

Michael Yorston

UDD



WOODTECH
MEASUREMENT SOLUTIONS

“ I saw an opportunity to provide a fast and novel way to weigh raw materials. ”

COUNTRY	Chile
INDUSTRY	Non-Profit & Gov.
EMPLOYEES	70
WEBSITE	http://www.udd.cl/

COMPANY SNAPSHOT

Michael and Olivier are the pioneers behind Woodtech, a technology company that offers services to the forestry industry. Their flagship product, Logmeter 4000, is a laser that automatically measures the volume of wood loaded on moving trucks (in as little as 45 seconds), allowing clients to save millions of dollars every year and improve their efficiency. Woodtech provides both the equipment and the software, and then signs a long-term monthly service contract with each client.

A relatively new company, Woodtech already has facilities in Brazil, Chile, Argentina and Germany, and is presently setting up a pilot unit in Alabama (US). The pair aims to make Woodtech the world leader in providing technological measurement solutions to a variety of raw material industries.

In October 2010, Bloomberg Venture ran a video feature about Woodtech: [Part 1](#), [Part 2](#), [Part 3](#), [Part 4](#).

ENDEAVOR AND UDD

Since selection, the Entrepreneurs have worked with Endeavor Chile, Endeavor Brazil and VCs from the Endeavor network on two key areas: transforming their product into a service, and international expansion. In addition to local workshops, the Entrepreneurs have benefited from the global Ernst & Young Fellows and ECLA programs, Immersion Tour, and Entrepreneur Summit.