

## agilician Projects

This document provides an overview of the projects I have done through my company agilician. For more information please see [www.agilician.com](http://www.agilician.com) or contact me by email at [mark@agilician.com](mailto:mark@agilician.com).

### Product and Progress Reviews for Start-ups

Start-ups are highly ambitious and driven by energetic leaders. They seek to introduce entirely new products or revolutionize existing markets. And they do so in a highly competitive environment rife with opportunities and threats.

Start-up founders and managers contract me for critical product and progress reviews. The reviews can be broad or focus on specific topics such as business model, product, positioning, go-to-market model, roadmap, technology, and team. The result is an analysis of current strengths and weaknesses and suggested milestones for future improvement.

#### Wakoopa

Wakoopa is a service that tracks software usage and links members to a community for discovering new software and web applications. Wakoopa received initial funding in January 2007 and raised growth capital from Big Bang Ventures and Henq Invest in June 2008.



Wakoopa is growing rapidly and has asked me to do regular product audits. We meet once per quarter for one or two days during which I critically assess roadmap progress, team capabilities, site usability as well as value provided to the main target groups. Wakoopa uses my recommendations to determine focus and set milestones for the coming months.

#### Uniplicity

Uniplicity offers a content driven collaborative editorial system. It integrates with business intelligence systems and lets authors create financial and management reports based on existing financial data.



In business successfully for several years, Uniplicity was looking for directions to accelerate business. I did a 10-day 360-degree review of their business and looked in detail at technology, conducted interviews with customers and did market research. Uniplicity used my advice to re-position the company.

### Technical Due Diligence for Investors

Angel investors and venture capitalists invest in high potential technology startups. They try to maximize return on investment by carefully picking companies to invest in and by closely managing the inherent risk.

Investors hire me for technical due diligence. My due diligence investigations cover technology, product, market, usability, team, organization and process. Having seen many startups from the inside, I reliably discover red flags but at the same time strive to provide growth advice to healthy startups.

### Big Bang

Big Bang Ventures is a leader in early-stage venture capital funding. Big Bang has recently made several investments and now has over € 40 million under management. In addition to funding, Big Bang Ventures helps startups accelerate their growth.



### Wakoopa

I did technical due diligence for Big Bang's investment in Wakoopa, "the last.fm of software", which drew much publicity from among others TechCrunch and Amsterdam-based TheNextWeb blog.



### Travel Intelligence

Big Bang also asked me to perform technical due diligence on another significant investment, London-based Travel Intelligence Group, an online travel booking and review site focused on boutique and luxury hotels.



### Newion Investments

Newion Investments is an independent venture capital fund founded in December 2000 and focused on companies operating in the ICT industry. Newion invests in the range of € 250,000 and € 2,500,000 and remains actively engaged with its portfolio companies.



### Service2Media

Newion Investments contracted me for the technical due diligence of their investment in Service2Media, a provider of applications for mobile devices that attracted funding for international expansion and future product development.



### Interim CTO

Start-ups are product driven and need a technology leader to participate in shaping the vision from the technology perspective, build a technical team and deliver the product.

Start-ups bring me on board as interim CTO in situations where a full-time CTO has not been found or needs to be replaced. Using my long experience, I enable the startup to continue moving forward while searching for a full-time replacement. We conduct the search together while I maintain operations, build the team and make technology decisions.

## Myngle

Myngle is a language marketplace where teachers and students find each other, make appointments for lessons and meet in an online virtual classroom. Heng Invest provided funding for Myngle in March 2008.



Myngle brought me in to deliver a beta version of their language marketplace and virtual classroom. I worked with the founders to finalize the concept of the site and with a team of one interaction designer and five offshore developers to build and launch a beta site in three months.

## Twones

Twones is a social music feed. Twones lets users find and share music through a real-time music activity stream collected by tracking music services such as MySpace Last.FM and Hypemachine. Twones received seed funding from a group of European Live Nation informals, the world's largest concert and music promoter.



Twones had difficulties and hired me as interim CTO to rebuild their technology team. Together with the founders we quickly hired a strong technical team, made strategic product choices and created a lean and focused development processes. Within weeks velocity was on target and my role became advisory.

## Initiation and Management of Strategic Projects

High-Tech Companies need to keep innovating to maintain their edge while growing revenue, increasing market share and expanding their work force in size and also geographically.

I provide hands-on management in product management, development, business development, hiring, and outsourcing. Working with management and operational teams, I devise plans that provide direction and momentum. And focusing squarely on results, I manage the execution of these plans.

## SDLTridion

Tridion was established in 1999 and has constantly grown into a leader of web content management systems for enterprises. Total investments until 2001 were € 23 million from venture capitalists Doughty Hanson, Barnard & Company, Gilde IT, Kappa IT Ventures and Prime Technology Ventures. In 2007 SDL acquired Tridion, which further strengthened its global presence.



Having been very successful in the market in recent years, Tridion was looking for someone to kick-start innovation and to lead a number of research and architecture projects to assure that the company would remain on the leading edge of the content management space. Over the course of a year, I built teams and defined scope for several new initiatives including a high availability solution and a new web interface.

#### Q-Go

Q-go was founded in 1999 and received significant funding in late 2000 from Alpinvest Partners, Newion Investments, and Prime Technology Ventures. Following difficulties in the post .com bubble era, Q-go made a remarkable recovery under new management and grew to become a leading European supplier of natural language search solutions.



Its business generating solid cash flow, Q-go wanted to increase its long-term development efficiency by strengthening product management. They promoted two junior product managers whom I supported as coach. Together we developed the first roadmap in the history of the company.

#### Plexus

The Plexus Medical Group is a consultancy specializing in the health care industry. Over the years, they built up a wealth of knowledge, which was formalized in a library of key performance indicators for hospital efficiencies. Plexus makes these KPIs available in a SaaS model.



Plexus was looking for someone who could turn the initial application into a successful product and build a development and support organization around it. I was brought on board for six months and created a roadmap, strengthened the team, and upgraded the application through several smaller releases with the objective of making it ready to be spun out into an independent company.