

## **Where Are They Now?**

### **BMO Bank of Montreal First Place Winners 2002 - Metalogix Software Inc.**

Just six months after winning the TELUS New Ventures BC 2002 competition, Metalogix Software Inc. is ready to earn revenue. The company is poised to launch on-line sales and has landed its first large corporate customer.

Metalogix founders Julien Sellgren, Geordie Henderson and Rasool Rayani won the competition with a new software product that analyzes and extracts information from websites.

The product addresses a problem many companies face. "Migration Assistant helps webmasters and IT managers to quickly and easily migrate thousands of pages of content from a legacy website into a new content management system," explains Rayani, director of sales and marketing. "Without our product, it's time consuming and costly to collect existing web content and move it into the new system." Companies are switching to content management for administering their websites because it's easy for anyone to update the site – they don't require specialized programming knowledge.

Market estimates say the content management server market alone will be worth \$7 billion by 2006, representing a flourishing market for Metalogix's product.

Prior to the competition finale, Metalogix achieved official partner status for Microsoft's Content Management Server product. Now, Microsoft's sales force has been trained on Migration Assistant and will demonstrate it to customers who buy their content management server software.

The trio says the TELUS New Ventures BC competition was an invaluable resource for honing their business plan. "We had excellent access to individuals with relevant insight," says Rayani. "In particular, the access to mentors and the jury panels was incredibly useful in clarifying our strategy." What's more, he says, the prize package provided some excellent resources that helped them to accelerate their plans without looking for outside investment.

In March, Metalogix will move from a residential neighbourhood into downtown Vancouver. The company is still operating with its original three partners but has hired some subcontractors.

"We're still operating on founder investment," notes Rayani. "We sold only a small portion to our families and we're confident that the initial investment will carry us to revenue."

The trio is now working on further product ideas that came out of the initial response to their product.