

Entrepreneurial ID «venture leaders» 2010



Name: Dr. Alexander Ilic

Contact: alexander.ilic@dacuda.com, +41 632 38 07

Project/ Company name: Dacuda AG

Short description: Dacuda develops and markets proprietary, patent pending technology for enabling fast and intuitive document scanning with hand-held devices.

Web site: <http://www.dacuda.com>

Industry: IT / software

The Start-up

Status : company created as spin-off from ETH Zurich in 2008

Company / team size: 15

Product / service: Technology platform for enabling a completely new way of scanning with handheld devices and an Application Programming Interface (API) to leverage its potential with smart content integration and personalization

Target customers: Dacuda licenses technology to leading HW (primarily mouse and scanner vendors) and SW vendors

Financing: Privately held and currently funded by four experienced business angels and one institutional investor (Schwyz Cantonal Bank Innovation Foundation)

Growth objectives: Dacuda's vision is that scanning becomes a standard feature of every computer mouse

US objectives: We aim to extend our network in the US. We're looking for strong partners, visionary customers, and motivated employees that help us transforming our vision into reality.

Problem / Market gap

Dacuda addresses the market gap of affordable, high-quality, personal scanners to link physical information with applications.

Solution

Dacuda's patent-pending technology enables fast and intuitive document scanning with hand-held devices. As a first target, Dacuda has successfully applied the technology to computer mice. This enables the world's first mouse-scanner. A picture of a prototype can be seen on the right as well as its primary USPs.



Unique Selling Proposition

- Works as high quality scanner and as normal computer mouse
- Easy to use (intuitive, click&wipe scan, real time feedback)
- Always-at-hand (personal and portable scanner)
- Fast (scans A4 within seconds)
- Multifunctional scan device

Target end customers

Dacuda aims to address private and enterprise customers from the personal scanner market and the mouse market. Initially Dacuda targets customers in the personal scanner market and the high-end mouse market. The mid-term goal is to penetrate the huge mouse market (currently > 280 Mio units / year) to make Dacuda's technology a standard in all medium to high-end computer mice.

Technology

Dacuda's technology bases on real-time video-stream stitching, live visualization, and workflow integration. The speed and robustness of Dacuda's algorithms enable an intuitive and unprecedented user experience. To protect its IP assets, Dacuda has filed several patents in the category software, hardware/software interface, and hardware with support of the IP specialist Wolf, Greenfield & Sacks, P.C. based in Boston, MA. Dacuda has a strong research focus and works continuously on new innovations and approaches for applying its technology to additional mass markets.

The venture leader

Dr. Alexander Ilic is founder, CTO, and Chairman of the Board. Alex is Dacuda's visionary and driving force.

Alex has an interdisciplinary background. He holds a PhD in Management, Technology, and Economics from ETH Zurich and a MSc in Computer Science from TU Munich. He also studied at Massachusetts Institute of Technology where he was co-organizer of the first MIT Sustainability Summit (2009) and took part in the MIT Sloan e-Lab program. Alex received several grants including a scholarship from the Swiss National Science Foundation in 2009. Alex has two years of industry experience as head of a business unit and five years as software engineer. He also worked as independent consultant for companies in the SAP domain to optimize their internationalization and growth strategies.