upgrades with existing platform when there are technology changes.
- The customers within the WISP market are 2G operators that also want to complement their 3G investments with even higher Wireless Internet access. Hardware is sold directly to operators and combined with software licenses and consultancy fees.

MANAGEMENT

FOUNDERS

- This information was not given by the company.

MANAGEMENT TODAY

- Johnny G. Capor
 - President MBA University of Southern Europe, Monaco. Bsc. Innovation Engineering, Halmstad University College. Previously Corporate Finance Manager at PriceWatehouseCoopers. 7 years within Possio.

- Peter Kastberg
 - Executive Vice President, M.Sc. Stockholm School of Economics, previously within international corporate finance business. Navy reserve officer, Royal Swedish Navy, 5 years within Possio
- Ulf Söderberg
 - Vice President R&D and CTO, 20 years within Possio.
- Erik Lagersten
 - Communications Director, Advanced studies in econometrics and economic statistics, Stockholm University. Previous experience from Royal Swedish Navy and Internet consulting industry. Responsible for communications and human resources. 4 years within Possio.
- Mikael Sundman,
 - Senior Technical Manager, M.Sc.E.E, Lund Institute of Technology. Previous experience of digital design at Ericsson (WCDMA department). 2 years within Possio.
- Board of directors include Ulf Jonströmer, Chairman Founding partner and CEO of BrainHeart Capital, Chairman IT-Företagen, Jan Bengtsson CFO BrainHeart Capital, Johnny G. Capor President Possio, Magnus Melander Founding partner BrainHeart Capital, Ulf Söderberg VP R&D Possio, Birger Tjälldin Founder Possio, Gösta Wiking, Chairman Bure, Chairman Mölnlycke Health Care, Deputy Chairman SEB, and Jens Zander Professor Royal Institute of Technology

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Developing partners include some of the internationally big companies within the Bluetooth and WLAN industry.

CUSTOMERS

- Customers are WISPs (Wireless Internet Service Providers), 2G operators, 3G operators, Industrial solution providers and OEM customers in primarily in the U.S. and Europe.

INTERNATIONAL AMBITION

- Possio is conducting sales to more than thirty countries in Europe, the Far East and the Middle East. The company is also part of R & D projects in the field of wireless communication.
- The company has made an effort to expose themselves in the Asian region with exhibits at CommunicAsia, the largest telecom show in APAC region
- Possio AB has made a break-through on the Chinese market with its terminals for paper based mobile communication. Possio and Xing'an Post and Telecommunication have signed an agreement for distribution and sale of Possio PM80 "GSM Mobile Fax". The agreement is for four provinces within the People's Republic of China. Possio's PM80 will in China be sold to the fast growing sector for small and medium sized companies.
- The WISP business is today growing very quickly in Europe and the US why all efforts and resources are currently focused there.
- Depending on which markets that are pushing ahead, Possio is considering direct investments in those markets.
- Japan is very fast moving in adopting the Wireless Internet technology and has several high tech companies that would be interesting as partners or investors to push the global market forward. Consumer electronics is an area that will be affected by the business that Possio is working in and this is a strong business area in Japan in terms of innovation and product development.

FINANCE

CAPITAL STRUCTURE

- Possio is owned by Luxembourg-based Telemat SA. and Swedish-based BrainHeart Capital.
- The Possio group consists of three companies, Possio AB (publ), handling finance and administration, Possio International AB responsible for business development and sales, and System Innovation AB working with R&D and Production control. All these companies are based in Sweden.
- Possio is currently well financed. Possio is always looking for strong partners and there are several ways to establish such relationships if they are based on a shared view of industry development. It is expected that such relationships have a financial side as well, which could mean involving external capital.
- At this time Possio growth is expected to be organic

RESULT

- Net Sales are approximately 42,4 MSEK and Net Earnings 1,06 MSEK.

- Currently Possio is in a heavy investment phase why the revenue stream will be non-positive for a few quarters.

ROOM33

- Developing and selling mobile Internet applications and services, tested and proven in their own portal.

FACTS

Company Name:	room33		TecCapital 30 % Euroseek 17 %
Founded:	1998	Seeking Capital:	No
Located:	Stockholm; Sweden	Net Sales:	NA
Employees:	85	Net Earnings:	NA
Management:	Huw Hampson-Jones (CEO) Chris Murray (CFO) Mark Tierney (CTO) Zaheed Haque(Chief strategist)	Publicly Listed:	No
		Website:	www.room33.com
		Contact Person:	Peo Olsson, Phone: +46 70 6345541, Email: peo@hq.room33.com
Capital Investors:	Zaheed Haque 30 %		

BUSINESS IDEA

VISION

- room33's vision is to make it easy for people to use and take advantage of the wireless world. This is done through understanding of the differing needs of mobile users. To support the users as they communicate in diverse situations, use various mobile technologies and work within the interface constraints of today's wireless devices.

PRODUCT PORTFOLIO

- The product/service portfolio of room33 is based on an open service platform and a set of mobile marketing services. This platform has been developed in-house since 1998.
- The Open Service Platform is a suite of mobile applications, including a comprehensive mobile portal solution combining technology, content and hosting capabilities. The Internet platform is device-independent, allowing users to access personalized service from any device connected to the Internet. The technological framework promotes a plug-in concept for new components, whether designed by room33 or by the customer or, by a third party.
- This Open Service Platform is designed to provide a smooth transition IP bearers like GPRS, EDGE, and UMTS.

- Examples on included services in this platform are Information Server providing personalized information such as news, weather and stock quotes. Personal Information Manager Services, which is a suite of mobile communications applications like, address book, calendar and to-do list services, email and synchronization of user information between different devices. Entertainment Services range from over-the-air delivery of fun ring tones and icons to an interactive joke delivery service and a unique cocktail reference service. My Portal Services let users set up a personalized portal start page and bookmarks list. Community Services helps create and host virtual mobile communities on a portal.
- Moving on to the Mobile Marketing Services, these works as a mobile marketing resource, providing enterprises with permission-based, one-to-one marketing capabilities deliverable via SMS. The customer is given the ability to send targeted, timely and cost effective messages to audiences on their own conditions. SMS is here seen as the only mass-market mobile delivery format. Several offerings are possible. With M-info, Information is pushed out to customers according to predefined preferences and categories offered by the company. M-sweepstake is a more advanced application that provides a competition marketing tool that eliminates users who answer questions incorrectly, allowing those responding with the correct answer to go on to the next level. M-poll is a third alternative used for voting via SMS in game shows, competitions or interactive market surveys. Users register themselves and their vote by sending an SMS to a predefined number.

UNIQUE SELLING POINT

- room33 emphasizes that many communication services demand heavy resources and investments from the customer while with for example the product room33 Mobile Marketing room33 provides a fully managed solution implemented with short notice.
- room33 did also get a first mover advantage in Scandinavia as first company to market multi-access portal technology combined with commercial mobile-centric consumer services. Hence, room33 has deep domain knowledge about mobile users, stemming from the “live” showcase portal room33.com. room33 knows which mobile services their customers prefer, how they interact, what they are willing to pay for etc.

REVENUE MODEL

- room33 offers both a hosting of services where a fully functional branded portal can be up and running two weeks and a client-side setup where, following a technical evaluation, the company offers set-up and integration of the application or full turnkey portal in the customer’s environment.
- The revenue comes from three sources:
 - Portal
 - From the portal a revenue stream still comes from Internet banners/advertising, but also users who pay for a service connected to the portal via credit card and sometimes from agreements with retailers with a percentage on the merchandise sold through the portal.
 - room33 Mobile Marketing

- Start fee for accessing the service and then a charge based on number of SMS sent. This revenue model is configured case by case and also revenue sharing can be used.
- Open Service Platform
 - This is the selling of single or multiple applications and supporting parts of the supporting component layer in the OSP as middleware where the traditional software license model is used, based on the number of licenses/users using the system.

MANAGEMENT

FOUNDERS

- Zaheed Haque founds Palm Reach (later to become room33) in 1998 and Joel Bergqvist and Ivar Bergman, two colleagues from Ericsson, join the effort.

MANAGEMENT TODAY

- Huw Hampson-Jones, CEO
 - In his role at iD2 Technologies, a PKI (public key infrastructure) security company that was acquired by Sonera, Huw Hampson-Jones had the responsibility for worldwide software sales. He also has extensive telecommunications and mobile industry experience, having spent almost 10 years with Siemens in key senior roles and prior to that, 5 years with McDonnell Douglas Information Systems in Europe.
- Zaheed Haque, Founder, Chairman and Chief Strategist
 - Prior to founding room33, Zaheed held management positions at Ericsson in the Internet, media and wireless sectors. His experience in business development includes developing and deploying digital strategies for Ericsson and its customers. Currently Zaheed focuses on future strategies for room33 as well as exploiting new business opportunities, leveraging on technology and partnerships within the mobile portal room33.com.
- Chris Murray, Financial Controller
 - Before joining room33, Chris Murray held a position as Business Development Manager at Lucent Technologies GSM / UMTS World Headquarters in the U.K., with the responsibility of securing new business such as building of GSM networks with a progression path towards UMTS in Europe, Middle East, and Africa. Responsibilities also included activities in the areas of political lobbying, bid management, risk assessment, customer negotiations, and strategic analysis. Before this, Chris was responsible for commercial management and financial controlling at Siemens Nixdorf Informations Systems in the UK, working in positions such as Strategic Planning co-coordinator and International Finance Manager.
- Mark Tierney, VP Technology

