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University of Navarra



IESE and INSEAD embark upon the 3rd European Entrepreneurship Accelerator

The Two Leading Business Schools Let Students Sample Life at Fast-Growing Companies for the Third Year Running.

Barcelona, 16th January - This month sees the start of the 3rd European Entrepreneurship Accelerator - a unique and groundbreaking joint initiative organized between INSEAD and IESE business schools, allowing MBA students to sample life at fast-growing companies.

Launched in 2006, the EEA is a trimester-long course, in which teams of selected MBA students from IESE and INSEAD work alongside company CEO's on strategically relevant projects, and develop solutions for the specific challenges faced by the firms. The companies involved are some of Europe's most innovative, fastest-growing companies, in sectors ranging from online fashion to mobile technology.

The 8 participating companies in this edition have been whittled down from an initial list of 300 candidates. "It's a tough process, but it's worth it to get the very best entrepreneurs involved", explains Mathieu Carezzo, Managing Director of IESE's Center for Family-Owned Business and Entrepreneurship, 'CEFIE'.

The selected companies are:

Artificial Solutions

Cátenon

Hild

IEG – INVESTMENT BANKING (www.ieg-banking.com)

Ring2Conferencing

Septentrio

SurfKitchen

YOOX Group

"Key factors we look for are high growth, a pan-European or global outlook, an attractive and convincing business model, and the CEO being a proven serial entrepreneur" says the initiator of the course Peter B. Záboji, from INSEAD, "So you want MBAs to realize what's involved in creating a company? Make them work with serial entrepreneurs!".

The past two Accelerators have been an enormous success, as illustrated by IESE MBA student Ceylan Öney, who was involved in advising a Germany-based social networking website on how to internationalize its operation, who says, "The EEA program gave me a real taste of what it would be like to be an entrepreneur". She admits that, "Working remotely with teammates in different countries while juggling a full MBA workload at the



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same time was a big challenge" but adds, "I am now more sensitive to team dynamics and how to maintain open lines of communication. It was a lot of fun and really broadened my horizons".

The closing ceremony, to be held in Barcelona in April 2008, will be an opportunity for both entrepreneurs and students to present the objectives and conclusions of their projects, and an award will be given to the best team.

About IESE

IESE is one of the world's top 10 business schools, having pioneered executive education in the continent when it was founded in 1958 in Barcelona. In 1964, it offered Europe's first full-time MBA, and subsequently, the world's first bilingual program in the two of the most important languages of business, English and Spanish. IESE distinguishes itself in its general management approach, extensive use of the case method, international outreach, and emphasis on placing people at the heart of managerial decision making. IESE's full-time MBA program is highly international, with 55 nationalities represented in the student body. The program also enjoys one of the oldest and most student extensive exchange schemes, in which over a third of the students choose to spend a semester at another leading business school in the US, India, China or South America. With a truly global outlook IESE currently runs executive education programs in the USA, Brazil, China, Germany, India, Poland and Kenya.

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About INSEAD

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas from around the world to change lives and transform organisations. The unique global perspective and multicultural diversity of INSEAD are reflected in all aspects of its research and teaching. Currently, at the school's two comprehensive and fully connected campuses in Asia (Singapore) and Europe (France), as well as at the school's centre in the Middle East (Abu Dhabi), 143 renowned faculty members from 32 countries inspire more than 882 MBA participants, 59 Executive MBAs, 59 PhD candidates and over 8,000 executives. On both campuses and at research centres in the Middle East (Abu Dhabi) and Israel, faculty conduct leading edge research projects with the support of 17 Centres of Excellence. The INSEAD-Wharton Alliance further extends the reach of INSEAD business education and research across three continents.

