



THE HELLENIC INITIATIVE

VENTURE FAIR

Empowering The Future Of Greece



PROGRAM AND BIOS

Executive Committee

President Bill Clinton (Honorary Chairman)

Andrew N. Liveris (Chairman)

Dean Dakolias

George A. David

Muhtar Kent

Nicholas Lazares

George M. Logothetis

Dennis Mehiel

Alexander Navab

John Pappajohn

George Sakellaris

George P. Stamas

Harry Wilson

Fr. Alexander Karloutsos (Honorary Advisor)

Board Members

Maria Allwin

Douglas Band

Drake Behrakis

John P. Calamos, Sr.

Aris Candris

John A. Catsimatidis

James Chanos

Achilles V. Constantakopoulos

Jeremy Downward

William P. Doucas

John D. Georges

Arianna Huffington

Constantine Karides

Declan Kelly

Savas Konstantinides

John S. Koudounis

Amb. Eleni Kounalakis

Ted Leonsis

Alexander Macridis

George Marcus

Panos Marinopoulos

Corinne Mentzelopoulos

C. Dean Metropoulos

Nick Mitaros

Nikos Mouyiaris

Nicholas G. Pappas

Michael Psaros

Nikos Stathopoulos

George Svokos

Olga J. Tsunis



THE
HELLENIC
INITIATIVE

www.TheHellenicInitiative.org

Who we are

THI is a global, nonprofit, secular institution whose vision is to mobilize the Greek Diaspora and Philhellenes around the globe to invest in the future of Greece. We are proud of our Hellenic roots and heritage and want to build a worldwide community of friends and partners who share our passion for Greece.

What we believe

First and last, we are committed to Greece, and we are dedicating our time, resources and networks to secure a brighter future for the birthplace of Western Civilization. We believe in the Hellenic spirit and its ability to overcome every obstacle and adversity. As the heirs of Thermopylae and Marathon, Salamis and Messolonghi, we know that we can shape our own destiny. If we do it together.

What we do

We are focused on three areas critical to recovery, renewal and long-term growth. Our programs are focused on crisis relief, entrepreneurship and economic development:

We are focused on impact and outcomes, whether it's a grant to a nonprofit organization, mentorship for an emerging entrepreneur, or promoting investment in a small business.

- 1 Promoting entrepreneurship as a strategy for job creation and as a force for social change
- 2 Catalyzing economic development to stimulate near-term job creation and build the human capital necessary to sustain growth
- 3 Supporting crisis relief efforts of a small group of highly effective nonprofit partners to expand proven solutions to the crisis

And we know that across our global community, we have what it takes to create a 21st century powerhouse, both in Greece and across the diaspora.

VENTURE FAIR

Empowering The Future Of Greece



ATHENS HILTON HOTEL - JUNE 24, 2015

- 1:00 – 2:00 **NETWORKING AND DEMO TABLES**
- 2:00 – 2:30 **PLENARY AND KEYNOTE**
Introduction Mark Arey
Opening Remarks Achilles Constantakopoulos
Keynote George Stamas
Presenter Michael Printzos
- 2:30 – 3:20 **1ST ROUND OF PRESENTATIONS**
Companies 1-10
- 3:20 – 3:45 **JUDGE EVALUATION**
Moderator Kurt Heiar
Panelists Cleo Lymberis, Jeremy Downward,
Nick Alexos, Elias Retsinas
- 3:45 – 4:10 **BREAK**
- 4:10 – 4:55 **2ND ROUND OF PRESENTATIONS**
Companies 11-19
- 4:55 – 5:20 **JUDGE EVALUATION**
Moderator Kurt Heiar
Panelists Evi Andrianou, William P. Doucas, Costas Karagiannis,
Nicholas Papapolitis, Nikos Stathopoulos
- 5:20 – 5:30 **CLOSING REMARKS**
Ambassador Eleni Kounalakis
- 5:30 – 7:00 **COCKTAIL RECEPTION**

Many thanks to our sponsors



PAPAPOLITIS / PAPAPOLITIS

ESTD 1898





BIOGRAPHIES





Achilles V. Constantakopoulos

CHAIRMAN & CEO

TEMES S.A.



Mr. Achilles Constantakopoulos has graduated from Ecole Hôtelière de Lausanne. Since 1997 he has been leading TEMES S.A. (developers of Costa Navarino), in which he currently holds the position of Chairman & CEO. He is

Chairman and Managing Director of COSTATERRA S.A. (investments and real estate development). and KYNIGOS S.A. (development and operation of solar energy parks). He is a director of numerous companies including AEGEAN AIRLINES

S.A. and LAMDA Developments s.a. Mr. Constantakopoulos is President of the Captain Vassilis Foundation and a member of the board of The Hellenic Initiative, a non-profit organization.

