

# Europe's top 25 cloud start-ups battle it out in VC beauty contest

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Twenty five of Europe's most innovative cloud computing companies will be pitching to an audience of elite venture capital firms and tech industry executives for the next two days at the [European Tech Tour Association \(ETT\) Cloud and ICT 2.0](#) in Lausanne, Switzerland.

The Summit aims to be a catalyst for the cloud computing industry in Europe, and aims to assist high-growth start-ups to expand globally by introducing them to potential investors and partners.

The 25 companies presenting were whittled down from an initial list of 234 rapidly growing cloud computing companies across Europe.

The ETT Selection Committee pared the long list down to 85 from 16 countries and reviewed these organisations' business plans.

From this the Selection Committee invited the CEOs of what it believes to be the 25 most promising and innovative companies present their vision of the industry and business strategies for growth to an international audience of influential global investors, technology industry leaders, and IT service providers at the summit.

Of the companies selected, 20 are seeking financing and/or international partnerships to fuel expansion and growth, while the other five are in a seed or start-up phase.

Of the final 25 companies six are from UK & Ireland, five from Benelux, five from Central Europe (Germany-Austria-Switzerland), three from Spain, three from France, two from Scandinavia and one from Russia.

The list is divided between Software-as-a-Service companies - offering new business applications made possible by Cloud Computing - and companies which provide disruptive technologies such as Infrastructure-as-a-Service and Platform-as-a-Service, which can help accelerate the move from traditional IT to Cloud Computing.

Announcing the shortlist, Pierre Liautaud, President of ETT Cloud & ICT 2.0 Summit 2010, said, "Over the past six months, much has happened to clear the way for broad adoption of Cloud Computing by businesses of all sizes and all industries, not only in the US but also in Europe and worldwide.

"Major players are investing billions of dollars in underlying infrastructure and platform services, thus creating new ways for innovators and entrepreneurs to dream up viable business models. This summit is a unique means of nurturing Europe's cloud community by helping start-ups, regardless of what development phase they are in."

## Europe's top 25 presenting Cloud start-ups:

A-Server ([www.asever.com](http://www.asever.com)) : Belgium

Aepona ([www.aepona.com](http://www.aepona.com)) : United Kingdom

Amalto Technologies ([www.amalto.com](http://www.amalto.com)) : France

Amplidata ([www.amplidata.com](http://www.amplidata.com)) : Belgium

Brightpearl ([www.brightpearl.com](http://www.brightpearl.com)) : United Kingdom

Cloudmore AB ([www.cloudmore.com](http://www.cloudmore.com)) : Sweden

CloudSigma ([www.cloudsigma.com](http://www.cloudsigma.com)) : Switzerland

Cohesive Flexible Technologies Corporation ([www.CohesiveFT.com](http://www.CohesiveFT.com)) : UK

hetras GmbH ([www.hetras.com](http://www.hetras.com)) : Austria

IIKO ([www.iiko.ru](http://www.iiko.ru)) : Russia

Kinamik Data Integrity ([www.kinamik.com](http://www.kinamik.com)) : Spain

Kwaga ([www.kwaga.com](http://www.kwaga.com)) : France

MaatG ([www.maatg.com](http://www.maatg.com)) : Spain

Nubera / GetApp.com ([www.getapp.com](http://www.getapp.com)) : Spain

Racktivity ([www.racktivity.com](http://www.racktivity.com)): Belgium

RunMyProcess ([www.runmyprocess.com](http://www.runmyprocess.com)): France

Sandbourne Systems Ltd (eSellerpro) ([www.esellerpro.com](http://www.esellerpro.com)) : United Kingdom

SolveDirect Service Management GmbH ([www.solveirect.com](http://www.solveirect.com)) : Austria