- Mark Tierney is responsible for partner and technology strategy and the long-range technical vision for room33, in addition to the research and development of new technologies for mobile Internet services. Before joining room33, Mark worked with the Swedish Institute of Computer Science (SICS). Prior to this, he was with Broadcom Eireann Research in Ireland, where he was in charge of project co-ordination and technical management of a variety of R&D consultancy projects in telecommunications and Internet technology.
- Peo Olsson, VP Corporate Communications
 - Peo joined room33 from well-known Swedish PR-firm, Jerry Bergström AB where he was Account Director. Peo was previously Internet Strategist for the City of Stockholm in charge of the long-term development of communication strategies and Internet services towards the public.
- Jacqueline O'Hale, Managing Director, room33 SA
 - Jacqueline joins room33 from Ericsson Spain where she was responsible for strategic marketing and business development for the Mobile Internet Business Unit, as well as carrying out management functions in business intelligence, consulting and sales. Prior to Ericsson, Jacqueline directed the activities of the Mediterranean Association of International Schools.
- Paul Walsh, Managing Director room33 Ltd
 - Paul joined room33 from World Telecom, where he started as sales director in 1995. During his tenure there, he played an integral role in driving the development and positioning of World Telecom as an industry leader. Upon the recommendation of the World Telecom board, he was promoted to managing director in 1999. Before World Telecom, Paul held the position of sales director for Telcor International as well as account director in the global logistics market sector for British Telecom.
- Tim Meyer, Managing Director room33.com Inc.
 - Before joining room33, Tim was CTO of Ericsson Wireless Internet Solutions. Prior to this, he was director of business development in wireless Internet at Ericsson CyberLab East in New York, in addition to heading up the product management division in wireless data communications. Before Ericsson, Tim was responsible for product management at Analog Devices. Tim received a BSEE from Massachusetts Institute of Technology and an MBA from the Wharton School, University of Pennsylvania. He is on the board of directors of the Portable Computer and Communications Association (PCCA) and a member of the IEEE.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- room33 is an active participant in wireless industry associations including the WAP Forum, the Mobile Applications Initiative, Bluetooth SIG, the World Wide Web Consortium and the Wireless Data Forum.
- Important technology and content partnerships include: Sybase, Lutris, Allaire, Cetevo, fusionOne, YoSpace, Billiant, Siemens, Ericsson, Motorola, Nokia, Benefon, iSyndicate, MindEcho, RDSL, WNI and Digital Avenue. Ericsson and Siemens can also be considered as channel partners.

CUSTOMERS

- room33 middleware or portal solutions are designed for telecom operators and Internet service providers.
- The set of Mobile Markets services are used by companies who demand close relationships with their customers, like for example Procter and Gamble.

INTERNATIONAL AMBITION

- room33 employ more than 85 people and have a strong international vision with offices in Stockholm, London, Madrid and representation in Paris and New York (since 2000).
- Primary market is Europe, but Asia is definitely the next step for expansion and room33 is in talks with potential partners in the region including some network operators.

FINANCE

CAPITAL STRUCTURE

- The company is owned by the founder Zaheed Haque(30 %), TecCapital (30 %) and Euroseek (17 %).
- In June 2000 room33 AB received the largest investment by a single investor in a mobile Internet company in Sweden (\$40M USD).
- The company does not at this time need external capital.

RESULT

- The financial results are picking up after a reconstruction of the business idea and product portfolio late 2000. More information on financial status is not available at this point.

SATSAFE

- Solutions for mobile positioning services for primarily vehicles in cargo systems
 - Products combine M2M-communication like information about temperature or alarms with location information.
-

FACTS

Company Name:	Satsafe MLS AB	(11%) Delphi Private Placement Group (9%) Banco Fonder (6,5%)
Founded:	1998	Novestra Core Ventures Other
Located:	Stockholm, Malmö; Sweden	
Employees:	38	
Management:	Björn Krasse Michael Skordby Peter Hjorth Carl Peter Wergens Göran Barkfors Ivo Henriksson Torbjörn Ferndahl	Seeking Capital: Yes Net Sales: 7.5 MSEK (year 2000) Net Earnings: -43.1 MSEK (year 2000) Publicly Listed: Yes (unofficially at H&Q Hitech Market) Website: www.satsafe.se Contact Person: Peter Hjorth, Phone: +46 733-257503, Email: peter.hjorth@satsafe.se
Capital Investors:	Founders Emerging Technologies	

BUSINESS IDEA

VISION

- Satsafe MLS AB has a vision to make their customers more profitable through solutions in mobile position based services and data communication and to be a leading provider of these solutions in Europe.

PRODUCT PORTFOLIO

- Satsafe develops and markets system solutions for mobile positioning and data communication. Important applications include system solutions for more efficient and more secure transports, alarm and information services for cars, boats and contracting machinery, as well as systems for more efficient communication and management at mobile service organizations. The company's products are based on a system platform developed in-house, some protected by patents. It combines positioning technology (GPS), mobile data

communication (GSM) and information presentation either on-line or via some other mobile interface.

- The backbone in Satsafe's product/solutions portfolio is a GPS- Sensor- and GSM-modules connected to a central surveillance-function. This structure is often complemented with alarms and software for logistics planning etc.
- This simple idea is then used in a row of applications and solutions ranging from systems for Transport guidance, Vehicle and Personal alarms and Satsafe Teleline used for alarm functions but also as a means of communication with machines (heating system etc) from a distance. Examples on information that can be carried are temperature, battery voltage, speed, longitude and latitude. The information can often be presented on both mobile devices of today via Internet

UNIQUE SELLING POINT

- Satsafe's uniqueness is the holistic approach to the service, providing the whole infrastructure needed for applications to run. To aggregate knowledge and experience from software, hardware and system developed in-house into one system.

REVENUE MODEL

- The company's revenue model is under constant development and the revenue sources include one-time fees for hard-and software, running license and subscription fees, and a user fee for delivered services.

MANAGEMENT

FOUNDERS

The company was founded in 1998 by Björn de Bonnenfant.

MANAGEMENT TODAY

- Björn Krasse
 - Born in 1952. CEO of Satsafe since September 2000. CEO of Small Shops (Pressbyrån and 7-Eleven) 1993-2000. Former CEO of FoodMark Sweden AB and Management Consultant at Arthur D. Little International in Brussels, Belgium.
- Michael Skordby
 - Born 1958. Vice CEO in Satsafe since 2000, employed since 1999. Acted as CEO in Satsafe from May 1999 -August 2000. Former experience from strategy consulting at AT Kearney and SIAR/Bossard and in business development at Digital Equipment.
- Peter Hjorth

- Born 1965. In charge of Investor Relations and employed at Satsafe since 2000. Experience from management of Guideline, Depicta and Drömfabriken and worked as strategy consultant at SIAR-Bossard.
- Carl Peter Wergens
 - Born 1964. CFO Satsafe since 1999. Former experience includes work at AssiDomän och SCA.
- Göran Barkfors
 - Born 1958. In charge of software development and business area Transport. Entrepreneur and founder of Barkfors Data that was acquired by Satsafe in 2000.
- Ivo Henriksson
 - Born 1957. In charge of Hardware development and employed since 2000. Former experience from development at Mobisafe.
- Torbjörn Ferndahl
 - Born 1965. In charge of business area Mass Market and employed since 1999. Formerly employed at Telia.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Satsafe has established co-operation with a number of other companies connected to handling of goods and vehicles, alarms and telecom.
- These include Alandia, Markdata, Allgon, MobilePosition, Atlantica, Nokia, Din Bil, Orbcomm, Ericsson, Radiolinja, Europolitan, Securitas, Falck, Telia, Folksam, Trimble, If... Skadeförsäkring and Trygg Hansa.
- Collaboration began during the year 2000 with Nokia and Europolitan. This collaboration covers the development of a cost-effective system for the administration of mobile organizations with the help of a mobile telephone and SMS messages.

CUSTOMERS

- Customers are found in the cargo delivery and transport business, like for example ASG/Danzas, EuroCargo AB Globex AB and ASG/Danzas Specialtransporter. Customers also include private owners of cars and boats using Satsafe's portfolio of vehicle alarms.

INTERNATIONAL AMBITION

- Satsafe has experienced 400 % of growth throughout the last six months. The company is continuously growing both organically and through acquisitions.

- Satsafe is also continuing to expand in Europe and has offices in Germany, and Norway, and the company is planning to establish market presence in the US during year 2001.

FINANCE

CAPITAL STRUCTURE

- Satsafe is a venture-funded company, and some of the investors are the founders, Emerging Technologies (11%), Delphi Private Placement Group (9%), Banco Fonder (6,5%), Novestra and Core Ventures.
- The Satsafe share is unofficially traded on H&Q Tech Market since April 2000. The company is now in the middle of a successful financing round that hopefully will bring the needed capital until breakeven. The company is planning for an IPO during year 2001.
- Two companies Mobisafe AB, which developed products and systems for secure transports and has built up an important position with leading security companies and alarm centers, and Barkfors Data AB, which developed systems for transport management and communication, has been acquired with the help of liquid assets and a non-cash issue.

RESULT

- The Satsafe's turnover in 2000 totaled 7.5 MSEK, a significant increase compared to the previous year's turnover of 0,4 MSEK.
- The operating profit/loss before depreciation and write-downs of intangible and tangible assets totaled -43.1 MSEK for the same year.

SECTRA

- Develops and delivers systems and products in three market segments:
 1. medical imaging systems for film-free digital processing of X-ray images,
 2. communication systems for secure data communication
 3. data broadcasting.
-

FACTS

Company Name:	Sectra	Seeking Capital:	Sixth Fund Board
Founded:	1978	Net Sales:	Other owners.
Located:	Linköping, Örebro; Sweden, Lysaker;Norway, Krefeld; Germany, Shelton Connecticut; USA	Net Earnings:	NA
Employees:	185	Publicly Listed:	192 (MSEK year 2000)
Management:	Jan-Olof Brüer (CEO) Thomas Ericson(Chairman)	Website:	25 (MSEK year 2001)
Capital Investors:	Management AMF Pension Swedens National Pension Insurance	Contact Person:	Yes www.sectra.se Caroline Lundberg, Phone: +46 13 23 52 00, email: clu@sectra.se

BUSINESS IDEA

VISION

- Sectra's businesses will work with new technical solutions at the cutting edge of information technology. All Sectra products and systems must have the potential to become international leaders in their niche markets. All activities must contribute to strengthening Sectra's financial position and brand.

