

# Playing With Fire at Sittercity (B)



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# **Spotfire: Managing a Multinational Start-up**

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# 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)

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**Rock Gnatovich** - President

**Staffan Truvé** - Chief Technology Officer



Motivat

Ahlberg: "The Ph  
pursue some of  
behind Spotfire t  
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## *Motivation to set up Spotfire*

Ahlberg: "The Ph.D allowed me to pursue some of the early ideas behind Spotfire that would have been hard to go after otherwise."

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# Solutions

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Stay international?

1. YES
2. NO

Our recommendation: YES

Communication problem: Should they keep developing in Sweden?

- **Sweden - development team**
- Not enough experienced programmers
- Summer holidays
- Cheaper workforce
- **USA - marketing team**



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# Competition

- Netgenics and Oxford molecular
- CEO: "So far we have not walked into the situation where there is money budgeted for data visualization."

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# Looking to the future

- New product? ( Plug- in for biology databases)
- Continue to develop existing product line?
- Hiring new key staff? (i.e CFO)



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