George Stamas

SENIOR PARTNER

Kirkland & Ellis LLP



George Stamas is one of the senior partners in the Kirkland and Ellis Corporate Practice Group, advising leading U.S. and international public and private corporations in planning and structuring complex business transactions and board of directors on corporate governance matters.

George was the former Vice Chairman of the Board of Deutsche Banc Alex Brown, Inc., a founding board member of FTI Consulting (NYSE), a venture partner of New Enterprise Associates, an international venture capital firm with \$10 billion under management, and is an Executive Board member

of MidOcean Partners, a middle market New York based private equity firm with \$3.5 billion under management. George also is a partner of Monumental Partners, which controls the Washington Capitals and Washington Wizards and is a partner of the Baltimore Orioles.



Ambassador Eleni Kounalakis

FORMER US AMBASSADOR TO HUNGARY



Ambassador Eleni Kounalakis is a Northern California business woman and philanthropist. From 2010 until 2013, she served as the United States Ambassador to Hungary, appointed by President Barack Obama. During her service, Ambassador Kounalakis received two Meritorious Honor

awards from the US Department of State. Currently, Ambassador Kounalakis is a Senior Advisor at Albright Stonebridge Group, and serves as chair of the California Advisory Council for International Trade and Investment. She also serves as a member of the board of the UC Berkeley Haas School

of Business, where she received her MBA in 1992, and holds an Honorary Doctorate of Laws from the American College of Greece. Ambassador Kounalakis lives with her husband and two children in San Francisco, and recently published a memoir of her tour of duty in Budapest.

Kurt Heiar

PROFESSOR

University of Iowa



Kurt Heiar is an accomplished corporate executive, serial entrepreneur, and university instructor. Kurt has been the President & CEO of multiple early stage companies for John Pappajohn, and served as Vice President, Marketing, at Baxter Healthcare.

On the corporate side, Kurt's

multi-divisional responsibilities included leading the Marketing, Strategic Planning, Customer Programs, Trade Show & Exhibition, and Product Management for Baxter's biosciences group.

At the University of Iowa, Kurt utilizes his Stanford Business Model Canvas training serving as

both a faculty member, and as Lead Instructor for the University Venture Schools statewide. Kurt spent last summer in Greece where he led a business project for The Hellenic Initiative, and is leading this entrepreneurial training in Greece again in 2015.



Nick Alexos

MANAGING DIRECTOR

MDP Health Care



Nick Alexos is a Managing Director on the MDP Health Care team. Prior to co-founding MDP, Mr. Alexos was with First Chicago Venture Capital for four years. Previously, he was with The First National Bank of Chicago. Mr. Alexos currently serves on the

Boards of Directors of Option Care, Sage Products, and VWR International, Inc. He is also involved with the Boys and Girls Clubs of Chicago and METROSquash as a Trustee, the Children’s Inner City Educational Fund, and the University of Chicago Booth School

Business Council.

Nick and his wife Marcie have three children and live in Lake Forest, IL.

Education: C.P.A., B.B.A., Loyola University; M.B.A., The University of Chicago Booth School of Business

Evi Andrianou

PARTNER

ReaCapital Advisors



Evi Andrianou has 18 years of experience in the investment banking and financial advisory space. During her career she led the Investment Banking division of Telesis Finance and Eurobank EFG Telesis Finance and started,

developed and successfully sold a financial advisory and consulting boutique firm based in Athens.

Evi currently sits on the Investment Committee and the BoD of “SouthBridge Europe Mezzanine SICAR”, an investment fund target-

ing growth SMEs in Greece and the region.

Evi holds an MBA in Finance with Honours from J.L. Kellogg Graduate School of Management, (US) and a BA in Business Administration from Athens University of Economics.



William P. Doucas

CHAIRMAN



Elutions, Inc

Bill Doucas serves as Chairman of Elutions, Inc. and is responsible for the strategic execution of the company's long-term goals and objectives. Since 1995, Elutions, Inc. has been the premier global provider of Operational Business Intelligence Solutions designed to improve business practices surrounding energy efficiency, critical

asset performance, workflow productivity and advanced analytics. Elutions, Inc. is headquartered in Tampa, Florida with offices in Waukesha, WI, London, and Lyon. As a trusted advisor and technology partner to their corporate clients, the firm creates shareholder value through centralization of critical business intelligence, optimization

of energy usage, and improvement of business processes.

Mr. Doucas holds a BS in Finance from Georgetown University. He has three children, Paul, William II, and Gabriella, and lives in Sarasota, Florida with his wife Elizabeth.

