

**execupery**, the name of a Vienna based network company ([www.execupery.com](http://www.execupery.com)) is an artificial word composed from (Antoine de St.) “Exupéry”, the name of a French romantic novelist (e.g. having written “The Little Prince”) and “execution” as the main craft job of any manager having the obligation to put things into practice. This word construct shall convey the message, that both in combination, vision and hands-on artisanry leads to success.

The core experience of execupery is in inventing, developing and applying methods for improving creative and intellectual processes as well as the transfer of such methods to markets. execupery by its founder Günter Koch has initiated in 1993ff a process quality standard for “think processes” such as in software engineering, which today is known as ISO 15504 (“SPICE”), as well as he has composed the most widely applied model for Intellectual Capital Reporting (ICR - in German: “Wissensbilanzierung”). Meanwhile a framework based on Koch’s method, became a legal reporting obligation for any of the Austrian Universities. ICR methods endorsing the so called Koch-Schneider-model are used in Europe with steady growing acceptance. ICR is one method to valuate not only the Intellectual Property which is the property of any intangible subject which can be protected for exploitation e.g. in terms of a patent. ICR is also a method to measure the “intangible value” of an organization / company, i.e. the “inner value” in specific of any organization which may either create or transfer or exploit results, from scientific discoveries being protected by IPR.

execupery in person of Prof. Koch has also acquired deep experience in the foundation and raising of high-tech start-up enterprises. Not only that he had created his own companies starting first in 1981 with an IT&software house specialized in medical computing for the approbation of new medicaments, then diversifying towards the automation of medical equipment such as processing of vital parameters, as well towards automation in industry such as machine control. In parallel he managed a regional technology center for start-up companies and, as a side job of his engagement as a guest professor at the Technical University of Graz, Austria, he initiated the foundation of a students’ cooperation firm specialized in software development, called CampusART. From this platform company a series of further start-ups were born in the 90ies. Most of these companies are still alive and at least one is successfully exploiting the above mentioned improvement method based on the SPICE standard as its core business.

## **execupery**

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