



Start-up name	Innovative Software SARL ( <a href="http://www.edifly.com/">http://www.edifly.com/</a> )
Date of creation	20 September 2010
Share capital	
Founder(s)' name(s) and academic and/or entrepreneurial curriculum	Anders Dam Jensen, Danish National. Strong academic background in communication protocols & modern cryptography. Closely involved in the development of 802.11 wireless standards as well as communication protocols for automatic data capture. Held senior positions at Symbol Technologies, Cargolux, and CHAMP Cargosystems.
Number of employees	5 freelance collaborators
Field of activity and description of the product/service	Highly scalable Message Broker Technology 'EDIfly' with the capacity to replace legacy communication networks traditionally used in operational messaging of Aviation, e.g. SITA and ARINC. PAD.DOCS HTML5 based solution to distribute manuals to hand-held devices, such as mobile phones, tablets, etc.
What is your business model based on?	Selling software licenses and services.
Last (or current) fundraising	In 2010
Base financial data (turnover; result if relevant)	2015 : 215,000 EUR 2016 : 250,000 EUR
What is your growth forecast for the next 3 to 5 years?	Exceed 2 Million in revenues
Why did you choose Luxembourg?	Excellent living conditions & infrastructure, support environment. Very active government. Favourable fiscal regime for IP-based business.
What makes your product/service	EDIfly is a unique concept enabling complete integration of secured

<b>different from others on the market?</b>	messaging services using standard hardware while harnessing the resilience of the IP-based topology of virtually limitless routing capacity.
<b>Why do you think your business will have value in 5 years?</b>	NFC