PRODUCT PORTFOLIO

- Sectra develops and delivers advanced systems and products in three market segments; medical systems, secure communication systems and wireless information systems. Business operations are conducted in three companies, Sectra Imtec AB, Sectra Communications AB and Sectra Wireless Technologies AB, all three wholly owned subsidiaries of Sectra AB.
 - Medical Systems

- Sectra is one of Europe's largest independent suppliers of PACS (Picture Archiving and Communication Systems) for managing, presenting and archiving medical images.
- The business includes digital image archives, diagnostic workstations, teleradiology systems and interfaces to radiological modalities as well as film printer interfaces. Sectra build their systems in cooperation with radiologists from a number of hospitals worldwide. Their experience in combination with Sectra's close connection to world-renowned universities have resulted in high-tech products that offer excellent speed, professional image quality and an intuitive user interface that make our systems not only fast and easy to use but also easy to learn.
- Secure Communication Systems
 - Secure Communication Systems develops and supplies encrypted communication systems and products positioned in the high-end of the product range. The products include defense grade encryption, hardwired encryption kernels and other high-security features. Sectra are the largest supplier of encryption products to the Swedish defense.
 - Sectra has also developed the world's most advanced telephone system "Tiger", that includes one of the first dual mode GSM/DECT phones with built-in encryption, as well as a security management center.
- Wireless Information Systems
 - Wireless information Systems delivers products and turnkey systems to broadcasting operators and system integrators. The focus is currently on the ITU standard DARC (Data Radio Channel), which can be seen as a more capable channel for digital information broadcasting for FM than the RDS system.
 - Sectra is a leader in DARC technology and is helping build DARC systems, mainly in Europe but also in the United States and Taiwan. In Europe, Sectra has built DARC systems in Sweden, Austria, the Netherlands, Switzerland and parts of Germany, Sectra Wireless Technologies AB.
 - The focus of the business is two-fold: applications, receivers and infrastructure for the digital radio channel DARC, and flight communication systems based on VDL Mode 4 transponders. DARC has many advantages in the transmission of the same information to many receivers at the same time (multicasting). The system uses bandwidth more efficiently, for optimal utilization. In addition, DARC was designed for applications that make extremely tough demands on real-time functionality. Information is easier to access, and distribution is much less expensive than, for example, using WAP or GSM.

UNIQUE SELLING POINT

- Sectra has established a name in medical systems and handling of medical images was one of the first developed products and a core competence in the company.
- Close connections to the armed forces in especially Sweden and Norway are a stronghold for the encryption arm of Sectra. This also counts for the DARC-technology.

REVENUE MODEL

- The majority of revenues are earned on development assignments and customer-specific products.

MANAGEMENT

FOUNDERS

- Sectra was formed in 1978 by Professor Ingemar Ingemarsson and three of his doctoral students at the Linköping Institute of Technology.

MANAGEMENT TODAY

- Thomas Ericson,
 - Born 1942. Member of the Board and Chairman since 1984. Professor of Data Transmission at Linköping Institute of Technology.
- Jan-Olof Brüer
 - Born 1951. Member of the Board since 1982. President and CEO of Sectra AB since 1985. President Sectra Communications AB 1998-02-01 – 2000-04-26.
- Torbjörn Kronander
 - Born 1957. Member of the Board since 1988. President of Sectra Imtec AB since 1997 and vice president of Sectra AB since 1998.
- Sverker Littorin
 - Born 1955. Member of the Board since 1998. Chairman of the boards of Momentor AB, Profilizer AB and Holyvoice AB. Member of the boards of Dynamed AB, ComSearch AB, EPOS Capital AB, The British-Swedish Chamber of Commerce, Fondbolaget Fonditu Oy, Teacher Agency and Templeton Securities AB.
- Gündor Rentsch
 - Born 1941. Member of the Board since 1994. Member of the boards of WM-Data AB, SPCS-gruppen ASA, Genidata AB, CAV AB, Streamserve Inc and others.

- Staffan Bergström
 - Born 1962. Employee representative since 1995. Marketing Director at Sectra Imtec AB. Employed since 1989.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- Sectra has kept close collaboration with universities on several research projects. Sectra Communications works in close cooperation with the Swedish and Norwegian defenses.

CUSTOMERS

- Sectras customers can be found the government sector with defense and health care as important areas.
- In wireless information systems, Sectra delivered prototype units for a new generation of radio system for the future aircraft-positioning system. With this new technology, aircraft will be able to fly closer to one another, so that flight capacity can expand in the future.
- The wireless arm of Sectra also has developed a system, on behalf of a Swiss financial services company, for distributing financial information.
- Other reference customers include Sunderby Hospital, Visby Hospital, Sweden and Namdal Hospital, Norway and hospitals in Würzburg and Stuttgart and Klinikum Deggendorf, outside Munich, Germany.
- Sectra has also together with Philips Medical Systems, delivered PACS to Riverside Medical Center outside Los Angeles, USA.

INTERNATIONAL AMBITION

- Sectra has over 185 employees in six countries and operations that reach out to customers all over the world. Our systems can be found throughout Europe, as well as North America, Australia and Asia.
- The goal is even greater internationalization. Sectra choose those market niches where they can attain a position among the three or five largest players in the world market. They attain such a position by acting on their own as well as by collaborating with strong allies, which have existing customer bases in the markets they are targeting.
- Looking into consolidated net sales by geographical markets, Sweden stands for 72,8 %, EU 6,7 % and other markets for 20,5 %.

FINANCE

CAPITAL STRUCTURE

- Sectra is publicly traded on the Stockholm Exchange O-list since 1999 and owned by the management, AMF Pension, Sweden's National Pension Insurance Sixth Fund Board and other owners.

RESULT

- Consolidated net sales by business area. Medical Imaging System 57,3 % Secure Communication System 30,6 % Wireless Information System 12,1 %. Sales reached 191,6 MSEK, up 4.7 %. (1999/2000)
- Earnings before tax rose 18.0 % to 25,1 MSEK. (1999/2000)

XPEDIO

- Offers a complete Java base platform for mobile Internet services, including messaging and portals.

FACTS

Company Name:	Xpedio	Capedal Ventures Segulah Smaller investors
Founded:	1999	
Located:	Stockholm, Linköping; Sweden, Tokyo; Japan	Seeking Capital: Yes
Employees:	43	Net Sales: NA
Management:	Gustaf Rosell (CEO) Patrik Nilsson (CTO) Åsa Lidwall (CFO) Robert Ginsberg (VP Development)	Net Earnings: NA Publicly Listed: No
Capital Investors:	Founders BrainHeart Capital	Website: www.xpedio.com Contact Person: Lotta Fjelkegård, Phone: +46 733 441003 Email: lotta@xpedio.com

BUSINESS IDEA

VISION

- Xpedio's vision is to enable ubiquitous computing and the first step is towards this is the true mobile Internet.
- Xpedio wants to build a software infrastructure that is platform independent and allows large organizations to provide their customers truly mobile communications - so the user decides when and how to communicate with the world.

PRODUCT PORTFOLIO

- Xpedio's product or platform consists of the following modules: development platform, portal and dispatch server.
- These parts gives the end-users a European alternative to i-Mode called Euro-Mode through mobile devices supporting the formats Xhtml basic and Compact html.
- Xpedio's Java platform for mobile ubiquitous communications automatically identifies which type of mobile device the user is using when they log in. The rendering engine displays all information so it is ideally suited for that particular device. When the customer logs in later with another

device, their information (emails, contacts, files) is the same, but the format is once again ideal for the device in use.

- Customer information is stored in a database. Communications and information services are physically located within Hi-Tech building in Stockholm, Sweden. All of Xpedio's platforms and dispatch servers are strictly based on open standards.
- When using a web browser to access the Xpedio account, the user has all the functionality of a conventional mail system, like Hotmail. But with Xpedio, the user can have the same functionality through a WAP phone, Palm, Pocket PC, or Euro-Mode.
- A group of extra features like mail filters, address book, groups and message lists, file storage and some possibilities for user and domain administration is also included in the platform offer.

UNIQUE SELLING POINT

- One important USP Xpedio wants to make is that they already have a solution today, not only brochure-ware.
- The solution also makes the customers untied to one operator or one standard because they are not locked into one network. 3rd parties can develop additional services for the customers using Xpedio's platform.

REVENUE MODEL

- The company has two basic revenue models. One ASP-alternative for those customers who just wants to pay for the use of the service, and one licensing-alternative where the platform will be installed in their own environment.

MANAGEMENT

FOUNDERS

- The founders are Patrik Nilsson, Niklas Derouche and Gustaf Rosell. All still working in the management team.

MANAGEMENT TODAY

- The management team has an extensive work experience, mostly within the IT- and design industry; some also has a consultancy background.
- The front persons include:
 - Gustaf Rosell –CEO and working with investors and design.
 - Patrik Nilsson , responsible for systems architecture for scalability and reliability.
 - Niklas Derouche, working with Java software platform and a rendering engine.

STRATEGIC ALLIANCES

DEVELOPING PARTNERS

- The most important developing partners are found in Japan. These include Access Japan and Cybird. The Japanese software developer Access has a key role in the concept through their web browser and e-mail client made for mobile phones.
- Providing help to the development process is the so-called xlurc development center in Linköping, Sweden, where 8 full time researchers from the University of Linköping are employed.
- Xpedio miss developing partners in the areas of handsets and other hardware like servers.

CUSTOMERS

- Xpedio is today focusing on getting virtual mobile network operators with a strong brand name as customers. The reason is their deeper user-orientation compared to traditional mobile operators. Of course the traditional mobile operator group is also targeted however, especially in Europe UK, France, Germany Switzerland and Spain and in Asia the operators in Hong Kong.
- The customers mentioned by Xpedio include one big media company that will open up an operator business.
- Xpedio's main competitors are found in the US and in Asia.