Jeremy Downward

CHIEF INVESTMENT OFFICER



Alpheus Advisors

In 2001 Jeremy set up a Single Family Office which invests across the asset class spectrum in most developed and emerging markets.

Previously Jeremy was a founding partner of Greece's first investment bank, Alpha Finance from 1989 to 2001.

Prior to Alpha Finance he worked at Continental Illinois Bank in New York, Piraeus and Athens.



Costas Karagiannis

OPERATING PARTNER

Apollo Management International LLP



Mr. Karagiannis joined Apollo as an Operating Partner in 2013, covering private equity, credit and real estate investments. He has 23 years of professional experience in finance with a focus

on investment management and transaction execution, including 16 years in a principal investment capacity. Mr. Karagiannis has previously served as Chairman of the Hellenic Association of Investment

Management Companies, and as Executive Director on the Board of the Hellenic – Securities Investor Protection Fund (SIPF). Mr. Karagiannis received his MBA from The George Washington University.

Cleo Lymberis

SENIOR CORPORATE BANKING MANAGER

HSBC Bank



Cleo started her finance career in investment banking, working within the Industrials Group at Deutsche Bank Alex Brown (ex-Bankers Trust) in New York. Upon moving to Athens in 2001, she joined Citigroup-Athens covering corporate clients in all areas of corporate finance, including

international loan syndications and debt capital markets.

Cleo joined HSBC in June 2010 and currently has dual coverage responsibility for Corporate and Multinational relationships within Commercial Banking.

Cleo has two degrees from Columbia University, BSc in

Mechanical Engineering and MSc in Financial Engineering, with engineering work experience in the US at top firms before moving her career to finance.

She is a mentor to 3 start-up Greek ventures through VentureGarden, an initiative supported by The Hellenic Initiative.



Nicholas Papapolitis

PARTNER

Papapolitis/Papapolitis



A Skadden Arps (New York) alumnus, Nicholas is a recognized expert in international transactions and counts some of the world's largest credit institutions, funds, investors, financial advisors and corporations among his clients. He has a track record of advising clients on major, large scale international

finance, capital markets, corporate and privatisation transactions.

Nicholas' extensive familiarity with international deals, together with an in-depth knowledge of the local framework, places him in an ideal position to facilitate both inward and outward investment based transactions.

Nicholas has held non-executive board member positions in the Intralot Group and NBG Pangaea REIC.

Nicholas' work has been recognized by numerous international legal directories and journals where he has received numerous awards and recognitions.

Elias Retsinas

PARTNER

Fasken Martineau DuMoulin



Elias Retsinas specializes in property and financial services law at Fasken Martineau's Montreal office where he was admitted as partner in 2011. His practice is focused on the financing, acquisition, development and leasing of real estate assets such as office and residential complexes, shopping

centres, resorts, wilderness estates and hotel properties.

Elias regularly acts on behalf of various national and foreign investment funds, family offices, banks, property owners, real estate developers and hotel banners and has extensive knowledge and understanding of the technical and

business aspects surrounding the real estate and financial services industry.

Elias Retsinas was born and raised in Montreal, Canada, and is a graduate of the Faculty of Law of McGill University where he obtained bachelor's degrees in civil and common law.



Nikos Stathopoulos

MANAGING PARTNER

BC Partners



Nikos joined BC Partners, one of the leading international Private Equity firms, in London in 2005 and has 18 years experience in private equity having led a variety of investments globally. He has been an active investor in the media, telecoms, consumer and retail industries. Prior to joining

BC Partners, Nikos was a Partner at Apax Partners in London where he spent seven years working on large buy-out transactions in Europe. Nikos is also Chairman of the BC Partners Foundation, member of the Harvard Business School European Advisory Board, the Advisory Board of the AUEB, the

Board of Trustees of the Impetus-Private Equity Foundation, the Board of The Hellenic Initiative, and a Fellow of the Royal Society of Arts. Nikos holds an MBA from Harvard Business School and a degree in Business Administration from Athens University of Economics & Business.






PARTICIPATING COMPANIES

1

Elizabeth Daravelis & Co Beautylab

PRESENTER: IOANNIS PAPOUTSAS

 beautylab.gr

 papoutsas@beautylab.gr

Beautylab will capitalize on the new EU Cosmetic Regulation 1223/09. This law has obliged cosmetic manufacturers to prove their cosmetic claims. No claim can be made on cosmetic packaging or advertisement unless it is proven through a certified laboratory which

performs the tests on a panel of volunteers who can verify the claimed action through its use and with the aid of instrumental analysis on specific skin parameters. This service, so far is outsourced from laboratories abroad (e.g., Italy, Portugal, UK, and Germany). Beautylab



has the know how to coordinate and enroll the right experts (dermatologists, ophthalmologists, statisticians, biologists), equipment and volunteers in order to provide specialized advice and added value to the Cosmetic Industry in Greece and abroad.



