



EUROPEAN TECH TOUR NAMES MOST PROMISING EUROPEAN WEB & MOBILITY START-UPS

*Selected Companies for the 2009 Web & Mobility Summit Announced;
25 Companies Stand to Benefit from Investment Funding*

Montreux, November 18th, 2009 — European Tech Tour has today named Europe's most promising web & mobility start-ups, as the Web & Mobility Summit opens in Montreux, Switzerland. These 25 companies, selected from a pool of over 400, are being given the opportunity to present to an international delegation of hand-picked influential investors, technology industry leaders, service providers and academics.

The selected companies come from some of the strongholds of the European scene, such as mobile social networks, mobile publishing, ad-serving and gaming, as well as ecommerce, e-business, payment and billing. The selection was carried out by a first-class selection committee consisting of business angels, venture capitalists and industry specialists –

<http://www.techtour.com/webandmobility09/index.php>

The start-ups include:

[Aloqa](#) Germany

[Apprupt](#) Germany

[brands4friends](#) Germany

[Bouf](#) United Kingdom

[Cafe.com](#) France

[CAVI](#) Germany

[Experteer](#) Germany

[Global Game Center](#) Turkey

[kaufDA.de](#) Germany

[LUMA](#) Belgium

[madvertise](#) Germany

[MyHammer](#) Germany

[Path Intelligence](#) United Kingdom

[Plista](#) Germany

[Poken](#) Switzerland

[Procedural Inc.](#) Switzerland

[Qeep](#) Germany

[RealMatch](#) Israel

[Shuti](#) United Kingdom

[SponsorPay](#) Germany

[studentSN](#) Germany

[STYLIGHT.de](#) Germany

[TheBizmo](#) United Kingdom

[Videoplaza](#) Sweden

[Zilok](#) Belgium

Panel discussions during the event will address timely topics such as:

- “Where do the marketing dollars go?” Panel to include Paul Cornet, senior director corporate development from Yahoo
- “The Future of the VC industry.” Is the current VC model producing a gap between ideas and their implementation? How is Europe different from the USA?

Per Roman, Partner at GP Bullhound, will set the stage with a market overview: “VC funding through the crisis; a comparison between the US and Europe.”

The Start-Up Selection Process

Companies based or incubated in Europe and Israel are eligible to participate in the Summit. They submit a full company profile and their latest business plan as well as a draft presentation. Each submission is then reviewed by two members of the selection committee, comprised of 20 senior-level business leaders from various backgrounds including venture capital, technology, research and economic promotion.

The [ETT Web & Mobility Summit 2009](#) is presided over by the Summit President, [Robert Lang](#). The Vice Presidents of the Selection Committee will be [Pamir Gelenbe](#), [Stefan Tirtey](#) and [Olivier Schuepbach](#). Biographies are attached.

About ETT

European Tech Tour (ETT) <http://www.techtour.com/index.html>, the Summit organiser, is an independent, not-for-profit organisation which recognises that continued prosperity in Europe lies in its ability to transform today's innovative projects into tomorrow's global technology leaders. Its goal is to promote European entrepreneurship and provide a platform for entrepreneurs and investors to meet, ideally leading to funding or facilitation of high technology companies looking to expand internationally.

The Association organizes four country specific tours per year to identify the best emerging companies in a geographical region, as well as two vertical industry events to capture the most innovative European companies in a specific industry segment, such as Semiconductor, Cleantech, Medtech and Web & Mobility.

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