INTERNATIONAL AMBITION

- Asia and Southern Europe are the primary markets today.
- Xpedio's goal is to have at least one international office this year. Xpedio will establish offices where they have partners and/or customers, to ensure that proper support can be provided. Currently, Xpedio is rolling out production for customers in Asia and Europe, and continues to develop new functionality both in Stockholm and at the xlurc office.
- Japan is important to Xpedio, mainly as an influence, and as they have several of their development partners there. Japan is also interesting to Xpedio as a market, but it's not their main target. Xpedio says they were among the first Western companies in the mobile Internet business that got involved with the developers of successful 3G-services in Asia.

FINANCE

CAPITAL STRUCTURE

- The founders and our investors own the company; BrainHeart Capital, Credus Pomona, the seed investors Rönnberg, Tjärnlund. The founders financed the first year of the company themselves. It wasn't until after that period that external capital was needed.

- Xpedio has just finalized a second round of financing. So far Xpedio has grown organically, but the company is not opposed to growing through acquisitions, but so far none of the opportunities has been interesting enough to act upon.
- In the near future, Xpedio will complete the third round of investment. The company will use this money for continued expansion abroad, future research and development, and compelling new opportunities in the mobile communications sector.

RESULT

- Xpedio don't share information on financial result with external sources but they say they show positive revenue streams at this point.

-SWEDISH MOBILE INTERNET COMPANIES-

PROFILE COMPANIES

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BLUETRONICS

- Design and marketing of integrated RF modules for high frequency, short range and local area wireless communications.

FACTS

<i>Company Name:</i>	Bluetronics	<i>Itact:</i>	Itact
<i>Founded:</i>	1999	<i>Seeking Capital:</i>	Yes
<i>Located:</i>	Norrköping; Sweden	<i>Net Sales:</i>	NA
<i>Employees:</i>	40	<i>Net Earnings:</i>	NA
<i>Management:</i>	Håkan Segerborg (CEO) Shaofang Gong (CTO) Peter Hjern (CFO) Göran Rehmborg (VP Sales & Marketing)	<i>Publicly Listed:</i>	No
		<i>Website:</i>	www.bluetronics.se
<i>Capital Investors:</i>	Founders Employees	<i>Contact Person:</i>	Lena Miranda, Phone: +46 733 11 80 55, Email: lena.miranda@bluetronics.c om

BUSINESS IDEA

- Bluetronics offers radio modules for Bluetooth and WLAN (wireless local area network). Bluetronics' technical-solution is based on the highly integrated EmbeddedRF technology, building most of the components into the interconnection substrate including the patch antenna. These components include inductors, capacitors, couplers and filters, etc. The product family from Bluetronics will include Bluetooth™ and IEEE 802.11 (b and a) WLAN modules at 2.4 and 5.7 GHz.

ANALYSIS

- The **product portfolio** consists of pretty well covered range of Bluetooth modules for different uses. The risk of not Bluetooth getting as successful as promised is handled by also looking into WLAN-technology.
- **The management team** has both an entrepreneurial and academic background. The company was founded in 1999 by Jan Nilsson and Jonas Lundhagen, two experienced entrepreneurs and two professors, Shaofang Gong and Christer Svensson, both from Linköping University.
- Information on specific **strategic alliance** is not available, but the company is definitely participating in international fairs.
- Bluetronics is funded by the Swedish VC-company Itact. **Financial results** are not available at this point.
- **International aspirations** are outspoken and during 2001 Bluetronics will establish representatives in the US and Asia.

CLINITRAC

- Offers one of the worlds first wireless patient diaries.

FACTS

Company Name:	Clinitrac	Capital Investors:	Brainheart and Health Cap
Founded:	1995	Seeking Capital:	NA
Located:	Stockholm; Sweden	Net Sales:	NA
Number	25	Net Earnings:	NA
Management:	Andreas Segerros (CEO) Thomas Ericsson (CTO) Anders Hansson (VP Business Development) Henrik Linder (VP Clinical Operations)	Publicly Listed:	No
		Website:	www.clinitrac.se
		Contact Person:	Andreas Segerros (CEO) Email:andreas.seggerros@cli nitrac.com Tel: +46-703-18 33 54

BUSINESS IDEA

- Clinitrac offers one of the worlds first wireless patient diaries, a product enabling pharmaceutical companies to increase the efficiency of clinical trials, increase data validity and decrease time-to-market for new pharmaceuticals.
- By merging competence from the areas of wireless technology and global pharmaceutical research, Clinitrac has an understanding of the requirements of participants in the clinical trial community and can provide products that reflect those insights.

ANALYSIS

- The **product portfolio** is primarily the Clinitrac patient diary that in real time reviews patient data working with encrypted GSM. This product permits mobile clinical data entry and helps conducting studies with complete data sets. The mobile devices that are used include Psion Netpad and Ericsson Communicator.
- The **management team** includes individuals with a background in top-level positions at Pharmacia Corporation and AstraZeneca. Top names include Andreas Segerros (Chief Executive Officer) and Thomas Ericsson (Chief Technical Officer).
- A **strategic alliance** with Psion has been important, while their PDAs are a crucial part of the Clinitrac solution. Clinitrac is also operating under the umbrella of Brainheart, which has a well-positioned portfolio of companies in the Mobile Internet sector.
- 1999 year's **financial result** shows net result – 1,2 MSEK with net earnings 4,9 MSEK. The company has however expanded heavily since then. The investors Brainheart and Health Cap invested 20 MSEK in year 2000.
- Clinitrac has outspoken **international aspirations** in serving clinical trial needs worldwide.

DIGITAL ILLUSIONS

- Developer of computer games and entertainment on a row of platforms.
 - Developing EPOC Games for Ericsson coming up 2001/2002.
-

FACTS

<i>Company Name:</i>	Digital Illusions	<i>Capital Investors:</i>	Employees and other 75%
<i>Founded:</i>	1990		Bonnier Multimedia AB 25%
<i>Located:</i>	Gothenburg, Stockholm; Sweden, London Ontario; Canada	<i>Seeking Capital:</i>	NA
<i>Employees:</i>	56	<i>Net Sales:</i>	42,7 (MSEK year 2000)
<i>Management:</i>	Torsten Larsson	<i>Net Earnings:</i>	-10,4 (MSEK year 2000)
	Thomas Skoglund	<i>Publicly Listed:</i>	Yes (Nya marknaden,Sweden)
	Steve Bergenholtz	<i>Website:</i>	www.dice.se
	Peo Strindlund	<i>Contact Person:</i>	NA

BUSINESS IDEA

- The business model builds on internal development of concept, music, graphics and technology for a product, which is then licensed to a publisher who provides marketing and distribution
 - The products include successful games for almost all computer formats and different game consoles.
 - Two games based on the EPOC system that will be used by, among others, Ericsson on their future mobile terminals, launched later this year.
-

ANALYSIS

- Digital Illusion is a one of the most successful Swedish game developers and will be a great asset for the GPRS and 3G-consumer market, providing content to the mobile devices for these standards. The **product portfolio** of a game developer needs to be very diversified due to the high-risk characteristics of this sector. This also counts for Digital Illusions. Primary markets are the U.S., Europe and Japan.
- The **management team** includes Chairman of the board Torsten Larsson CEO Bonnier Entertainment and also other names from the IT/Media/Entertainment-sector.
- The most important **strategic alliances** a game developer has to establish are with the bigger publishers on the market. Digital Illusion is therefore working hard on finding long-term relationships with major publishing companies.
- Looking into **financial results**, net turnover has improved drastically from last year (from 12 to 43 MSEK) but the group still do not show black figures with net earnings negative 10 MSEK.

- The company has shown clear **international aspirations**, due to that the Scandinavian market not is big enough for getting pay-off on this kind of high-risk projects.

HALEBOP

- A mobile portal independent of operators and access technologies (i.e. our services work for all end users regardless of what phone/device they have or what mobile network they are on).
- Services include SMS-marketing for B2C.

FACTS

Company Name:	Halebop / Drutt Svenska AB	Capital Investors:	Telia Oracle Staff
Founded:	2000	Seeking Capital:	no
Located:	Stockholm; Sweden	Net Sales:	NA
Employees:	35	Net Earnings:	NA
Management;	Roland Svensson, CEO Jonas Wilhelmsson, COO Björn Svennesson, VP Business Dev Magnus Lönnroth, CTO Niklas Berglund, CFO Adèle Nilsson, VP Sales and Marketing	Publicly Listed:	No
		Website:	www.halebop.com
		Contact Person:	Jonas Wilhelmsson, Phone: +46 70-655 132, Email: jonas@halebop.net

BUSINESS IDEA

- Halebop is Northern Europe's largest independent portal for mobile services. The company has 675,000 unique users from 140 countries, and offers free WAP accounts, ISP access, WAP gateway capacity, 2-way SMS, SMS subscriptions, mobile payments, mobile advertising, and several interactive services for any type of mobile device. Halebop operates three portals in Swedish, Norwegian and English (for international users).
- Halebop functions as a distribution channel for consumer businesses, that is companies that wish to offer products and services to mobile users. Through Halebop users can be offered the opportunity to make purchases, reserve tickets and pay via the mobile phone.
- All mobile users can access Halebop's services, regardless of nationality, mobile operator and mobile device. It doesn't cost anything to join Halebop. Halebop offers for example e-mail, stock information, news & weather and games.
- Halebop's role, when it comes to mobile intranet applications, is to offer the distribution environment with alternative solutions for different security levels and technology (WAP gateway, terminal adaptation, SMS-routers etc.). Halebop also offers applications for services such as e-mail and catalogue services.

ANALYSIS

- The **product portfolio** covers both B2C and B2B solutions, also going into the management of intranet-structure inside a company. Major threats come from other big players (operators and banks) that decide that mobile portals shall be a part of their core competence.
- The board of directors of the mother company Drutt includes many strong names from the respective owners like Kenneth Karlberg, CEO Telia Mobile, VP Telia AB, Lars Klasson, VP Telia Mobile, Charles Rozwat, Executive Vice President, Oracle Product Development (USA) and Sergio Giacoletto (chairman), Executive Vice President Oracle Europe, Middle-East, and Asia (Switzerland). This gives the **management team** a strong back up.
- Halebop has closed some **strategic alliances**, for example with the Swedish bank Swedbank where Swedbank's clients can directly access banking services on WAP cellular phones.
- **Financial results** are not disclosed by the company.
- Halebop is a trademark owned by Drutt Corporation of the US. Drutt Corporation also operates the mobile portal Halebop. The main owners of Drutt Corporation are Oracle Corporation, Telia AB and the employees. **International aspirations** are unknown.