2

Velo Lab O.E

PRESENTER: STATHIS STASINOPOULOS

🖥️ folding-project.com

✉️ sstasino@folding-project.com

Velo Lab designs and manufactures bicycles. Since 2012, and after extensive R&D, Velo Lab has developed a uniquely designed urban folding bicycle, under the brand name Folding Project (FP).

FP's innovation combines racing bicycle geometry, comfort riding position, urban bicycle agility and at the same time offers the ability to

fold into 3", in a practical way where it can be easily rolled or stored. The electric version model weights less than 18 kg that makes it the lightest full size folding bike with single sided direct drive motor in the market.

In 2014 a new non folding model has been added - the NFP - keeping the radical design NFP offers a more aggressive riding feeling as a



FOLDING PROJECT

pure fitness urban bike. This frame can accommodate 26 " wheels due to the revolutionary design of the rear brake bridge.

The above characteristics together with the adjustable fork geometry, offer the capability to adjust caster angle and wheel.

3

JoinCargo

PRESENTER: ROXANE KOUTSOLOUKA

🖥️ joincargo.com

✉️ roxane@joincargo.com

JoinCargo is an online transport platform connecting businesses with cargo carriers. The transport platform is based on the same principle as airtickets.com which displays available seats on flights from a variety of airlines. The Small and Medium Enterprises (SMEs) enter a transport request for a certain route on the JoinCargo site and instantly all available transport options will pop up, prices and services can be compared and transport can be booked.

JoinCargo's platform allows

SMEs to instantly book an available truck through a one stop shop to outsource their transportation needs from a broad network and select the perfect match.

For carriers, JoinCargo's platform instantly presents their available truck space to a broad network and by closing deals they can optimize the use of their truck, which creates an efficient and productive transport flow.

The quick process saves time and helps both SMEs and carriers to make quick decisions. By out-

sourcing, companies can focus on their core activities. Since the platform helps to optimize truck space, transport costs for the company will be lower since the transport price is based on the cargo quantity instead of the complete transport ride.

This efficiency for carriers and SME which is reached by outsourcing and collaboration is a requirement for businesses in order to survive in the current economic position Europe is operating in.



4

Incredibblue SMPC

PRESENTER: ANTONIOS FIORAKIS



incredibblue.com

gatos@incredibblue.com

Incredibblue is an award winning, online platform for unforgettable boating holidays. Featuring more than 2,000 sailing boats, motor yachts, catamarans and gulleets in the Mediterranean and other popular destinations around the world, Incredibblue is constantly proving that vacationing on a boat is the ultimate holiday model, combining transportation, lodging and activities. Our mission is to establish boating as the top holiday choice for all travelers. To achieve this we have built an online marketplace based on high standard unique ves-

sels, making it possible for travelers and boat owners to connect and book amazing boating experiences at affordable prices. With a highly dedicated team to support our customers' needs, they never have to worry about anything other than having fun!

The global maritime tourism industry is a cluttered marketplace with 1000s of local players that compete on a low quality online presence. By simplifying all processes and by "packaging" boating vacations we created a unique offering for all stakeholders of the

maritime industry that engages all lovers of the seas, experienced and aspiring ones.

Incredibblue standardizes an old-fashioned industry and creates a performance based marketplace by setting hotel industry standards. Users can now customize their holidays by browsing our website and making safe buying decisions, based on key factors such as: price, real photos, location, availability & user's reviews. Or they can choose one of the boating holiday packages that our travel experts carefully handpick.

5

Econais AE

PRESENTER: DIMITRIS LEONARDOS



econais.com

dleonardos@econais.com

Econais designs and manufactures easy to use Wi-Fi module solutions that provide connectivity to network agnostic electronic devices. With over 15 years of experience in providing electronic devices (mainly laptops and mobile phones in the early years) with connectivity and more than 5 years operating in the Internet of Things (IoT), a strong pipeline of design-ins and wins,

established international sales channel, and customers located all over the world, we believe we are in the position to correctly identify the missing pieces and links that prevent IoT from taking off.

Econais makes it as easy to create a new device as it is to make a new mobile phone App. We help users improve devices with fixes and new code with the ability to

work with devices both nearby and remote.

Devices evolve at the speed of software and leverage resources from any/all other connected resources. We enable the developer's community to engage with IoT device application development, in a similar way with mobile applications market.



