

Entrepreneurial ID «venture leaders» 2011



Name: Marcus Kuhn
Contact: marcus@connex.io, +41763785133
Project/ Company name: connex.io gmbh
Short description: connex.io keeps your address book clean, complete and up-to-date automatically by aggregating and merging data from your phone, email and social networks.
Web site: <http://connex.io>
Industry: ICT

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| The Start-up | |
| Your automatically clean, complete and up-to-date address book | |
| Status : Company created (19.07.2010) | Company / team size: 3 people |
| Problem / Solution: Solving the problems people have with their address book by automating it. | |
| Market Opportunity / Target customers: Which market are you addressing and what's the size / Who are your target customers ? Can you mention specific examples (company, ...) to illustrate | |
| Competition and competitive advantage: We improve traditional address books by providing better data and compete with others that try to solve the address book problem (e.g. Plaxo, Xobni, Ssocial) | |
| Financing: Self-financed so far but currently raising funds (CHF 300'000) | |
| Growth objectives: 11 million in revenue with 15 employees. | |
| US objectives: While in Boston I want to achieve: Network with fellow venture leaders and US startups to exchange experience and share ideas, getting a more in-depth knowledge of US customers' needs and competitors and create financing opportunities | |
| Description: Managing your address book, keeping it up-to-date and distributing it on all your devices, is a time consuming hassle. Especially the emergence of smartphones and social networks has caused contact data to become more and more dispersed. On top of that today's increased mobility results in more frequent changes in contact details. connex.io takes this ever increasing burden away from its clients by creating a unified personal address book that is automatically kept clean, complete and up-to-date. We automate personal address books by aggregating contact data from all a person's address books be it in phones, in email clients or in social networks. We then, based on this data, create a clean and complete personal address book. No duplicates; all the data in one place. But we go one step further. We then mirror this address book back to the connectes devices so it is available everywhere and by monitoring changes to a client's individual address books we are able to incorporate them as soon as possible and keep your unified address book up-to-date whenever and wherever you access it. | |



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| The venture leader (and his team) |
| Marcus earned a double Master's degree in Business from the University of St.Gallen and Nanyang Technological University in Singapore. But instead of going into Strategy Consulting or Investment Banking Marcus decided to pursue his own business with connex.io. Although he started his first entrepreneurial endeavours early on it needed an internship with a large business consultancy in 2008 for him to realize that working in a large corporation is not his thing. When he discovered the problems many people had with their address book and had the idea for the solution behind connex.io he decided that this was the idea to pursue and started to do so before graduating in collaboration with Ata. |
| The work on connex.io has been the most challenging and most enriching thing Marcus has done so far. The ups and downs of life as an entrepreneur, the challenge to deal with very constrained resources and the possibility to create a product that will help many people to solve a real problem. |
| Through his studies and work Marcus is able to bridge the gap between business and technology and that is what he does at connex.io As a member of the Sandbox Network Marcus is well connected to entrepreneurs around the world with whom he exchanges experiences and ideas on a regular basis. |
| Ata is responsible for the technology behind connex.io. He won a gold medal at the Olympiad in Informatics and has been working on connex.io fulltime since the beginning of 2010. |