Spotfire Case Solution
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Characters

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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 fromed IVEE
  Development AB (Spotfire)

Rock Gnatovich - President

Staffan Truvé - Chief Technology Officer

Ahlberg: "The PhD program and the
pursue some of the
behind Spotfire has been hard to go after..."
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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."
Non specific Data visualization software

Focus on chemistry and biology in general and pharmaceutical industry in particular

Two basic product types- Spotfire Pro and Plug-in
Problems

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Communication problem: Should they keep developing in Sweden?

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

Competition

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

Financing

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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