



# Companies on the Rise

## *Who are tomorrow's technology stars?*

While not all fast-growing technology companies have been in business for at least five years, many have the potential to become the market leaders of tomorrow. That's why these early achievers – who may one day participate in the Deloitte's Technology Fast 50 – can enter the Rising Star competition. In this category, the key is revenue potential instead of revenue growth. All applications are made through a pitch and a strategic business plan. A panel of independent experts drawn from the technology sector analyses each entry and makes a selection according to scalability, experience, management team expertise and highly promising growth.

### Deloitte's 2014 Rising Stars

Ten companies in business for less than five years were nominated for the title of "Rising Star 2014".

Company name	CEO	Location	Website
Argus Labs	Filip Maertens	Antwerp	www.arguslabs.com
Awingu	Walter Van Uytven	Lochristi	www.awingu.com
The Insiders	Bjorn Cassier	Antwerp	www.theinsiders.eu
Inside Matters	Wouter Danckaert	Aalst	www.insidematters.eu
Limecraft	Maarten Verwaest	Ghent	www.limecraft.com
Masthercell	Hugues Bultot	Gosselies	www.masthercell.com
Nallian	Jean Verheyen	Keerbergen	www.nallian.com
Q-Biologicals	Annie Van Broekhoven	Zwijnaarde	www.q-biologicals.be
Showpad	Pieterjan Bouten	Ghent	www.showpad.com
Smappee	Stefan Grosjean	Kortrijk	www.smappee.com

An independent jury, chaired by **Duco Sickinghe**, CEO Fortino, evaluated each company's elevator pitch for features such as innovative strength and turnover potential.

The overall winner was **Smappee**, a company specialised in energy efficiency for the residential market. Stefan Grosjean, CEO Smappee: "We've been in business for two years, so to receive this award is overwhelming. It will provide our colleagues with an extra boost to work further on our growth."

### Most Disruptive Innovator award

In addition, every year the nominees for the Rising Star award also compete for the Most Disruptive Innovator award. This award recognises companies that have developed a product or service which makes very high-end technology accessible for wide application and use.

It is often based on a revolutionary concept of technology, and disposing of a lot of potential for the future.

Managing Director of **The Insiders (The Grapevine)**, Bjorn Cassier: "This is the recognition of the work of a passionate and talented team establishing real innovation in a very traditional media market. We are very proud of our many beautiful projects and clients. Thanks to their positive response and results, more is yet to come. This award gives us the opportunity, and of course an extra boost to, along with our active Insiders, increase the visibility of even more interesting products!"



Known as post-incubators, Rising Stars have the potential to develop into successful companies that stand out from their competitors. "We live in a difficult era, but also an era of change. More than ever, there are opportunities to be grasped. Setting up a company today is much easier than 20 years ago."

**Duco Sickinghe**, CEO Fortino.