6

Bunkering at Sea (BAS) Ltd

PRESENTER: DIMITRIOS SPYROPOULOS

🖥️ bunkeringatsea.com

✉️ info@bunkeringatsea.com

Bunkering at Sea (BAS) has created a platform that protects the interests of all stakeholders and enables the integration of a fast, transparent, effective and low-risk bunker order of any type, in any port in the world throughout the course of the day with optimum prices.

To replenish a vessel, registered users log in the platform, complete the appropriate "Bunker request form" and set up electronic auctions of their preference

while registered Physical Bunker Suppliers - Brokers or Traders - provide the most competitive offers. All proposals are compared by the auction initiator against the placed quotation and necessary information for the completion of the agreement is presented for further analysis.

Thereafter, the vessel operator selects or rejects the bunker order based on the supplier's offer. If accepted, the "Bunker Supplier" finalizes the order and inserts the



BUNKERING AT SEA LTD

"Bunker Delivery Instructions" to the final bunker delivery form and involved parties are electronically informed.

Upon Bunkering completion the Captain fills in a pre-set time sheet, evaluates the "Bunkering" and connected operators and the console are informed while the respective invoice, relevant to console's fee, is issued and the case is finalized.

7

iKnowHow SA

PRESENTER: GREGORY KOTSIKARIS

🖥️ iknowhow.com

✉️ kkoutsopoulos@iknowhow.com

iKnowHow SA is a high-tech company, focusing on the design and development of products and services in the field of Enterprise Cloud SW Applications. Our mission is to provide innovative solutions that fully satisfy our clients' needs by effectively exploiting the latest, state-of-the-art Information and Communication technologies (Cloud) while ensuring superior customer satisfaction through highly motivated and committed employees.

- A workforce of 57 highly

academic skilled PhD/MSc Engineers & PMs

- More than 70 successfully delivered projects
- More than 35 R&D initiatives and leads
- 8,5 ME turnover last 3yrs, near 10ME contracted pipeline
- Raised Capital 0,65ME by Founders
- 600% sales increase in 6 years

We are expanding the evorad RIS-PACS suite and the further de-

velopment of a new collaborative service Aurora (MiW Award Winner) where medical centers, general doctors, radiologists can exchange and share data, create communities based on certain disease, medical center, expertise etc.

Under development is i-pharma, a digital marketing platform which will support the pharmaceutical companies encapsulate and publish all digital marketing activities (e.g. Customer Engagement, Community Building, Content Marketing, ROI on digital).



8 Eventora Connect

PRESENTER: NICK TSAMIS

eventora.com

nick@eventora.com

Eventora Connect enables consumers to control the personal data and metadata they share when they engage with companies and brands at events. At the same time, it enables companies to design and implement engagement scenarios with consumers and event visitors. Connect builds trust between companies and consumers.

Connect platform

Companies and brands use our platform to create engagement scenarios, choosing from various engagement templates (contests, questionnaires, premium content, offers, etc.). They upload relevant content (product images, photos, etc.), customize ques-

tionnaires, and specify optional or required user information. They have the option to choose their target groups based on criteria like demographics, user preferences and indoors location.

Connect platform also provides:

- tools and mechanisms for capturing registration and engagement data
- capabilities for extraction of knowledge and generation of data insights
- permission-based system for data sharing amongst event organizers, exhibitors, brands, visitors and attendees, with granular opt-in permission controls



eventora
connect

- communication and messaging hub amongst all parties
- historic information and statistics for connections and networking in events

Engagement is initiated either by the brand or the visitor. Engagement occurs when a visitor is nearby and a user's profile matches certain criteria, an engagement notification or page appears on the user's smartphone (at lock screen or in app). The proximity is measured by digital beacons (small tiles placed at exhibitors' booth or software-based beacons in exhibitor smartphone) which drives engagement to nearby visitors that match the target profile.

9 e-satisfaction

PRESENTER: EVANGELOS KOTSONIS

e-satisfaction.com

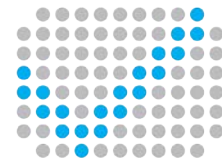
ekotsonis@e-satisfaction.com

E-satisfaction has been created to bridge the gap between the online business and the online consumer. Starting from e-commerce, the e-satisfaction platform has been designed and developed to reconnect users and businesses in the online world. To achieve this in the e-commerce space, e-satisfaction analyzed the journey of an online consumer and decomposed it to the three main stages: when a user is browsing an e-shop, when the user finalizes the checkout pro-

cess, the stages that the products are delivered at the user's door. Through each stage, the consumer thinks in a different context, for example, before the consumer buys they do not think and feel the same as when the products are delivered. E-satisfaction decomposes these stages and collects the emotions and the feedback of the online consumer, through a set of "emotion collection mechanisms."

