Swiss Venture Guide 2014
From the Idea to a Successful Company

Cover Stories
10 Companies on the Way to Success
Support Organisations
Investor Profiles
Businessplan Competitions

Idea, Concept and Realization:
CTI Invest, October 2014
Dear Readers

There is statistical evidence that CTI Invest is critical to help Swiss High Tech Start-ups finding investors on their journey to success.

Our format Swiss Venture Day has become the leading pitching event in Switzerland, offered in Zurich and also in Lausanne. The mandatory pitch training and the video podcasts are very valuable for the Start-ups but also for our Investor members.

Furthermore we have improved the interface of our website to make it easier for Start-ups to apply and for investors to find interesting investment cases.

In the meantime we have started to support other organizations, e.g. STARTFELD, BlueLion and Cyberforum (Germany) to implement our format for their start-up environment.

Furthermore the CEO Day is unique in Switzerland, regarding its format and showing annual improvements and innovations. This year the CEO Day App supported by Zühlke, is one of the highlights. Despite having to pay for the first time for the event, more than 500 participants are excepted again this year.

And of course there are many more achievements to mention here:
- Swiss Venture Guide (hardcopy and online)
- Angeldays
- Innovation Roundtables.

However we feel there is time to reinvent ourselves.

This can be achieved by doing the following:
- Reviewing all our event formats
- Adding new services for start-ups and investors
- Enhance our reach, national and international
- Enhance our cooperation with existing partners
- Find new cooperation partners in the ecosystem
- Reviewing our processes, businessmodel and our technologies
- and some more new ideas.

The Board of CTI Invest, as well as the Management Team, will work on this new positioning and we will inform you in due time, when we are ready to execute.

To close we would like to thank all our members, partners and sponsors for having supported us in 2014.

Dr. Christian Wenger
Chairman

Jean-Pierre Vuilleumier
Managing Director

After more than a decade it is time to reinvent ourselves
CTI Invest

The Leading Financing Platform for High Tech Companies in Switzerland

Our achievements in a nutshell since 2003:
> 91 Members, > 48 Venture Days, 10 CEO Days (with >500 participants)
> 50% of the presented companies closed a financing round

Members
A3 Angels
Aargauische Kantonalbank
ABB Switzerland
ACTON Capital Partners
Affenranger Associates
Agire Invest
Araus SA
Aster Capital
bainso AG
b-to-v Partners AG
BioMedPartners
BlueOcean Ventures
Business Angels Switzerland (BAS)
c-crowd AG
Clariant International Ltd.
Creapole SA
Creathor Venture
Debiopharm Investment
Delman SA
DePuy Synthes
Dow Europe
Earlybird Venture Capital
Eclosion
Emerald Technology Ventures
EVA
FITEC
Fondation FIT
Forgis Seed Invest SA
Go Beyond Investing AG
Google Switzerland
HBK Partners
High-Tech Gründerfonds
IBM Corporation Switzerland
Initiative Capital Romandie (ICR)
Innovationfund of the Schwyzert Kantonalbank
investiere | Verve Capital
Partners AG
Johnson & Johnson Development Corp. (JJDC)
MYK Capital Management Group SA
National Instruments
Nobel Biocare Services AG
Novartis Venture Funds
OneLife Advisors SA
paprico ag
Polytech Ventures
Philip Morris International Management SA
Redalpine Venture Partners
Ringier Digital AG
SBB AG
SHS Gesellschaft für Beteiligungsmanagement mbH
SpeedInvest
StartAngels Network
Stiftung für Technologische Innovation (STI)
SVC AG für KMU Risikokapital
Swiss Growth Investments SA
Swiss ICT Investor Club (SICTIC)
Swisscom Ventures
Tamedia AG
Target Partners
TECHNOPARK Lucerne
Venionaire Capital Ges.m.b.H.
Versant Ventures
VI Partners AG
Zühlike Ventures AG
Zürcher Kantonalbank
& more than
18 Business Angels

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Dear Reader

This is the sixth edition of the Swiss Venture Guide and again available as hardcopy but also online, www.swissventureguide.ch.

This was possible due to a generous donation by MYK Group!

The Swiss Venture Guide’s intention remains to give
- future and actual entrepreneurs
- investors and industrial companies
- students
- politicians and civil servants and
- the general public

a quicker introduction and better understanding of the Innovation Ecosystem in Switzerland.

In the Swiss Venture Guide 2014 you will find
- interesting Cover Stories
- 10 Start-up Companies we believe are on the way to success
- Investor Profiles of the members of CTI Invest
- Profiles of Support Organizations for Swiss Start-up’s
- an overview regarding Businessplan Competitions.

I wish you an encouraging reading, hope to meet you soon

Jean-Pierre Vuilleumier
Getting an innovation off the ground? We’re here to help, right from the start.

Are you ready for take-off? Our start-up specialists are on hand to make your idea a flying success. Their expertise, commitment and vision will guide you through every step of building up your company.

Visit our website at www.zkb.ch/start-ups

Die nahe Bank

Zürcher Kantonalbank
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Enjoy your flight at a high altitude!

We would like to congratulate **CashSentinel**, **eSmart**, **Geosatis Technology**, **Hoosh** and **ScanTrust**, the five winners of the Swisscom StartUp Challenge 2014! The young companies demonstrate that with an innovative spirit, courage and disruptive technology an incredible thrust can be generated for successful businesses. In October, we – along with the winners – will be taking off in the direction of Silicon Valley.

[swisscom.ch/startup](http://swisscom.ch/startup)
Cover Stories

Introduction

This year again we included interesting information regarding the Start-up Ecosystem.

The Cover Stories are following the simple rule: Do good and talk about it!

There are many good initiatives in the Ecosystem of which all should be aware of.

We would like to thank the contributors for making this section so valuable.
MYK Capital Management Group SA

Capability-based asset management

How MYK can contribute to Swiss Innovation ecosystem

Asset management with a ‘valuable’ twist

Innovation is widely recognised as one of the most powerful enablers of sustainable business and economic development. Start-ups and young companies often drive innovation that generates real value for the society. In this way, innovation and entrepreneurship are the engines of growth in the economy.

MYK Capital Management Group is an independently owned private investment office with a passion for supporting innovation and entrepreneurship in the wider global community. Based in Switzerland but with a global outlook, we focus on creating opportunities for our global investors and entrepreneurs and on building entrepreneurial communities that generate true value for the economy. At MYK, we believe that the only way to create lasting wealth for our investors and entrepreneurs is to generate true value for all our stakeholders by solving real problems through innovation and entrepreneurship. To us, investment extends beyond revenue generation and encompasses the wider benefits for our partners and wider community experience.

As a company with its roots in Japan, MYK has inherited the Japanese culture of respect, harmony and nursing ethics. We have learnt that the key to a trusting business relationship is understanding and respecting the business and personal aspirations of our partners. After all, business is really all about people. At MYK, we know that on the other side of every investment and revenue-generating transaction is a real person who deserves our respect, honesty and integrity.

Our unique approach: a capability-based approach to investing

At MYK, we believe that our uniqueness extends from our distinct capability-based investment (CBI) assessment technique that enables the identification of exceptional investment opportunities in emerging companies. What is a capability-based approach to investment? How can it help our investors, entrepreneurs and wider venture capital (VC) community?

Modern investment theory attaches great importance to the state of the economy, the state of an industry and the overall performance of the firm. Little attention goes into understanding the underlying capabilities of the firm and how they are currently deployed to create and sustain competitive advantage for the firm. It is rare for investment managers to base their decisions on the analysis of a company’s value-add activities and how they are managed and deployed to create profits.

While much attention must be given to economic and industrial trends, more needs to be done to capture the idiosyncratic nature of companies competing within an industry and under particular economic conditions. No matter what the state of the economy and industry may be, investment managers must learn to spot winning companies and assist them in creating value for consumers in order to tap into superior returns for their investors. The dependence on financial indicators solely for the purpose of identifying these star-firms eliminates much valuable information that can greatly inform the investment process in a vital way.

CBI enables investment managers to fully capture the underlying assets, activities, and management practices that enable firms to achieve superior performance. By carefully analysing these success factors together with financial indicators, investors are able to form a rich tapestry of their investments and detect firms that are more likely to be resilient to tough economic and industry environment. CBI gives managers and analysts a new perspective into the reality of their portfolios enabling them to better calculate risk and balance their exposures in a way that safeguards their investments and delivers superior returns.

CBI also plays a crucial role in helping VC firms better guide their start-up and early stage investments. The ability to understand a firm’s underlying capabilities ensures that young firms are able to deploy their competences in markets that reap them the highest returns on their intellectual capital. CBI enables investment firms to detect the most fruitful opportunities for their young firms and carefully calculate the risks and rewards associated with particular deployments of technologies and products.

A capability-based approach to investment is the main driver of MYK Group’s decision making when it comes to any form of investment. Whether we are investing in a listed stock or partnering with a young firm, we take the time and effort to fully understand the business we are in, and the capabilities that underpin our investments. We believe that through handling investments based on underlying capabilities, we can fully understand the reality of financial markets, as well as the nature of firms we choose to work with. Through CBI, we are able to build a trusting relationship with all our partners, a deep understanding of the financial markets, and a strong partnership with all our investee firms. CBI is not merely an analysis technique that MYK has developed. It is a philosophy that guides our daily operation and enables us to extend the investment process beyond revenue generation to encompass the creation of value.
Innovation landscape in Switzerland and MYK’s contribution

Switzerland is one of the most competitive economies in the world. In 2014, it has ranked number one for the sixth year in a row in the Global Competitiveness Reports. One reason for this is its clear strength in innovation. Switzerland ranked as the most innovative country in the world in the Global Innovation Index for the fourth year in a row. Switzerland’s strong performance has been attributed to a number of factors, such as its highly skilled workforce, a strong innovation infrastructure, high R&D expenditure, a high level of collaboration between universities and industry, and political stability. On the other hand, these reports suggest Switzerland’s weaknesses, such as relative difficulties in setting up small businesses, little level of foreign-financed R&D and a low foreign direct investment net inflow. Also the score for the number of VC deals is surprisingly low. The Swiss VC market is still relatively underdeveloped despite a favourable legal and tax environment and several governmental and non-governmental initiatives to support the industry.

MYK finds itself drawn strongly to the Swiss entrepreneurial scene due to the inherent alignment between our mandate and the requirements of the innovative environment in Switzerland. The Swiss market meets MYK’s need for innovative ideas, and MYK is highly suited to fulfilling the market’s needs for FDI, commercialisation practices and innovation-capability deployment. With our roots newly planted in fertile Swiss soil, our philosophy of handling investments in a fair and ethical way, as well as an ideology deeply embedded in the Japanese tradition of serving clients, we look forward to a bright future in our new home located in the Swiss innovation, entrepreneurship, and investment ecosystem.

Innovation landscape in Switzerland and MYK’s contribution

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MYK Capital Management Group SA
Espace de l’Europe 14, 2000 Neuchâtel

Foundation Year
Mission Statement
Number of Employees
Contact Person
Function of Contact Persons
E-mail of Contact Persons
Web address
2012
MYK group is a private investment office aimed at engineering investment portfolios that go beyond traditional wealth management offerings.
15
Kaoruko Yamazaki
CEO
k.yamazaki@mykgroup.com
www.mykgroup.com
The CEO Day

The door to success

The CEO Day is the ideal day for meeting future business partners and investors, and for entering into an exchange with like-minded people. Young entrepreneurs and supporters, who have met investors and other partners at CEO Days, explain how to make the most of the day.

Medyria is a typical medical technology start-up company. Its technology enables a serious medical problem to be solved. This system allows navigation of catheters without contrast media, thus eliminating all possible side-effects, which range from dizziness to circulatory collapse or kidney failure. The market is enormous. In principle, the system can be used for several million operations a year. However, the road to market breakthrough is long and, without support, impassable. For this reason, Mauro Sette, CEO at Medyria, made intensive use of CEO Day 2013. He arranged numerous one-to-one meetings and also entered the Dragon’s Den competition.

For Sette, taking part paid off. He won the Dragon’s Den competition in the Life Sciences category. This not only earned him 1500 francs, but also attracted attention. “There were many occasions for me to point out that we won that competition,” explains the entrepreneur.

Thus, the victory already paid off on the day itself. “I had numerous meetings with potential business partners,” Sette remembers. Some of these are still in talks with him today. These include investors who also want to take part in Medyria’s upcoming financing round.

Sette is not the only such case. It was also at a CEO Day that Madiha Derouazi from Amal Therapeutics first met a representative of Germany’s High-Tech Gründerfonds, which ultimately invested in this biotechnology start-up company (see the portrait of Amal Therapeutics on page 35). Philippe Willi from the Internet start-up company Trekksoft also made initial contact with Markus Oswald from Schwyzer Kantonalbank’s Innovation Foundation at a CEO Day. In this case too, the result was an investment.

Willi stresses that the presence of numerous start-up supporters and other young entrepreneurs also helps to make the day a valuable event for start-up companies: “I remember well an interesting conversation with Pascal Mathis from GetYourGuide,” says Willi, whose start-up company, like GetYourGuide, operates in the travel industry.

The diversity and quality of visitors is also appreciated by the event’s supporters. “We support national initiatives. The CEO Day is exemplary in this regard. The visitors come from all over Switzerland, be they young entrepreneurs, investors or start-up supporters,” says Pascale Vonmont, Deputy Director of the foundation Gebert Rüf Stiftung.

Pascale Vonmont also points out that there are even visitors from abroad at the CEO Day. These include, for instance, representatives of Swissnex. This network (which, among other things, assists start-up companies expanding abroad) currently has branches in China, Singapore, India, the USA, Brazil and Great Britain.

However, due to the diversity and scale of the event, it is essential to plan thoroughly at an early stage. “You shouldn’t gamble on meeting the interesting contact partners just any old how,” says Pascale Vonmont. She advises young entrepreneurs to arrange one-to-one meetings promptly or, if this is not possible, to set the time and place of a CEO Day meeting via email.

To facilitate exactly that, the organisers launched the CEO Day App at CEO Day 2014. This was developed by Zühlke, which is also a long-standing supporter of the event. With this app, participants’ profiles can be accessed and individual participants can be contacted. Furthermore, the app shows users their individual agendas. This makes sense, because for many participants, the day is fully packed with meetings, workshops and keynote speeches.
An Ongoing Success

For many participants, the CEO Day already begins on the journey to the venue. At the very latest, on the tram to Stade de Suisse, the number of young entrepreneurs, investors and start-up supporters is so high that initial talks happen right there.

In 2014, the CEO Day was held for the eleventh time. Already at the very start in 2004, the event attracted 150 people. Since then, a consistently upwards trend has been observed. The number of participants who meet each year in Bern is now significantly more than 500. In order for the day to remain efficient, despite the rising number of visitors, new elements have been gradually introduced, which help to ensure that the right contact partners connect with each other. For instance, start-up companies present themselves to the audience in the Pitching Battle competition. In “Investors on Stage,” investors explain to entrepreneurs what kind of young companies they are interested in. The one-to-one meetings allow efficient “speed dating.” In addition, with the app launched in 2014, planning is now also made easier.

Alongside the efficiency-increasing measures, there have often been other innovations as well, not only making the event more attractive, but also shedding some light on the development of the Swiss start-up scene. In 2014, for the first time, the keynote speeches were given by two founders of young Swiss companies: Jean-Mark Wismer (CEO KB Medical, Sensimed) and Jan Lichtenberg (CEO at InSphero). This is evidence of the growing maturity of the founders’ scene in Switzerland, as seen again every year at the CEO Day.
The Solothurn-based W. A. de Vigier Foundation has been presenting its sponsorship award to young entrepreneurs for 26 years, providing each recipient with 100,000 francs as start-up capital. It used to be the case that most of the prize winners were clever professionals or inventors. Today, the award mostly goes to high-tech projects. However, as Managing Director Jean-Pierre Vuilleumier explains in this interview, the decision as to who wins the award is not based on the technology or sector, but on the founders and the potential.

Jean-Pierre Vuilleumier: The biotechnology firm Glycart, for example, which was sold to Roche for around 235 million francs a few years ago. Other high-fliers from our prize winners’ gallery include Molecular Partners (IPO planned), Hocoma, Sensimed, Op-totune, Uepaa!, Gastros and Geosatis, to name but a few.

Each year, five prize winners each receive a non-redeemable contribution of 100,000 francs from the W. A. de Vigier Foundation. This was the actual start-up capital 25 years ago. The winners used it to found their companies. Today, the prize winners’ projects are more mature: the company has been founded, already has staff and is active on the market.

In principle, the prize could also be awarded for a business idea. That is to say, our requirements are such that the firm does not need to have been founded yet. Today, we no longer present our award to start-up projects at such an early stage as we did 15 years ago. We now expect young entrepreneurs to already be active on the market and to have obtained feedback.

Does the foundation still acquire stakes in the prize winners’ companies?

Alongside the prize money of 100,000 francs, the foundation acquires a 10,000 franc stake in the company itself. However, the award comprises more than just sums of money. We provide the prize winners with access to our network from the worlds of business and politics. We also organise alumni gatherings for prize winners and nominees, along with advanced training programmes and the possibility of exchanging experiences.

The application deadline for the 2015 award expired at the end of September. What was the response like?

This year, with 228 applications, we did not reach the previous year’s record (251). On the other hand, the quality of the submitted projects is outstanding. So the competition is tough and intense.

More high-tech projects have received the award in recent years. Do clever service providers or low-tech projects no longer have a chance?

The prize winner is not decided on the basis of whether a firm has a sophisticated technology or a clever consumer product. A social entrepreneur can also win the award. The only decisive factors are the quality of a project and its entrepreneurial potential. One of our prize winners from previous years, for example, was Sanova-
This social entrepreneurship project provides an online diary for pain patients, called “CatchMyPain”. And two years ago, one of the nominees was the “Taboobreaker” project, which is about teaching material that playfully enables youths to discuss sensitive topics like sexuality and AIDS.

Last year, the Board of Trustees was rejuvenated and obtained a new President: Dr Daniel Borer. Does this generation shift entail changes?

Since its founding in 1987, the W. A. de Vigier Foundation has pursued the goal of actively promoting the economy via direct financial support of young people who have innovative business ideas and who want to set up performance-oriented and growth-oriented companies in Switzerland. In this regard, nothing has changed. The current Board of Trustees is placing more emphasis on the personality of a young entrepreneur. In future, we want to learn even more about the people behind the projects. Thus, for the 2015 award, we will now require each of the 25 shortlisted projects to submit a self-made three-minute video, in which the award applicants present their project and also themselves.

Is the W. A. de Vigier Foundation now also seeking cooperation with other sponsors?

The Board of Trustees is developing a sponsor concept that enables other funding organisations, companies and individuals to donate additional prizes of their own. They use our infrastructure, our network and our experience, but they present a separate award under their own name. In future, there shall also be a prize winners’ prize once again, so that more than just five start-up projects can receive an award each year.

The 2014 award ceremony

At the end of June 2014, the young entrepreneurs’ award ceremony took place in the W.A. de Vigier Foundation’s “Sommerhaus” building in Solothurn. The award for innovative start-up companies went to Calcisco, Geosatis, Mimedis, Swiss Medendi and Visionarity. For the President of the Board of Trustees, Dr Daniel E. Borer, this was a premiere, because last year, the Board of Trustees underwent a generation shift.

The new-look Board of Trustees under President Daniel E. Borer has set to work with considerable vigour. The first award ceremony under the new leadership was another resounding success. Around 200 individuals from the worlds of business and politics (including several business angels, investors and representatives of funding organisations) attended, in the sunshine at Sommerhaus de Vigier in Solothurn.

Once again, five young companies and their founders were selected as prize winners. But what characterises an entrepreneur? For guest speaker André Lüthi, founder and CEO of the Globetrotter Group, an entrepreneur is someone who “has made their passion their profession, with vision, a lot of courage, risk and great dedication”. This is precisely in line with how the five prize-winning founder teams presented themselves:

**Calcisco**: This young Bern-based firm has developed a laboratory test for early detection of calcification propensity in the blood, in cases of chronic kidney disease.

**Geosatis**: This firm from Jura has developed an electronic ankle monitor. These are being used increasingly often by justice institutions all around the world, facilitating the social rehabilitation of offenders.

**Mimedis**: This Basel-based company uses 3D software and 3D printing to design individual bone substitute implants with an optimal fitting form, thus shortening the recovery phase.

**Swiss Medendi**: This Ticino-based start-up company has developed a device for infusions, which enables side effects like inflammation or necroses to be largely prevented.

**Visionarity**: This young firm from Basel has a hardware and software solution called “Kelvin”, which encourages companies’ employees to make energy savings and raises environmental awareness.

At the end of the ceremony, the President of the Board of Trustees, Dr Daniel Borer, honoured the Deputy Director of the foundation Gebert Rüf Stiftung, Dr Pascale Vonmont. He was able to present her with the award “Young Entrepreneurs’ Patron of the Year 2014” for her significant contribution to the establishment and development of the young entrepreneurs’ scene in Switzerland.
VENTURE KICK

Foundations kick-start the Swiss startup scene

Setting us apart from our European neighbours, regulatory policy prevents Switzerland’s public sector from providing financing for startups. But Swiss-based private investors willing to fund fledgling companies during the initial stages are also scarcely to be found – the risks are simply too great. This systemic shortfall in financing is substantial, as the growing demand for support from nonprofit foundation VENTURE KICK shows.

