

# **Leila Boujnane**

**CEO and Co-Founder at Idée Inc.**

Toronto, ON, CA

You may not be able to find your car keys, but rest assured the CEO of both Idée and TinEye can help you find an image anywhere on the net

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## **Biography**

Leila Boujnane is the co-founder and CEO of Idée Inc, a firm focused on large scale image search. Idée launched TinEye, the world's first reverse image search engine. Our goal is to build useful image search solutions and to make the world's images searchable.

Leila began her career in software development at Algorithmics, a financial risk management software company, and brings a decade of software experience to her role at Idée.

She is a supporter of Canada's startup community and a search innovation leader who has been featured in various publications including Canadian Business, the Globe and Mail, the Financial Post, Fast Company, The New York Times, CBC, The Guardian. She is also a novice ultra runner and terrible photographer.

Leila is characterized by her peers and colleagues as a passionate and determined team player with exceptional leadership skills. Leila is also an outspoken participant in the imaging and technology industry. She regularly speaks at industry conferences and is an active mentor for young women in technology.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Computer Software, Internet, Media - Online, VC and Private Equity, IT Services/Consulting, Information Technology and Services, Photography

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## **Sample Talks**

### **License Tracking: Systems & Technologies**

Every day, countless new licenses for visual content are issued while others expire. Still more images are published in a growing range of media with no indication of who to contact if you want to license them. Leila will outline the tools and technologies both users and creators can use to keep track of the licenses and permissions associated with images, including registries, image recognition software, digital asset management applications, methods for connecting images to owners and more.

## **The Startup Metropolis: How to catalyze new companies**

Great companies can be built anywhere, but they disproportionately emerge from certain cities, and indeed neighborhoods. What are the factors that promote an active start-up community in a given city? Why are some cities so much better at fostering a great ecosystem of startup companies? How can cities foster early, innovative ideas and products, and create a city export by taking them to scale in bigger markets?

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## **Event Appearances**

### **Lesson Session: Social Media**

IN: The INteractive Exchange

### **KEYNOTE SPEECH**

Toronto's Girl Geek Dinner

### **Job Lab: Get and Stay Hired: Social Media and Technical Skills in Today's Job Market**

BlogHer

### **Entrepreneurs in Action**

Small Business Forum 2010

### **Be Good**

RubyFringe

### **License Tracking: Systems & Technologies**

American Society of Media Photographers Event Series

### **The Startup Metropolis: How to catalyze new companies**

CityAge – The Innovation City

### **Panel Member: Democamp – Start-Ups Showcase Their Technologies**

Ontario Centres of Excellence Discovery 11

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## **Accomplishments**

### **CEO and Co-Founder – Idée Inc.**

Idée develops advanced image identification and visual search software. Our technology looks at the patterns and pixels of images and videos to make each image or frame searchable by colour, similarity or exact duplicate. Idée's image search solutions are the foundation for some of the world's leading imaging firms, including Adobe Systems Inc., and the most widely adopted solutions in the digital media industry.

### **CEO and Co-Founder – TinEye**

TinEye is a reverse image search engine. You can submit an image to TinEye to find out where it came from, how it is being used, if modified versions of the image exist, or to find higher resolution versions. TinEye is the first image search engine on the web to use image identification technology rather than keywords, metadata or watermarks. It is free to use for non-commercial searching. At TinEye, we want to help connect images to their creator.

### **Mentor – Extreme Startups**

Extreme Startups is a premier tech accelerator located in Toronto, Ontario. We provide up to \$200,000 per company, a collaborative environment, and deep access with companies so that accepted startups can integrate the tools they need from the ground up. Extreme Startups is the epicenter of innovation in Toronto and is dedicated to providing everything it takes to see its startups succeed!

### **Founder – HackDays**

HackDays started in Toronto (Canada) over coffee by two friends. HackDays bring together the brightest geeks in technology across Canada. We hack together in a single day awesome applications using local APIs. We select local APIs, make them available to developers with expert guidance from the API providers and an environment where you are going to be excited about hacking and creating!

### **Entrepreneurship Advisor / Mentor – JOLT Accelerator**

JOLT is a technology accelerator dedicated to building high-growth web and mobile companies that promise to transform the way consumers and enterprises interact with technologies. At JOLT, our goal is to dramatically improve your startup's execution and time-to-market. We work closely with entrepreneurs from initial product launch through the next stage of company development and fundraising. We embrace constraints. Design experiences. And build companies.

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