Through its continuously growing toolbox of its "emotion collec-

tion mechanisms", e-satisfaction is a powerful Customer Experience Management platform that allows e-shop owners collect customer feedback, across their consumer journey. Finally, e-satisfaction provides a one-click-away benchmarking mechanism that allows an e-shop not only to measure customer satisfaction, but to evaluate and compare their position within the e-commerce ecosystem in terms of weaknesses to address and strengths to promote.



e-satisfaction



10

WYZZE S.P.E.

PRESENTER: CHRIS KALIPTSIDIS

wyzze.gr | miipharos.com ✉ ck@miipharos.com

WYZZE is a technology company that takes advantage of Apples iBeacon technology and provides a turnkey solution to Digital Marketing and Developers community, under the brand of MiiPharos.

iBeacon technology extends location services and creates a new era in proximity and digital marketing. WYZZE manufactures iBeacon BLE devices and offers an advanced web platform for content management (CMS) as well as applications for iOS & Android operating systems.

Our mission is to provide affordable and high-tech proximity

marketing services to digital marketing agencies & companies and at the same time empower their digital marketing campaigns by transmitting personalized, location based content to users' smartphones.

The entire platform of MiiPharos is based on three strands: a) hardware (beacon devices), b) mobile application c) web interface - analytics - cloud services.

Each beacon device has a diameter size of 2 € coin and is supplied with 2-year battery. The range is up to 90m and soon we add two new models 1) a model with a range of up to 200m 2) tiny 3mm thick



miipharos.com™

model and size of a postage stamp that emits when move - a store can record customers who edited a sample or opened the doors of a refrigerator.

Broadcasted content is configurable in real time and without physical contact via a b) web interface from desktop or tablet. We establish a personalized context of communication based on the demographic characteristics or personal interests of the user. With Analytics, we provide basic reports of users' interaction and demographic characteristics or we provide advanced analytics with visualization on interactive maps.

11

Goodvidio

PRESENTER: DIMITRIOS KOURTESIS

goodvid.io ✉ dkourtesis@goodvid.io

Goodvidio offers retailers a simple and powerful Software as a Service (SaaS) solution to leverage the best social video content inside their product pages and optimize customer experience. Goodvidio's content automation platform simplifies the task of social video content discovery, embedding, A/B testing and optimization, so that online retailers can save valuable time and simply enjoy the benefits.

Results from measurements and A/B testing experiments carried out on existing Goodvidio customer installations over the past three months show dramatic improvements in key performance

indicators associated with visitor engagement and conversion rates. Adding Goodvidio galleries to the product pages of customers' e-commerce sites has led to the following improvements (average figures across all customers):

- +50% increase on time spent on page, when comparing visitors whose sessions included watching at least one product video, versus visitors whose shopping journey didn't include video
- +127% increase on pages per session, as per the segment above



- +340% increase on session duration, as per the segment above
- +37% increase in add-to-cart conversions, when comparing visitors who were presented with a video gallery versus visitors to which a video was not presented
- +259% increase in add-to-cart conversions, when comparing visitors who watched a video about a product, versus visitors who didn't.

12 Yoleni's.com LTD

PRESENTER: NIKOLAOS PIPAS



🖥️ yolenis.com

✉️ dch@yolenis.com

www.yolenis.com is the only online Greek delicatessen which provides a fascinating “exploration” through a “tasteful environment”, and gives the opportunity to purchase fast, easily, and securely over 1,000 traditional Greek products crafted by more than 110 small Greek producers, who employ over 1000 employees, and thus foster the economical and social development of the Greek countryside.

The website is of core value to the overall project. www.yolenis.com is developed using the latest web and multimedia technologies, following thorough research on

the UX, while implement digital tools. Serving multiple purposes, it enables easy navigation, safe transactions and an introduction to Yoleni's mission statement and vision from the landing page all the way to the check-out.

Most of www.yolenis.com products are the basis of the internationally known and awarded Mediterranean Diet and are considered to be a key part of the Greek cultural heritage. We believe that extraversion in the Greek entrepreneurship is a must for further development, and combined with the strong need of the American

society to adopt healthier eating habits, makes it a unique opportunity for www.yolenis.com to enter the US market. For this reason we have entered into a strategic agreement to be the exclusive providers of traditional Greek products to the US PBS TV show “The Cooking Odyssey”, a show that is extremely popular in the US and enjoys particularly high ratings. The show presents exclusively Mediterranean Diet recipes that at the same time promote also Greece's breathtaking vistas.