Startups in a grant funding gap

Transferring scientific innovations to the market and creating jobs with high added value is the key to social and economic prosperity in Switzerland. There is, however, a perceptible grant funding gap of huge potential in the innovation chain spanning between basic research and the market, a gap which neither the state nor the business community can fill: the early startup financing phase. This is borne out by the Federal Council Report on Venture Capital in Switzerland¹ and the 2nd Swiss Venture Capital Report.²

Grant-making foundations can bear risks

Startups are exposed to considerably high business risks, particularly in the initial stages. Regulatory policy in Switzerland does not permit the use of public funds to cushion these risks. Government grant-making programmes and agencies have no legal basis to channel taxpayers’ money into business promotion of this kind. Private investors too are wary of startups, which offer nothing more than a promising idea to “tinker” around with, and no prototype or market validation.

Funding and supporting startups in their early phases is a rewarding, high-impact undertaking for nonprofit grant-making foundations. They can afford to take big risks.

VENTURE KICK programme

In 2007, two traditional Swiss grant-making foundations, ERNST GÖHNER STIFTUNG and Gebert Rüf Stiftung, launched the pre-seed fund VENTURE KICK for the early-stage financing of outstanding business ideas.

VENTURE KICK pursues a clear vision aimed at identifying, supporting and promoting promising business ideas: first, to double the number of spin-offs at Swiss universities, second, to accelerate the time-to-market of these projects, and third, to raise the appeal of startups for investors. In concrete terms, VENTURE KICK provides start capital of up to CHF 130,000 (staggered payment) to young entrepreneurs selected on the basis of competitive criteria. VENTURE KICK can also lock into the know-how of seasoned startup experts and a national network of investors.

The pillars of the VENTURE KICK programme are a three-stage support and financing process, a jury of entrepreneurs and investors, and a commitment to set up a company on reaching stage 3:

VENTURE KICK support model
Since 2007, the nonprofit VENTURE KICK initiative has evolved into a private consortium which enjoys a broad base of support from foundations and philanthropists and is under the operative management of the IFJ Institut für Jungunternehmen. VENTURE KICK has long been a success story, as the cumulative figures for 2007 – 2013 show:

- **1,390 Applications** received from more than 20 Swiss universities
- **578 Candidates** presented at 176 jury sessions
- **298 Startup Projects** supported with CHF 11.52 million in pre-seed capital
- **224 New Startups** have incorporated their companies
- **2,433 New Jobs** FTEs (Full-Time-Equivalents) have been created
- **CHF 464 Million** in financing volume has been raised by the supported startups
- **CHF 40 Million** have been raised on average on top of each CHF 1 of seed money granted by VENTURE KICK

The success of the VENTURE KICK programme lies in its clear positioning and its solid network with other players on the innovation chain. The initiators consciously involved all stakeholders in the process so as to ensure that the pipeline is constantly brimming with new business ideas and everything goes smoothly at the other end with follow-up financing from business angels and investors.

The potential pool of promising innovative business ideas exceeds the financial resources of VENTURE KICK. Since the initiative was launched in 2007, the number of monthly project submissions has doubled to around 30. And because at the same time the average quality of the applications has increased, more and more promising projects are passed over.

In order to leverage Switzerland’s innovative potential more effectively, additional funds are needed. The foundation consortium that leads VENTURE KICK is open to new private partners. Financing, participation and active input are welcome.

**FOOTNOTES:**

2. Swiss Venture Capital Report, startupticker and SECA, Lucerne, February 2014
3. Gebert Rüf Stiftung, ERNST GÖHNER STIFTUNG, AVINA STIFTUNG, OPO-Stiftung, Fondation Lombard Odier, Debiopharm Group, André Hoffmann
The summit in sight.

Zühlke Ventures take their partners to the top: high-tech start-ups and co-investors profit from our secure funding, extensive management and technology experience, as well as from our powerful business network. Our strategy of early entry with full support and commitment reduces risks and capital requirements for investors, and enables start-ups to reach the summit faster. So clip in your carabiner and link up with us:
»venture» 2015

The leading business plan competition plans its 10th edition

Bringing Enhancements to the Swiss Start-up Landscape

»venture» is the ideal partner for young start-ups and entrepreuneurs. For the upcoming tenth edition the competition will receive a significant update and start in early 2015 with many new features. Most notably »venture» changes from a biannual to an annual mode.

During the last two decades the Swiss start-up scene has seen major changes. More individuals and institutions are attracted by entrepreneurship than ever. More young scientists are starting their own companies and thus the Swiss start-up ecosystem is growing. Early next year »venture» will launch a new, intensified format.

“We decided to make »venture« even more attractive,” says Dr. Knecht, former director of McKinsey & Company Switzerland and founder of the »venture« competition. “We will change to an annual competition schedule instead of the biannual model we have had so far.” But that is not the only change to the upcoming 2015 edition starting at the beginning of February and ending in June 2015. Dr. Knecht explains: “We cannot reveal too much at this stage, but I can promise there will be an even tighter integration into the start-up ecosystem, with more possibilities to network and to get to know coaches, a bigger presence of investors at an early stage and attractive prizes not only in terms of money.”

“»venture« can look back on a tremendous success story”, notes Dr. Thomas Knecht, “being an innovative and pioneering success stories: one of the largest semiconductor companies in the world.

“ »venture« is for budding entrepreneurs in Switzerland who have innovative business ideas. Participants may enter the competition as individuals or as a team.

Success stories

The formula worked: more than 2,500 teams have participated in »venture« since 1998, and they have created more than 5,500 secure and highly qualified jobs. Just a few examples of outstanding success stories:

- **Kooaba**, a »venture« winner in 2008, announced in early 2014 that it had been acquired by Qualcomm Connected Experienc-es, one of the largest semiconductor companies in the world.
- **Covagen**, a »venture« winner in 2006, announced in August 2014 that it had been acquired by Cilag, an affiliate of the Janssen Pharmaceutical Company of Johnson & Johnson. The purchase price was not been communicated, but is estimated to be well over CHF 200 million.
- **Molecular Partners**, a »venture« winner in 2004, entered 2013 into a USD one billion research collaboration and licensing agreement with Roche to discover, develop and commercialize several proprietary therapeutics for the treatment of cancer. The company intends to list its shares on the SIX Swiss Exchange in Q4, 2014.
- **EndoSensor**, another winner in 2004, was acquired in August 2013 by St. Jude Medical for up to CHF 309 million.
- **Glycart**, one of the winners in 2000, was acquired by Roche for USD 235 million in 2005. In November 2013, Roche announced that they received FDA approval for a new drug against chronic lymphocytic leukemia, a drug discovered by Glycart.
- »venture« winner Sensirion has grown steadily since the team’s participation in 1998 and currently has over 550 employees. It generated revenues of CHF 150 million in 2013.

What is »venture«?

»venture« is an initiative of the ETH Zurich, Knecht Holding, the innovation promotion agency CTI and McKinsey & Company, Switzerland. As the leading Swiss-wide competition for the best business idea and the best business plan, »venture« supports young entrepreneurs to develop a business idea. A number of renowned companies from Swiss industry and commerce sponsor the competition.

Experienced coaches support competition participants in the development of their business idea, the preparation of their business plans, and in the search for suitable partners and the necessary capital. Participants also receive feedback from a team of highly qualified jurors. The jurors (approximately 80 experts) belong to one of two groups: entrepreneurs, who evaluate the formal and business aspects of an idea, and investors, who evaluate its financial attractiveness.

Participants receive additional help in the form of various supporting events and arrangements, e.g., a series of seminars, special workshops and networking platforms.

»venture« is for budding entrepreneurs in Switzerland who have innovative business ideas. Participants may enter the competition as individuals or as a team.

In addition to the prize money for the most successful teams, »venture« guarantees:

- **Know-how**: »venture« provides access to experienced coaches who support young entrepreneurs in the preparation of their business idea and their business plan.
- **Network**: »venture« offers new and valuable contacts between young entrepreneurs, to »venture« capitalists and to management personalities from business and research.
- **Publicity**: the media follow »venture« closely. Participating teams receive valuable publicity for their future company.
Silicon Valley is the undisputed centre of the digital economy. What goals is Swisscom pursuing here? Ursula Oesterle, Head of Swisscom Outpost, and Stefan Kuentz, Investment Director of Swisscom Ventures, explain.

Ursula, what is Swisscom Outpost actually doing in the Valley?

Ursula Oesterle: Swisscom has been in the Valley since 1998 – back then with the goal of understanding the Internet wave in terms of the telephony business, as well as detecting trends and technologies. And then the Internet bubble burst and the question arose: Should we stay in the Valley or leave? And Swisscom was one of the few carriers that stayed. The times changed again, and around 2003 the targeted exchange between Swisscom’s business units and the Valley became even closer. It became important to understand such topics as marketing and business models “made in the USA.” We’re now a mixed team, consisting of employees from departments of Swisscom Switzerland who rotate every three or four years. In the meantime, Swisscom Outpost is well known in Switzerland, too, because we also support other Swiss companies locally. We receive business delegations on a regular basis and organise road shows for Swiss companies in the Valley.

Stefan, what is the role of Swisscom Ventures in the Valley?

Stefan Kuentz: Fifty percent of the investment activity of Swisscom Ventures takes place in Switzerland and the remaining fifty percent internationally, primarily in Silicon Valley. After all, that’s where the greatest disruptions occur that have an impact on our core business. For example, new infrastructure software, the optimisation of bandwidth services – or, most recently, cloud technologies. So we also try to make our investments directly in line with cooperation. Swisscom Ventures has been active in Silicon Valley for seven years, and during this time we’ve been able to develop a sound network with California financial investors, such as Sequoia and Greylock. Of course, we draw on our experiences and network in order to support our Swiss portfolio companies as well.

Ursula, how does Swisscom cooperate with start-ups?

Ursula: We have four ways in which we cooperate with start-ups: connect, co-create, incubate and invest. Connect means that the start-up is already mature and can be linked to Swisscom without any significant time and effort. Co-create means that the start-up has brought its product to up to 90% completion, and we develop the end phase together so that the product solution can be applicable to Swisscom as well. For us, incubate means a collaborative development with start-ups on a larger scale. Invest is a strategic partnership or a participation by Swisscom Ventures, or, depending on the situation, both of these.

The Valley is still clearly the hotspot for start-ups – why is that?

Stefan: The Valley is simply a functioning marketplace that brings together the best talents, capital, large corporations and universities. And at the centre of that is the entire topic surrounding the Internet, which moves from one wave to the next. Innovation occurs in the Valley at enormous speed because everything required to grow start-ups is finely tuned. This speed also applies to how financing rounds are handled. And that makes it even more attractive for us to invest there.

Ursula: The Valley is the place where disruptive innovation is developed. Because we have here a large mass of innovation-addicted entrepreneurs and investors prepared to take risks, who are prepared to invest in a multitude of game-changing ideas that in many cases are premature. Silicon Valley develops new markets and products, whereas London and Berlin are more likely to introduce new products in existing markets. The Valley lives off its own success – every IPO and major exit generates wealth, and more new investors and entrepreneurs who, in turn, generate new ideas and go in search of new success. This evolution dates back to the 1970s, when the chip industry created a large number of new companies and the first venture capitalists.

Swisscom Ventures

Swisscom Ventures is the venture capital arm of Swisscom. Since 2007, Swisscom Ventures has invested in over 35 IT, digital media and telecommunication companies with its main focus on Silicon Valley and Switzerland. As strategic investor, Swisscom offer to entrepreneurs access to technical infrastructure and market channels in addition to financial support.
What opportunities do Swiss entrepreneurs have in the Valley?

Stefan: A Swiss start-up should carefully consider an expansion in the Valley. The Valley is a very competitive environment. But generally speaking, I think it makes sense for every entrepreneur who wants to enter a global market to check things out here locally and find out what the drivers of the ecosystem are for his or her business. But that doesn’t mean that one has to open an office here right away. With the Swisscom Startup Challenge we’re trying to do exactly that: to offer specific insight into the ecosystem in Silicon Valley. And otherwise, I truly believe that only Swiss entrepreneurs who are really mature, i.e. who have developed a product that permits something unique with major global growth potential, controlled via the U.S. market, should go to the Valley.

What are the opportunities that the Valley offers to Swiss start-ups looking to gain a foothold in the Valley?

Ursula: Silicon Valley offers various “soft-landing zones.” Different incubators offer a workplace and a network. The KTI (Commission for Technology and Innovation) provides support with the Swiss “Landing zone SwissNex.” With our office in Menlo Park, we are naturally happy to help out with temporary workplaces, to a limited extent, of course – at the moment we’re working here for one week with the five winners of the 2014 Swisscom Startup Challenge.

Swisscom Outpost

Swisscom Outpost has been based in Silicon Valley since 1998 and contributes to the innovation and business development of Swisscom.
The Outpost initiates co-development projects and connect start-ups and public companies with Swisscom’s business units.

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BlueLion Incubator

Corporate innovation at startup speed
It is necessary, and becoming commonplace

Innovation is a must for every company. But not every opportunity can be pursued, and wrong choices can be costly, they may result in lost market share, or in sunk R&D investments – or worse.

What if more innovation projects could be pursued without adding more resources? What if the pace of innovation could be sped up without adding cost? Collaboration with startup companies facilitate just that: Such projects are fast, flexible, light on costs, with a “go get it” culture. Cooperation between established companies and startups is becoming more commonplace, and the first best practices emerge.

In-house corporate innovation is often costly, slow, and in many cases only delivers incremental improvements. Startup companies on the other hand create products fast, at low cost, and with fewer negative consequences in case of failure. And thanks to Switzerland’s large startup ecosystem, teams can now be rapidly formed around promising or radical business ideas. As a result, an increasing number of innovations are created outside of the corporate environment, e.g. in cooperation with startups.

However, startups often lack the required market access and know-how in order to become successful, as well as the experience, resources and financial means to develop their first solution into a full product portfolio. Interestingly, these two competences are precisely what established companies excel at!

We should, therefore, connect more established companies with more startups. As a result, the speed of corporate innovation will increase, more startups will succeed – and both will win by combining the best of both worlds.

The life sciences industry has been entering into cooperation with startups for many years. However, other industries only recently started tapping into this potential. Early programs in the logistics, telecommunications, energy, and banking industries have been promising. And first startup incubators have taken steps to catalyze and facilitate this new manner of cooperation. The early movers are already enjoying positive results:

The Opportunity of Crowdsourcing
The Swiss retailer Migros has generated 20'000 new product ideas by cooperating with the crowdsourcing startup company Atizo. Even for a large organization such as Migros it would have been difficult to produce this impressive number of proposals by applying traditional methods. Atizo and Migros were awarded the Swiss Marketing Trophy 2014 for this innovative way of sourcing innovation ideas directly from customers (Atizo AG, Bern [www.atizo.com], Migipedia [www.migipedia.ch]).

The Zurich-based HWZ University of Applied Sciences in Business Administration has introduced mandatory entrepreneurship courses in all its bachelor degree programs. Instead of traditional lecture formats, HWZ matches 300 students each year with innovation projects from established corporations and from startup companies. Over the course of a semester, the students create business models, marketing plans, or financial business cases for their customers. Not only do the students benefit from working on real-world cases, they also learn what it takes to turn an innovative idea into a successful business. More than 150 projects have been commissioned, and several clients have even found new employees during the process. The clients appreciate both the fresh thinking and an unbiased outside-in perspective from students who belong to “Generation Y” (HWZ Hochschule für Wirtschaft, Zürich [www.hf-hwz.ch/entrepreneurship]).

The Opportunity of Start-up Project Incubation
The BlueLion Incubator in Zurich is a complete incubator for high-potential ICT and Clean Tech startup projects: a program in four phases over a maximum of three years. To fulfill its mission BlueLion has created a complete and methodical program to incubate promising startup companies:

Phase 1: Incubation Program. The startup focuses on development of a working prototype as technical proof of concept. BlueLion provides infrastructure and office services so that the startup team can focus on the technical development work.

Phase 2: Acceleration Program. The startup focuses on confirming a business model by securing and delivering a first commercial customer as proof of market. Startups meeting this milestone are admitted to BlueLion Demo Days for matchmaking with seed and early stage investors, partners for technology scaling and distribution as well as the media. BlueLion provides business coaching with its own agile coaching methodology fully embracing the “Lean Startup”-principles.

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<tr>
<th>Corporate Innovation</th>
<th>Start-up Innovation</th>
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<td>Expensive</td>
<td>Low-cost</td>
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<td>Slow &amp; inflexible, waterfall projects</td>
<td>Rapid &amp; flexible, iterative cycles</td>
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<td>Heavy processes</td>
<td>Lean &amp; fast processes</td>
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<td>Legacy, incremental results</td>
<td>Greenfield, breakthrough results</td>
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<td>Victims of “Innovator’s Dilemma”</td>
<td>Creators of disruptive innovation</td>
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<td>“More of the same” culture</td>
<td>Culture of creative cooperation</td>
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<td>Existing market access</td>
<td>Struggle to win customers</td>
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<td>Existing networks for distribution, after-sales service and CRM</td>
<td>Inexperienced with marketing, sales and customer care</td>
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<td>Know-how for business management in place</td>
<td>Lack post-startup experience</td>
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Phase 3: Awareness Program. The startup focuses on winning and delivering more customers, and on further developing their product offering and distribution to achieve market traction. Startups meeting this milestone are admitted to BlueLion Investor Days, which BlueLion organizes together with established investor networks such as CTI Invest. BlueLion continues to provide business coaching with an emphasis on customer acquisition and execution.

Phase 4: Financing Program. The startup continues to grow their sales and expand their operations. BlueLion continues to provide business coaching, however with an emphasis on strategic planning and securing a suitable financing for sustainable growth of the startup after their stay in BlueLion.

The Opportunity of Fast Corporate Innovation in Incubators

Corporate innovation efforts can benefit from the rapid, low-cost approach to innovation by startups. Suitable programs connect established corporations with the startup scene so they can benefit from the lean, rapid, and pragmatic startup way. As a result, corporate innovation projects, too, are accelerated and, often, their cost is lowered. One option to implement such an initiative is to cooperate with an incubator that offers a complete startup incubation.

BlueLion is pioneering the incubation of startup companies and corporate innovation projects in the same location. UBS is also using this creative environment offered by BlueLion alongside startups. BlueLion offers corporate clients tailored programs ranging from sponsoring of the exchange with startup entrepreneurs to incubation of spin-off projects, to premium partnerships resulting in deep insights into the startup way, which spill back into the corporate culture.

Best Practices for Corporate Innovation Projects “The Startup Way”

Systematic cooperation between established companies and the startup ecosystem are relatively new outside of the life sciences industry. However, first best-practice recommendations can be observed:

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<th>Best Practices</th>
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<td><strong>Startup culture unleashes creativity.</strong> By connecting with the startup ecosystem, established companies benefit from more innovative solutions and, optimally, may even be able to rejuvenate their corporate culture.</td>
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<tr>
<td><strong>Incubation of startups is different from management of corporate innovation projects.</strong> Innovation teams should be placed with other startup teams and placed outside of the corporate offices to benefit from the “go get it” culture of startups.</td>
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<td><strong>Incubation must be methodical.</strong> “Straight from the gut” coaching does not yield ideal results, depends on individual people and results in untrackable project portfolios. A systematic, methodology-based approach maximizes the chances of success and allows the monitoring of projects and their progress and risks.</td>
</tr>
<tr>
<td><strong>Speed is higher with innovation the startup way.</strong> Without the burden of corporate processes and tools, new products can be developed faster. This results in earlier customer feedback and faster go/no-go decisions to focus on the most promising projects.</td>
</tr>
<tr>
<td><strong>Cost is lower with innovation the startup way.</strong> Startups can operate without the burden of corporate overheads and infrastructure, therefore more projects can be developed in parallel without the need for more budget.</td>
</tr>
<tr>
<td><strong>Keep the end in mind:</strong> A product or service developed by a startup or spin-off team may have to be integrated with corporate organizations and systems for e.g. supply chain management and after-sales service. At a certain point in the project, these line organizations must be involved to ensure a smooth transition of the new product back into the corporation.</td>
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</table>

Cooperation with startup companies can greatly benefit the speed of corporate innovation. As more and more large companies realize this, a new mode of operation is emerging – one that combines the best of the established corporate world with the best of the startup community: a mode more agile, more creative and more innovative. Support organizations such as incubators and universities are also catching on. By working together the speed of innovation can be increased – something for which there is a great need in Switzerland.

by Gert Christen, CEO BlueLion Incubator

gert.christen@bluelion.ch | www.bluelion.ch | +41 43 299 60 60
Creapole supports Swiss start-ups wanting to settle down in the canton of Jura with specific coaching services, according to each customer needs and evolution of its project.

As an active player in the economic development of the canton of Jura, we aim to promote company start-ups and innovation projects within existing companies. While we are able to support projects in all kinds of economic activity, we have developed particular skills in sectors with strong economic potential such as medical technology, micro-technology, information and communications technology (ICT) and Cleantech.

Our Services

Since Creapole started its activities in 2007, more than 750 projects of company creation, in all kind of applications, were supported. The 114 new companies and start-ups created since then gave the opportunity to more than 190 persons to find a new job. Proud of this success, Creapole increased its level of services and finally separated them in two distinguished activities.