INCOMIT

- Developing Security Mobile software (secure sluice) that allows innovative third-party services to access the network without jeopardizing its integrity.
- Providing the secure APIs that make telecom networks programmable in an Internet environment.

FACTS

Company Name:	Incomit	Capital Investors:	The founders, Ledstiernan and some of the employees
Founded:	March 2000	Seeking Capital:	NA
Located:	Karlstad, Stockholm; Sweden	Net Sales:	NA
Employees:	35	Net Earnings:	NA
Management:	Semir Mahjoub (CEO) Thomas Grönberg (COO) Anders Lundqvist (CTO) Charlotta Stenson(Director of Marketing) Patrik Eriksson(CFO)	Publicly Listed:	No
		Website:	www.incomit.se
		Contact Person:	Charlotta Stenson, email: charlotta.stenson@incomit. com

BUSINESS IDEA

- Incomit's business idea is to provide security software for opening up the telecom network and for making it programmable in an Internet environment. Incomit believes in the power of speech, in personalization, in mobility and in the Internet.
- Incomit believes that the real wireless Internet tornado will not happen until the currently closed Tele communication networks are opened up via secure application programming interfaces (APIs). Open APIs will enable a broader deployment of personalized services that integrate data, speech and media. It will also put higher demand on security solutions like the ones Incomit provides in with their product iSluice 1.0.
- Another product developed is the iSea application server, which helps Internet portals provide powerful telecom-based communications services like linking conference calls to either fixed or mobile telephone networks from a web portal, and to become Virtual Service Providers.

ANALYSIS

- With this **product portfolio** Incomit is targeting carriers, who aim at providing a secure service access to their networks, and value-added service providers that wants to offer more complex services. The

core technology in these products is The Parlay standard (Initiated by British Telecom and Jain (Initiated by Sun).

- Incomit was founded by Thomas Grönberg, Anders Lundqvist and Semir Mahjoub. In 30th of March 2001 the company made changes in the **management team** in order to prepare for further expansion and internationalization. The team has experience and technical competence from the telecom industry with former employments at for example Ericsson.
- Incomit has formed some **strategic alliances** as members of Parlay, JAIN, 3GPP and ETSI, all organizations working for standardization in mobile Internet. Incomit has established relations with both ISA and Exportrådet, and attended the Comdex trade show last year.
- **Financial results** are not disclosed to the public but net earnings are so far negative.
- During 2001 Incomit is expected to be established in southern Europe, Asia and in North America, which is quite aggressive **international aspirations**.

ISMOBILE

- The company develops mobile Internet products for a mobile workforce or Mobile Field Service Management.

FACTS

<i>Company Name:</i>	isMobile	<i>Net Sales:</i>	NA
<i>Founded:</i>	NA	<i>Net Earnings:</i>	NA
<i>Located:</i>	Luleå, Stockholm; Sweden	<i>Publicly Listed:</i>	No
<i>Management:</i>	Östen Mäkitalo, Matz Engman	<i>Website:</i>	www.ismobile.com
<i>Employees:</i>	NA	<i>Contact Person:</i>	Matz Engman, Phone: +46 70 5 908 908, Email: matz.engman@ismobile.com
<i>Capital Investors:</i>	Telia Business Innovation		
<i>Seeking Capital:</i>	Yes		

BUSINESS IDEA

- isMobile develops innovative mobile Internet solutions for field and service personnel.
- isMobile offers its products to companies with a large mobile staff and to mobile operators for the creation new service concepts and aim to change the whole work procedure for mobile personnel.
- Goals are to increase the scope for individual decision-making, reduce unnecessary and time-consuming tasks and increase the work content.
- isMobile has two product lines. One contains a user-friendly solution for mass- and group communication using Internet and standardized messaging technology to provide user-friendly services for individual communication.
- The other product line provides services to resource coordinators managing their mobile service personnel. By combining the latest positioning technology and advanced dispatching functionality, the line is positioned for use in business operations with large mobile workforces delivering products or services to customers.

ANALYSIS

- The **product portfolio** covers both the B2B and B2C segments combining positioning technology and already existing SMS-technology. Having built a working business model with SMS technology gives financial strength today and an option to move into 2,5G and 3G when that is launched.
- IsMobile is managed by entrepreneurs with solid background in mobile telecommunication. Through leading positions in companies as Telia Mobile, Telia Research, Motorola, CAP Gemini and Frontec including international experiences in Europe and the US. Östen Mäkitalo is the chairman of the board; other persons in the team are founders of the company including Matz Engman and Lennart Isaksson. This **management team** has the competence and network to make this a successful enterprise.

- The company is looking for **strategic alliances** with partners that can provide new technologies and services in the area of business and workflow management systems, personalized information services and information filtering, intelligent communication sensors/systems, remote supervision and control, PKI, Electronic Payment Systems and Positioning Services.
- IsMobile are in the process of their second finance procedure. The initial investor, Telia Business Innovation is planning to participate in this second round but the company is looking for complementary investors. The new emission will be used for isMobile's business expansion in Sweden and the first step in our international expansion. Further information on **financial result** is not available at this point.

IT'S ALIVE

- Developer of pervasive location based mobile games.
- At least one game operational and sold to mobile operator

FACTS

<i>Company Name:</i>	It's Alive	<i>Net Sales:</i>	NA
<i>Founded:</i>	2000	<i>Net Earnings:</i>	NA
<i>Located:</i>	Stockholm; Sweden	<i>Publicly Listed:</i>	No
<i>Employees:</i>	> 12	<i>Website:</i>	www.itsalive.com
<i>Management:</i>	Sven Hälling (CEO) Tom Söderlund (Product Manager)	<i>Contact Person:</i>	Sven Hälling (CEO) Tel:+46 (0)70-582 53 23, email: sven.halling@itsalive.com
<i>Capital Investors:</i>	Employees, Speed Ventures		
<i>Seeking Capital:</i>	NA		

BUSINESS IDEA

- It's Alive develops, distributes and manages pervasive mobile games aimed at the youth segment. These games are sold to mobile operators, mobile portals and media corporations.
- The company released the world's first location-based mobile game in September 2000.
- It's Alive's total offering consists of Gaming Applications, the Game Engine and Community Management services. The game engine's core functionality is the handling of location data and this is also a core function in the application called BotFighters. Community management is a service for effectively communicating with players in the game. The idea is to offer our customers a total solution for implementing, running and managing pervasive mobile games.
- The applications will use multiple channels and technologies such as SMS, WAP, Java enabled phones, Mobile Positioning, Internet, Voice and TV.

ANALYSIS

- The **product portfolio** of today consists of the game BotFighters, which marks one of the earliest examples of an application based on the ability of mobile operators to track the positions of their subscribers and to provide them with information appropriate to their location.
- The **management team** consists of, among others, Sven Hälling and Tom Söderlund.
- The company early established **strategic alliances** in the areas of sales, distribution and development and partners include Ericsson, Cellpoint, Mobilaris and Signalsoft. It's Alive is a member of the

Mobile Applications Initiative (MAI). The Swedish mobile operator Telia Mobile, launched BotFighters in April 2001

- **Financial results** are not available at this time.
- The company shows some **international aspirations** and is negotiating with British mobile networks to launch the game BotFighters there in autumn 2001.

KIPLING

- Developed a WAP Gateway and a Mobile Location System and combines these with a consultancy service.

FACTS

<i>Company Name:</i>	Kipling Holding AB	<i>Capital Investors:</i>	NA
<i>Founded:</i>	1995	<i>Seeking Capital:</i>	NA
<i>Located:</i>	Stockholm, Karlstad, Karlskrona, Gothenburg, Lund; Sweden, Sao Paolo; Brazil, Hampshire; UK	<i>Net Sales:</i>	61,4 (MSEK year 2000)
<i>Employees:</i>	102	<i>Net Earnings:</i>	-12,4 (MSEK year 2000)
<i>Management:</i>	Gustaf Ekberg (CEO), Arne Borg (Dep CEO), Gunnar Högberg (CFO), Ulf Hammarberg (Managing Director)	<i>Publicly Listed:</i>	Yes (Stockholm Exchange O-list)
		<i>Website:</i>	www.kipling.se
		<i>Contact Person:</i>	NA

BUSINESS IDEA

- Kipling offers product solutions in the fields of positioning-based services and content services. The products are the first the Trinity WAP Gateway from with the company can let employees access internal services and provide customers with access to extranet-type of services more easily and with less security concerns for business-critical data. And then Motion, a platform for mobile location solutions that let the customer determine the location of any ordinary cellular phone and provide his client with information that is relevant to the place where he or she is, for example the nearest restaurants or traffic information.
- Kipling's business idea is also to guide customers from the introductory business development phase through the necessary systems development and onto the integration and production of telecom environments and therefore offers consultancy services.

ANALYSIS

- In the **product portfolio** consisting of the two product lines and consultancy services, the product branch still stands for less than 7% of sales (year 2000). The company is also considering to stop product development and focus on the more profitable consultancy branch.
- The **management team** has an academic technical background with working experience from Telia, Europolitan and Ericsson.

- Kipling builds **strategic alliances** through for example membership in ETSI and 3GPP, two of the most important organizations for GSM- and 3G-standardisation.
- Kipling made a share issue in June 2000, which brought around 32 MSEK to the company. **Financial results** still show red figures. Kipling does not however have strong exposure towards Ericsson, implying that any potential negative influence from demand drawback has been limited in Sweden.
- Kipling shows **international aspiration** having contact with some operators in Europe and Asia who have decided to test Motion as a platform for position-based services. Kipling has 5 employees in United Kingdom and 2 in Brazil.

