

## DELIVERING ON BIG DATA

How can the worlds of logistics and IT, and even finance, cooperate to be cleverer and create new opportunities in Luxembourg?

### Full report:

[delano.lu/BigData2015](http://delano.lu/BigData2015)



### SMART INFO

**A.** Étienne Schneider, Luxembourg's deputy prime minister, speaking at the "big data" conference organised by KPMG, the Luxembourg-Poland Business Club and Poland's embassy to the Grand Duchy

**B.** Polish ambassador Bartosz Jałowiecki, Agnieszka Zajac and LPBC president Artur Sosna

**C.** Maciej Jaroszek-Rozycki and Rafal Markiewicz

**D.** Pascal Denis (speaking)

Justicia Thoms

CATCHING UP WITH...

## STOJAN RUDAN

The CEO and co-founder of Wondermags is planning on making the company a worldwide success.



Things are off to a good start for Stojan Rudan. Wondermags recently won €50,000 and a six month package of Nyuko Luxembourg services in the "Pitch Your Startup" competition—a dream result for any entrepreneur launching a startup business. But then Rudan is no ordinary entrepreneur and Wondermags is an inspired concept filling a gap in the ICT ecosystem. "It's the first free, e-magazine self-publishing platform that enables people to download their content onto beautifully designed templates." Once created, the magazine can be published on the Wondermags kiosk and downloaded for the iPad or read on the web.

So who conjured up this innovative concept? Rudan downloaded a copy of *Men's Health* for his iPad back in 2012 and felt cheated when he realised it was a simple PDF. After a brainstorming session with his colleague Dennis Hering, the Wondermags seeds were sown and fully backed by co-founder and then boss, Sascha Brandhorst. They've grown from three staff in 2013 to the present twelve and have just been chosen from more than 5,000 applicants to participate in the "Alpha programme" at the Web Summit in Dublin—one of the biggest startup fairs in the world. Winning Pitch Your Startup is clearly another momentous high in which Wondermags was deemed to have most successfully captured the "spirit of innovation, creativity and passion".

"I love that quote," he enthuses. So how are they going to spend the €50,000 prize money? "Party!" he exclaims. "Actually, we will have a party as it's important for the team and the team is always paramount. The rest will be spent on marketing and PR." And what of the future? "I see us launching in the US next year and making this a worldwide success. I believe we can prove that true innovation does not only come from Silicon Valley but can emerge from beautiful Luxembourg." The Pitch Your Startup competition was organised by the digital media firm Docler Holding and tech promotion agency Luxinnovation. Seventeen companies delivered a 3 minute 33 second pitch of their business concepts before a panel of Docler Holding experts at Utopolis. If you missed it, you'll have an opportunity to participate next year, so get creative!

[www.wondermags.com](http://www.wondermags.com)

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