The preliminary services include, on the one hand, raising awareness on innovation, setting up new businesses and, on the other hand, networking events aimed at a more carefully targeted audience.

The coaching services are designed in a “step-by-step” concept to meet the specific needs of each entrepreneur by providing assistance from the preliminary analysis stage of the project to subsequent help with obtaining finance, as well as consolidation of a business model.

Our philosophy

The entire philosophy of Creapole’s campaign is based on the notion that stimulating innovation and productivity, as two sides of the same reality, represents the key element of modern economic development.

CONTACT
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Working in network

Working alone does not guarantee the success of a project. Networking and communicating with other specialists is also a factor of success.

Therefore we are able to provide our services thanks to the support of the partners in our network (i-net innovation networks Switzerland, Platinn, etc.). We have teamed up in partnership with the “Fondation d’impulsion technologique et économique” (Foundation for Technological and Economic Impetus – FITEC) and the “Société jurassienne d’équipement SA” (Jura equipment company – SJE SA) to form an original trio providing support to entrepreneurs and innovators in the form of coaching, financing and suitable premises.

Creapole is an initiative supported by the Swiss Confederation, State Secretariat for Economic Affairs (SECO) and the Republic and Canton of Jura. We also work close with the Economic Promotion of the Republic and Canton of Jura.

Otherwise, Creapole represents the Canton of Jura by the SIP – Swiss Innovation Park Northwestern Switzerland and participates to its constitution and development.

For more information and eligibility of your project, don’t hesitate to contact us.
In autumn 2015 the technology and innovation centre Feld3 will be opened in St.Gallen. Feld3 represents entrepreneurship, interdisciplinary competence and an extensive network – all right next to Empa. A place where start-ups, SMEs and research institutions can work together to bring new projects and services to the market.

The economic region of St.Gallen stands out thanks to a good mixture of industry, commerce and service-oriented companies. It is also home to the HSG, an outstanding university with international charisma, as well as Empa, an internationally renowned research institute for material science and technology development within the ETH domain. The universities of applied sciences in St.Gallen, Buchs and Rapperswil as well as Inspire AG’s Institute for Rapid Product Development offer a wealth of expertise in relation to business economics and technological issues. Not forgetting the Kantonsspital St.Gallen with its medical skills.

Feld3 offers short ways

Feld3 is to be established within this environment. At Lerchenfeld in St.Gallen, with the core Tagblatt building, an innovation campus will be formed, which will encourage participants to review current R&D findings and to link these in an interdisciplinary manner. This location will inspire new ideas and promote implementation of these to the benefit of society and the economy. Linked over short ways to the large education and research institutions, industry and the public sector, it should help to create and promote technical innovations, new business models and creative change, in order to shape the economic location in a sustainable manner.

Start in autumn 2015

Feld3 will be opened in autumn 2015, initially within an area of around 1,000 m2. Another 3,500 m2 are to be added one year later. From autumn 2015 on Feld3 offers its advantages to companies – start-ups or SMEs – working in the areas of polymer processing (such as functional fibres, textiles and membranes) or medtec, for instance all combinations of (new) materials with organic systems, especially the human body. But also companies that deal with production systems of the future or information and communication systems can profit from Feld3.

The office of STARTFELD, the platform for innovative start-ups in East Switzerland, will also be based at Feld3 and offer its services. As the names already imply, STARTFELD and Feld3 are linked to one another.

Feld3 represents entrepreneurship, interdisciplinary competence and an extensive network – and a clear signal within the innovation landscape of East Switzerland.

CONTACT:
Feld3, c/o tebo
Lerchenfeldstrasse 5, 9014 St. Gallen, www.feld3.ch
Fostering innovation and entrepreneurship in Northwestern Switzerland

Bringing together start-ups and innovative high-tech SMEs with renowned experts, i-net innovation networks aims to help foster entrepreneurship in Northwestern Switzerland. The service known as New Venture Assessment follows three different stages and supports entrepreneurs in transforming their business idea into a successful business activity by founding a new company or launching a new product line. With this approach the joint promotion agency for innovation in cantons Aargau, Basel, Basel-Stadt and Jura rounds off its wide range of networking and advisory services for high-tech companies in the technology fields of ICT, Cleantech, Nanotechnology, Life Sciences and Medtech.

Businesses don’t just come out of nowhere. What an entrepreneur needs to get a business off the ground is a qualified exchange with experts. This is exactly what’s on offer with the New Venture Assessment: as part of a guided process, start-ups and innovative SMEs get highly qualified feedback and concrete recommendations for action on their business plans from industry leaders, entrepreneurs and subject insiders.

The i-net service is free of charge for all companies from Northwestern Switzerland. The program has been tailored for first-time entrepreneurs who want to make the leap into founding a new business, as well as for high-tech SMEs that are already established and want to expand their existing business with a concrete innovation plan.

The New Venture Assessment is structured in a modular fashion and supports entrepreneurs step by step in the most delicate phase of their journey – namely when it comes to specifying a business idea and making the right decisions for its operational implementation and execution.

The three stages at a glance

The three stages of the New Venture Assessment are dovetailed with one another, but can also be selected separately as required. Each stage consists of a workshop lasting several hours, which is prepared by i-net in cooperation with the candidates. Following this, the experts then give their opinion and concrete recommendations for action.

Stage 1 – Business idea & strategy: The first stage focuses on examining the candidate’s business idea and discussing the strategy. This includes the feasibility of the technology involved; the unique selling proposition (USP) of the offer, the skills needed (team) and a SWOT analysis.

Stage 2 – Market & revenue: The second stage is dedicated to an analysis of the idea’s market potential. This includes market volume, geography and demographics, customer segments, marketing and sales channels, as well as revenue streams.

Stage 3 – Operations & financing: The third stage looks at finances as well as the organization of the company. This includes capital requirement, financial planning, the value-creation chain, partners and risks.

Wide range of services

The New Venture Assessments round off i-net’s wide range of networking and advisory services. Under the Advisory Services banner i-net advises start-ups and innovative SMEs on the development and implementation of their growth and expansion strategies. The services provide specific contacts within the network, to investors and research projects. The i-net Advisory Services include also showcases abroad that enable entrepreneurs to hold presentations on international platforms.
Under the Transfer Services banner i-net provides companies and innovators with a professional events platform for exchange of experience and knowledge transfer. This extends from networking events through theme-specific technology and business events to closed working groups and seminars. The very popular Business Plan Seminars are aimed at innovators from major companies, SMEs and educational and research institutions. The one-day workshops provide participants with the necessary knowledge and the appropriate tools to take the first step toward starting a business. Many of the participants proceed with the New Venture Assessment in order to take concrete action in starting the business.

CONTACT: DR. CHRISTOF KLÖPPER

has been Managing Director of i-net innovation networks since April 2012. Previously he was Head of Development for Industry and Technology at the office of Industry and Employment in the Basel-Stadt Economics Department. From 2011 to 2012 he was Managing Director and a member of the Board of Directors of Technologiepark Basel AG. Christof Klöpper (born in 1975) studied economic geography, macroeconomics, business administration and geomathematics at the University of Trier in Germany and obtained a doctorate at the University of Basel entitled “The Structure and Geography of Innovation Processes in Biotechnology”.

Figure 3: The i-net impact model

Founded in 2012 by the cantons of Aargau, Baselland, Basel-Stadt and Jura as the joint promotion agency for innovation in Northwestern Switzerland, i-net has established itself well during the first full year of operations. Reaching 18,000 unique visitors through its online platform i-net has doubled its network to 5500 individuals. Over 50 events that i-net organized in 2013 attracted 2500 participants. The i-net innovation report, a monthly newsletter that focuses on opinions, companies and innovative businesses evolving in Northwestern Switzerland, is followed by 1500 readers.

Its advisory services have also been well received by the public. In more than 120 meetings, 86 connections were completed between 96 companies, leading to several promising research projects and innovative business cases. Furthermore i-net has been involved in the founding or realignment of 16 companies.
The Foundation for Technological Innovation (FIT) has been helping startups since 1994. FIT aims to support high technology and innovative projects by providing appropriate financial assistance. FIT is involved in many fields (for example information technology and communications, cleantech, life sciences, industry) and offers a wide range of services. FIT optimizes the chances of technical and economic feasibility by focusing on the creation and development of new companies. Leading Swiss universities, research institutes, and centers for applied science collaborate together. With its financial support, FIT can help complete an initial project or validate a new technology, thereby accelerating the project’s commercial development.

The FIT is based on a public and private partnership. Among these contributions, the State of Vaud and its economical promotion service, called SPECo, has increased its financial support to the FIT. Furthermore, Innovaud – the innovation access key to innovation in the Canton of Vaud – collaborates with the FIT regarding the pre-selection of projects and new demands according to their eligibility.

3 types of supports: FIT grant, seed and early

The FIT grant

FIT grant provides a maximum of CHF 100,000 per projects within an institute or university in the canton of Vaud. The goal is to finance a credible entrepreneurial project that will create an innovative business with high added-value jobs arising from institute or university work.

“Smart Detection”, a mini smart laboratory which detects polluting elements, obtained a FIT Grant in 2013. It detects, for example, polluted waters with arsenic or mercury. It can also track down food with high concentration of polluted molecules.
The FIT seed loan

FIT seed loan lends a maximum of CHF 100,000 that can represent at most half of the total project budget, the balance of which is to be covered by the direct and indirect contributions of the candidate. The FIT seed loan is arranged for companies in the French speaking part of Switzerland when they begin operations, normally when it is between 0 to 12 months old. The project must be undertaken in collaboration with or emanate from a Swiss institute or university.

“Advanced Sport Instrument” has acquired a FIT seed loan to elaborate a more compact, simple and affordable variometer. Their product called FlyNetTrack gives the possibility to paragliders to calculate their vertical speed by increasing a flight distance or time.

The FIT early loan

FIT loan supplies between CHF 300,000 and CHF 500,000 under the condition that private investors fund the project for at least an equivalent amount. The early FIT loan is awarded in principle when the company accelerates its commercial development, 12 to 36 months after its listing in the official commercial register. This award is linked to the development of added-value activities (product development, industrialization, operations, etc.) in the Canton of Vaud. The project must be undertaken in collaboration with or emanate from a Swiss institute or university.

A FIT early loan was given to “SWISSto12”, the Swiss precision controlling Terahertz. With frequencies between optical and electronic, Terahertz signals (THz) were a part of the electromagnetic spectrum not much exploited. SWISSto12 waveguide modules represent an effective solution for several applications enabling high-frequency signals to be transmitted efficiently over appreciable distances.
Zürcher Kantonalbank is the leading bank in the economic area of Zurich. To complete its product range, the bank launched in 2005 the unique start-up investment programme called PIONIER. Driven by the willingness to help build up young successful high-tech companies, Zürcher Kantonalbank accomplished more than 165 early stage investments in industry leaders including Getyourguide AG, VirtaMed AG, ESBA Tech AG and Procedural AG.

During the last decade, innovation, entrepreneurship and start-up investing have been gaining more attention and importance in Switzerland. Famous success stories of venture capital-backed companies have accelerated this trend and confirm the nearly 10 years of experience Zürcher Kantonalbank has in playing a prominent role in this field together with PIONIER. Luckily, the economic area of Zurich, the bank’s primary market, boasts both the Swiss Federal Institute of Technology Zurich (ETHZ) and the University of Zurich, providing the ideal framework for outstanding innovations, talents and investment opportunities. This fact supports not only the PIONIER’s underlying idea of transforming visions into economic profits, but also helps to fulfil the legal mandate of the Zürcher Kantonalbank.

Opportunity versus risk

Banks have the reputation of only financing companies when they show positive cash flows. Zürcher Kantonalbank proves the opposite and invests in promising early-stage start-ups. Backed by a low default rate, the bank is willing to invest up to CHF 15 million seed capital per year in ambitious teams working on innovative products in fast growing markets.

The preferred investment size per company ranges from 0.3 million up to CHF 1 million, and follow-up investments are possible. Zürcher Kantonalbank does not claim to cover all of the company’s financial needs – rather it welcomes co-investments. Therefore, most of the provided funds are direct equity investments or convertible loans. To start the PIONIER investment process it requires a reasonable business plan in line with the conditions defined by the bank and a prototype or proof of concept. Almost half of the provided funds have been invested in the ICT industry. Life science and medical technology are also well represented. Automation, sensors and materials as well as cleantech are the third and fourth pillars of the portfolio. Overall, Zürcher Kantonalbank has financed more than 165 companies with a total of CHF 100 million.

Partnership is the key

High-tech start-up companies show not only special capital requirements, but often look for value adding partnerships on their way to success.

As one of the most active investors, Zürcher Kantonalbank has established a large network in the start-up environment. Besides providing banking services to the companies, Zürcher Kantonalbank is also open to sharing these contacts.

With participations in different Technoparks and incubators and the annual ZKB Technopark Pioneer Award, the bank has underlined its commitment to innovative start-up companies. There's a lot of talk about investing in the future. Zürcher Kantonalbank does it.
Kids Biz Camp

Inspiring, educating & motivating kids about entrepreneurship

In Sept 2014, Sir Richard Branson stated ‘that the sooner young people start learning about entrepreneurship the better.’

Due to a unique set of economic, social and cultural conditions, children in Switzerland are generally not exposed to the concept of entrepreneurship until they enter University.

There is no doubt that the funding and resources that students encounter as part of their education in Switzerland are world class. Indeed since 2010 Switzerland has committed in excess of CHF34bn on education annually – one of the highest sums of any country in the world.

However, it is nearly impossible to teach some of the softer skills such as building relationships, team work, passion or communication that are vital to succeeding as an entrepreneur at this late stage of a child’s education.

It has become widely accepted throughout the developed world that the concept of a ‘job for life’ no longer exists. As well as displaying strong academic qualifications, candidates will need to adapt to a rapidly changing work environment, more frequent career changes and exhibit formidable interpersonal skills if they are to thrive in the 21st century.

Given this constantly evolving environment it is our belief that the concept of entrepreneurship needs to be seeded in the minds of tomorrow’s entrepreneurs at a much younger age than they are currently exposed to here in Switzerland.

It is for this reason that early next year we’re going to trial a concept that for now we’re calling ‘Kids Biz Camp’. Our vision is to create a program for tomorrow’s generation of entrepreneurs today, which offers an educational legacy and complements the diverse resources already committed to entrepreneurship across Switzerland.

Together with the support of the Bern University of Applied Sciences, we will develop and launch a ‘proof of concept’ across 3 Swiss cities in early 2015. Our aim is to offer a diverse, yet rich educational program for children, irrespective of their socio-economic background from 8–14 years old. With sustainability at the core of everything we do, we hope to help kids discover their passion and seed their fertile minds with a strong awareness of entrepreneurship.

Entrepreneurship is an essential, but often neglected part of education on any level. Whether it’s primary school or university, kids need to be entrepreneurial in order to make things happen. As we all know only too well, being an entrepreneur requires many different skills. Therefore even students who are “under-performing” in a classical school environment can rise to the top.

In true startup fashion we’ll be adopting following the lean startup methodology during the proof of concept. Of course I’m sure we’ll make mistakes but I’ve always believed it’s best to shoot an arrow high and lose it, than to shoot low. Phase I will consist of three, individual trial days for approx. 20 kids at each location in Bern, St Gallen & Zürich during March & April 2015.

Looking forward, if the proof of concept is successful then our future aspirations for Kids Biz Camp include:

- Swiss wide rollout of Kids Biz Camp together with an online resources portal for children, parents and teachers.
- Creation of a ‘Kids Biz Alumni’ who return in the future to teach and give back to the program that originally inspired them.
- Program develops local chapters e.g. Ticino, NW Switzerland that oversee the co-ordination of regional camps and events.
- Kids Biz Camp becomes an integral part of any child’s education in Switzerland who expresses an interest in entrepreneurship.
- The friendships that are formed at Kids Biz Camp – from children of diverse academic backgrounds, we hope for some, at least will stand the test of time.

Behind this initiative is a tremendous, passionate and diverse team consisting of Swiss & European nationals. We’d love to hear from you if you’d like to reserve a place for a child you know, if you wish to get involved or even potentially sponsor us.

Please join us on our journey in providing an educational legacy to Switzerland’s next generation of entrepreneurs. Please visit kidsbizcamp.ch for more info or feel free to reach out to us via martin@thecoulroom.com. Thank you!
Sensima Exit

Go Beyond investors contribute experience to earn profit from Sensima Exit

With the $20m total value sale of Sensima Technology to California based Monolithic Power Systems (MPS) in August 2014, Go Beyond Investing (GBI) investors realized a 100% annualized return, proving that contributing experience in addition to financial support can be very profitable.

The purchase price included an initial cash payment of $11.7 million and a subsequent cash earn-out payment of up to $8.9 million.

Over a two-year period, members of Go Beyond’s business angel community invested 1.6 million SFR into Sensima, a Gland based company specializing in the design and distribution of fully integrated magnetic sensors. Deal Leader Andreas Hürlimann recalls early interactions with Sensima in 2011. “This company had great technology but needed support in financing, strategy and business development. GBI’s investor community helped in recruiting, business model transition, and opening contacts to exit partners.”

The Sensima/GBI partnership is a good example of angel investing at its best bringing rewards both to the entrepreneur and to the investors. “Because of their access to a wide pool of knowledge, their agility and simultaneous financial strength, working with the GoBeyond network was perfect for us: they recognized the benefits and value of our technology early, despite the still unfinished business model. In the second round of funding, we continued to work and focus on expanding our business with the same partners.” Jens Muttersbach, CEO Sensima.

Once Sensima had a solid footing in the market, GBI sought a suitable buyer in Europe, Asia, and the U.S., and helped with the exit strategy. “We provided legal help in negotiating with MPS, as well as public relations assistance from one of our members who is a world-renown expert in this field,” Hürlimann said.

GBI’s fiduciary partner enabled 58 investors to participate with smaller amounts, while several others invested directly. This approach broadens the investor base and contribution size, while maintaining absolute financial transparency for the entrepreneur, without the complexity of carrying a multitude of investors on the records.

About Go Beyond Investing: Go Beyond Investing (GBI), the pan-European and US angel network, enables large and small investors to build, manage and exit early-stage investment portfolios. Go Beyond’s structure, services and tools enable individuals to become better investors, increasing their potential to earn positive returns.

Brigitte Baumann
Founder & CEO Go Beyond
President Emeritus EBAN

Brigitte Baumann is the Founder and CEO of Go Beyond Investing, the early stage investing specialists. Additionally she serves as President Emeritus of EBAN, and chairs Young Presidents Organization’s (www.ypowpo.org) Angel Investing Group.

For 15 years, Brigitte brought new technologies to market in the US and Europe with American Express, Gemalto and iWorldGroup and senior positions with McKinsey & Co.

Operating in Europe and the US, Go Beyond enables novice to sophisticated investors to build, manage and exit diversified portfolios of direct investments in young, fast growing companies. Harvard Business School conducted a case study on Go Beyond in 2014.

Please visit www.go-beyond.biz for full information.
startupticker.ch

Platform for the Swiss start-up scene

The information channel by, about and for start-ups has become the dominant medium of the Swiss start-up community. Startupticker.ch reports several times a day on the current events of the Swiss start-up and innovation scene, and every Friday the newsletter rounds up the highlights of the week.

Startupticker is a success story. More than 1,000 users consult the site daily, with about 15,000 unique visitors a month. The news portal is also very active thanks to the use of the startupticker app on smartphones. And the newsletter with the weekly review and announcements of important events and training already has about 5,000 subscribers, representing an increase of 40% within a year.

The portal was started four years ago, with support from the CTI, WA de Vigier Foundation and CTI Invest, as an independent information channel for the Swiss start-up community, and now has the Gebert Rüf Foundation as a partner, as well as Swisscom, patent law firm P+TS and investiere.ch as sponsors. Supporters represent more than two dozen business development agencies, incubators, training institutions, associations, contacts and awards from all over Switzerland. The editorial team is managed by Journalistenbüro Niedermann in Lucerne and the western Swiss correspondent is the tech blogger Eugène Schön.

Shop window for Swiss start-ups

Thanks to startupticker, young companies can publish their news for free and gain access to customers, orders, good staff and the necessary financial resources.

Shop window for Swiss start-ups
information channel for the Swiss start-up community

Startupticker.ch is accepted by educational institutions, contact points, support organisations, donors and the media as an information channel for the Swiss start-up and innovation scene, and is used not only as a source of information but also as a communication channel.

Services

- Lates news daily
 Anyone who wants to stay up-to-date makes a daily visit to the online hub startupticker.ch. Or, if there’s no rush, they get the news through the startupticker app on their smartphone or tablet, or via the RSS feed.

- Weekly newsletter
 Read about the start-up scene’s happenings of the week in Friday’s newsletter, which highlights important upcoming events and training opportunities. Subscription to the newsletter is free – join at www.startupticker.ch.

- Social network
 The news portal is also active on the social networks – Twitter, Facebook, LinkedIn. Startupticker has about 2,500 followers on Twitter.

- Online hub for start-up events
 The news portal carries an exclusive event calendar for funding opportunities and awards, events, networking, continuing education and training.

- Publication of information by the user
 Start-ups and all other actors on the scene can enter their news, events and alerts into the editorial system. The editorial team controls the quality and activates the items. The links to the relevant website for news and events can be found at www.startupticker.ch

Specials

- Startupticker brunches
 The Startupticker Brunch takes place at the beginning of each year in Zurich and Lausanne. Supporters, business angels, coaches, tech scouts and, of course, young entrepreneurs meet for networking.

