

.NU CUSTOMER PROFILE:

You're Fired! Now What?

Kickad.nu ("Fired.Now") offers IT professionals insights about former and future employers, and support for the unemployed

Started by communications professional Martin Edenström in April 2001, Kickad.nu targets IT professionals with time on their hands—those who aren't working right now and didn't leave their last jobs voluntarily. "The name in itself is a great success," says Edenström, pointing out that .nu (meaning "now" in Swedish) gets connected in users' minds with the name of the site.

The site was launched by using data from a market survey of the Swedish IT industry conducted in 2000. The survey compiled information from hundreds of companies, yielding information that turned out to be ideally suited as the foundation for a Web site.

Kickad.nu aims to help unemployed IT workers by giving them a place to meet and discuss the industry, their

can use the site to seek background facts and information—often the kind the company wouldn't want you to know—before being interviewed or accepting a position.

Kickad.nu also offers "IT-jobb," the largest and most current publicly available database of Swedish IT companies (around 600 companies), updated daily. The "IT-jobb" database can be searched using a number of parameters, such as company name, contacts, location, number of employees, and industry.

The IT recession has generated a substantial population of people with IT skills and time on their hands. At Kickad.nu those who have been made redundant can meet, talk, and share information. The information can come from any-

before other media carry them. Also accessible are detailed reports about IT company layoffs and bankruptcies. Edenström runs the site in his spare time, when he's not working at Cross Consulting as a project leader. The main



Dream job or corporate prison? Get a free corporate reality check.

investment is his own time and effort. "My spare time suffers. The editorial work, sales, and maintenance take about three hours a day," he says.

Strength in Numbers

Kickad.nu's visitors are actively helping to develop the site. In fact, several of the site functions derive from visitor suggestions. Plans are underway for expanded cooperation with the Swedish labor unions Sif, Civilekonomerna, and Grafiska. This is important for Kickad.nu's users because IT is among the least unionized sectors of the Swedish economy. Plans for the future are comparisons of different unions, salary statistics, and advice to help in wage negotiations.

"The knowledge that Kickad.nu is read and appreciated by so many people," says Edenström, "with a larger number of visitors than many of Sweden's largest Web media, provides a kick and makes it all worthwhile." ●



Meet the Web Master—Kickad.nu's Martin Edenström

Age: 26

Occupation: Project leader at Cross Consulting AB, in Stockholm

Education: Bachelor's Degree: B.A. from Pace University in New York
Career: AOL of New York, Kommun Communications of Stockholm, Cross Consulting

Residence:

Norr Mälarstrand, Stockholm, Sweden

Family: Girlfriend

Vehicle: Bus

I have fun when: In the company of intelligent, creative people

I'm bored when: People are late

I'm creative when: I am happy or in demand

situations, and the companies they worked for. According to Edenström, the Web site has particular value for those considering a new job. Someone applying for or being offered a job

mous sources within the companies as well as former employees.

Currently, some 20 to 30 tips about IT companies come in daily. These are verified and then published, often long

.NU CUSTOMER PROFILE:

A Trendy Site for Lovers of Luxe

"The idea was to make a name for ourselves in the overhyped IT-business—Lyxpiraya.nu (literally, "LuxuryPiranhas .Now") was something controversial and different, without any direct equivalent," says Axel Bendrik, 22, a co-founder of the Lyxpiraya.nu site.

And indeed they did. In 1999, Bendrik and fellow co-founder Erik Göransson created a site that targets young, hip, and fun-loving city women throughout Sweden. Currently the Web site has more than 27,000 female members with an average age of 21. In addition, Lyxpiraya.nu has 9,000

male members. They joined the popular community to share gossip and trendy news, check what is happening in their cities (Stockholm, Gothenburg, Malmö, Lund, and Uppsala), and track the latest styles and activities.

A friend of Bendrik's came up with a description of young, urban Swedish women that inspired the site's name. The friend described the young women as bold, active, trendy, and with an appetite for luxury and parties.

Deasign AB company created Lyxpiraya.nu. Bendrik, a Deasign managing director, and associate director



Lyxpiraya.nu co-founder Axel Bendrik wanted to create something controversial.

Göransson worked with Ludvig Lindblom, a skilled Web designer, and Lyxpiraya.nu rapidly gained a foothold with its target group. The number of members doubles



monthly, says the company. As a result, after a few months it was generating enough traffic to become attractive to advertisers seeking to reach this elusive audience. Clothing and CD vendors currently are among the sponsors.

During the summer of 2002, Lyxpiraya.nu was redesigned and re-launched with a new crew. The site is currently run by Leo Lee and Fredrik Hazen and is as popular as it ever was, if not more so. ●

The Best Web Sites Are .NU Sites

IDG's *PC För Alla* says in its "Surftips" that these Web sites are among the best on the web.



<http://www.blogga.nu>

Blog Your Homepage

"Blog" is a word derived from "weblog." It is a system that makes it easy to regularly publish information on your Web site. Free homepage weblogs can be password protected and shared with everyone or selected readers.

Best Book Agent Gets Much Better

Save money by ordering books using Bokfynd, a shopping agent that searches 39 different bookstores, both in Sweden and abroad. Registration is no longer required.



<http://www.bokfynd.nu>

Go to University?

If you're headed for university studies, be sure and visit Studera.nu. The site is a partnership between the Swedish National Agency for Higher Education, Centrala StudieStodsnamnden, and all Swedish colleges and universities. It has a database of course information, plus reports about grants, scholarships, and other financial facts.

Connect with Kent

The homepage for the Grammy-winning group known as Kent lives up to the band's successful style.



<http://www.studera.nu>



<http://www.kent.nu>