



## **Lifeaz, the connected mass-market defibrillator startup, is first winner of its Opencell for Entrepreneurs startup program.**

Paris – 9 June 2016 – Opencell Software, the open source software publisher specialized in the monetization of digital services, announced today that the connected mass-market defibrillator project of Lifeaz is the first winner of the Opencell for Entrepreneur startup program.

Launched in partnership with Microsoft's Bizspark program, the Opencell for Entrepreneurs initiative provides startups with a free Enterprise version of Opencell hosted on Microsoft Azure as well as training and functional and technical assistance.

Johann Kalchman, Lifeaz's CEO, commented: « Lifeaz wants to create the world's first mass-market defibrillator using a service-based business model. Our partnership with Opencell provides us with a sophisticated monetization platform to develop our service in France and across the globe. »

«Our startup program gives startups the opportunity to launch sophisticated subscription-based or usage-based business models, declared David Meyer, Opencell's CEO. We're delighted to support Lifeaz's life-changing technology that has the possibility to significantly reduce cardio-vascular risk for millions of people. »

Startups interested in the Opencell for Entrepreneurs program can find more details on the program and apply on line on the Opencell website: <http://opencellsoft.com/en/contest/Opencell4Entrepreneurs/>

## About

### Opencell Software

Opencell Software was created in March 2015 by several experienced entrepreneurs specialized in B2B software solutions in order to accelerate the development of an open source billing project.

Opencell's solution provide the ability to model and rate complex offers, to manage postpaid and prepaid charging and invoicing of, recurring subscriptions or usage-based transactions and to manage receivables and dunning processes. It is adapted to B2B, B2C and B2B2C business models. Totally addressable through rich APIs and connectors to Dynamics CRM and Salesforce, Opencell has the ability to integrate quickly with legacy IT environments.

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### Lifeaz

Lifeaz is an early-stage startup developing a connected defibrillator adapted for use in homes where 80% of cardiovascular incidents take place. Lifeaz seeks to drastically reduce the risk associated with domestic cardiovascular incidents.

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