- Swiss Venture Capital Report
 In collaboration with SECA, startupticker publishes the Swiss Venture Capital report each year with detailed analysis and reports.

- CEO Day
 More than 500 CEOs of start-ups, managers of venture funds, business angels, coaches and trainers gather at CEO Day in Bern every autumn. Startupticker.ch is the exclusive media partner.

- Top 100 Swiss start-ups
 Which are the most promising start-ups in Switzerland? The answer is the annual rating of the TOP 100 Swiss Startups, organised by the Institut für Jungunternehmen together with Journalistenbüro Niedermann and Handelszeitung. startupticker.ch is the online media partner.

- Startupfair
 The trade fair for company founders and young entrepreneurs, with the Startup Battle, is a complete success. startupticker is the media partner, writes from the event and reports online on the preliminary rounds of the Startup Battle.

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W. A. DE VIGIER FOUNDATION
Promoting Young Entrepreneurs in Switzerland

5 x CHF 100.000
Every Year for Innovative Business Ideas

The most valuable prize for Young Entrepreneurs in Switzerland, since 1989

Application deadline: End of September

Winners:

Joël Jean-Mairet
Glycart 2001 (sold to Roche)

Yan Berchten
Snowpulse 2007 (sold to Mammut)

Patrice Neff, Dorian Selz
Nektoon 2010 (Memonic, Squirro)

Colin Sanctuary, Simone Rizzi
QGel 2012

W.A. de Vigier Foundation
Support for young entrepreneurs in Switzerland

www.devigier.ch
Swiss high tech start-ups on the way to success

In this section Swiss High Tech companies on the way to success are presented.

The criteria for selection were:
- closing of one or several financial rounds > CHF 1 Mio.
- having paying customers or a product ready for the market entry

One other interesting aspect of the presented companies is, that all of them took advantage of most Swiss support organizations and/or got involved with investors linked to CTI Invest.

Presented in 2009:
- AXSionics, BeamExpress (beamexpress.com), Concretum (concretum.com), Doodle (doodle.com), Glycovaxyn (glycovaxyn.com), HeiQ Materials (heiq.com), Med Discovery (med-discovery.com), NEXThink (nexthink.com), Primequal (primequal.com), Sensimed (sensimed.ch)

Presented in 2010:
- Arktis Radiation (arktis-detectors.com), Atizo (atizo.com), Basisnote (basisnote.ch), Covagen (covagen.com), Diagnoplex (diagnoplex.com), Insphero (insphero.com), Optotune (optotune.com), Sonic Emotion (sonicemotion.com), Virtamed (virtamed.com), Zurich Instruments (zhinst.com)

Presented in 2011:
- Aïmago (aimago.com), Attolight (attolight.com), GetYourGuide (getyourguide.com), greenTEG (greenTEG.com), Kooaba (kooaba.com), Lemoptix (lemoptix.com), Malcisbo (malcisbo.com), Memonic (memonic.ch), OekoSolve (oekosolve.ch), ViSSee (vissee.ch)

Presented in 2012:

Presented in 2013:
ActLight groundbreaking Light based electronics is paving the way for the next generation of context aware mobile devices.

As the Internet of Things rises, the manufacturers of the next generation of mobile devices will be facing some serious technological challenges. While shrinking in size, mobile devices will have to integrate features such as gesture control, proximity detectors and higher data transfer rates to better understand their user contexts. In the same time they will have to reduce their energy consumption.

ActLight SA, a start-up based at EPFL Innovation Park in Lausanne, is addressing this challenge with their Dynamic PhotoDiode (DPD), a novel technology that offers breakthrough solutions in photonics, bringing light sensing to a completely new level.

The company is also working on smart solar cells to improve the efficiency of voltaic energy harvesting.

Founded by Serguei Okhonin and Fredrik Uddegard, ActLight is a fabless semiconductor company specialized in the design and intellectual property (IP) for light based technologies for CMOS electronics.

The ActLight innovation comes from groundbreaking new innovation related to the characteristics of CMOS electronics when exposed to light. Their Technology is well accepted and verified by key market players after extensive simulations and a number of prototypes.

ActLight SA presented their Dynamic PhotoDiode this year at the Mobile World Congress 2014 in Barcelona. This chip has an outstanding performance comparable with modern avalanche photodiodes (APDs), but it does not require high voltage for its operation, which makes it imminently suitable for the next generation mobile devices featuring sensors for proximity and gesture control for example. ActLight’s DPD technology applications range from Laser Barcode scanners, on-chip optical data transfer and 3D-imaging. The founders are also seeing an increasing interest by medtech players in applications that can track heart pulse rate or blood pressure thanks to the DPD high sensitivity.

Gartner recognized the technology developed by ActLight in 2013. This year the company was listed in Red Herring’s Top 100 Europe. As a further proof of the potential of ActLight innovative solution, the company is discussing licensing their IP to leading electronic companies.

SERGUEI OKHONIN CEO

ActLight
1015 Lausanne

- Line of business: Phototonics
- Foundation: 2011
- Employees: 3
- Web address: www.act-light.com
- CTI Invest Pitch: Yes
- CTI Coaching: Yes
- CTI Projects: Yes
- Venture Kick: Yes
- De Vigier Nominee: Yes
Amal Therapeutics

The future of therapeutic vaccines in oncology

Madiha Derouazi, CEO of Geneva-based biotech start-up Amal Therapeutics has big plans. Her company is developing the next generation of Therapeutic Vaccines to fight cancer.

Amal Therapeutics SA is a Swiss biotech start-up company and spin-off from the University of Geneva. Amal Therapeutics was incorporated on September 3rd, 2012. The company uses its proprietary cell penetrating peptide platform to develop and progress therapeutic vaccines in oncology.

Since the creation of the company in September 2012, Madiha Derouazi, has faced successfully some considerable challenges. The CEO and co-founder of the start-up approached and convinced two major German investment funds: Boehringer Ingelheim Venture Fund and High-Tech GründerFonds to support and invest in her company.

Everything started in June 2012 as Madiha Derouazi took part in the Venture Leaders Program and met the second co-founder of Amal Therapeutics. Shortly after, Madiha participated to the CEO Day 2012, a key moment in the history of her company. At this event in Bern, Madiha had the opportunity to meet a member of the High-Tech Gründerfonds who was immediately interested by her project. This triggered a series of discussions and business plan exchanges, leading to the decision of the german investment fund to invest in the swiss company some months later.

The support of Boehringer Ingelheim Venture Fund has been equally instrumental for Amal Therapeutics. Contacted in Autumn 2012, the German investment fund has collaborated actively with the biotech start-up, bringing their know-how and experience in the area of therapeutic vaccines with Knut Elbers who joined the board of directors,

Amal Therapeutics benefitted from the very beginning of the support of Professor Pierre-Yves Dietrich, Director of the Center of Oncology at the University Hospital Geneva (HUG). The professor was named “Cancer Researcher of the Year” in 2013 in the United States for his work on brain tumors. Furthermore, Amal Therapeutics entered at an early stage the CTI coaching program. The start-up could therefore benefit of all the support, experience and network of the CTI in their research for seed financing and partners.

In July 2014 Amal Therapeutics obtained with TransCure bioServices, a European Eurostars Programme grant for their award winning project named HuVac aiming to use enhanced humanized immune system mouse models for vaccine development and to validate a novel therapeutic vaccine for human glioblastoma multiform (GBM).

MADIHA DEROUAZI CEO

In July 2014 Amal Therapeutics obtained with TransCure bioServices, a European Eurostars Programme grant for their award winning project named HuVac aiming to use enhanced humanized immune system mouse models for vaccine development and to validate a novel therapeutic vaccine for human glioblastoma multiform (GBM).

Amal Therapeutics
1205 Genève

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Engage with your cat thanks to attrackting

KADDZ is a dream come true for many animal lovers: a cat finder in the form of an intelligent GPS collar. Beloved pets can be located and found via the mobile communications network.

Every year in Switzerland, 20,000 pets (90% of which are cats) disappear, causing their owners to panic. Although many are equipped with microchips, there is no way of tracking the animals. The new collar from Attrackting is set to change this, whereby a cat’s nature presents the team with particular difficulties. Cats love freedom, act unpredictably, are active day and night, adhere to no schedule, and are sufficiently small and swift to hide themselves in seconds. This start-up company, founded in 2013 in Biel, has risen to this challenge and developed an intelligent cat collar. KADDZ is completely in tune with the living habits of cats and the requirements of their owners. By means of a free app for smartphones or web browsers, cat owners can keep track of their companions’ activities at any time or place. The collar uses GPS positioning and continually transmits all data via the GSM mobile communications network. Weighing less than 50 grams, the collar is equipped with (among other things) a unique patented safety clasp that automatically opens when a tensile force of 2 kg is applied from any direction, and two rechargeable batteries that last for 5-7 days and can be replaced with a simple click, without requiring the collar to be removed. Thanks to the sophisticated algorithms that make the transmission of data to the KADDZ app depend on the cat’s activity, power consumption can be dramatically reduced during rest periods, i.e. energy consumption decreases when the cat falls asleep, as regular transmission of location data becomes unnecessary. If the animal is sought at night, a buzzer and small LED light on the collar aid localization. Particularly anxious cat owners can record their roaming associates’ movements, mark out the territory online, and arrange to receive warning messages whenever the feline leaves the stomping ground or enters undesirable terrain.

Steve Henseler (now Creative Director) came up with the concept behind KADDZ when his tomcat strayed. He told Gian-Franco Salvato (now CEO) about his idea. They were soon joined by other experts in their field: Marcel Aeschlimann (Creaholic), Jasper Bouwsma (Head of Strategy), Eric Kuenzi (attorney), Marco Salvini (CTO) and Jean-Pierre Vuilleumier (CFO). This lean start-up company has recently added an absolute market authority to its ranks: Rolf Styger (founder and former owner of Fressnapf Switzerland), as Chairman of the Board.

Attrackting has set itself the task of relocating “valuable things on the move”. After the KADDZ (www.kaddz.com) market launch, other products are set to follow, e.g. BIKKZ for bicycles and DOGGZ for dogs. The list of ideas is long.

Attracting AG
2502 Biel

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Calcisco

Blood test for early detection of calcification propensity

Vascular calcification leads to increased mortality amongst patients with chronic kidney disease. CALCISCO offers a unique laboratory test for detecting calcification propensity in blood, thus bridging a significant gap in diagnostics and therapy monitoring.

Pathological calcifications and cardiovascular events are among the most serious worldwide health problems. They are especially prevalent in kidney patients. This leads to suffering, and abundant interventions and hospitalizations. Furthermore, calcifications result in a vastly enhanced risk of death and high costs for patients and health insurance companies alike. Unfortunately, so far, the early detection of patients at increased calcification risk and, therefore, the timely guidance of therapy and monitoring of treatment success have not been possible. A novel blood test closes this diagnostic gap and enables, for the first time, the early detection of patients at enhanced risk of calcification.

CALCISCO’s T50 blood test is currently being developed for commercial use by the Bern-based biotech start-up CALCISCO, which is located with its own laboratories within the central lab of University Hospital Bern, Inselspital. Under very strict conditions, the novel T50 test detects a complicated physicochemical phenomenon, the time of transformation from so-called primary to secondary calciprotein particles (CPPs). This is a completely novel approach in medicine. The transformation time differs among individuals and is indicative of the respective patient’s calcification propensity. Thus, the T50 test simulates in a test tube within hours what may happen in the patient over the next years.

As a proof of the high clinical relevance of this novel test, a 5-year study with 180 patients suffering from chronic renal disease has already shown that the patients with the worst T50 values had a 500% higher risk of death than those with the best values. These exciting results have recently been confirmed in 700 kidney transplant patients, who had been followed over 4 years. Given these strong data on individual prognosis it is reassuring, that in a study with 200 hemodialysis patients the test result of the T50 test could be improved with already available medication.

Given its unique features and predictive value, the T50 test has a large potential to become a future reference lab test for kidney patients to reduce suffering, hospitalizations and mortality. These high aims will be achieved by individually, T50-guided therapies. Accordingly, “we hope that with our diagnostic and monitoring concept, we can contribute to an improvement of the survival rate amongst kidney patients and possibly also other patient groups with an increased risk of calcification,” said Dr. Andreas Pasch, senior physician at Inselspital Bern and inventor of the test. “Based on the present scientific data there is realistic hope that the T50 test represents a breakthrough and provides an important and clinically usable diagnostic tool to prevent pathological calcifications.”

CALCISCO’s T50 test is planned to be introduced to the market for first clinical use by 2015 at the Inselspital Bern as a diagnostic service, followed by the main and scalable product, the T50 test kit in 2016. In order to achieve these goals, CALCISCO is currently preparing a first financing round.

Calcisco

ANDREAS PASCH, MATTHIAS MEIER Founders
José Demetrio, the CEO of Noirmont’s based security start-up Geosatis wants to use Swiss innovation and high technology to make offender reinsertion easier.

The idea of an ankle bracelet destined to offenders on probation was mentioned for the first time in 2006 in a discussion that José Demetrio had – as a security expert – with the staff of a Swiss prison. At that time the available bracelets coming from the United States, England and Israel were not that convincing as they could be easily removed.

A few years later, José Demetrio thought again about idea as he was studying in Yverdon-les-Bains. He was convinced that a “Swiss Made” ankle bracelet for offenders on probation could be a precious reintegration tool and that Switzerland had all the necessary know-how in electronics and micro-technics to develop it.

At the end of 2009, José Demetrio presented his innovative idea at the Parc Scientifique in Lausanne and joined their incubator program for 6 months. To have better access to the Swiss Horology Industry and its know-how in micro-technics, the CEO of Geosatis moved its company shortly after in the Noirmont (Canton du Jura) but kept an office in Lausanne. The solution developed by Geosatis provides a complete and reliable solution for electronic monitoring that allows to track the whereabouts of an offender on probation. An innovative ankle bracelet performs geo-localization with high precision and security, and a monitoring platform allows for efficient management of alarms.

This innovative solution has a specific objective: to make social reinsertion easier by enabling offenders on probation to stay at home under the control of justice. Thanks to Geosatis electronic monitoring solution, offenders can continue to take care of their families and even work reducing the economic and social costs related to reinsertion. Designed to be ergonomical, the ankle bracele is indestructible and can only be removed by the police or the authorities. The battery of the device can be recharged in 30 minutes via a state-of-the-art mobile charging station conceived to protect the offenders from any electrical incident.

In the long term, Geosatis wants to turn its connected ankle bracelet into a therapeutic monitoring tool to better understand the situation of an offender at a given moment, detect stress or a problem, in a similar way as an activity tracker.

Geosatis was this year among the 5 winners of the W.A. de Vigier Foundation Prize 2014. The start-up will be flying in October to the Silicon Valley for a week-long mentoring programme as it also won the Swisscom StartUp Challenge 2014. Geosatis is working today on an important first shipment of ankle bracelets for South Africa.
Glycemicon’s efforts are focused on the discovery and development of innovative products to prevent and treat type 2 diabetes and obesity.

In our increasingly aging society, it is inevitable that health impairments such as adult-onset diabetes (type 2 diabetes) become more common.

In cases of adult-onset diabetes, the cells no longer respond to the hormone insulin, which regulates the blood glucose level. Also, in cases of the lifestyle disease obesity, 80% of those who are heavily overweight develop type 2 diabetes later. Once things have progressed so far that the body has lost its responsiveness to insulin, the condition is usually irreversible. Failure to monitor diabetes sufficiently can have serious consequences, such as heart attacks, strokes, kidney failure, or impaired sight and hearing. WHO statistics from 2012 show that in some parts of the USA, the prevalence of overweight is higher than 25% and as a result, the diabetes rate is also over 10%.

This ETH spin-off, founded in 2013, has developed an agent that enables the fat cells to respond again, leading to a restoration of functional blood glucose regulation. What makes Glycemicon therapy unique, is the new kind of approach to treatment. It is promising, both in a preventative and in a curative sense. One significant target group for Glycemicon is that of so-called pre-diabetics, whose blood glucose level is already too high, but not yet high enough to be classified as diabetic. In this patient group, there is considerable potential for preventative therapy.

With the agent THBA, a bile acid present in the human body and in various foods, the formation of fat cells from precursor cells is promoted. Thus, the body can store ingested nutrients in a larger number of fat cells, and the fatty tissue remains responsive to insulin. This relieves the pancreas, and the amount of insulin necessary for storage of the ingested nutrients is significantly reduced.

In the form of a “medical food,” e.g. as capsules that can be prescribed by a doctor, the medication should help to maintain a healthy metabolism and to secure a normal blood glucose level.

Glycemicon has raised CHF 1.1 million in seed money from the ZKB, CTI grant and Venturekick prizes. These funds will be used amongst others for completing pre-clinical and toxicity studies. The next financing round of 2.5 million will cover, amongst other things, the clinical proof-of-concept trial, and the regulatory safety approval of the active substance in the EU.

“Early discussions with Nestle have revealed high interest in our products,” says Dr Nadja Mrosek, COO, “potentially there is a first exit opportunity in 2016.”
Goodwall

Stand out by doing good on Goodwall

Meet Taha Bawa, Omar Bawa and Marcus Bonalumi, the three young founders of Goodwall: the network where people, particularly students, build social résumés (Good CVs) by doing good to stand out and distinguish themselves to get into university or get their first job.

The Good CV acts as a Pre-LinkedIn. Students complete their Good CVs to showcase their community service and projects, ranging from running a race for cancer research to volunteering for an orphanage and recycling regularly. The organizations involved or the students’ school then verify these experiences. Given the students’ limited work experience, volunteering and community service are particularly important. This gives them an incentive to do good systematically while maintaining future relationships with the people and organizations they have been working with. The founders believe that by incentivising the next generation to get involved, they will make sustainable decisions in the future. As universities and employers are to use Goodwall to look for future applicants, the students’ profiles will also include their academic record (examination scores and grades) and extracurricular activities.

Goodwall aims to become an important part of a student’s education and person’s online identity. Just as an individual has a Facebook profile or a LinkedIn, they would have a Goodwall. Goodwall’s growth strategy is to start with students and then grow with them. The long-term vision for Goodwall is to become an online identity for everyone to showcase their social good and integrity for business, friendships and network. Goodwall intends to change mind-sets and behaviours so that our generation will grow up to make sustainable decisions, think critically and understand that their actions can have a global impact.

Goodwall is based in Geneva, Switzerland and has raised CHF 1.1M in financing. The Goodwall team consists of young “Hustlers, Hackers and Hipsters.” Taha Bawa, Goodwall’s CEO completed a residency at Swissnex San Francisco this year, where he met many relevant partners and institutions to validate Goodwall’s business model. He also participated in the CTI start-up market validation camp.

Goodwall is gaining momentum. Just months after launching at the LIFT tech conference on February 6th, more than 250’000 people have already joined the network.

TAHA BAWA
CEO

Goodwall

1218 Grand-Saconnex

Line of business: Internet
Foundation: 2014
Employees: 8
Financing: 1.1 mio CHF
Web address: goodwall.org

CTI Invest Pitch: Yes
CTI Coaching: Yes
Additional Awards: Lift Public Prize, Swisscom 10 finalists
Phones are getting smarter everyday but not mobile advertising. The founders of Powzy want to reinvent mobile advertising with their Gamified Mobile Marketing Platform.

How do you engage the increasingly demanding mobile consumer? How do you make mobile advertising smarter? Powzy addresses these challenges for brands with an innovative mobile marketing platform.

Powzy offers unique ad formats to advertisers that have a critical need for consumer attention. The startup created a first of its kind mobile advertising platform designed to cater the distinctive needs of premium publishers that are not satisfied by existing ad networks.

This automated platform runs mobile advertising campaigns for consumer brands by sponsoring digital goods or premium content within apps like games or newspapers. Therefore, it facilitates consumer brands to have effective reach to mobile audience through pull marketing. On the other side, the startup helps freemium app publishers to monetize more than 90% of their user base, who usually never pay.

These sponsored digital goods (virtual items or premium in-app content) in consumers’ favorite apps or games are offered in exchange of specific branding actions like: watching videos, answering branded questions, or visiting a store. This non-intrusive marketing creates positive brand association by adding an optional way in mobile apps to unlock items.

Powzy was presented in February 2014 at the Lift Conference in Geneva. Since then, the young company based at EPFL Innovation Park in Lausanne has been progressing at a very fast pace with the help of the CTI coaching and a determined team.

The startup finished this summer among the winners of the TiE50 Awards in the Silicon Valley. This keenly contested international high-tech competition evaluates startups on Business Model, IP Value, and Leadership Team.

Powzy’s innovative platform was used in McDonald’s “Royal” Campaign this summer. Ameebo the mobile game developed by the Swiss studio BEntertained has also integrated Powzy technology to offer a more rewarding experience to their players.

Last but not least, Powzy was selected in August to be part of the 8 companies participating to the Microsoft Venture Accelerator four months program in Berlin. At the same time, the start-up is taking part in a second accelerator program by ProSiebenSat.1 in Munich giving them the opportunity to work and learn with major media publishers.
Relish Guitars Switzerland is the new Swiss guitar label revolutionising the electric guitar – founded in 2013 by the Relish Brothers, two music enthusiasts from Lucerne with inventive minds and a passion for detail.

