

Spotfire: Managing a Multinational Start-up

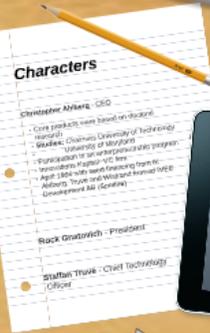
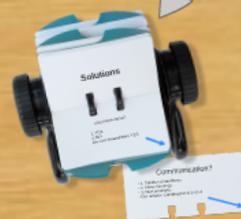


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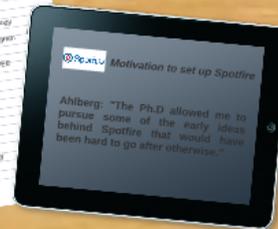
Solutions



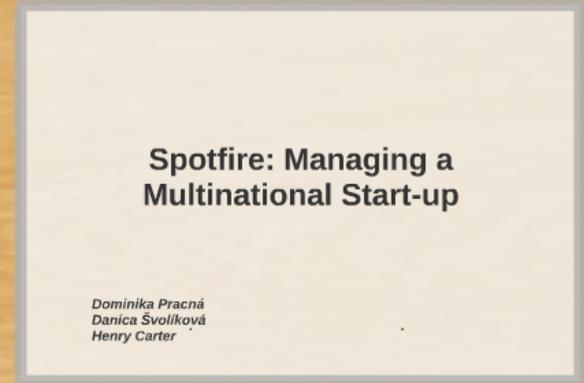
Problems



Characters



Spotfire



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*Dominika Pracná
Danica Švolíková
Henry Carter*

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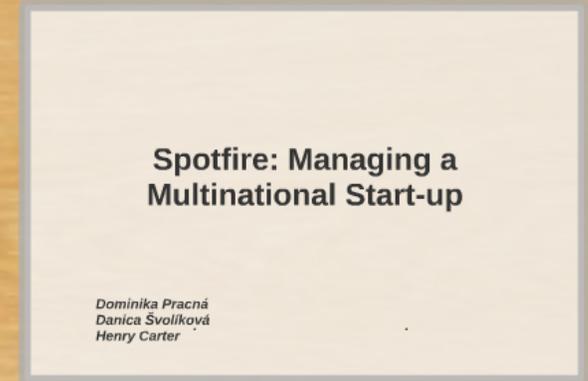
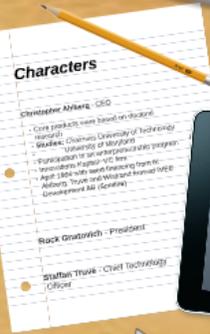
Solutions



Problems



Characters



Characters

Spotfire

Characters

Christopher Ahlberg - CEO

- Core products were based on doctoral research
- **Studies:** Chalmers University of Technology
- University of Maryland
- Participation in an entrepreneurship program
- Innovations Kapital- VC firm
- April 1996 with seed financing from IK Ahlberg, Truvé and Wistrand from IVEE Development AB (Spotfire)

Rock Gnatovich - President

Staffan Truvé - Chief Technology Officer



Motivat

Ahlberg: "The Ph
pursue some of
behind Spotfire t
been hard to go afte