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3rd European Entrepreneurship Accelerator companies

ARTIFICIAL SOLUTIONS

Artificial Solutions is the leading international company offering Customer Service Optimization. With 110 employees representing 21 nationalities they use their Virtual Dialogue Agents, Agent Based Chat, E-Mail Management and Virtual E-Mail Agents, Virtual Speech Agents and other Knowledge Management tools to help more than 100 clients such as TELE2, DKV Seguros, IKEA, NTT, SFR, the Road Administration, the Social Security Administration and the Tax Administration giving excellent service to their customers in 23 languages.

CÁTENON

Cátenon Worldwide Executive Search is an innovative company in the field of executive search. Technology is used as a support for knowledge management, operational efficiency, real time information on business results and has demonstrated & proven their services. Cátenon has a portfolio of more than 1000 customers including Pepsi, General Electric, La Caixa, Santander, and Telefónica.

HILD

HILD is a niche market consumer finance company which offers equity release products to the cash-poor but property-rich pensioners of Central and Eastern Europe. The company is funded by Merrill Lynch.

HILD's revenue is derived through property sales and liquidity proceeds from portfolio securitizations. Since being founded in 2004 HILD has become the foremost life annuity provider in Hungary. Two out of three pensioners choose the HILD Life Annuity in Hungary.

IEG – INVESTMENT BANKING (www.ieg-banking.com)

IEG is one of the leading, independent and international Investment Banking houses for medium-sized companies, entrepreneurs and investors as well as the only Investment Bank based in Berlin. IEG focuses on Corporate Finance Advisory, Institutional Placements and Principal Investments. The firm's goal is to develop and execute tailor-made solutions for M&A transactions and financing requirements to create tangible value for its medium-sized customers. IEG is headquartered in Berlin with own branches and associated offices in Milan, Madrid, Amsterdam, Istanbul, Shanghai, Mumbai, Johannesburg, Sao Paulo and Buenos Aires. IEG has 22 professionals in Germany and 90 experienced professionals worldwide.

As a response to the increasingly global requirements of the mid-cap target audience and a lack of service by the big investment banks for this sector, IEG was founded in 1999 by a team of experienced M&A, Corporate Finance and Private Equity professionals. IEG is owned by its management and professional team.

RING2CONFERENCING

Ring2 is a business collaboration software and services company. Its audio-conferencing service is the world's first to offer remote control of calls from a mobile device. The call host still dials in from any phone, but can then take remote control of the call from their BlackBerry or Window Mobile device for problem-solving visibility, security and control.

SEPTENTRIO

Septentrio Satellite Navigation NV manufactures professional satellite navigation (GPS) receivers for demanding professional navigation, positioning and timing applications. Septentrio is a leading contributor to Europe's Galileo program. Since its incorporation, Septentrio has become a highly respected player in European industry.



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SURFKITCHEN

SurfKitchen, formed in 1999, is the market leader of on-device portal (ODP) applications to global mobile operators and service providers. SurfKitchen ODP software radically improves the mobile user's experience by providing an intuitive, graphical on-device alternative to WAP browsers for accessing and purchasing mobile services. Digital mobile content - such as ringtones, games, wallpaper, news & information etc., - can be sent over-the-air to a broad range of mobile devices across different operating platforms. Customers include Orange Group, Telefonica Moviles Espana, Telstra (Australia), Maxis (Asia), Etisalat and ALJAWAL (Saudi Telecom) in the Middle East.

YOOX GROUP

The YOOX Group is the worldwide e-commerce partner for the leading fashion & design brands, having established its market leadership as a multi-brand Internet retailer with the virtual boutique YOOX.COM and now extending its expertise by servicing mono-brand online flagship stores developed by YOOX Services.

Established in Italy in 2000, YOOX.COM is the No.1 virtual boutique of multi-brand fashion & design in the world. In 2006, three million visitors per month made it their shopping destination of choice, with roughly one million items delivered worldwide. YOOX Services is a YOOX Group company launched in 2006 to develop and run mono-brand flagship stores on behalf of the best brands looking to offer online their latest collection. Mono-brand online flagship stores "powered by YOOX" are: www.marni.com, www.emporioarmani.com and www.diesel.com.