On the music market, a guitar by the name of “Jane” is causing a stir… and she is just as beautiful as her name suggests… For around 60 years, nothing much has been happening anymore on the electric guitar market. The respective form is cut out of solid wood, a cavity is bored out for the electronics, these are installed and the instrument is then given a colourful coat of paint. It is therefore high time for an innovation on this 1.2-million market.

Pirmin Giger already built his first prototype while studying industrial design. Together with his boyhood friend Silvan Küng, who inspired Pirmin to play guitar, he developed “Jane” further, for which they received overwhelming feedback from musicians and tradespeople alike. It was soon clear that the pair wanted to become entrepreneurs. A perfect symbiosis: Pirmin as industrial designer and Silvan as marketing/sales expert.

The challenge was to improve the sound characteristics by means of a new type of construction, to develop a new design and, at the same time, to enable mass production.

The new guitar body comprises three layers: a veneer, an aluminium frame, and another veneer as a base. The combination of materials and the cavity structure have a significant effect on how the sound develops, and also help to increase the Hall effect and to produce a warmer sound. The patent application process for this innovation is well underway. However, not only does “Jane” captivate with her unique warm sound, but also with her distinguished, simple design. The guitar’s soft round form is aesthetically appealing and makes it pleasant to play. The ergonomic neck promises playability beyond compare. Fender Musical Instruments (one of the market leaders) also has something to say about Relish: “Your design is one of the best in the industry; the guitar industry needs your ideas more than ever.”

The goal of Relish Guitars Switzerland is to become one of the top 4 guitar brands by 2020. With Jane, at the high price of 4750 CHF, the Lucerne-based company wants to achieve a 3 % share of the premium electric guitar export market (1000 units) by 2018. This cause is helped massively by testimonials such as those from Swiss blues musician Philipp Fankhauser and German rockers The BossHoss. Of equal importance, however, is the presence at trade fairs, in front of an international audience of tradespeople and dealers, e.g. at Musikmesse in Frankfurt or The Holy Grail Show in Berlin, as well as the press response in specialist magazines like “Gitarre & Bass”.

Steps towards this goal have been taken, in the form of successes achieved via the first dealer networks, distributors and enthusiastic musicians around the world, who love Jane like the Relish Brothers.

PIRMIN GIGER, SILVAN KÜNG
Founders

The BossHoss. Of equal importance, however, is the presence at trade fairs, in front of an international audience of tradespeople and dealers, e.g. at Musikmesse in Frankfurt or The Holy Grail Show in Berlin, as well as the press response in specialist magazines like “Gitarre & Bass”.

Steps towards this goal have been taken, in the form of successes achieved via the first dealer networks, distributors and enthusiastic musicians around the world, who love Jane like the Relish Brothers.

Relish Guitars GmbH
6048 Horw (LU)

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Swiss Medendi SA has developed a revolutionary low-cost infusion device that can help to prevent serious injuries, pain and irritations occurring from infusions.

Shahar Tsabari, CEO of the Lugano-based start-up firm Swiss Medendi SA, has already experienced a lot in his lifetime. However, the experience of having someone close to him, diagnosed with cancer certainly left its mark. Fortunately, the chemotherapeutics were able to save her life, but the infusions gave rise to blood vessels permanent damage with necrosis and sclerosis losing five veins in her upper arm.

Shahar and Emilia Carla, both medical professionals, then began to develop a safe and intelligent infusion device, specifically to avoid the pain and injuries which can commonly result from such infusions for cancer and other treatments. Shahar and Carla working as a team, after many experiments, produced the first prototype, made of glass. This device replaces the drop counter in a standard infusion system and allows the therapeutics to bind the blood plasma proteins outside the body, much reducing the intravenous adverse effects which cause tissue damage. "The biggest challenge was to find the correct balance between chemical, physical and technical parameters, so that a stable diffusion layer can be established, enabling a constant infusion rate," says Shahar. Laboratory measurements have shown that, with the new device, the osmolarity and pH value of the resulting complex of blood and therapeutics can be controlled extremely well.

The functional prototype was developed with considerable personal commitment, both with their time and finances, in order to make the device feasibly marketable. For further develop and refine the device and undertake additional testing, they formed the Swiss Medendi company and have invited additional investors. Ultimately, at the end of last year, Shahar proudly held the first five HC100 infusion devices in his hands, made from low-cost standard components and packaged in a sterile manner.

The entrepreneur’s declared goal is to get into the market as soon as possible. Quality processes have to be introduced and a larger HC100 production batch will enable further medical testing to be conducted. Fellow medical professionals at a renowned European oncology institute are enthusiastic about the product concept and are willing to carry out these tests.

This is not all that Shahar is planning: “After developing the infusion device for the oncology market, we plan to address other indications, such as the immunology and antibiotics market.” This will further grow the mission of Swiss Medendi: “Our mission is to minimize the pain related to drug infusions, make them safer and make the treatments safe to patients and affordable to hospitals by reducing the costs and lowering the risks.”

**SWISS MEDENDI SA**

A revolutionary solution for live-saving infusions

**SWISS MEDENDI SA**

6900 Lugano

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i-net innovation networks switzerland


Gibt es dafür ein Kundenbedürfnis?
Findet sich ein Investor?
Ist die Technologie schon marktreif?
Welches ist das geeignete Vertriebsmodell?
Wie gross ist das Geschäftspotential?

Bei welcher Frage können wir Ihnen weiterhelfen?
Venture Support

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60 EMPA: Closing the gap
61 EPFL Innovation Park Foundation (PSE): Your partner to launch your high-tech start-up
63 ETH Zurich – ETH transfer: Linking science and business
64 Euresearch: Euresearch – Swiss guide to European research and innovation
65 IMD: IMD startup competition

67 Innovaud: Innovaud – accelerating innovation
69 STARTFELD: Platform for promoting innovations and start-ups in eastern Switzerland
70 Swiss Excellence: Swiss Excellence: support and conditions
71 swissnex Boston – Consulate of Switzerland: Two swissnex offices in the USA “Connecting the Dots”
72 swissnex San Francisco: Connecting the Dots between Switzerland and North America
73 Switzerland Global Enterprise: Launching pad for start-ups with international ambitions
74 Technopark® Aargau
75 Tecnopolo® Lugano
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83 venture leaders: We bring Swiss innovation to the world
84 W.A. de Vigier Foundation: The most valuable prize for young entrepreneurs in Switzerland

All this content can be found online here:
www.cti-invest.ch
www.swissventureguide.ch
BaseCamp4HighTech

A new start-up incubator for hightech launched in “Espace M”

BaseCamp4HighTech is a public private partnership to boost hightech startups with an innovative business idea and good market potential.

The success of startups can be very much accelerated by a well functioning local ecosystem, supporting startups with a network of experienced mentors, with resources such as office space, laboratories and qualified human capital and with the necessary financing. BaseCamp4HighTech uniquely supports high potentials to successfully start and grow their businesses, offering a tailor made startup coaching, a network for all stages of financing and appropriate workspace around “Espace Mittelland”. Through an active local partner network BaseCamp4HighTech also interlinks startups with key service providers such as law firms, accounting offices, marketing agencies, banks & investors and with key industries such as Telecom, IT, Engineering, Health and Food. To further encourage potential startup entrepreneurs to start their own business we also plan a series of events around the “Espace Mittelland” providing networking, inspiration and practical advice.

If you have a good and innovative idea and you want to take this idea to business please call us up on info@bc4ht.com or +41 31 335 62 62.

Contacts

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urs.guggenbuehl@bc4ht.com

BaseCamp4HighTech
Wankdorfstrasse 102, Postfach 261, CH-3000 Bern 22

Internet www.bc4ht.com

Mission statement BaseCamp4HighTech wants to initiate a unique ecosystem to boost hightech startups in the “Espace Mittelland”. This will feature fast and efficient processes and outstanding services for high potentials and will take off through a clever networking with the industry.
Basel Inkubator

Start-up center of the University of Basel and the FHNW

The BASEL INKUBATOR opened its doors in January 2010. In the first year, 12 start-up projects joined in.

BASEL INKUBATOR is a venture of the University of Basel, the University of Applied Sciences of Northwestern Switzerland FHNW, the Canton of Basel-Stadt, and “EVA – the Basel life sciences start-up agency.” It was established to support high-tech spin-offs of the Universities in the region. Other applicants are welcome as long as there is space available. The location at the Stücki Business Park ensures an optimal access with public transport as well as by car.

Start-up projects are supported already in a very early phase. Typically, the first contact is already established before the decision to create a start-up is made. The BASEL INKUBATOR provides an affordable infrastructure (offices and laboratories) and coaching in various fields. A start-up company can stay up to three years within the BASEL INKUBATOR. The aim is that a company can successfully build up in this environment until either first sales are established or a major investment round is successfully closed which provides the financial resources to further develop.

Currently the BASEL INKUBATOR houses 5 Biotech, 4 MedTech, 2 ICT and 2 others companies. 10 are spin-offs of the university and/or FHNW, and 3 have another background. There is apparently a positive trend to convert research result into an own business. The common infrastructure fosters a productive interaction where the start-up companies profit from each other’s experiences.

Currently the companies in the BASEL INKUBATOR are Advanced Osteotomy Tools AOT AG (laser tools for surgery), Allocyte Pharmaceuticals AG (Integrin Modulators), Avicenna Oncology GmbH (antibody drug conjugates for tumor treatment), Cardiolyx AG (new drugs for CVS and diabetes), DimerRise (Oncology), HighDim GmbH (high performance signal data processing), INOFEA GmbH (environmental analytics using nantotechnology), KORING (prevention of hernia), Mirmedis (patient specific customized implants), mininavident AG (miniaturized navigation for dental implants), Spheroidals GmbH (Nanomaterials for medical diagnosis and therapy), The PI Startup Project (data Management) and useKit AG (internet productivity).

The BASEL INKUBATOR is part of an interwoven network in the Basel area which is pushing the spirit of innovation in all domains. Additional needs of start-up companies like e.g. financing are covered within this network.

Please feel free to contact the BASEL INKUBATOR via info@basel-inkubator.ch.

Basel Incubator
Hochbergerstrasse 60c, CH-4057 Basel

Internet www.basel-inkubator.ch
Mission Statement We support high tech spin-offs of the University of Basel and the University of Applied Sciences Northwestern Switzerland.
Number of employees 1

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BlueLion Incubator

BlueLion – Zurich’s complete incubator for ICT and Clean Tech start-ups

BlueLion’s mission is to systematically incubate high-potential startup projects in the ICT and Clean Tech industries. BlueLion is an incubation program in 4 stages over a maximum of 36 months:

1. Incubation Program to develop the first “MVP” product to achieve proof-of-concept
2. Acceleration Program to develop a business model and to achieve proof-of-market by successfully delivering first customers
3. Awareness Program to scale up marketing, distribution, the product, and the team to achieve market traction
4. Investment Program to ensure startups are financed for sustainable growth after their stay in BlueLion

BlueLion is unique because of its own coaching methodology fully based on the principles of “Lean Startup” and using Scrum as project management methodology. During the program BlueLion’s in-house coaches accelerate progress thru compulsory business coaching.

Startups are admitted according to strict criteria and benefit from BlueLion’s state-of-the-art infrastructure, a community of 40 startups under the same roof, secretarial support for administrative tasks, systematic business coaching and networking activities.

As the first incubator in Switzerland, BlueLion is also extending its services to corporate clients who wish to co-locate their innovation project teams with startups to benefit from the startup culture, network and cooperations.

Investors benefit from BlueLion’s approach by meeting quality startups ready and qualified for investments.

Technology companies benefit from BlueLion’s approach to scout for new products and partnerships.

The BlueLion Foundation was created by the City of Zurich, ZKB Zurich Cantonal Bank, Swisscom, the foundation Effort for Zurich and Dr. Christian Wenger, and in partnership with ETH Zurich and the University of Zurich.

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Internet
www.bluelion.ch
Mission Statement
ICT and CleanTech made in Zurich
Number of employees
5
Centro Promozione Start-up

Turn an innovative idea or project into an entrepreneurial activity

The Start-up Promotion Center (CP Start-up) aims to support Swiss and foreign graduates who have the intention to start a business in Ticino, by offering them the access to a free coaching program. In a first stage, the CP Start-up helps them to clearly define their business project and to verify its technical and commercial feasibility. Successful projects receive then further support in the business plan preparation.

More in detail, the Center supports the potential new entrepreneur in the following phases:
1. Project conception
2. Business Model and Business Plan preparation and analysis
3. Project launch
4. Project realization
5. Project consolidation and development

The Start-up Promotion Center supplies its services both directly, by means of direct consultancy to potential new entrepreneurs, and as an intermediary between them and the centers of expertise which can address the technical, management and financial questions arising from the analysis and deepening of the proposed idea or project.

The CP Start-up also offers the opportunity to access to its Incubator, that is an ideal complement to the coaching program. In fact, it strengthens support for the creation of new enterprises by hosting them and giving them access to all the infrastructure, connections and assistance that are essential for the success of each individual entrepreneurial project.

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Internet www.cpstartup.ch
Mission Statement
The Start-up Promotion Center assists people or teams intending to turn an innovative idea or project into an entrepreneurial activity, by supporting them in the conception and development of their own project. CP Start-up is the strategic partner of CTI Start-up in Ticino.
Number of employees 4
“Do you have an innovative project in mind?"

We support your business creation!

Contact us for more informations
www.creapole.ch
Creapole
Connecting ideas

Innovation Centre and Start-up Booster

Issued by a public-private partnership (PPP) and created in 2007, Creapole SA, the innovation center and start-up booster from the canton of Jura aims to develop high value-added activities in the region, especially in the fields of ICT, Medtech, Micro-/Nanotechnologies and Cleantech.

According to the needs of the customer, our services can be offered from the early stage of the project to its final phase. Creapole works within a network of recognized experts and partners (i-net innovation networks Switzerland, Platinn, etc.), able to provide complementary services and key competencies in specific sectors like organization, strategy, business innovation, IP strategy or quality systems and regulation affairs for medical devices.

Our company is also working in partnership with a seed financing foundation named FITEC and a real-estate company named SJE SA. According to specific conditions, these extended services can be provided to accelerate the development of your project.

The media-lab, dedicated to ICT activities, is based in Le Noirmont and is hosting a dozen of innovative companies and a Data-center dedicated for sensitive data.

The medtech-lab is based in Delémont and is tailored to medtech activities. Over time, it will become a center of excellence in the development of medical devices. This new building counts 1'500 sq/m of surface area available for lease (core and shell and adjustable according to customer needs). Hosted are the Swiss Institute for Computer Assisted Surgery (SICAS), start-ups and established local companies. This building offers a place for start-ups and spin-off wanting to develop medical devices and 13 companies are now settled in the building.

The micro-lab is based in Porrentruy. This new building annexing the CEJEF, Technical Division, offers 360 sq/m to developers of innovative projects a surface to install their micro-technology projects. 4 companies are already installed in this brand new building.

Please feel free to contact us and get more information about our activities!

Creapole is supported by the Swiss Confederation, State Secretariat for Economic Affairs (SECO), the Republic and Canton of Jura and is partner of the Economic Promotion of the Republic and Canton of Jura.

Otherwise, Creapole SA represents the Canton of Jura by the SIP – Swiss Innovation Park Northwestern Switzerland and participates to its constitution and development.

Creapole SA
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Creapole is supported by the Swiss Confederation, State Secretariat for Economic Affairs (SECO), the Republic and Canton of Jura and is partner of the Economic Promotion of the Republic and Canton of Jura.
CTI offers in the framework of CTI Entrepreneurship the consulting and training programme. The programme is targeted for potential and existing young entrepreneurs and sensitizes since 2004 students primarily from the technological sectors with tailor-made training modules for the topic of entrepreneurship and trains startups for success.

The vision of CTI is, to create a relevant contribution to the creation of new jobs in Switzerland in the high-tech environment with high added value. This is done by motivating students in Universities to start their own company as an attractive and rewarding career alternative and the other side to help young entrepreneurs with highly experienced start-up experts in a step by step approach to set up an own company.

CTI Entrepreneurship is focusing on the best and most motivated potentials in order to bring promising business ideas into reality which help to strengthen the competitive position and contribute to the future growth of the Swiss economy.

CTI Entrepreneurship offers a variety of training modules. This includes:

- Module 1: Business idea: Regional sensibilization events at universities of applied sciences, Swiss engineering schools and universities
- Module 2: Business concept: Semester-long evening courses for shaping spin-off projects at Swiss universities
- Module 3: Business creation: Five-day intensive course: jump-start your venture, build a compelling business plan
- Module 4: Business development: Five-day mentoring and comprehensive course. Grow your venture – define your action plan

At the end of each training module, a jury of potential investors and business angels judges the individual business idea and give valid recommendation for improvements.

The programme is run by various providers. Module 1 by IFJ Institut für Jungunternehmen and Module 2,3 & 4 by three different consortia with all major universities. In Zürich-East it is ZHAW/Technopark, in the Western Part of Switzerland it is the EPFL Innovation Park and in the Central Part of Switzerland, it is the University of Bern/North Eastern University of Applied Sciences. The programme is also available in Ticino and Valais.

CTI Entrepreneurship is active at almost all universities, technical colleges and technoparks. At the expert level, it also works closely together with CTI Start-up. The use of trainers with an entrepreneurial background is undoubtedly one of the success factors.

From 2004 up to 2014, more than 34’000 students and startups used the opportunity to further develop their entrepreneurial ideas. 26% of the participants have an educational background from ETH/EPFL, 27% from other universities and 47% from the universities of applied sciences. 18% of the participants are female.
CTI Invest

Our mantra for more than 10 years: from science to capital to market

In May 2003, CTI Invest was founded by Swiss investors with the aim to become the leading financing platform for Swiss high tech start-ups. At that time the Swiss venture capital scene was very fragmented. We believe that in the meantime we have contributed to the better integration of all relevant players in this important ecosystem for our country.

The number of the new investor members joining our platform over the past ten years was significant and reflects the recognition and visibility achieved by the work of CTI Invest.

The number of Swiss high tech companies that are presented to the members at the our Swiss Venture Days in Zürich and Lausanne increased to more than 45 per year. Furthermore all these company pitches are made available on our webpage through our video podcasting service (live take) to all members.

The resulting financing volume is impressive, especially the fact, that on average half of the presented cases close a financing round thereafter.

The number of supported events has increased considerably in the past years, e.g. STARTFELD, Angelday, bluelion demoday, venture.ch Investor Day, mobicamp and more to come.

The most important networking event of CTI Invest, the CEO Day, attracts more participants every year, reaching a new record of more than 500 participants in the past two year.

The best practice workshops are offered by our partners, members and sponsors. As Keynote speakers only CEO’s of Start-ups are on stage as of 2014.

In addition the start-ups are engaging in a pitching battle and the investors are on stage. Also the 1to1 meetings with potential investors and industrial partners are a highly appreciated service at the event.

For more information read about it in the CEO Day cover story.

The Innovation Roundtables, where Industrial Partners, Investors and Start-up companies meet to discuss an Industry relevant topic have been very successful.

Besides the annual membership fee of the investor members, CTI Invest is benefiting from the sponsoring from well-known Swiss institutions, Support organizations and Industrial companies.

CTI Invest also co-initiated the www.startupticker.ch website as well as the online version of the Swiss Venture Guide: www.swissventureguide.ch.

CTI Invest

Seehofstrasse 6, CH-8008 Zurich

Internet Mission Statement Number of employees

www.cti-invest.ch The leading financing platform for Swiss high tech companies. 4

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Christian Brand Deal Sourcing and Assessment
CTI Project

From science to market

Embroidered electrodes and conductive synthetic fibers embedded in clothing article for muscle simulation. Breeding of Siberian sturgeons with warm water streaming out of the Swiss alps. Oil field characterization based on listening to the natural murmur of the earth. Clever microneedles for the precise administration of drugs.

Those are only a few examples of innovations the Swiss Agency for Innovation Promotion CTI supported recently under its applied research and development program. In fact in 2012 no less than 441 projects could be financed by CTI with 155 million CHF public money completed by 181 million CHF private investment.

Promotion of applied R&D

“Science to market”. That is the central idea behind CTI’s support for research-based innovation projects carried out by companies together with universities.

CTI supports innovative entrepreneurs. You are an entrepreneur with a brilliant innovative idea. But, to implement it successfully, additional research is required, which a university can provide. Would you like to work with universities and use their know-how and resources for your innovation? CTI helps you to do this: it finances the contribution of university partners up to half of the total project costs.

The CTI supports market-oriented scientists. You are a scientist and your research has great market potential. You want to work with the industry in order to bring your innovation to the market? The CTI supports you: for further research work conducted with a partner company, it pays your salary up to half of the total project costs.

The benefits for industry are twofold: arising from both the project results and the new generation of researchers with market-tied training. The work of CTI demonstrates an excellent leverage effect: for every Swiss franc from the federal government, industry invests another 1.4-plus francs. In the past ten years, CTI has considered more than 6000 applications and, of those, supported more than 3500 projects. More than 5500 companies were involved in those as industry partners, 80% of which are SMEs. The projects generated a turnover of nearly 2 billion Swiss francs in research and development, with industry assuming approximately 60% of the costs, the Swiss government 40%.

How does CTI project promotion work?

