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I - Presentation of HARDAH

"A lot of times, people don't know what they want until you show it to them." Steve Jobs, 1998

- **Message from the Founder, David Delmi**

  Do you know what is missing in Europe?

  Dear journalist, who is so kind as to read this Press Release, do you know what is missing in Europe? A daring madness, a passion for innovation. We are missing the perseverance to work towards our dreams. Mine? To be able to show that in Europe, it is also possible to launch start-ups on a world scale; to be able to prove than in Europe, it is also thinkable to innovate in the web sector, to create and revolutionise the daily life of millions of people.

  It is my ambition to do this with HARDAH, recently voted one of the top 30 European start-ups. But for that I will really need you... so, dear reader, dear journalist, do you want to join us on the HARDAH adventure?

- **Product**

  HARDAH is a patented Web site, 100% made in Europe. It is the first Internet Dashboard, the new generation of graphical web interfaces. More specifically, [www.hardah.com](http://www.hardah.com) is 3 products in 1:

  - A new-generation favourites manager in the form of a web portal that allows users to surf on their computer in a new optimal way. The sites take the format of clickable logos arranged around themed circles.

  - An aggregator of content: The MyFeed which combines all the selected newsfeeds into a single feed.

  - The first social network search engine: The C-Book. Taking the format of a library of Circles, this product, which is the first of its kind in the world, allows users to share/download Circles with the public.

    [www.hardah.com](http://www.hardah.com) is entirely free and monetises its website thanks to a brand new type of completely unintrusive advertising, with a click rate 4 times higher than that of Facebook, and half the price.
Company

Since May 2015, www.hardah.com has been managed by the Swiss company HARDAH Sàrl, based in Geneva. The founder and chairman is 23-year-old David Delmi, a graduate of the HEC Business School. Our 3 values are: Innovation, Elegance and Simplicity.

HARDAH employs half a dozen people, primarily programmers from the prestigious Swiss Federal Institute of Technology in Lausanne (EPFL). In December 2015, it launched the beta version of its website which was solely composed of the favourites manager, and built the final product thanks to the feedback of its 1,000 testers.

The final version will be released across Europe in October 2016.

History

- HARDAH was created in May 2015 and registered on the Geneva Trade and Companies Register while David Delmi was completing his Bachelor of Business Management at the HEC.

- September 2015: the first employees join HARDAH and begin the coding of the beta version of the site.

- December 2015: Release of the beta version, which is solely composed of the favourites manager. Move to the EPFL for one year.

- February 2016: Interview on national radio

- March 2016: Recruitment of a designer to redo the site template; discussion with 1,000 testers to create the plans for the final version.

- April 2016: Voted as one of the top 30 European start-ups at the 2016 START SUMMIT in St-Gall (Switzerland).

- May 2016: segment on a national news programme

- May to October 2016: coding and preparation for the release of the final version

- July 2016: Selected for the Berlin HUB Summit in October.

- August 2016: Selected to represent Switzerland at the 2016 Web Summit in Lisbon in November. The Web Summit is the Davos of the web and technologies.
II - Visuals and images of the product

The favourites manager with themed Circles surrounded by clickable logos.

MyFeed: the content aggregator. A single newsfeed for all your feeds!
The first social network search engine, the themed Circles library.

### III - Press Review

**Seen on:**

- Bilan
- COULEUR3
- Le blog high-tech & telecom de Xavier Studer
- Tech2Tech
- TV5MONDE
- RTS
- Radio Télévision Suisse
- leMultimedia.info

**Hardah: what if the next Google were Swiss?**

Xavier Studer, high-tech specialist and journalist

This project is very promising; it may prove to be a revolution.

Tech2Tech

Switzerland will host a truly "Swiss" social network

leMultimedia.info
One of the major challenges with which HARDAH is faced is the difficulty of reaching the biggest possible audience with our innovative product. We want to simplify and improve the digital experience of millions of people. But we do not want to limit ourselves to people; we want to fully initiate a new wave of innovation, this time coming from France, from Switzerland... from Europe. We want to breathe life into this daring madness and to inspire several other European start-ups. We want to be the European Apple of the future!

For this, we really need help reaching the general public. We need the support of the Press, media coverage, interviews, reports, reviews. David Delmi, the young founder of HARDAH, would be delighted to travel to meet with willing journalists and interviewers to cover our vision, your ambition of innovation. We need the support of the Press for this local web revolution, made in Europe!

In addition, HARDAH believes in reciprocal collaboration. Thanks to its social network search engine, the C-Book, we want to showcase quality newspapers, articles and media. The satisfaction of our users is capital and we think that your work deserves to be seen by these people. We therefore encourage you to create your Circles and share your articles and reports on HARDAH when the final version of the product is released.

Together, let's bring quality content to as many people as possible! Together, let's build the innovation of the future, European-based innovation!

David Delmi

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