



# IBM Global Entrepreneur Success Stories UK & Ireland 2013

*Looking for Global  
Entrepreneurs who want  
to build a Smarter Planet*



**IBM SmartCamp is dedicated to helping startups bring their technologies to market faster, and to succeed globally.**

It's part of IBM's Global Entrepreneur Initiative, which provides mentoring, support and resources to startups around the world.

At our events, we connect entrepreneurs with expert mentors, providing them with intense workshops and valuable opportunities for networking.



**IBM is looking for entrepreneurs to build a smarter planet.**

Are you an early stage startup? Does your solution address issues enterprise customers are facing?

Check out IBM Global Entrepreneur at [ibm.com/isv/startup](http://ibm.com/isv/startup)

**IBM Global  
Entrepreneur**



**Open here to find out more about UK & Ireland Global Entrepreneur success stories.**

In the past, participants have been rewarded with significant coverage in the Wall Street Journal, Forbes, and Bloomberg. What's more, previous finalists have raised over \$65M in venture capital since participating, with many now working closely with IBM.

Companies from all over the world compete to become IBM Global Entrepreneur of the Year, with finalists being those entrepreneurs recognised by their local ecosystems as having the highest potential of success.



IBM Global  
Entrepreneur  
Success Stories  
UK & Ireland

### Cloud

#### Wholeschool

provides schools with education applications, including Curriculum Mapping and School Development Planning capability. Within 2 years, every school/teacher in N. Ireland will use at least one Wholeschool SaaS product as part of a 5-year national contract

### Mobile

#### Frarsquarter

provides a solution to colleges and universities which helps them conform to new US Government education regulations

#### Viewsy

tracks anonymous signals from mobile devices to provide business owners with customer insights, such as movement around the store, in an online dashboard

### Social Business

#### WPCA

developed SocialStudent: a powerful platform that promotes a new, social, way of learning, helping to improve a student's experience, and drive up retention and achievement

### Smarter Energy

#### 4Energy

harnesses free air innovation to increase the efficiency and greatly reduce the cost of cooling telecoms, equipment rooms and data centres

### Business Analytics

#### VoiceSecure

developed a solution for disasters – from fires in apartment blocks to nuclear attacks – and a voice biometrics solution to help identify callers to customer care and help desks

#### ContruQtive

developed a flexible, scalable mobile and web-based reporting solution within the small business space that provides customised business insights and projections

#### Hiwayman

enabled a UK address to be captured quickly and accurately, and developed a solution to ensure that an account number is valid for a given sort code

#### Decisal

provided a new system that allows unified optimisation of air network aircraft maintenance rotation, as well as crew and fleet assignment planning

### Smarter Commerce

#### Myrio

presents a personal digital shopping assistant that maximises sales volume and increases customer satisfaction and brand loyalty, by solving in-store customers' needs

#### Proffitero

leverages high-quality online competitive data to provide a next-generation pricing intelligence service for retailers and manufacturers