CTI assistance is available to all scientific disciplines. The project partners define their projects themselves. This is the bottom-up approach. The main assistance criteria are innovative content and expected economic impact. Both companies and universities can apply for CTI assistance for research and development projects but CTI money will go only to universities. CTI accepts pre-proposals from companies even before any university partner is involved and can, on request, suggest potential partners. The applicants then choose their partners and go together through the CTI promotion process. CTI facilitates easy access to research resources at Swiss universities, in particular for SMEs that lack sufficient R&D capacity and network. Applications are assessed by a top-class team of qualified experts from industry and science and feedback is provided within short time.

Whether entrepreneur or researcher: use CTI assistance for your research-based innovation.

CTI Project

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Mission statement
From science to market

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R&D Funding

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederazione Svizzera
Swiss Confederation

Commission for Technology and Innovation CTI
CTI Start-up

Guiding science-based start-ups to success

New ideas are the future. That’s why the CTI, the federal agency, supports innovative business ideas and encourages entrepreneurial thinking among young people in science and business.

To do this, it has created a special series of programmes: CTI Entrepreneurship runs specific training courses for prospective entrepreneurs, CTI Start-up provides professional coaching to new businesses and the CTI Invest public-private partnership helps them find venture capital.

The CTI start-up coaching is based on a structured, 4-phase coaching process.

Start-up companies are given an initial assessment and feedback on their business plan (Phase 1&2). Once accepted into the CTI Start-up program the company is assigned a professional business coach (Phase 3).

The CTI’s coaches have a proven track record in growing start-up companies and are able to draw on a wide network of business contacts. They support the company for up to two years and stay in regular contact with them. In parallel, workshops are offered to give companies a specific boost in fields such as intellectual property rights, financing, business modeling, sales, etc.

With CTI Invest companies are able to benefit from a large network of investors. In collaboration with swissnex, CTI offers CAMP programs which give access to a huge business network and can even be provided with temporary office space to conduct business development. Currently, HUBs in New York, Boston, San Francisco and Shanghai are supported.

The process culminates with the award of the CTI Startup label. The label is based on an extended assessment of the company by an independent board of experts and demonstrates the start-up’s readiness for sustainable growth, whether independently or with additional venture capital. This award can be a real asset when it comes to securing future financing from the market. Even after the label, CTI provides some “post label support” for another 3 years if needed and keeps the companies in the network.

Since 1996 around 300 companies have been awarded with the CTI Start-up label. Over 85% of them are still in business. They are directly responsible for the creation of around 4000 highly-qualified jobs and have raised more than CHF 1,2 billion in external financing. A study carried out by the University of Basel in 2010 compared the performance of CTI label companies with a test group from the same technology fields that had not benefited from such coaching. CTI label companies showed a substantially higher survival rate. They had also grown twice as fast and had been successful in acquiring more venture capital.

Conditions
To be eligible for this support, companies need to conduct their business activities in Switzerland. We look for market-driven projects with a strong technology base and adequate intellectual property protection. Projects need to be scalable with a strong market potential and are expected to generate a multi-million turnover within five years. And best of all: Our services are free. All we expect is a committed and motivated team with enough diversity to cover the key competencies needed in a start-up.

If you want to set up a strong start-up, contact us and become part of the CTI Start-up program.

CTI Start-up
Effingerstrasse 27, CH-3003 Bern

Internet www.ctistartup.ch
Mission statement

CTI Start-up: Coaching for start-ups and young entrepreneurs
Highly qualified coaches with considerable professional experience support young entrepreneurs in developing their business, right up to market launch.

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Start-up and entrepreneurship CTI Start-up
Eclosion

From discovery to patients

A Public-private Partnership to Translate Science into Products

Eclosion was created in 2004 in Geneva as a platform to translate inventions in the field of life sciences into economic value and jobs. Eclosion offers a platform where scientists can access the know-how, operational resources and funding required to perform a first proof-of-concept (POC) of their discovery. Once POC is established, Eclosion helps incorporate, structure and staff a start-up to pursue the development of the application, facilitating access to seed capital and subsequent financial rounds all the way to clinical trials.

Eclosion is set-up as an "open innovation platform," integrating the strengths of the State, Academia, Industry and Investors to create the best possible development environment to make a project succeed. Alone, infrastructure, equipment, knowledge or capital cannot ensure success. It is the combination of all these elements within the Eclosion management process that has ensured the success of the companies launched through Eclosion.

From Proof of Concept to Clinical Trials

Each life-science project requires its own extremely specific set of scientific skills and specialized infrastructures to select, validate and successfully launch a product development. As an example, a discovery in molecular biology may provide a potential new therapeutic target; yet validating this target and defining the right product development strategy require many contributions, including for example experienced clinicians with hands-on research expertise in the target indication; bioinformatics specialists; medicinal chemists; pharmacologists, intellectual property, regulatory experts, etc.

Eclosion accesses the specific know-how and infrastructures that are needed to validate and launch successful projects. While it has facilities in Geneva to provide a physical hub for researchers, it success comes from its network to access knowledge, and its process to perform step by step hands-on validation of projects.

Eclosion was founded in 2004, and in 9 years it has created some of the most promising start-ups in the biotech field. Companies such as GeNeuro or GenKyoTex, which were breakthrough scientific concepts in 2004, made their POC with Eclosion, have developed their drugs with and are now into clinical trials.

Working with Eclosion

Eclosion is open to all scientists working in the field of human medicine that have great science and want to test its potential applications. No business plan needed, just scientific excellence and the potential to develop breakthrough applications that change the life of patients.

The Eclosion team will work with you to define the POC that may demonstrate this potential, assemble the resources required to perform it, and help you create a well structured and funded company to develop it.

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Today’s Swiss technology start-ups create tomorrow’s jobs!

The Volkswirtschaftstiftung is a long-established Swiss Foundation granting financial assistance to technology start-ups spun out of Universities and Research Institutions in Switzerland. Each year we support 4 to 6 promising start-ups with interest free loans as seed financing. Our Board of Trustees is composed of well respected individuals from government, industry, academia, other foundations as well as successful entrepreneurs.

In order to be considered for a loan from the Volkswirtschaftstiftung the venture must meet three key criteria:

1. A technology transfer out of academia into the market must take place
2. The venture must be based on a newly founded start up company
3. A viable and well thought through business plan must be presented

Twice a year, in June and November, we judge the submitted cases on their merits and pass decision on granting the sought after loan.

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Eidg. Stiftung zur Förderung Schweizerischer Volkswirtschaft durch wissenschaftliche Forschung

Eidgenössische Stiftung zur Förderung Schweizerischer Volkswirtschaft durch wissenschaftliche Forschung

c/o Bodmer & Partner Consultants AG, Mühlebachstr. 14
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Internet
Mission statement

www.volkswirtschaft-stiftung.ch
We provide Swiss start-ups, commercializing a technology developed at Swiss educational and research institutions, with early stage seed financing.
EPFL support to entrepreneurs

With the close-by EPFL Innovation Park and its new Start-up Forge, we have all the tools to welcome innovative entrepreneurs. EPFL generated already more than 15 spin-offs in 2014. 4 spin-offs have recently been acquired (Jilion, Aimago, Sensima, Sight.io). The Innogrants are an internal grant mechanism where the school can support entrepreneurs before they create their company. Since 2005, 70 projects have been funded and despite the obvious risky status of such projects, more than 40 companies have been founded and have raised more than 100M CHF.

The organization of the “venture ideas” events has been important as another encouragement tool. Role models, successful entrepreneurs such as Edouard Bugnion (VMWare) Marc Burki (Swissquote), Eric Favre (Nespresso), Aart de Geus (Synopsys), Pierre Chappaz (Kelkoo) and even Daniel Rosseliat (Paleo Festival) told their daily challenges and will hopefully create vocations among researchers and students. EPFL also began to support the “Lausanne Startup Weekend” in 2011. As a final word, the Innogrants would not have been possible without the support of its generous “friends”: Lombard Odier is the original partner of the Innogrants, KPMG, Ineos, Helbling, CA Technologies and CTI are its recent sponsors. More on http://vpiv.epfl.ch/innogrants
Support to entrepreneurs

EPFL is considering innovation and technology transfer as a critical mission of academic institutions. With its Garage, a building for very early stage start-ups, the close-by PSE (Parc Scientifique) and the Innovation Square for established companies, EPFL has all the tools to welcome innovative companies. EPFL generated 12 new start-ups in 2013.

The Innogrants are an internal grant mechanism where the school can support its entrepreneurs before they create their company. Since 2005, 70 projects have been funded and despite the obvious risky status of such projects, more than 45 companies have been founded. These companies have attracted more than CHF100M in external funding. This tool has also an indirect role: encouraging the entrepreneurial spirit. The MICS Spin Fund is a similar tool which supported Scala or Kandou for example. Together with the College of Management of Technology and also with the help of the “innovation ecosystem” including the Innovation Park, CTI, venturelab and many others, the Innogrants contribute to encourage young and dynamic people in trying new ventures facing uncertainty and sometimes failure.

The organization of the “venture ideas” events have been important as another encouragement tool. Role models, successful entrepreneurs such as Franck Riboud (Danone) Marc Burki (Swissquote), Eric Favre (Nespresso), Aart de Geus (Synopsys), Pierre Chappaz (Keikoo) and even Daniel Rosseliat (Paleo Festival) told their daily challenges will hopefully create vocations among researchers and students. As a final word, the Innogrants would not have been possible without the support of its generous “friends”: Lombard Odier is the original partner of the Innogrants; in addition KPMG, Helbling, CA Technologies and Ineos support outstanding EPFL innovations.
EMPA

Closing the gap

To bridge the gap “from science to business” is one of the hallmarks of Empa, the Swiss Federal Laboratories for Materials Science and Technology. Empa is an interdisciplinary research and service institute for materials science and technology development. It is part of the ETH domain and as such is an important element in science, technology and innovation in Switzerland. Empa is pursuing an “integrated” knowledge and technology transfer strategy, that is, it is employing numerous routes to actively transfer its know-how and research results into the market.

An important one – but by no means the only one – is the creation of business incubators on Empa’s premises where Empa spin-offs and high-tech start-ups find ideal conditions through, among other things, intense collaborations with Empa staff scientists, coaching in all things related to entrepreneurial and administration, services, access to Empa’s high-tech infrastructure and professional networks and, last but not least, support in finding (pre-)seed money. By promoting start-up companies – and entrepreneurial spirit in general – Empa contributes to creating value for the Swiss economy and society alike.

For more than 16 years now Empa operates the tebo technology center in St. Gallen (“Technologiezentrum für die Euregio Bodensee”). Meanwhile, tebo hosted over 38 companies offering employment for more than 150 staff members. Many of the start-ups in tebo have expertise in the field of textiles and fibers. Since 2010 tebo cooperates with the University of St.Gallen (Institute for SME KMU-HSG), the University of Applied Sciences of St.Gallen and the city of St.Gallen to jointly promote innovative start-up projects. For this purpose they founded the platform “STARTFELD” on 2010.

In 2008, tebo got a “twin sibling” – glaTec, Empa’s technology center on its main premises in Dübendorf. Based in the Zurich metropolitan area – the hotbed of science and technology in Switzerland – glaTec is collaborating closely with start-up supporting organizations to help scientists-turned-entrepreneurs in “getting started”. Besides Empa and Eawag spin-offs, glaTec is targeted towards external start-ups that are expected to show a significant synergy with Empa’s R&D efforts, out-sourced R&D departments of large (inter-)national enterprises and public-private partnerships. Over the past years 20 start-up projects were launched. A majority of them have already successfully launched their first products onto the market.

For every start-up the most challenging phase in its “life cycle” is to try and bridge the financial gap between seed and start-up funds. It is here that Empa’s business incubators are lending support by entertaining a network of and offering access to a number of funding institutions such as foundations, banks, business angels and the like. What’s more, Empa’s extensive network of (industrial) customers and collaborators can serve as a door opener for start-ups to establish new business relations – and thus secure the longterm survival of the company.
EPFL Innovation Park Foundation (PSE)

Your partner to launch your high-tech start-up

Acting as a hands-on incubator, the EPFL Innovation Park Foundation supports innovative technology companies and projects in their early years, taking science to market. To date, over 400 projects have been supported, CHF 1 billion funding raised and over 2’000 jobs created. To qualify to join the EPFL Innovation Park, tenants must have active collaboration with a Swiss academic institution.

The EPFL Innovation Park hosts approximately 170 companies within its 55’000 sqm site and admits 15 to 20 new companies each year. Tenants have access to flexible office space, extensive coaching services and a network of service providers. The Innovation Park’s proximity to the EPFL, CHUV and UNIL also gives companies access to cutting edge technologies and to faculties of biology, medicine, IT, human and social sciences, economics and management.

Since 2013, the EPFL Innovation Park Foundation, together with key players in the entrepreneurship ecosystem, runs the CTI Entrepreneurship Training program in Western Switzerland. The Business Concept, Business Creation and Business Development courses are designed for new and confirmed entrepreneurs.

The EPFL Innovation Park Foundation provides a professional team for hands-on coaching in business planning, business development, and fund raising. Coaching services are provided free of charge to the start-ups through collaboration with CTI Start-up, EPFL, and the Platinn network. Over 100 projects, on-site or in the area, benefit from this service annually.

To help start-ups raise funding, EPFL Innovation Park has strong links with several foundations, such as Fondation pour l’Innovation Technologique (FIT) that provides capital for innovative projects, as well as with several seed capital firms including Polytech Ventures, VI Partners and Vinci Capital.

To help companies expand internationally, the EPFL Innovation Park Foundation has launched the Prix Vittoz; an annual prize of CHF 100’000 divided amongst 4 start-ups which are ready to enter the US or Asian markets. This prize may be used to evaluate their market strategy, find strategic partnerships, and set up in the USA or in Asia.

The EPFL Innovation Park hosts teams from large corporations such as Cisco, Debiopharm, Logitech, Nestlé and Nitto Denko. These corporate teams lead research projects in collaboration with the EPFL and other regional institutes. Such a rich eco-system provides fertile ground for start-ups to have their technology assessed or to create joint projects.

In the midst of this wealth of academic institutions, cutting edge technologies and multinational companies, the EPFL Innovation Park is the smart choice for innovative business projects in western Switzerland.

**Contacts**

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Linking Science and Business

ETH transfer is the dedicated technology transfer office at ETH Zurich

ETH transfer is an excellent point of entry for the industry and investors to

» Discuss collaborations
» License ETH technologies
» Establish contacts with spin-off companies

ETH transfer manages a broad licensing portfolio that includes the following fields

» Advanced materials
» Biotechnology and pharmaceuticals
» Chemical processes and compounds
» Diagnostics
» Electrical and electronics engineering
» Information and communications technology
» Mechanical engineering and aerospace
» Medical technologies and devices
» Micro- and nanotechnology

View our licensing opportunities at www.transfer.ethz.ch

ETH Zurich has an impressive five-year track record

» More than 1200 new research agreements
» Over 300 new patent applications
» 110 new spin-offs
ETH Zurich is a leading global natural science and engineering university. Its technology transfer office, ETH transfer, is linking science and business and has a long tradition of supporting spin-offs.

The Swiss Federal Institute of Technology (ETH Zurich) has an impressive five-year track record in technology transfer with 112 spin-offs, more than 1200 new research agreements and over 300 patent applications. Founding of spin-off companies has been a strong focus of the institution over the last 20 years. A lot of effort has been put into the encouragement and support of such ventures and accordingly the number of newly founded spin-offs has increased significantly over the last few years, with a record of 24 in 2013. And these companies are successful; 92% of ETH Zurich spin-offs survive the first five years. Various spin-offs have gone through a trade-sale such as Covagen (in 2014 to Johnson & Johnson for more than 200 M CHF), Kuros-Therapeutics (Straumann), ISE (Synopsis) or GlycArt (in 2005 to Roche for 235 M CHF). A few are even listed at the Swiss stock exchange (e.g. u-blox). Others, such as GetYourGuide, Autoform, Sensirion and Supercomputing Systems have kept their independence and are to date established Swiss companies respected in the international markets. A study published in 2008 shows that investments in ETH spin-offs pay off with an average pooled internal rate of return (IRR) of more than 40%. National and international investors have already recognized this and spent close to 170 M CHF over the last 10 years on ETH spin-offs.

These positive results are based on an exceptional mixture of excellent technologies, highly motivated and educated people and a broad and professional fostering of the entrepreneurial spirit at ETH Zurich. In 2012 a new initiative was launched, the Innovation and Entrepreneurship Lab (ieLab). The ieLab will further intensify the support of young scientific talents with entrepreneurial ambitions to become successful company builders. It fosters the creation of hightech spin-off companies that are increasingly resilient, faster growing and more valuable. The ieLab will further improve the transfer of ETH Zurich’s most promising research results to the market.
Euresearch

Euresearch – Swiss guide to european research and innovation

Euresearch offers Swiss Small and Medium sized Enterprises (SMEs) access to several opportunities along the value chain of innovation.

We offer

- Targeted information on European R&D and Innovation funding and cooperation opportunities
- Hands-on training and advice to access and manage EU R&D and Innovation projects
- Personalized support to establish European Technology and Innovation cooperation

We facilitate international partnering:

- Partner searches for R&D co-operation
- Technology co-operation Offer / Request
- Joint Venture Offer / Request
- Access to funding
- Licensing Offer / Request
- Manufacturing Offer / Request
- Distribution Offer / Request

100% bottom-up and fitting the needs of SMEs:

Find cooperation partners to sell or license your technology, to manufacture your product, to acquire a technology you need or to find a research partner. Via the Enterprise Europe Network we offer you personalized support to find the right partner through technology offers & requests, pre-arranged face2face meetings, or direct contacts to potential partners abroad.

www.swisseen.ch/innovation

We provide access to European funding for:

- Individual basic research projects
- Fellowships for research projects and industry-academia exchanges
- Collaborative research projects and development projects
- Collaborative applied development projects
- Innovation projects for SMEs

Funding SMEs for R&D and innovation projects:

- Horizon 2020, the European Framework Programme for Research and Innovation, offers various funding opportunities to SMEs.
- Bottom-up Innovation projects for SMEs (new: application also possible for single SME!)
- Collaborative R&D projects in multidisciplinary consortia (mostly in defined domains)
- Fellowships for industry-academia exchanges (bottom-up)

www.euresearch.ch/en/european-programmes/horizon-2020

Euresearch
Effingerstrasse 19, CH-3008 Berne

Internet www.euresearch.ch
Mission Statement Euresearch is the Swiss network mandated by the State Secretariat for Education, Research and Innovation providing targeted information, hands-on advice and transnational partnering related to European research and innovation programmes.

Number of employees 25

Contacts

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IMD startup competition

IMD is recognized as one of the world’s top business schools. Since 1999, every year in October we search for 20 startups to work with our MBA and EMBA students. The IMD Startup Competition provides an opportunity for Swiss startups to benefit from the help and insights of a team of experienced IMD participants from two of our flagship programs, the full-time MBA and the Executive MBA. These participants, screened to participate in one of the most selective business programs in the world, represent some of the sharpest brains around. Do you want to benefit from their concentrated help to crack some of your most resistant business challenges? Do you need some fresh thinking to refine and validate your business model, or provide some new momentum to your fund raising efforts? Do you want outsiders to test your concepts and help you develop the most appropriate development routes? Then consider applying for the IMD Startup Competition with your company.

Selection criteria

We are looking for early-stage companies that have a solid chance of market success, have a team that is curious and willing to open themselves up to a small group of management “students”, can provide a good learning opportunity for our participants and whose timing fits with the IMD programs.

Qualities we are looking for

A real venture, with an established team and demonstrated resources in place in November to take it forward over the next 9 months at least. The venture must have at least one person working on it fulltime.

A demonstrated willingness to work with the students, and communicate freely with them. A 3-year standard NDA can be requested of the students, but there must be a willingness to be open with the students about the company, its finances and its technology.

The new venture should ideally be locally based. Ventures with bases further away (Paris, Lyon, Grenoble, Frankfurt, etc.) will be considered but they have to incorporate the need to travel to Lausanne in their budgets and time agendas. Face-to-face interaction is a must.

Preference will be given to technology-based enterprises, though this is not a formal requirement. The quality of the opportunity and the commitment of the team will be determining factors.

Ability to cover minimal costs. There is no cost for the startup (except for travel expenses for the Silicon Valley expedition for the EMBA projects), apart from a requirement to cover the incidental expenses incurred by the participants on behalf of the startup (for example phone calls if an industry survey is conducted, printing of reports, etc.). This will be discussed with the startup before any expenses are incurred.

Previous winners have included: Abionic, AC Immune, Aeon Scientific, Axovan, Bcomp, BeamExpress, BioVersys, Cidway, Dacuda, Delta Robotics, Doodle, Endosense, Exalos, Faceshift, Glycart Biotech, id Quanitque, Koemei, Kooaba, LyncéeTec, Memonic, nanotion, NexThink, PearlTec, Picodril, Pix4D, Primequal, Qualysense, Softwing, Spirochem, Uepaa, Wavecall and Xeltis.

IMD

CH. de Bellerive, 23, C.P. 915, CH-1001 Lausanne

Internet www.imd.org/startups
Mission Statement Practical and hands-on support for Swiss entrepreneurs from the experienced MBA and EMBA students of one of the world’s top business schools. Our MBAs have 5 to 7 years of experience, and our EMBAs are practicing managers with an average of 15 years of experience.
Number of employees 300

Contact

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Cultivating the Garden of Innovation

The Canton of Vaud is one of the main centers of research and innovation in Switzerland, with the largest campus in the country and several research centers as well as industries of international reputation, particularly in life sciences, micro-nanotechnologies, ICT and cleantech.