MASSIVE

- Entertainment software company operating in the computer and console games sector.
- Subsidiary Massive Mobile Entertainment AB develops games for hand-held units such as mobile telephones and palm computers.
- A number of WAP and Palm games have been developed and sold to distributors and embedded games have been developed for Ericsson's mobile telephones.

FACTS

<i>Company Name:</i>	Massive Entertainment AB		15%)
<i>Founded:</i>	1997	<i>Seeking Capital:</i>	No
<i>Located:</i>	Malmö, Ronneby; Sweden	<i>Net Sales:</i>	17,3 (MSEK year 2000)
<i>Employees:</i>	Approx. 30	<i>Net Earnings:</i>	-12,5 (MSEK year 2000)
<i>Managements:</i>	Martin Walfisz (CEO), Jan Benjaminson (Chairman) Tomas Althén (Board member), Christian Pérez (Board member) and Hans Berglund (Board member).	<i>Publicly Listed:</i>	Yes. (OTC at an unofficial list H&Q Tech-Market)
<i>Capital Investors:</i>	Around 400 owners. Founders (Martin Walfisz 15% and Christian Perez	<i>Website:</i>	www.massive.se
		<i>Contact Person:</i>	Martin Walfisz (CEO), Phone:+46-40-600 10 00, Email: martinw@massive.se

BUSINESS IDEA

- Massive Entertainment develops interactive entertainment products for a worldwide market. It has focused on creating state-of-the-art interactive games for PCs, TV-consoles and mobile communication devices.
- In 1999, the wholly owned subsidiary Massive Mobile Entertainment established itself as a developer of games for hand-held units such as mobile telephones and palm computers. Primarily, a number of WAP games have been developed and sold to distributors. Additionally, a large palm game has been financed and sold to a Swedish publisher and a number of embedded games have been developed for Ericsson's mobile telephones.

ANALYSIS

- The mother company's **product portfolio** now depends on the success of a sequel to the highly successful game Ground Control. Massive Mobile Entertainment has produced some 7 games for WAP-enabled phones including embedded games for Ericsson's T20- and T28-handsets. The market for mobile games is, however, immature and remains in an early phase of development.
- The **management team** has a background from software engineering and design.

- Massive Mobile Entertainment has relationship with key telecom actors such as Symbian, Ericsson and Aspiro. A **strategic alliance** is also established with Picofun in the work of developing games targeted at the European mobile market. Massive works together with Vivendi Universal Games, one of the worlds largest game developers and publishers and has had former agreements with Electronic Arts, another big publisher and developer of computer games.
- The company's **financial results** are not in black figures yet.
- **International aspirations** are almost a must in the world of computer games due to the high risks involved in the developing process.

MEDIATUDE

- Offers ASP-solution in wireless marketing and CRM.
 - Gives client a marketing channel through existing mobile systems.
-

FACTS

<i>Company Name:</i>	Mediatude	Innovations	
<i>Founded:</i>	December 1999	<i>Seeking Capital:</i>	Yes
<i>Located:</i>	Stockholm; Sweden, London; UK	<i>Net Sales:</i>	NA
<i>Employees:</i>	15	<i>Net Earnings:</i>	Negative
<i>Management:</i>	Johan Ljungberg, Christopher Dennis, Jacob Key	<i>Publicly Listed:</i>	No
<i>Capital Investors:</i>	Real Venture Group Tempus Group Ericsson Business	<i>Website:</i>	www.mediatude.com
		<i>Contact Person:</i>	Heidi Hutchison, Phone: +44 79 8080 4415, Email: heidi.hutchison@mediatude .com

BUSINESS IDEA

- Mediatude's goal is to find practical marketing applications for wireless technology.
 - Mediatude's profile management platforms for mobile marketing services, developed in partnership with Ericsson, include modules for direct marketing management, media planning and market research.
 - Mediatude gives advertisers, mobile operators and wireless service providers the tools to raise the potential of their customer profiles ensuring increased revenue, customer loyalty, and continuous one-to-one customer dialogue.
 - The products include AdResult, Mediatude's first profile management solution, which is a direct marketing tool that provides a permission-based, one-to-one marketing channel that targets the end-users of mobile services, ProfileResult is a package that includes all the tools and services required to collect profiles from end-users, and ResearchResult allows for market researchers to gain access to the mobile marketplace.
-

ANALYSIS

- The **product portfolio** shows an unmistakable focus on marketing services and preliminary research shows that wireless users attitude against this kind of services is pretty positive.
- Additional information on the **management team** is not available.
- Looking into **strategic alliances** Mediatude are co-founders and on the board of directors of the UK Wireless Marketing Association and also stand on the European Steering Committee of the Wireless

Advertising Association. Mediatude has also established strategic partnerships with adpepper, RedMessage and Ericsson's Mobile Internet Group.

- **Financial results** are not yet in black figures, but further information on this is not disclosed at this time.
- Initial **international aspirations** were set quite high and have not quite been reached, but the company has established offices in Sweden and the U.K.

MOBY

- Developers of innovative SMS entertainment products that put emphasis on interactivity and playability
 - Primary clients include mobile network operators and mobile portals.
-

FACTS

Company Name:	Moby Wireless Services	Capital Investors:	The Spray AB group
Founded:	2000	Seeking Capital:	NA
Located:	Stockholm; Sweden	Net Sales:	NA
Employees:	22-25	Net Earnings:	NA
Management:	Casten Almqvist Ola Strömberg Alex Norström Carl Aust Daniel Olbe Hubert Kjellberg.	Publicly Listed:	No
		Website:	www.moby.se
		Contact Person:	Alex Norström, Phone: +46 708 799 781, Email: alex.norstrom@moby.se

BUSINESS IDEA

- Moby is a production house for mobile entertainment. Information services and various basic applications are important ingredients for the company, but the main goal to entertain the user.
 - Moby looks into the technical possibilities with the coming of mobile broadband, powerful mobile terminals and how consumers can create new habits around these products.
 - The company has already created some 13 entertainment applications including quiz games, racing, and other services based on creating a gaming community spirit among users and owners of mobile handsets.
 - Moby's customers are mobile operators, mobile Internet portals and broadcast networks.
-

ANALYSIS

- The **product portfolio** includes a set of smart games based not on high-speed connections (the applications are SMS- and WAP-based) rather than sense of community and competitiveness among a group of users.
- Information on the **management team** is not available.
- Important **strategic alliances** has recently been made with Sonera in Finland and the mobile portal Speedy Tomato, closely connected to Telia Mobile, with presence in United Kingdom, Italy, Denmark and Finland.
- **Financial results** are not disclosed to the public at this stage.

- RedCyber and Moby have signed an agreement regarding distribution of mobile entertainment products in China. Swedish RedCyber is specialized in distribution of mobile products in China. The international contacts established shows clear **international aspirations**.

NETGIRO

- Providers of digital payment infrastructure for B2B and B2C clients. The company has made a quick international expansion through strategic partnerships across Europe.

FACTS

Company Name:	Netgiro International AB	Capital Investors:	Founders Bonnier Danska E-ventures Intrum Justitia
Founded:	1998	Seeking Capital:	No
Located:	Stockholm; Sweden, Destelbergen; Belgium, Copenhagen; Denmark, Helsinki; Finland, Paris; France, Darmstadt; Germany, Oslo; Norway, Den Haag; The Netherlands, Stratford-upon-Avon; UK, Redondo Beach CA; USA	Net Sales:	NA
Employees:	55	Net Earnings:	NA
Management:	Lennart Gillberg, Peter Dellerman	Publicly Listed:	No
		Website:	www.netgiro.se
		Contact Person:	Matilda Bergström, Phone: +46 8 5272 1000, Email: Matilda.Bergstrom@netgiro .com

BUSINESS IDEA

- Netgiro is a Payment Service Provider, providing secure digital payment and transaction services to companies operating in the physical brick and mortar world, as well as the online world of Internet. There is also a consulting branch.
- The offer includes a variety of digital payment services including credit card acquiring and processing, electronic billing, bank transfers and micro payments on the Internet.
- The offer includes card payments and billing services through a single API, credit and debit card payments in 130 currencies, connections to more than 60 banks globally for card processing, server side wallet suitable for micro payments, Internet bank payments, electronic and paper billing, with partner Intrum Justitia.

ANALYSIS

- The **product portfolio** fulfills customer's needs for a safer solution for E-commerce and other business activities over the Internet.
- Important names in the **management team** are Lennart Gillberg and Peter Dellerman.
- Looking into important **strategic alliances**, Netgiro has formed a strategic partnership with Intrum Justitia, Europe's largest debt and credit service group across 21 countries. Also Soreco, France's

second largest debt collection company has signed up with Netgiro to exploit the growing French B2B e-market.

- In a recent capital infusion by Danske Eventures, Netgiro initially received around 62 MSEK and later this year the final 24 MSEK will be released under the conditions that the company reaches agreed-upon goals.
- Information on **financial results** is not disclosed by the company.
- Netgiro has had **international aspirations** from the start and now covers most of Europe, with offices in all the Scandinavian countries as well as Denmark, UK, France, Netherlands, Germany and Belgium. They also have an office in Los Angeles, US.

RED MESSAGE

- Offers products that give the client a wireless channel through the Red Message-gateway.
- Companies can send SMS-messages to customers or employees with text info through a quick XML-solution; messages are relayed to the mobile operators to reach recipients in the minimum time.

FACTS

Company Name:	Red Message	Goldman Sachs Reuters Greenhouse
Founded:	1999	Seeking Capital: Yes
Located:	Stockholm, Gothenburg; Sweden, London; UK, Munich; Germany, Milan; Italy	Net Sales: NA
Employees:	26	Net Earnings: Negative
Management:	Pieter Duijst (CEO) Michael Walenius (CTO)	Publicly Listed: No
Capital Investors:	InnovationsKapital Emerging Technologies Pythagoras TransConnect European Equity Partners	Website: www.redmessage.se or www.redmessage.com
		Contact Person: Andreas Ternström, Phone: +46 (0) 706770660, Email:andreas@redmessage.com

BUSINESS IDEA

- Red Message specializes in adding value to businesses by developing mobile solutions that enable them to communicate, interact and transact with their customers and employees when they are mobile, across international borders, and independent of operator or phone model.
- Red Messaging System is the company's technology platform, a part of MAS - Messaging Application Suite, which manages all incoming and outgoing information for their customers. Receiving and transmitting data as XML, messages are relayed to the mobile operators to reach recipients in the minimum time.

