

Entrepreneurial ID «venture leaders» 2009



Gilles Florey

CEO, KeyLemon S.A. www.keylemon.com

gilles@keylemon.com, +41 79 351 1867



KeyLemon is a software company which offers simple, fast and convenient computer access solutions, based on face and speech recognition, for all internet users.

Industry: IT / Web

The venture leader

As the CEO and co-founder of KeyLemon S.A. I am motivated by a strong entrepreneur spirit. My drive to be an entrepreneur is to perform what I really want to achieve. My motivations are to be creative, innovate and to provide new solution to the world.

I hold a Bachelor in Business and Administration (HES-SO, 2008) and over the last years I have worked at a Swiss Bank, Banque Cantonale Vaudoise, where I provided financial solutions to small and new companies. Over the course of those three years, I greatly improved my knowledge of financing in Startups. Additionally, I have worked at Renotec, a construction company, as a Business Development. My duties were to suggest and implement new business process solution and to sing new business contracts.

Since January 2008, I participated in the creation and in the development of KeyLemon's products, and I'm in charge of all the commercial aspect. My functions are not limited to the commercial part, but also to the development of the strategy of the company, to the communication, to the search of financing and to the daily management of the company.

The Company / project

Nowadays, we are continuously interacting with computers and Internet. We have to create numerous personal accounts to access computers and web services, like social networks, blogs and forums, email accounts or online gaming. Besides the pain of forgetting passwords, and then having to press the "send me a new password" button, entering passwords many times is a tedious and time-wasting process. Moreover, what happen if you forget to lock your computer before leaving for a coffee? Password protection is a one-time security procedure. After the login step, nothing ensures that the right person is still behind the computer, accessing the right data or services.

To solve these problems, KeyLemon offers personal biometric authentication solutions based on face and speech recognition. From March 2009, two products are proposed on our website: LemonScreen and LemonLogin. The first product automatically locks your computer when you move away from it and unlock it, in less time than it would take to enter your password, when you come back in front of the camera. The second product is an authentication solution for multi-users Windows account login. Both products are based on face recognition.

A prototype of LemonScreen is freely available on KeyLemon's website and has been downloaded more than 400'000 times in 2008. With appropriate marketing, we expect to increase this value to 2 million trial downloads by the end of 2009, and convert about 1% into purchases. For the next year, we expect 5 million trial downloads and convert 2% into purchase.

KeyLemon S.A. was incorporated in May 2008 and we are now a Team of 3 person. KeyLemon is looking for webcam and laptop manufacturers, for technology integration and as distribution partners. We are also looking for a strategic investor willing to participate in a second round of financing.