New businesses
Around 1,300 new businesses created across all sectors every year

Science & technology parks
7 science and technology parks hosting more than 300 high-tech companies

Students and researchers
Near 70,000 students and researchers (~10% of the population of the Canton of Vaud)

Innovative start-ups
25% of innovative start-ups created in Switzerland are based in the Canton of Vaud

High-tech companies
Approximately 1,900 high-tech companies employing more than 52,000 people (~15% of the active population)
Innovaud

Innovaud – accelerating innovation

Innovaud is the innovation support agency for Canton de Vaud. Our founding members are the six Innovation Parks in Vaud, AIT, FIT (Fondation pour l’Innovation Technologique), and Canton of Vaud. Relying on its members and via partnerships with all the key organizations, Innovaud is welcoming high-tech and high-growth projects at SMEs, startups at all stages.

Innovaud’s members and partners have been successfully supporting companies and individuals for over 20 years.

• Financing: interest-free loans, direct subsidies, loan guarantees, help in finding investors, financing-related events;
• Coaching: business model challenging and elaboration, business strategy support, IP strategy, sales strategy, partnerships management, organization, lean marketing, pitching, etc.;
• Hosting: finding the ideal location at innovation parks / incubators;
• Networking: events and meetings where participants of the innovation ecosystem can meet each other and where startups can find potential customers;
• Promotion: helping the projects to get known in the media and on different channels; celebrating successes;

Innovaud is the one stop shop for innovation in the canton, acting as the compass for the innovators, helping them optimize their time applying to support mechanisms.

A key component of the Innovaud Platform is the financing via FIT:
• FIT seed loan of 100 kCHF for startups in their first year of existence, interest-free;
• FIT early loan, which can be attributed to a startup reaching a growth phase. This loan of 300-500 kCHF requires a simultaneous matching investment in equity and is not interest-free.
• FIT grant: support to grant mechanisms at Universities, such as Innogrant, Bourse Start-up HEIG-VD and Innopacct.

Contacts

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Innovaud
Av. d’Ouchy 47, CH-1006 Lausanne

Internet www.innovaud.ch
Mission Statement Innovaud is the innovation support agency for the canton of Vaud. Offering neutral, free of charge support for high potential, innovative projects, we are focused on technology-based innovations or with very novel approaches. Support includes financing, access to innovation parks, coaching and promotion/networking.
Number of employees 5
Start-up?

Beratung & Coaching
Unternehmerkurse der KTI
Finanzierung
Raum & Infrastruktur
STARTFELD

Platform for promoting innovations and start-ups in eastern Switzerland

STARTFELD is the first point of contact for all those who want to realise a business idea and implement it in Eastern Switzerland. Executive management is made up of representatives from the City of St. Gallen, the University of St. Gallen (HSG), the FHS St. Gallen and Empa, and STARTFELD thus offers a competence network from the areas of business, science and politics. This broad network will be made available to company founders for advice, coaching, events and lectures. Strong sponsors such as St. Galler Kantonalbank and the cantons of St. Gallen, Appenzell Ausserrhoden and Appenzell Innerrhoden provide a solid start to setting up business. STARTFELD offers the CTI Entrepreneurship courses in St. Gall and offers services in the areas of Advice & Coaching, Financing and Space & Infrastructure.

With free initial advice, STARTFELD offers a competent assessment of the opportunities and risks of the project by a proven professional. Founders receive initial information on the founding process and suitable promotion options as well as tips for the way forward.

Every year STARTFELD gives away several support packages to innovative start-ups in Eastern Switzerland. These services give young start-ups assistance in successfully launching their business idea. They include a project mentor, optionally a start-up coach and vouchers that can be redeemed with accredited service providers.

Particularly innovative start-up projects with convincing market potential and an understandable business plan can compete for interest-free loans in a clearly defined evaluation process.

STARTFELD offers start-ups appropriate space in an innovative environment in St. Gallen and supports them in their searches in other locations. Start-ups in particular are largely dependent on an infrastructure tailored perfectly to their needs with practical workspaces, high flexibility and good networking. The spatial proximity to universities and research institutions, reinforces knowledge and technology transfers and provides the setting for valuable exchanges.

Since its founding at the beginning of 2010, STARTFELD has conducted over 350 initial advice sessions and has given out 43 support packages as well as seven loans to innovative founders in Eastern Switzerland. With the STARTFELD live! and STARTFELD start-up meet-up events held several times a year, STARTFELD supports the transfer of knowledge and networking between and among founders, and with partners from business, science and politics.

In 2013 STARTFELD launched the Investors Forum St. Gallen, the platform for high potential start-ups and top-class investors in eastern Switzerland. This series of events is taking place two times a year with CTI Invest as support partner.
Swiss Excellence

Swiss Excellence: support and conditions

**SWEX support**

- Assessing planned projects regarding realization potential and market chances.
- Coaching/support for R and D till production.
- Arranging scientific support from Universities and Federal Research Agencies. (KTI, EMPA, PSI)
- Assistance for Company setup/adaption regarding manufacturing and marketing.
- Help finding investors, financing through banks and/or possible partners.
- Entrepreneurial knowhow for patent-licensing-arrangements.

**SWEX conditions**

All foundation members and project coaches work pro bono for positively assessed projects. Expenses are on the account of the KMU’s. After the successful market entry and appropriate returns SWEX receives a contractually agreed compensation.

**Legal Conditions**

SWEX is a non-profit foundation (Art. Ff. ZGB registered) certified annually by the legal federal Trade Department. Contributions for our SWEX foundation are tax exempt.

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**Swiss Excellence Stiftung**

Bahnhofstrasse 48, 8001 Zürich

Internet: www.cpstartup.ch

Mission Statement: Swiss Excellence (SWEX) foundation promotes Swiss federal technical innovation, focusing on the fields of energy and ecology.

Number of employees: 4

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**Swiss Excellence Stiftung**

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Swissnex Boston – Consulate of Switzerland

Two Swissnex offices in the USA “Connecting the Dots”

Facilitate strategic dialogue and help anticipate opportunities through our networks of experts; connect relevant and innovative people; develop ideas and partnerships; organize public events and study tours; and provide networking opportunities. All of these activities and more make up the basis of the Swissnex mission to promote Switzerland’s excellence in science, education, art and innovation.

Established in 2000, the Swissnex network is an initiative of Switzerland’s State Secretariat for Education, Research and Innovation (SERI), managed in cooperation with the Department of Foreign Affairs. Vital financial support is provided by donors and sponsors.

The two Swissnex offices in North America are operating as public-private ventures and constitute a key component of Switzerland’s strategic promotion of education, research and innovation. They are part of a network with outposts in Boston, San Francisco, Singapore, Shanghai and Bangalore, and individual science and technology counselors around the world.

The Swissnex offices are located in the heart of San Francisco (West Coast) and the Greater Boston Area (East Coast) with an outpost in New York City – the vibrant crossroads for scientific, entrepreneurial and artistic activity.

In the field of innovation, we facilitate access to new ideas and the latest technological development through events and targeted connections. Our network of contacts provides a unique opportunity to learn about the management of innovation and engage in discussions about collaborative opportunities.

Through our partnership with CTI, we offer workspace and tailored support for startups entering the US market (US Market Entry CAMP) and provide assistance to entrepreneurs interested in learning from the US entrepreneurial model. In addition, we co-organize and host educational programs for entrepreneurs from Switzerland (venture leaders).

Swissnex Boston – Consulate of Switzerland
420 Broadway, Cambridge, MA 02138 (USA)

Internet: www.swissnexBoston.org
Mission Statement: Swissnex – Connecting the Dots between Switzerland and North America in science, higher education, art and innovation.

Number of employees: 15

Contacts

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Connecting the Dots between Switzerland and North America

swissnex facilitates strategic dialogue and helps anticipate opportunities through our network of experts. We connect relevant and innovative people. We help develop ideas and partnerships. We host organizations and visitors interested in leveraging the unique dynamism of Silicon Valley and San Francisco Bay Area, the Greater Boston Area, and New York City. We organize public events and study tours, provide networking opportunities, and promote Switzerland’s excellence in science, education, art, and innovation.

In the field of innovation, we facilitate access to new ideas and the latest technological developments through events and targeted connections. Our network of contacts provides a unique opportunity to learn about cutting-edge innovation management and engage in discussions about collaborative opportunities.

Through our partnership with CTI, we co-organize and host educational programs for entrepreneurs from Switzerland, offer workspace and tailored support for Startups entering the US market (CTI Validation Camp and CTI Market Entry Camp), and provide assistance to entrepreneurs interested in learning from the US entrepreneurial model.

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swissnex San Francisco
730 Montgomery Street, San Francisco, CA 94111 (USA)

Internet: www.swissnexsf.org

Mission Statement: swissnex San Francisco connects the dots between Switzerland and North America in science, education, art, and innovation. swissnex San Francisco is part of a global network with nodes in the world’s most innovative hubs, where the future is being shaped. We take an active role in strengthening Switzerland’s leadership as a world-class location for science, education, and innovation. An initiative of the Swiss Government, each swissnex location operates as a public-private venture. Partners, donors, and sponsors provide vital financial support.

Number of employees: 15
Switzerland Global Enterprise

Launching pad for start-ups with international ambitions

Working on behalf of the State Secretariat for Economic Affairs SECO, Switzerland Global Enterprise (formerly Osec) uses its expertise in internationalisation to help Swiss companies, especially SMEs, identify and develop new business potential on a worldwide basis. It provides regular information about relevant trends in the global markets, as well as professional advice and support in finding contacts and partners and recognising new business opportunities.

How we can help you evaluate your export potential

During a basic consulting session, we will examine your export idea specifically and individually. You will receive initial information and answers to your questions or a second opinion. Our basic consulting service is part of our public service and is therefore free of charge. During our country consultings, you get the opportunity to meet a local country expert, discuss your plans and ask questions in a larger group. Country consultings take place several times a year in Zurich, Lausanne or Lugano. Further services include market analyses and evaluation, contacts to business partners, and participation in major international fairs abroad under the SWISS Pavilion roof. Born International and Born Global companies can specifically benefit from the free consulting meetings. You may challenge your business idea, gain insight into a market, and familiarise yourself with local business rulings which are essential succeeding in a foreign market.

How access to an international network expands your horizon

Switzerland Global Enterprise (S-GE) is represented abroad by Swiss Business Hubs. The majority of these local teams is based at a Swiss Embassy or Swiss Consulate-General. Following an initial consulting session in Switzerland, the Swiss Business Hubs are the next point of contact with S-GE in the export country concerned. All hubs have a first-rate network of contacts abroad on account of their official status. In addition, these hubs are responsible for promoting Switzerland as a business location abroad.

Going international – and looking for reliable partners?

In addition to its export promotion mandate, working on behalf of the State Secretariat for Economic Affairs SECO, S-GE supports SMEs from selected partner countries, facilitating market access and opening up new business opportunities in Switzerland and the European Union. In this way, S-GE helps to strengthen the competitiveness of the companies concerned and foster cooperation and trade relations between Switzerland, the EU and the partner countries. Importers in Switzerland and Europe benefit from contacts with reliable suppliers in the partner countries. As part of its remit from SECO and the cantons, S-GE provides potential foreign investors with information about the particular strengths and operating conditions of Switzerland as a business location. Its services for foreign companies include assessing the potential of their projects before they are presented to the cantons. S-GE assists the cantons with the relocation of foreign companies, providing market and trend analyses and coordinating the activities of all the bodies involved in the promotion of Switzerland as a business location.

Links:

Test your export fitness with the Online Tool WarmUp2Export: www.s-ge.com/warmup2export.
**Technopark® Aargau**

The Foundation TECHNOPARK® Aargau (TPAG) is the address at the Canton Aargau providing infrastructure in two locations (Kunzereal, Windisch and Badenerstrasse 13, Brugg) and services in particular in the fields of coaching, networking and professional development for start-up companies and nascent Entrepreneurs.

TPAG hereby supports the transfer of knowledge and technologies from science to business as well as from company to company in closed partnership amongst others with Canton Aargau, University of Applied Sciences in North-Western Switzerland, Paul Scherrer Institute and Berufs- und Weiterbildungszentrum Brugg.

Technopark Aargau will be an important partner in the strategic campaign “Hightech Aargau” and is a strategic partner of the new initiative SWISSupSTART.

The two offered office buildings are located in Windisch (Kunzereal) and Brugg (in the area of Campus Brugg-Windisch).

Rental area: 2,000 m² + 4,000 m² (Technopark Windisch + Technopark Brugg)
Tenants: 35;
Member of the TECHNOPARK®-Alliance

**Tecnopo® Lugano SA**

In 2013 Fondazione Agire, the agency of Innovation of Canton Ticino, took control of Tecnopolo Lugano SA. The aim is to further develop Tecnopolo offerings, with a central hub providing all services, and multiple locations in Ticino, each with its dedicated technology segment.

In September 2013, Tecnopolo opened a location dedicated to multi-media and digital technologies in the city of Chiasso. The expansion of the central hub nearby Lugano and the opening of new locations dedicated to other segments are planned in 2014.

Tecnopolo SA is supported financially by the City of Lugano, The BSI Bank, BancaStato (the Ticino Cantonal Bank) and B-Source Inc. It is open to additional partnerships with private and public Institutions sharing similar goals.

Rental area: 2,700 m²;
Tenants: 19;
Member of the TECHNOPARK®-Alliance

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TECHNOPARK Luzern offers ambitious startups the optimum environment to build a successful business out of a good business idea. TECHNOPARK Luzern helps selected startups with innovative technologies or business models to quickly take root and grow into successful companies.

TECHNOPARK Luzern supports startups in solving their main problems. “Securing financing” is the biggest challenge. The chances of securing finance can be greatly increased in TECHNOPARK Luzern.

The TECHNOPARK Luzern service product “CORNERSTONE © Startup Value Stack” focusses on:
- Early proof of quantified customer value
- Systematically learning from business experiments to test the business model hypothesis before premature scaling
- Elimination of the risks in the right order. Each time a risk is eliminated, the company value increases accordingly, hence enabling additional financing.

From early on, every startup faces many difficult decisions in the context of “high risk, modest means” and TECHNOPARK Luzern is specialised in this area also.

Fifteen different corporate services complete the offer. Here the startups are not alone; they work side by side with other high-quality startups in a valuable ecosystem and are embedded in the network of TECHNOPARK Luzern with over 50 commercial partners.

TECHNOPARK Luzern is located in the D4 Business Village Luzerne. The startups work in a vibrant international business environment with 2,000 people from more than 100 companies.

The campus includes dining establishments, fitness center, hairdresser and climbing hall. This allows for an efficient work day with on site leisure activities incorporated.

The location is ideal: One of the best business addresses, situated in the heart of Switzerland where value is placed on recreational time, with the country’s lowest corporate tax rate since 2012, its own railway station on the Lucerne – Zug – Zurich line and two motorway connections to Zurich and Luzern / Bern / Basel, both in close proximity.

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BIO-TECHNOPARK® Schlieren-Zurich

Technopark-Allianz

A nationally and internationally respected science park has grown up at Schlieren-Zürich, in close collaboration with real estate partners and the public authorities. Through stringent selection, coaching and mediation, more than 30 successful start-up companies are located here. Some have been acquired by large corporates, but are still active in Schlieren. Together with research groups from the University of Zurich and University Hospital Zurich, an innovative mix of very young and established companies and academic research groups has emerged.

The rental of laboratory space is provided by two real estate partners, led by the industrial and commercial center GHZ Schlieren AG, which in recent years has invested tens of millions in the development of an exemplary laboratory infrastructure. The strict division between the rental by the real estate companies and the support through the BIO-TECHNOPARK® prevents potential conflicts of interest and ensures the company’s caliber, demonstrated by the high survival rate of the start-ups – in excess of 90%.

The BIO-TECHNOPARK® works with regional and international start-up promoters and cluster organizations. It is, inter alia, a co-founder and member of the Life Science Zurich Business Network, which promotes networking and collaboration between the various institutions in the Zurich area, and their interaction with universities, industry, government agencies and other organizations and individuals in Switzerland and abroad (www.lifescience-businessnetwork.ch).

The principle activities of the BIO-TECHNOPARK® include:
- Provision of laboratory, office and storage space, including specialist infrastructure and used equipment
- Advice and support on a company’s foundation and its search for finance
- Ongoing coaching to support a company’s development
- Promotion of exchange between start-ups and with academic research groups to identify and maximize synergies
- Provision of contacts with industry, academia and network partners
- Technical support for location promotion agencies in the establishment of foreign companies
- Event organization
- PR and lobbying support for members

BIO-TECHNOPARK® Schlieren-Zurich hit the headlines with the sale of the young start-up Glycart to Roche for 235 million CHF in 2005, the takeover of ESBATech by the Novartis company Alcon in 2009 for about 600 million USD, and the R&D agreements between Molecular Partner and Janssen Biotech, Allergan and Roche for more than 3 billion USD in total.

Rental area: 35,000 m2;
Tenants: 34;
Member of TECHNOPARK®-Alliance, Life Science Zurich Business Network, Swiss Biotech Association and others

Contacts

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Technopark® Winterthur

An international network, a direct connection to ZHAW, the Zurich University of Applied Sciences, and a stimulating environment for future-oriented companies

The TECHNOPARK® Winterthur has established itself in the region of Winterthur as the address for innovation and entrepreneurship. It is managed as a financially independent public private partnership SA. Shareholders are the City of Winterthur, the Canton for the Zurich University of Applied Sciences ZHAW, the Chamber of Commerce and business partners, such as AXA Winterthur, Rieter, Sulzer, Credit Suisse and ZKB. The TECHNOPARK® Winterthur offers a stimulating environment for innovators. Start-ups, established companies and research institutions from many different industries all work under one roof. They exchange ideas and experiences, and take advantage of the direct connection to ZHAW. Talks, seminars and events, such as the Innovations-Apero, provide opportunities for encounters, inspiration and the exchange of knowledge. The new conference room can accommodate up to 200 people.

Rental area: 10.000 m²;
Tenants: 47 SME, 2 large institutions, among which the ZHAW; Member of TECHNOPARK®-Alliance and SwissParks.ch

Technopark® Zurich

The TECHNOPARK® Zurich is the leading Swiss centre for both Entrepreneurship and knowledge and technology transfer. As a competence centre for leadership and entrepreneurial spirit its impact extends way beyond the borders of the economic zone of Zurich. It offers the ideal environment for people to be able to think and act in an entrepreneurial manner supported by the Technopark Academy and CTI Entrepreneurship. With its dynamics it encourages ideas, innovations and business and contributes actively to the success of its companies. Close partnerships wit the ETH Zurich, University of Zurich, EMPA, CSEM, KTI Start-up and Investors support the selective transfer of knowledge and complete the comprehensive and proactive in house service offering. Attractive rental space and a choice of different conference rooms, as well as above-average infrastructure, make the TECHNOPARK® Zurich an attractive location for companies.

Rental area: 47.300 m²;
Tenants: more than 280;
Founder and Member of the TECHNOPARK®-Alliance

Technopark® Winterthur AG
Technoparkstrasse 2, CH-8406 Winterthur
Internet www.tpw.ch
Mission Statement We cultivate networking
Number of employees 400

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The Ark Foundation organises and coordinates various activities to help both new (start-up) and existing companies become established and expand in the Valais. It creates the appropriate framework conditions for the canton’s economic players to develop their creativity and innovation.

To achieve this, The Ark promotes the development of new knowledge originating from Switzerland’s universities of applied sciences and from cantonal and national research organisations. It also draws together different networks of excellence at local, national and international levels.

The Ark is the product of the local authorities’ strategy of creating a science and technology park in the Valais. The particular features of this park are that it is spread across six different sites, and focuses on three specific areas: Information and communication sciences, Life sciences and Engineering sciences.

The Ark responds to these specific needs and expectations via its three services: Incubator, Accelerator and Innovation. Each of these services offers targeted, practical support to innovative entrepreneurs within the Foundation’s three chosen specific fields.

grow – Gründerorganisation Wädenswil

Grow primarily focuses on business ideas and companies in Life Sciences (Biotechnology, Chemistry, Food Technology, Environmental Engineering, Pharma, etc.), Facility Management and Informatics. These areas belong to the fields of competence of the University of Applied Sciences (ZHAW) in Wädenswil. Technology companies in other fields are also welcome, particularly those working on technologies with potential use in the above mentioned areas.

Grow companies have been very successful in establishing active collaborations with university institutes, including ZHAW, and have obtained major financial support for such collaborations. As a result of the close collaboration between grow and the ZHAW the companies can profit from the expertise of the ZHAW and can get access to the first-class infrastructure and equipment of the ZHAW.

In addition, grow can offer excellent office and laboratory space for rent for very competitive prices, thanks to the collaboration with Tuwag Immobilien AG. Typically, laboratories are specifically adapted to suit the needs of the future user.

Optimizing the chances on success for the individual grow companies is the primary goal of all activities.
«venture» 2015

Business plan competition

Companies for Tomorrow

«venture» 2015 is an initiative of the ETH Zurich, Knecht Holding, the innovation promotion agency CTI and McKinsey & Company, Switzerland. The Swiss-wide business plan competition supports young entrepreneurs in founding a company. «venture» 2015 – like previous «venture» editions – aims to use untapped innovation potential by encouraging young entrepreneurs to develop a business idea into a startup company. A number of renowned companies from Swiss industry and commerce sponsor the competition.