ANALYSIS

- Through its **product portfolio** the company catches the thought of a company wireless channel, providing the customers with updated information when they really want it. Initial studies of mobile networks as a marketing channel has drawn an optimistic picture.

- The Red Message founders are Michael Walenius, Fredrik Landahl and Steven Yurisich. Important names in the **management team** are Pieter Duijts who since the 1 of April 2001 has taken over the roll of CEO and has a background from several European Sales- and General Management functions in the computer business. Also Michael Walenius a pioneer of WAP and founder of a joint research and development center between Telia and Oracle.
- Red Message is a member of Logica's Application Provider Programme, and **strategic alliances** are also opened with the hard- and software providers HP and Sun. Other co-operation partnerships include Infront, PositionEtt, INC, and Parallel Consulting Group.
- Since its inception in early 1999, Red Message has had two rounds of financial funding.
- **Financial results** are not disclosed by the company at this stage, but the operation is not profitable yet.
- The company has shown clear **international aspirations** with offices in the UK, Sweden, Germany, and Italy.

SERVICE FACTORY

- Service Factory offers systems for production of Internet services and is developing systems especially for WISPs (Wireless Internet Service Providers).

FACTS

Company Name:	Service Factory		Telia Business Innovation (30 %) and Telia AB (8,8 %).
Founded:	December 1, 1999		
Located:	Stockholm; Sweden	Seeking Capital:	NA
Employees:	31	Net Sales:	NA
Management:	Claus Clausen (CEO), Thomas Svensson (Product Development), Mats Mellstrand (R&D), Mats Norrlund (Sales and Marketing)	Net Earnings:	NA
		Publicly Listed:	No
		Website:	www.servicefactory.com
Capital Investors:	Founders (51,2%), BrainHeart Capital (10 %),	Contact Person:	Gunilla Malmqvist, Phone: +46 8 180026, Email: gunillam@servicefactory.se

BUSINESS IDEA

- Service Factory has a distributed production system, called Orbyte, for Internet services. This system contains functions such as end consumer services (e-mail, personal Web pages, news), administration (customer care, option to create services), statistical (information for invoicing and capacity calculations), monitoring and configuration tools.
- Service Factory's product portfolio is access-independent and supports both WLAN and broadband (cable, DSL). Services also include gathering of statistics on user behavior and other types of surveillance of the network.

ANALYSIS

- The **product portfolio** has caught the wave of disappointment following the delays for GPRS and 3G and provides connection to the Internet, intranets, company networks and e-mail today. The company offers a row of payment alternatives for the users of the service.
- The **management team** has a background from Telia Network. CEO Claus Clasen was formerly CTO for Telia Network.
- The company's background originating from technical development at Telia is of course valuable when approaching foreign customers. Specific information on **strategic alliances** is not available but

the customers include both large and small operators and service providers within the Internet and broadband sector. Telia HomeRun is an example of an Orbyte-based service.

- **Financial results** are not disclosed by the company at present.
- The company has already showed **international aspirations** and has customers in Sweden, Hong Kong and the UK. According to Service factory they operate over one and a half million user accounts. The company was represented at the Comdex fair in Las Vegas last year.

SMARTEQ

- Products include hardware in form of vehicle antennas, hands-free equipment and telematic systems.
 - Software is developed for Positioning and M2M-solutions with focus on the automotive industry.
-

FACTS

<i>Company Name:</i>	Smarteq Wireless AB	<i>Seeking Capital:</i>	NA
<i>Founded:</i>	1996	<i>Net Sales:</i>	107 MSEK (year 2000)
<i>Located:</i>	Enebyberg; Sweden, Freiburg; Germany	<i>Net Earnings:</i>	-25,8 MSEK (year 2000)
<i>Employees:</i>	65	<i>Publicly Listed:</i>	Yes (Stockholm Exchange, SBI)
<i>Management:</i>	Jonas Svensson (CEO) Sten Hildemar	<i>Website:</i>	www.smarteq.se
<i>Capital Investors:</i>	Core Ventures, Tibia Konsult	<i>Contact Person:</i>	Hans Ljung, Phone: +46 8- 792 92 00, Email: hans.ljung@smarteq.se

BUSINESS IDEA

- The business idea is to develop and manufacture access technology and systems for wireless communications to and from vehicles. Products are vehicle antennas, hands free equipment and telematic solutions. The products are sold through after-market distributors in 30 countries, directly to the automotive industry and to Original Equipment Manufacturers of mobile telephones
 - Smarteq has divided their market in two business segments - OEM-market and the after market – where the company markets and sells their products. One out-spoken strategy is to make the OEM-market into a larger part of the total revenues.
 - Customers comprise vehicle manufacturers and mobile device manufacturers in the OEM-market and telecom distributors and mobile network operators on the after-market.
-

ANALYSIS

- The **product** portfolio is focused and all production and logistic functions are outsourced. The company has a 15% market share for vehicle antennas worldwide. Hands free is another stronghold for Smarteq. Most interesting development is made in the area of "The Wireless Car".
- Smarteq has established **strategic alliances** with Volkswagen, Volvo, Bentley and Scania.
- Information on the **management team** is not available.
- **Financial result** is negative last year, but a big acquisition should be taken in account. The company took a 13 MSEK loan in March this year. Net Revenue increased significantly the year 2000 compared to previous years.

- Looking into **international aspirations**, the company acquired Carant AB and AMC from Allgon during the first 6 months in year 2000 which brought an existing network of distributors in 30 countries. About 65% of the company's sales come from other markets than Sweden and the share is increasing rapidly. The company has a sales office in Germany and the U.S.

SPINBOX

- Spinbox is the first company in Sweden to focus entirely on helping established brands to become virtual mobile operators. The company supplies a package solution to establish and operate internal systems solutions, which work together with the network operators.

FACTS

<i>Company Name:</i>	Spinbox	<i>Net Sales:</i>	NA
<i>Founded:</i>	April 2001	<i>Net Earnings:</i>	NA
<i>Located:</i>	Stockholm; Sweden	<i>Publicly Listed:</i>	No
<i>Management:</i>	Christer Palmgren (CEO)	<i>Website:</i>	www.spinbox.se
<i>Employees:</i>	6	<i>Contact Person:</i>	Christer Palmgren, Phone: +46 708 999 999, Email: christer@spinbox.se
<i>Capital Investors:</i>	BrainHeart Capital, Christer Hägglund.		
<i>Seeking Capital:</i>	NA		

BUSINESS IDEA

- Spinbox's business concept is to deliver total solutions and expertise to companies, which through their own mobile services will create added value for their customers. Spinbox offers expertise in the complex systems and the investments that are required to establish a Service Provider and Virtual Mobile operator's activity.
- Spinbox enables other companies to quickly establish their own mobile services, even if the companies lack a telecom background. Spinbox has systems and partners for managing and administrating SIM cards, subscriptions, mobile and message services, product packaging, marketing and sales, customer registers, invoicing information, customer service (including via the Internet) and the development of customized services.

ANALYSIS

- Looking into the **product** portfolio, there is now an interest in virtual mobile operators where very different companies want to offer mobile telephony and their own mobile services and at the same time as the established mobile operators have become more interested in filling their own networks with traffic.
- **Management team** includes Christer Palmgren with experience from Europolitan, Ericsson and Tele 1 Scandinavian.
- Detailed information on **strategic alliances** is not available, but working under the Brainheart umbrella give good chances for a wide contact network in the wireless business.
- Information on **financial results** is not available yet.

- Looking into the **international aspirations** of the company, the aim is to become a leader within this area in Scandinavia.

SPIREA

- Developing hardware and software for wireless LAN/PAN solutions using low cost integrated technologies such as CMOS and BiCMOS.

FACTS

Company Name:	Spirea AB	& Marketing	
Founded:	March 1999	Capital Investors:	Kennet Capital Limited Zodiak Venture Capital Kaupthing Investment Bank
Located:	Kista; Sweden, Espoo; Finland, Cary, North Carolina; USA	Seeking Capital:	NA
Employees:	35	Net Sales:	NA
Management:	Magnus Karnsund (President) Dr. Håkan Olsson (Vice President) Dr. Mohammed Ismail (Chief Scientist) Johnny Johansson, VP Products & Operations Anders Oldebäck, VP Sales	Net Earnings:	NA
		Publicly Listed:	No
		Website:	www.spirea.se
		Contact Person:	Anders Oldebäck, Phone: +46 70 749 18 11, E-mail: anderso@spirea.com

BUSINESS IDEA

- Spirea is a semiconductor company in the wireless broadband communications market. The first product in a family of Bluetooth solutions is a Bluetooth radio chipset. Spirea's longer-term plan includes chipsets for the emerging standards in the wireless communications markets.
- Spirea has also announced 5GHz WLAN transceiver development, to complement it's offering in the emerging Wireless Multi-standards market. The transceiver is aimed at the U.S. IEEE802.11a and the European HIPERLAN2 standards.
- Spire's original core competencies are based on deep expertise and design skills in CMOS. Management believes that CMOS is the only technology that is sufficiently cost efficient to bring the price per chip down to the level required by the device industry for standards such as Bluetooth.

ANALYSIS

- The **product portfolio** is by its nature very focused and dependant on the success of Bluetooth, WLAN and Hiperlan.

- Spirea was founded by dr. Mohammed Ismail and dr. Håkan Olsson. The **management team** has a solid background from the IC-industry including careers at Ericsson Microelectronics, Altera and Axis.
- Spirea has aligned and formed a **strategic alliance** with UMC, a world-leading semiconductor manufacturer, for fabrication of wireless datacom and Bluetooth solutions.
- Information on **financial results** is not available at present.
- Spirea is one of about 20 companies throughout the world that makes chips for Bluetooth. **International aspirations** are natural in this market where most of the customers are international.

