



# Udego 14 years, 50 employees Switzerland AAL2B

Being a SME, Udego is a research and consulting enterprise with a head office in Switzerland and two other offices in the neighboring countries Germany and Austria. The work area focusses on bridging the knowledge between technology and societal environments. The field of expertise consists of analyses made to map contextual factors like tech-acceptance, ethical issues and consumer trust, that guide certain technological developments, innovations and applications.

A recent job performed by Udego was for a company that needed comprehensive information about existing fall prevention measures which would benefit the development of their own fall detection system. In a later stage, additional research was done for the same company to list country specific care arrangements as well as companies' legal liability in case of system failure scenarios.

### Management:

Udego is from origin a family company founded by two brothers after several years of experience in the world of consulting. Currently two offices, including the main office in Switzerland, are individually managed by the brothers, while the third office is run by an old business acquaintance

### Communication/Marketing:

Participation in several research initiatives makes sure the company's logo is frequently displayed on dissemination material like websites, conferences, exhibitions and publications. Besides their company homepage, only Twitter is used to inform followers about relevant news.

### Ambition:

The company has many research affiliated partners that are involved to provide extra resources, assignments or cooperate in funded projects. Their main ambition is simply to stay sustainable. A secondary objective in the long term is to expand businesses to more distant regions in the north of Germany as well as in Luxemburg by opening a new office.

### B2C Characteristics

Driven by user community



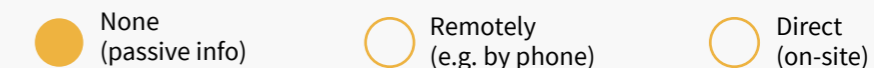
Open to E-commerce (webshop)



Open to public feedback



End-user support



### Business characteristics

Type of organization



Business target group



Market scope



### General end-product/service characteristics

End-product/service criticalness (comfort/leisure vs. life-saving)



Level of training for use required



Customizability level



Ease of installation (low score = complex)



End-product classification

