

Cucka Luhr on PICNIC '08

PICNIC PITCH

A single good idea is looking for its match in investment. We bring them together at PICNIC.

BY SASCHA WALSTRA & ELLEN MANNENS

Man with the good idea:
Maarten van Walsem
Company name: Cuckaluhr

What's the plan?

'We've designed a module to create storyboards on the internet in an easy way. Compare it to the Stone Age when communities communicated through cave drawings.'

How does that work?

'Instead of a tribal community, nowadays we have a global community. But communicating through images is still the most effective way to tell a story. People doze off when you tell a story in words only. With our module even a computer dummy can make a storyboard to tell the story in visuals.'

How was the idea born?

'I used to work as a change manager and that's when I learned that people understand a message better when you show it to them in images instead of words.'

Why this date?

'We started our company this April. The module is ready for use and now our concept needs to get known.'



The possible investor
Erik-Jan Gelink
Company name: Deloitte

What's your first impression?

'It really sounds like a good idea, but it will be a challenge. Nowadays it's hard to stick out with a good idea that involves internet. First you have to get people's attention and then make sure they stay with you.'

How can Maarten achieve that?

'Make sure you have good marketing and good content. That means you'll have to find the right business partners. The risk of this idea is that you won't be able to protect it because it's open source.'

But do you feel like a second date?

'Absolutely. I want to invite Maarten to show the module to our web gurus so they can help him to refine it. The plan sticks out in the fact that it's a fan community, which is different from social communities like Facebook and LinkedIn.'

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