13 Yodiwo

PRESENTER: ALEX MANIATOPOULOS



🖥️ yodiwo.com

✉️ md@yodiwo.com

Yodiwo's wi-Cloud is a cloud service platform for the Internet of Things which further abstracts the concepts of “Things” to include existing applications. By equally treating both devices and applications as Endpoints with functional inputs and outputs, wi-Cloud introduces a new methodology for enabling interconnections across diverse networks.

Through the wi-Cloud GUI, basic or advanced User Stories are entered by utilizing graphs that connect Endpoints through built-in Logic Objects. The GUI also allows the user to create custom Logic

Objects. Logic Objects can then be shared among users creating a dynamic community.

Users can also create custom Endpoints, e.g. for Things (Devices or Services) that are not available directly by Yodiwo, using an API provided by Yodiwo that allows them to integrate and interact with the core Yodiwo Cloud code. These new Endpoints can then also be shared with the community for use in new User Stories.

The wi-Cloud Compiler employs user graphs and creates instructions based on a set of user preferences for interconnecting

Devices and Applications.

For Endpoints that correspond to Devices residing within a LAN, such as the home network of the User, the wi-Cloud compiler creates “Rules” that can be executed by a complementary platform called mi-Cloud which typically also resides within the LAN.

Yodiwo mi-Cloud is a cross-platform software product that transforms a User Device attached to a Local Network into a gateway for other Devices collocated within the same LAN.



14

Salty Bag P.C

PRESENTER: STRATIS ANDREADIS

🖥️ saltybag.com

✉️ stratis@saltybag.com

Salty bag makes hand crafted travel goods by upcycling decommissioned sails into elegantly designed, reusable fashion accessories. Salty bag's hand crafted bags (high priced, increasingly above industry standard profit margin) carry on them, inside them, original stories of the sail that came to be a salty bag. A world championship won or lost or a starlit vacation in a quiet cove are examples of sails that are now salty bags and carry

these stories with them. Inspiring stories create a unique and original product, something quite rare and very valuable in the fashion industry today.

By making reusable fashion accessories from reused materials we gain two things. First, a long lasting relationship with our client. We can offer up to 40% discounts for a bag returned to us giving a big incentive to our customers to reuse and repurchase through us. This



also dramatically decreases our raw material costs and shields us from price fluctuations in raw materials. Second, we are a responsible business that answers the need of today's consumer for a hand crafted product produced away from the depravity of low wage countries (our bags are hand crafted on the island of Corfu) but also taking into account the environmental challenges that the world faces in the 21st century.

15

e-NIOS

PRESENTER: ARISTOTELIS CHATZIOANNOU

🖥️ e-nios.com

✉️ ivalavan@e-nios.com

e-NIOS is a spin-off company which emerged from the research activities of the Group of Bioinformatics and Metabolic Engineering of the National Hellenic Research Foundation (NHRF) in the areas of Bioinformatics and In Silico Systems Biology. e-NIOS' mission is to accelerate cutting edge research and innovative health services in the field of personalized (precision) medicine, through the development of software solutions.

e-NIOS solutions target the whole analysis of genomic data, encompassing the experimental de-

sign, whereas numerous protocols (i.e. Next Generation Sequencing, Microarrays, Proteomics, Metabolomics) are supported. The data process incorporates all stages starting from the digitized data as generated from the sequencer or the microarray chip, to the final biological interpretation, tackling effectively the observed complexity and ranking critical molecular actors. Identification of key events regarding the structure and/or function of molecular players (genes, proteins, mutations, etc.), as well as examination of their effect



in the tangible, broader molecular networks that dynamically participate in the manifestation of the cell's response, represent rational targets for diagnostic purposes, targeted therapeutic approaches (theranostics) and systemic interpretation of the molecular etiology of diseases. e-NIOS software solutions perform systemic interpretation of the analyzed data integrating rationally the individual players and their interactions, into the engaged cellular pathways, and molecular networks.

16

Terra Creta SA

PRESENTER: FOTIS SOUSALIS

🖥️ terracrete.gr

✉️ f.sousalis@terracrete.gr

Terra Creta has managed to place itself among the most premium olive oil producers in the world. Unlike most of the olive oil brands, Terra Creta is a vertical organized company that works with 800 farmers from the Kolymvari region. It possesses one of the most advanced olive mills in the Mediterranean region and a high

capacity bottling factory (3 production lines). With strict control on the quality of the product and a professional approach towards the international markets it has created a strong brand name in the olive oil sector in many markets.

