



Swedish web2.0 startup secures 1.3 million

December 4 – 2006

Sweden based Tablefinder AB announced today closing a 1.3 million SEK round of financing led by Swedish investment company Start Invest AB.

- It is difficult to find a simpler idea that is still unique, says Start Invest CEO Mats Enegren.

Joining Start Invest is the leading business incubator in Sweden, Chalmers Innovation, and a serial entrepreneur angel. The funding will primarily be used for further development of Tablefinders reservation platform and take the company to a stronger position before the public launch this spring.

Tablefinder has ten pilot restaurants running Resto, their reservation management system. Every restaurant that runs Resto will automatically be marketed and be able to receive online reservations in real-time.

- It is like a live-ad that only costs when restaurants get results, says Tomasz Matuszczyk, one of the two company founders.

- The key to web2.0 is to create a service that people want to use, for free, and then to build business around the information that the users enter into the system, says Anders Fredriksson, CEO and the other founder of Tablefinder.

Tablefinder has taken this concept one step further and moved it from the internet and applied it to the restaurant industry.

- Making reservations through our network, you even get paid, continues Anders Fredriksson. What he is talking about is the bonus points that users get for each online reservation. These bonus points can be used with a new reservation to receive a discount on the tab.

Instead of having separate systems for handling reservations, marketing, and distribution of tables in different channels, restaurants get all of the above automatically by handling their regular reservations with Resto.

The foundation of Tablefinders concept is to harness network effects to create a service that get better the more people use it. The first service that will be launched is real-time table reservations on all restaurants in the network.

This is however not the only service that will come. Tablefinder plans to continually launch new services.

- We want to create a platform for all services around restaurant visits and reservations and be able to deliver semantic information, says CEO Anders Fredriksson.

And he gets support from Chalmers Innovation CEO Olle Stenberg who is now increasing their share in the company:

- With their system and plans for the future, Tablefinder has the potential to revolutionize the way the restaurant industry handles their guests before they enter the restaurant, he says.

If you want more information, please contact:

Anders Fredriksson, CEO, Tablefinder AB, anders@tablefinder.com, +46 31-780 53 99

Jörgen Hansson, Chalmers Innovation, +46 705-135 125

Mats Enegren, CEO, Start Invest AB, +46 31-779 79 25, +46 702-11 53 77

Facts Tablefinder AB

Where: Gothenburg, Sweden

Founded: April -06

Employees: 7

Launches a unique service for table reservations in january 2007.