TACTEL

- Software and hardware developer.
 - Product portfolio includes Bluetooth-products and solutions in synchronization between mobile systems and PC.
-

FACTS

<i>Company Name:</i>	Tactel AB	<i>Seeking Capital:</i>	No
<i>Founded:</i>	1995	<i>Net Sales:</i>	15 (MSEK year 2000)
<i>Located:</i>	Malmö, Sweden	<i>Net Earnings:</i>	5 (MSEK year 2000)
<i>Management:</i>	Per Henriksson (CEO), Tomas Fiedler (CTO)	<i>Publicly Listed:</i>	No
<i>Employees:</i>	32	<i>Website:</i>	www.tactel.se
<i>Capital Investors:</i>	Founders	<i>Contact Person:</i>	Per Henriksson (CEO), Phone: +46 40 250 600

BUSINESS IDEA

- The overall business idea is to close the gap between telephone and computer.
 - This is done by research and development in three main areas:
 1. Bluetooth
 2. Synchronization
 3. MMS
 - Products include Tactel Blue5 – a Bluetooth enabled Palm, Tactel Sword A RS232 plug with a built-in Bluetooth module that can be connected to any hardware with an RS232 interface e.g. a PC or laptop.
 - Tactel AB is now also working on solutions for synchronization using Bluetooth and WAP. The idea is to synchronise a Bluetooth phone or PDA just by entering the office space or from any other point using WAP as a carrier. Tactel AB is a member of SyncML, the open industry initiative formed to develop and promote a common protocol for synchronizing data among workstations, network application servers, and mobile information appliances.
 - Tactel AB is currently deeply involved in the developing of the new MMS (Multi Media Standard) standard. This is done together with Ericsson.
-

ANALYSIS

- Tactel AB has a differentiated and interesting **product portfolio**, organized around a clear and simple business idea –closing the gap between telephone and computer. One risk could be high degree of dependency on the success of Bluetooth.
- Tactel AB is working on several applications involving GPRS as an important element and is an active member of the GPRS Applications Alliance.

- The **management team** has shown some strength and entrepreneurial spirit by performing a management-buy-out in 1998. The owners are Tomas Fiedler, Per Henriksson, Marcus Ivarsson and Mikael Rusch.
- The management shows talent in seeking and working with **strategic alliances**. The co-operation with Ericsson in development of MMS-technology and a fruitful relationship when it comes to applications with the customer Intentia (selling business systems) indicate this.
- Tactel is privately owned and self-financing. **Financial results** looked very good year 2000, and the company seems to rely on organic growth in this stage.
- **International aspirations** are unknown.

TICKETANYWHERE

- Developer of platforms for mobile electronic valuables such as tickets, vouchers and coupons using SMS. Software platform can be integrated with a web or WAP site and connected to a booking system.
-

FACTS

Company Name:	TicketAnywhere	Telia Mobile 15%
Founded:	May 2000	Seeking Capital: Yes
Located:	Stockholm; Sweden	Net Sales: NA
Employees:	10	Net Earnings: NA
Management:	Patrik Wahlström (CEO) Simon Falk (CFO) Claes Kjellman (CMO) Jerker Moberg (CTO)	Publicly Listed: No
Capital Investors:	Management Netlight Consulting 54%, Ledstiernan 17%	Website: www.ticketanywhere.se
		Contact Person: Patrik Wahlström, Phone: +46-70-637 73 98, Email: patrik.wahlstrom@ticketanywhere.se

BUSINESS IDEA

- TicketAnywhere offers a platform for mobile electronic valuables such as tickets, vouchers or coupons.
 - mTicket is TicketAnywhere's platform for distribution and redemption of mobile valuables. A pre-booked and pre-paid valuable is sent from the mTicket distribution server to the end customer's mobile phone. At the entrance the valuable is redeemed from the mobile phone using Infrared or Bluetooth.
-

ANALYSIS

- The **product portfolio** shows potential and will, if implemented in deep understanding of clients needs, help make everyday situations easier for consumers and sellers. The product can probably be combined with row of extra modules in form of validation services and CRM-solutions.
- The **management team** consists of CEO Patrik Wahlström, an M.Sc in Industrial Economics from the Royal Institute of Technology. Before starting TicketAnywhere Mr. Wahlström worked at WM-data as a project manager and consultant group manager. At WM-data he teamed up with CFO Simon Falk who worked there as a key account manager and project manager and CMO Claes Kjellman who worked with sales and as a consultant. Lately CTO Jerker Moberg, a former CSC employee has joined the management team.
- **Strategic alliances** include Airclic, Bluegrid, E-billetter, Itmaskinen and MAI. mTicket for mobile electronic tickets was demonstrated together with Airclic's barcode application by Ericsson at the Cebit fair in Germany this year.

- The company is a subsidiary to NetLight Consulting with Telia Mobile (13,7%) and Ledstiernan (17,2%) as main investors just finished a second financing round.
- Information regarding **financial results** is not available at this time.
- **The international ambitions** are for the moment focused on Northern Europe. When proof of concept has been achieved the solution will be rolled out over Europe. This will be achieved through the collaboration with local installation consultancy companies at the different markets. Joining MAI (Ericsson's Mobile Application Initiative) will provide TicketAnywhere with a good network in developing GPRS-enabled functions and also possibly contacts for further expansion.

VOICE PROVIDER

- Provider of voice recognition solutions for use in booking system, information system etc. Products also includes voice synthesis and voice verification
 - The company offers an ASP-model.
-

FACTS

Company Name:	Voice Provider Sweden AB	Seeking Capital:	Yes
Founded:	October 2000	Net Sales:	NA
Located:	Stockholm; Sweden	Net Earnings:	NA
Employees:	9	Publicly Listed:	No
Management:	Michael Carlquist (CEO) Per Sautermeister (CTO)	Website:	www.voiceprovider.com
Capital Investors:	Founders (56,5%), Mobile Garden (13,5%), Ledstiernan (10 %), 2M Invest (10 %), Telenor Ventures (10 %)	Contact Person:	Michael Carlquist, Phone: +46 8 508 88 948, Email: michael.carlquist@voicepro vider.com

BUSINESS IDEA

- Voice Provider offers products for voice-enabled services. One important service segment is customer service where Voice Provider wants to improve the clients' customer services by providing a natural spoken interface and broadening service accessibility. Trading, information and different types of booking services are other examples of services that can be made more easily accessible if voice enabled.
 - The whole revenue model is built around offering the client an ASP-solution with different pricing alternatives.
-

ANALYSIS

- The company has no fixed **product portfolio** but rather develop, host and deploy speech applications for every customers need. These automated customer services should lower many companies' costs.
- The founders, now active in the **management team**, all has a background in big Swedish telecom operators were they were responsible for this kind of development.
- Voice Provider's services are developed using a speech model from the U.S. company Nuance and hardware from Sun. Besides that **strategic alliances** has been established with Telia which delivers

text-to-speech and pre-recorded voice files for Voice Providers solutions, and Score 24 which delivers live results from all the great football leagues and hockey leagues in the world every 90 seconds.

- Further information on **financial results** is not available, but breakeven is not achieved yet. The company will maybe go for one more financing round in the end of this year.
- **International aspirations** are focused on the Nordic countries where Voice Provider's nearest goal is to be the market leader in the Nordic area by end of 2001.

WIRELESSCAR

- Wireless integrated telematics for vehicles

FACTS

Company Name:	WirelessCar	Capital Investors:	Brainheart, Telia, Ericsson, Volvo
Founded:	Fall 1999	Seeking Capital:	Yes
Located:	Gothenburg; Sweden, Irvine CA; USA	Net Sales:	NA
Employees:	47	Net Earnings:	NA
Management:	Jan Hellaker (CEO) Gary Hallgren(COO North America) Per-Martin Hedstrom (CTO) Tomas Gabinus (Director of Business Development)	Publicly Listed:	No
		Website:	www.wirelesscar.com
		Contact Person:	Adi Nilson, Phone: +46 703 22 29 04, Email: adi.nilson@wirelesscar.com

BUSINESS IDEA

- The vision of WirelessCar is to connect vehicle manufacturers, commercial fleets, after-market suppliers and service suppliers with telematics. In 2005 all new vehicles may be equipped with integrated telematics services. There will also be a significant aftermarket.
- The backbone in this communication and in WirelessCar's product portfolio is the technical platform named the UTN, Universal Telematics Network, consisting of three blocks; WAG, WAS and WAB. WAG – WirelessCar Access Gateway, WAS – WirelessCar Applications Server, WAB – WirelessCar Administration and Billing. WirelessCar Access Gateway (WAG), a service layer built to function on top of the mobile net protocols. This WAG should contain information about vehicle position, driver identification and blood type, damage on vehicle etc. in order to help get quick assistance in case of emergency.
- This layer will however also be able to carry other information like Internet access and TV.
- In the offering also means for vehicle manufacturers to communicate with the software systems on board the moving vehicles are provided.

ANALYSIS

- The **product portfolio** is targeting many interesting needs for communication in and outside a vehicle. In some years the infrastructure for more complex types of services will be built (weather sensors etc), and this portfolio will become even more interesting.
- The **management team** has a very solid professional background from careers in Volvo and Ericsson worldwide.

- The most important **strategic alliances** are already provided by the owning companies Ericsson, with technological experience in wireless communications, the automotive strengths of Volvo Group and Telia with the experience from fixed and mobile networks. Partnerships are also established with Cross Country, Oracle, Europolitan, Pipebeach, Mecel, Webraska and Genrad.
- In February this year WirelessCar gained 110 MSEK from the four owners. Further information on **financial results** is not available now.
- WirelessCar puts great emphasis on the importance of **international aspirations** in the field of vehicle telematics and says their services are available throughout Europe, North America and Asia/Pacific. WirelessCar has 40 employees in Gothenburg, Sweden and 7 in Irvine, U.S. California. The company has been present at trade shows in for example Singapore.