SoftEnterprise
Coaching Entrepreneurial Students

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All Too Familiar . . .

I'll go up and find out what they need and the rest of you start coding!
SoftEnterprise Rationale

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

- Our students are not entrepreneurial.
  - Lack of understanding –
    - How do I start?
    - This is not for me; I don’t have an economics degree
  - Bad image.
  - Promoted by the politicians but not supported by academic staff
Year 1 Master SE

- Software Architecture
- Design of Multimedia Appl.
- Distributed Software

1st Semester

Year 2 Master SE

- Software Management
- Software Project
- Master Thesis & Seminars

2nd Semester
Software Engineering: not just technology

Software Technology → Projects → Innovation

Software Technology → Quality → Markets

Risk → Process → Business Model

Software Technology → Features → Value Creation

Risk → Process → Venturing

Features → Competition

Software Technology → Innovation

Technology → Management → Business Focus

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

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

M.Sc. Thesis: Software Engineering

M.B.A or Economics thesis: Entrepreneurship

Technologie Management

Working Prototype

Technical Feasibility

Economic Feasibility

Business Plan

Seed Capital

Roadshow

Vakgroep Informatietechnologie – Onderzoeksgroep IBCN
• **2006: Started as a software architecture project**

• **2007: POC implemented for the Ghent city festival**
  - First projects sold to BASE (Telco)
  - 100 K€ incubation funding from IBBT to develop platform
  - 3 students for master thesis

• **2008: Mobixx company incorporated**
  - 100 K€ grant for business plan
  - Partnerships with a leading web agency
  - 300K€ pre-seed funding
  - Trying to raise 3 Mio € with a revenue target > 10 Mio Euro in five years
  - Revenues from lead customers: VRT, Telenet, Proximus, …etc.
  - employ 6 persons

• **2009: … the sky is the limit**
The Mobixx platform is a **thin client mobile application server** capable of delivering content to any type of browser or content rendering engine on any type of device.

**We extract:**
- Text
- Video
- Audio
- Interaction
- Figures
- Pictures
- Structures

**We add:**
- Location Info
- Context Info
- Personalization
- Mobile Content
- Mobile Apps

**We deliver...**