Consumer awareness on quality attributes of olive oil is growing so producers which have authentic,

award winning olive oil enjoy a growing demand.

Terra Creta's operation system is organized in a way that produces large volumes of olive oil retaining its high quality level (awarded in 11 international competitions). This system results in a great value for money ratio which is appreciated by retailers and consumers.



17

Owiwi

PRESENTER: ATHINA POLINA DOVA

🖥️ owiwi.gr

✉️ iliasvarth@gmail.com

Owiwi has developed an interactive assessment tool, utilized by hiring managers during the recruitment and selection process. The tool is in the form of an interactive visual novel in which psychological inferences about character and decision making skills are made, based upon the applicant's prog-

ress through the game.

Specifically, Owiwi measures the so-called soft skills which many employers emphasize over hard/technical skills. Owiwi helps hiring managers by providing a deeper understanding of candidates; information which has previously been impossible to attain. This in

turn helps the company improve its own practices and reduce high employee turnover rates while at the same time changes the interviewee experience and enhances the employee brand in the market.

The companies will become employers of choice for the generation Y.





18

ParkAround

PRESENTER: JOHN KATSIOTIS

🖥️ parkaround.com

✉️ john@parkaround.com

Park around helps drivers entering a city find cheap parking quickly, while allowing car parks to offer deals and simplify booking. The City product allows people driving into the city to locate nearby car parks, compare them, and book a parking spot using their mobile phone or their browser. The Travel product allows people flying from the Airport to locate nearby car parks, make a booking and solve

the challenge of reaching the airport at the beginning and end of their journey.

We offer car parks a comprehensive solution to manage bookings online. We have developed an intelligent pricing platform that can be used to adjust rates based on availability in order to maximize yield. Our loyalty platform engages loyal users and convert first-time customers to frequent ones. We



are implementing a fully functional CRM-software for car parks that we offer free-of-charge to all participating in the ParkAround network. In this way, we will have full access to their data and a technology lock-in.

Competition includes large car park operators that develop their own apps and other apps like ParkWhiz, Just Park, ParkMe that are available in the US and UK.

19

RTsafe P.C.

PRESENTER: EVANGELOS PAPPAS

🖥️ rt-safe.com

✉️ epappas@rt-safe.com

Modern radiotherapy (RT) makes use of very complex procedures for high radiation dose delivery. This high complexity raises issues regarding patient safety. Radiation therapy accidents may occur resulting often in severe patient side-effects or even death. National and International organizations emphasize the need for

enhancing and improving patient safety in radiation oncology.

RTsafe has developed an innovative technology / methodology for a patient-specific quality assurance process in radiation oncology. With our technology, we produce a precise duplicate (3D-Avatar) of the patient's afflicted area where radiation treatment is necessary. A



separate avatar is created for each patient. The doctor can first check the overall planned treatment chain on the patient's 'avatar'. The approved treatment can be then safely applied to the real patient. In this way, errors can be made on the avatar and not on the patient.



SaveTheDate



presents

4 **The Third Annual Banquet** **WTC** **Sep 30 - 2015**

Empowering The Future of Greece

To be held at 4 World Trade Center in New York City.

A formal invitation with details will follow.

President Bill Clinton,
Honorary Chairman

Andrew N. Liveris,
Chairman

Dean Dakolias

George A. David

Muhtar Kent

Nicholas Lazares

George M. Logothetis

Dennis Mehiel

Alexander Navab

John Pappajohn

George Sakellaris

George P. Stamas

Harry Wilson

Father Alexander
Karloutsos,
Honorary Advisor

Maria Allwin

Douglas Band

Drake Behrakis

John P. Calamos, Sr.

Aris Candris

John Catsimatidis

James Chanos

Achilles
Constantakopoulos

Jeremy Downward

William P. Doucas

John D. Georges

Arianna Huffington

Constantine Karides

Declan Kelly

Savas Konstantinides

John S. Koudounis

Amb. Eleni Kounalakis

Ted Leonsis

Alexander Macridis

George Marcus

Panos Marinopoulos

Corinne
Mentzelopoulos

C. Dean Metropoulos

Nick Mitaros

Nikos Mouyiaris

Nicholas G. Pappas

Michael Psaros

Nikos Stathopoulos

George Svokos

Olga J. Tsunis



The Hellenic Initiative

601 Lexington Ave., Floor 35
New York, NY 10022
1 212 909 3239

www.thehellenicinitiative.org
info@thehellenicinitiative.org

Executive Director:

Mark Arey

Program Director (Greece):

Michael Printzos

Program Coordinator:

James Canale

Development Consultant:

Peter Poulos

Event Coordinator:

George Gigicos

Design Consultant:

John Mindala