Experienced coaches support competition participants in the development of their business idea and the preparation of their business plans and in the search for suitable partners and the necessary capital. Participants also receive feedback from the team of highly qualified jurors. The more than 100 jurors belong to one of two groups: entrepreneurs, who evaluate the formal and business aspects of an idea, and investors, who evaluate its financial attractiveness. «venture» 2015 offers a startup consulting powered by McKinsey & Company for the 5 Winners of the business idea competition and a total prize money of CHF 100,000 for the winning business plans.

Participants receive additional support in the form of various events to widen their network and sharpen their business ideas. Comprehensive information material is also on offer, such as the business plan handbook „Planen, Gründen, Wachsen“, specially written for the «venture» competition by McKinsey & Company. «venture» is addressed to budding entrepreneurs in Switzerland who have innovative business ideas. Participants may enter the competition as individuals or as a team.

Venture Foundation
Schwimmbadstrasse 1, CH-5210 Windisch

Internet Mission statement
www.venture.ch Support young entrepreneurs in sharpen their business idea, developing a business plan and create companies for tomorrow

Contact

Venture Office
+41 58 332 23 30
office@venture.ch

Winners

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Sensirion</td>
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<tr>
<td>2000</td>
<td>Xitact</td>
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<tr>
<td>2002</td>
<td>AXSionics (cod-I)</td>
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<tr>
<td>2004</td>
<td>Molecular Partners</td>
</tr>
<tr>
<td>2006</td>
<td>Arktis Radiation Detectors</td>
</tr>
<tr>
<td>2008</td>
<td>Optotune</td>
</tr>
<tr>
<td>2010</td>
<td>Blueshift Pharma</td>
</tr>
<tr>
<td>2012</td>
<td>SWISSto12</td>
</tr>
<tr>
<td>2014</td>
<td>L.E.S.S.</td>
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</table>
Explore the business potential of your technology:

CHF 130,000 TO KICK YOUR STARTUP

A PHILANTHROPIC INITIATIVE OF A PRIVATE CONSORTIUM

Get your kick: venturekick.ch
venture kick

More than CHF 11m invested, over 298 start-up projects financed

We kick-start your startup:

More than CHF 11m invested, over 298 startup projects financed, more than 464m in financing volume and 2.433 jobs created – this is venture kick’s track record since the private initiative was launched in the fall of 2007 by a private consortium.

Get CHF 130.000 for your startup:

venture kick is a philanthropic three stage funding model initiated to support Swiss startups with enough funding to kick-start their entrepreneurial success. Startups can qualify to receive up to CHF 130.000 in start capital. After each individual stage, promising entrepreneurs are also offered professional guidance in developing their business through the 2-day kickers camps. In return, venture kick will gain participation in startups having passed all three stages. All proceeds of any subsequent sale of shares will be reinvested into the promotion of new startup projects.

CHF 10.000 for a brilliant business idea (non repayable grant) stage 1:

You apply with a vision and a clear idea about how you intend to turn your research project into a sustainable business. 8 projects are selected to present their business ideas in front of a jury – 4 of these startups will enter venture kick and receive CHF 10.000 each. That’s a 50% chance of getting through the first stage!

CHF 20.000 for a solid business case (non repayable grant) stage 2:

During the next 3 months, you will have the time to structure your business idea, target initial customers and strategic partners, collect feedback and work out a convincing investor presentation. You will then present your project again to a panel of experts. 2 out of 4 presented startups will pass this second stage and win CHF 20.000 each, another 50% chance!

CHF 100.000 for a successful startup (investment) stage 3:

Six months later you are ready for the market. You wrote a convincing business plan, created a team and secured your intellectual property. Now you only need to convince a panel of experts and investors to get the final CHF 100.000 in start capital. Again, 2 out of 4 showcasing startups will receive funding!

A philanthropic initiative of a private consortium:

Turning scientific innovation into entrepreneurial activity and job creation is the basis of societal and economical prosperity. In the very early stages, startups bear very high risks that are neither carried by public money nor by private investors. Supporting seed stage startups fills a crucial gap and is therefore purely philanthropic.

Consortium: Gebert Rüf Stiftung, ERNST GÖHNER STIFTUNG, AVINA STIFTUNG, OPO-Stiftung, FONDATION LOMBARD ODIER, Debiopharm Group and André Hoffmann.

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Be part of the Swiss national startup team

Conquer international markets!
Benefit from a ten-day business development program in Boston and New York (USA).

Apply now on: www.venturelab.ch

The supporters of venture leaders:
venture leaders

We bring Swiss innovation to the world

Every year, carefully selected high potential entrepreneurs get a unique chance to give their startup business a boost. As winners of the venture leaders prize, they form the Swiss national start-up team and participate in a 10-day business development program in the USA (Boston and New York) or in China (Shanghai and Beijing).

Since 2000, a total of 253 venture leaders have been selected. Their startups raised CHF 525 million and created more than 3,500 qualified jobs.

venture leaders was originally launched and supported by Gebert Rüf Stiftung, followed by the Swiss Commission for Innovation and Technology (CTI). Since 2013, the program is offered thanks to several supporters.

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venture leaders

c/o IFJ Institut für Jungunternehmen,
Kirchlistrasse 1, CH-9010 St. Gallen;
Technoparkstrasse 1, CH-8005 Zürich;
PSE-C, CH-1015 Lausanne

Internet www.venture-leaders.ch
Mission statement venture leaders offers a 10-day highly tailored entrepreneurial and business development program to high potential entrepreneurs in the USA or in China. The winners, members of the Swiss national startup team, have a clear-cut goal. They envision themselves as global players, addressing global challenges and markets.
The most valuable prize for young entrepreneurs in Switzerland

“Switzerland needs entrepreneurs. It’s where the future lies.” Such, in a nutshell, was the credo of William A. de Vigier (1912 – 2003), who established the foundation of the same name.

When he created the W.A. de Vigier Foundation in 1987, canton of Solothurn-born William de Vigier wanted to provide something that young entrepreneurs with good ideas so often lack, something indeed that he had also lacked when setting up his own company Acrow Engineers Ltd: the necessary start-up capital.

At the peak of his entrepreneurial activity, William de Vigier presided over a global steel conglomerate that employed more than 12'000 people.

The W.A. de Vigier Foundation is another success story. So far, more than 90 young entrepreneurs have won the prize, of whom more than 2/3 continue to be active in the market. This must be considered as an excellent result.

In the meantime the foundation also is organizing Alumni events for the former prizewinners and Nominees and is supporting a number of promising initiatives to foster entrepreneurship in Switzerland, e.g. startupticker.ch and CTI Invest.

In 2010 the foundation introduced the award of the Supporter of the Year, an honor dedicated to people that have contributed greatly to the entrepreneurship in Switzerland. In 2014 Dr. Pascale Vomont, Vice-Director of the Gebert Rüf Foundation was honored.

In 2013 a new generation of members joined the board of trustees and Dr. Daniel E. Borer succeeded Moritz Suter as Chairman. The following new members are completing the board with Beat Graf (Vice-Chairman) and Sven Hoffmann: Dr. Primin Bischof, Dr. Felix Grisard, Felix Kunz, Alain Nicod and Guy Petignat.

For the future the Foundation is considering right now to give other wealthy persons, organizations and companies the opportunity to benefit from our experience and expertise to donate prizes as well. A first externally donated prize was already given in 2012 by former Prizewinners.

To close, we are happy to be part of the IPO our former prizewinner of 2005, Molecular Partners is finalizing in October 2014.

W.A. de Vigier Foundation

Sommerhaus, Untere Steingrubenstrasse 25,
CH-4501 Solothurn

Internet www.devigier.ch
Mission Statement To award up to five times CHF 100’000 each to young entrepreneurs in Switzerland every year
Number of employees 2

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W.A. de Vigier Alumni

Support for young entrepreneurs in Switzerland
Investor Profiles

In this section we present portraits of domestic and international venture capital investors, industrial partners, family offices and business angel networks.

All of them are members of CTI Invest, the leading Swiss financing platform, which regularly organizes match-making but also networking events for Swiss high-tech companies to meet our investor members.

Today, CTI Invest has almost 90 members, most of them are profiled here, with the exception of some institutional investors. Individual investors (business angels) are not portrayed for privacy reasons.

All this information can also be found online:

www.cti-invest.ch
www.swissventureguide.ch

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A3 Angels was founded in 2008 by Alumni Swiss Federal Institute of Technology Lausanne (EPFL). It organises mentoring teams and cooperates with Business Angels Switzerland. The Seed Night at Swisstech Convention Center is the largest seed start-up event in Suisse Romande.

A3 Angels has grouped up to 60 members, mostly EPFL alumni, with strong motivation and career accomplishments. 40 start-ups have benefited from its mentoring services and seed investments. We have collaboration with EPFL Alumni, Business Angels Switzerland and Polytech Ventures. Since 2009 we adopted the process of MIT Venture Mentoring Service and delivered 500 hours of mentoring per year.

A3 Angels contributed to raise 20 MCHF seed money syndicated with regional business angels. A3 Angels sponsors investor’s education program under the Angel Day initiative. We advise smaller investors to pool smaller investments with a lead shareholder, keeping a human touch to crowdfunding. From 60 applications we invite 20 companies to present to combined audiences of 400 at BiomedUp and Seed nights events.

Since 2012, we organized 6 investor education sessions as part of the Swiss Business Angel Days program we founded.

The Business Angels and Mentoring Club on EPFL campus

Anchor for Aargau start-ups

A fund backed by the regional Aargauische Kantonalbank aims to help promising entrepreneurs to achieve their dreams. Capital is available for companies in any economic sector, and even beyond cantonal frontiers to neighboring regions.

The publicly held Aargauische Kantonalbank (AKB) offers a plethora of services dedicated to freshman companies, ranging from external training courses to hands-on help in writing business plans.

Besides this, AKB has founded an Argovia branch of business angels whose business models allow a high scalability. Recently this fund has been increased to CHF 10m in connection with the high tech strategy of Canton of Aargau.

AKB invests via loans, equity and various types of mezzanine capital. The main driver of all investment decisions made is the support of the local economy. Close collaborations exist with the very active FHNW.
ABB Switzerland

ABB is a global leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact. A major portion of ABB’s business is related to energy-efficient products or services that help customers save energy, therefore reducing costs and greenhouse gas emissions.

ABB operates in around 100 countries. Within the ABB Group, ABB Switzerland has global responsibility for many products and systems, such as power electronic systems, medium voltage drives, turbochargers, power semiconductors, gasinsulated switchgear, traction transformers for railways or generator circuit breakers.

ABB’s success has been driven particularly by a strong focus on customers and on research and development, the latter supported by seven corporate research centers around the world – one of them located in Switzerland. The result has been a long track record of innovation. A century of technological leadership has equipped ABB with a broad portfolio of products and systems that will be called upon to build and operate the smart grids of the 21st century.

Investors in internet

Acton Capital Partners provides growth capital for internet companies. Its current EUR 150m fund is focused primarily on consumer- and SME facing businesses such as media, e-commerce, online marketplaces, and SME services. Acton invests worldwide, with Europe as main focus.

Since 1999, the Acton team has been a passionate investor into internet entrepreneurs: first as manager of Burda Digital Ventures, the corporate VC of Hubert Burda Media, and since 2008 as manager of two growth equity funds backed by over 30 international private and institutional investors. With investments in over 50 companies, the team has a unique track record in consumer-oriented digital media, e-commerce and platform businesses. Former and existing portfolio companies include Abebooks, Ciao, Holidaycheck, Elitepartner, Etsy, Mytheresa, and Zooplus.

Acton invests into entrepreneurs that have established a successful business based on internet and mobile technologies, and still provide substantial growth potential. Acton seeks to turn such companies into national and international champions by supporting growth and enhancing profitability, for instance through international expansion, implementation of roll-out strategies, or acquisition of competitors.

Acton invests into companies that are sizable enough to demonstrate the growth potential and profitability of its business model.

Envisaged deal sizes range from CHF 5 to 25mn, for growth equity and share purchase.
Affentranger Associates is a business platform focused on the theme of value creation with its core competency in hands-on management and the ambition to achieve sustainable long term returns through a symbiosis of capital and labour investments.

Founded in 2002, Affentranger Associates is a value creation hub for companies in transition phase. We believe that the congruence of leadership, financial commitment and day-to-day management – this symbiosis of capital and labour – are necessary contributions to the creation of sustainable corporate value. Affentranger Associates actively drives the value creation process by defining and implementing a clear business strategy. To that effect our team is a mix of personalities and skills in leadership, management, technology, production, marketing and finance, paired with hands-on mindset and respecting highest professional and ethical standards.

We invest in companies with novel technologies or products, a global market opportunity and the potential for exceptional growth. The focus is early or later stage companies active in cleantech, technology or specific areas of biotech & life science that are based in Switzerland and the surrounding countries. Prominent investments include Dartfish, SELFRAG and forteq.

AGIRE, the innovation agency of Canton Ticino

AGIRE is a public/private initiative actively involved in transfer of knowledge and technology. AGIRE INVEST is a seed fund that finances innovative entrepreneurial companies with high potential for growth.

AGIRE is the Ticino innovation agency with the financing of Department of Economy and Finance of Canton Ticino, and the participation of Ticino-based universities (USI and SUPSI), the local chamber of commerce, the industry association, the city of Lugano and the regional agencies for economic development. AGIRE has the mission to boost innovation in Ticino. Our main objective is to encourage the collaborations between universities and companies for the development of innovative products.

Our fund, AGIRE INVEST, performs early stage equity investments in companies based in Ticino, with a range of 100’000 – 500’000 CHF. We generally take a lead position and act as active investors, with participation to the board of directors. From start of operations in late 2011, AGIRE has financed more than 12 companies for a total of > 5M CHF of direct investments and >10M CHF co-investments from private investors and business angels. The mission of AGIRE INVEST is not to pursue a strict financial return of investment, but a “territorial” ROI, fostering the creation of a new generation of innovative growth-oriented companies located in Ticino.
Aravis SA
Merkurstrasse 70, CH-8032 Zürich
Phone +41 43 499 20 00
info@aravis.ch
www.aravis.ch
Active since 2001
Volume range (in CHF) 1 – 40 mio.
Industry sectors
Biotech & Life Sciences, Medtech, Cleantech
Regional focus
Europe
Latest three investments
Morewind Holding AG (Energy), RuYi (Biotech), SynAffix BV (Biotech)
Latest three exits
Powerwind Holding (Energy), Evolva (Biotech), Ikaria (Biotech)

Aster Capital
7, boulevard Malesherbes
F-75008 Paris
Phone +33 1 45 61 30 95
contact@aster.com
www.aster.com
Active since 2000
Volume range (in CHF) 0.5 to 5 mio.
Industry sectors
Micro- & Nanotechnology, Cleantech
Regional focus
Worldwide
Latest three investments
Optireno (FR), Ioxus (US), Avantium (NL)
Latest exits
C-Power (US), Semisouth (US)

ARAVIS – creating value

Founded in 2001 and located in Zurich, Aravis is the first independent Swiss on-shore private equity house. With a track record of investment in the renewable energy and life science spaces, Aravis is currently managing more than a quarter of a billion Swiss francs.

Aravis’ funds have a track record of success in the service of over 30 leading investors including corporate, pension funds, government funds, insurance companies and family offices. Aravis has a cumulative history of investments in over 100 companies.

An established investor in renewable energy, the Aravis ENERGY team have demonstrated their ability to attract syndicate, structure and divest complex projects producing close to 300 Giga Watt hours in renewable energy.

With a long track record in life sciences and two life science investment funds (ARAVIS Biotech I and ARAVIS Biotech II), Aravis has held an early stage stake in some of the more eye-catching Swiss life science companies and has had over the years some notable exits through reverse takeover, IPO or acquisition.

Aravis has a distinct and crafted approach to investment, taking a “hands on” approach that balances between finance, commercial assets and people. This approach transcends industry sector and with years of collected experience and expertise, Aravis has established a comprehensive investment platform that also incorporates accounting, regulatory and reporting expertise specific to Switzerland but also more widely. This means that Aravis is well placed to manage external funds for clients and institutions as well as putting together further internal funds focused on current and new industry sectors.

Aster Capital
Early stage capital and business partnerships with large corporates in clean-energy, mobility, smart infrastructure and new materials.

Aster Capital is a Paris-based venture capital firm with a new EUR 120m Fund (Aster III) sponsored by Schneider Electric, Alstom, Solvay as well as the European Investment Fund EIF.

We have a 15 year track record as early-stage investors in technologies and services that find application primarily along the energy and materials value chains.

At Aster, we look for entrepreneurs with a strong track record of building companies and for technologies or service business models that give you a sustainable competitive edge.

We will invest between EUR 0.5 to 5 million per financing round and normally co-invest with other VC firms.

Our special value proposition is our access to our corporate sponsors. Post investment, we dedicate much time to create business opportunities for our portfolio companies with our investors and with other potential clients. We see these large groups as opportunity for your business to develop a new application for your technology, to supply your product into a system or solution provided by them or as your sales channel in markets where you do not have own coverage.
b-to-v: venture capital firm and investor network

b-to-v is a venture capital firm investing the capital confide to its funds in start-ups and fast-growing medium-sized companies. b-to-v is also a service firm providing investment services and making direct investments available to private investors, and the investors’/entrepreneurs’ qualities and resources available for start-ups.

There are two key sources for (private) start-up capital: business angels and venture capital firms. b-to-v combines the best aspects of both worlds and has developed a unique value proposition to both, investors and entrepreneurs.

We enable our members, the b-to-v Investors and the Members of the b-to-v Circle of Investors, to get access to b-to-v’s generic dealflow of more than 2’000 investment opportunities per year plus the dealflow of the other members of about 200 opportunities per year. And we manage the entire investment process for our members (with the option to be involved), i.e. preliminary screening, extended screening, deal negotiation and structuring, due diligence, post-investment monitoring of portfolio companies, preparation of follow-on rounds of funding and/or exit.

We give entrepreneurs access to smart capital – and that is not just a claim: We make the qualities of b-to-v’s members and of b-to-v itself available to our portfolio companies. Our members bring a unique set of entrepreneurial experience, network contacts, intelligence, creativity, and exit-know-how to the table. b-to-v itself brings a track-record of more than 10 years VC investment experience and a strong network in the venture capital/private equity world to the table which stems from more than 70 investments and more than 200 rounds of funding.

Next generation family office

bainso ag is an independent trusted advisor.

The bainso service portfolio consists of four core elements which are assembled individually for each client in accordance with their needs and goals. Our services are aimed at entrepreneurial families, entrepreneurs and high net worth private individuals.
BioMedPartners is a Swiss-based venture capital company

BioMedPartners is a Swiss-based venture capital company investing in private start-up, early stage and spin-off companies in the biotechnology, emerging pharmaceuticals, healthcare and medical technology sector in Switzerland and neighboring European countries.

BioMedPartners offers an unique positioning:
- Experienced team with multidisciplinary and complementary industry know how and extensive operating experience in biotech and pharmaceutical companies
- World-class Scientific- and Business Advisory Boards with special expertise in transforming basic research into pharmaceutical products
- Pro-active lead investor approach in cultivating promising young companies with CHF 250 million under management
- High-quality deal flow through strong networking within academia, industry and finance community

Bio Valley Business Angels Club

BioBAC gives start-ups in the area of life sciences the opportunity to pitch in front of a knowledgeable audience interested in life sciences. For investors it is the ideal platform for carefully selected presentations.

Founded in 2007, BioBAC is the only BA-Club in Switzerland focusing exclusively on projects in life sciences (biotech, platform technologies, MedTech, etc.). The club meets bimonthly over lunch, usually the first Wednesday of the even months. The meetings start with a presentation of general interest followed by three pitches of start-up companies in an early phase. BioBAC acts as a platform. It unites about 30 business angels. It doesn’t perform due diligencies nor form syndicates.

In the past years about CHF 50 mio. have been invested in 36 start-up companies.

BioBAC is open to all interested persons, willing to invest in life sciences projects in a very early phase.
BlueOcean Ventures: investors & entrepreneurs

BLUEOECEAN VENTURES provides capital, operational and company development advisory support (mentoring, company management, divestment experience, network, negotiation support ...) to entrepreneurs in Switzerland. BlueOcean Ventures has offices in Geneva.

- Our focus is on Swiss high technology companies related to the Health industry with applications in which Swiss innovations and competencies have a clear edge.
- We focus on start-up/first stage investments with a great team and market potential
- First round investment: typically 250 to 500K Swiss Francs
- We usually seek companies with pre-money company valuation (first round) between 2 to 10M Swiss Francs
- Total investment: up to 2M Swiss Francs per company. BlueOcean will act as co-investor or syndicator for higher amounts.

Our Investors are primarily private individuals, entrepreneurs, and family offices attracted by our team’s experience, deal-flow & selection process and the high-return potential for this asset category in a safer-than-usual environment.

Smart money for smart innovators

The leading business angel club in Switzerland:
- 30 Dinner Meetings per year in three sections (Zürich, Romandie, Lake of Constance)
- up to 70 start-up presentations per year
- 70 members
- attractive for newcomers to start-up financing as well as experienced investors

BAS is the largest and most active business angel club in Switzerland. The association was founded in 1997. Its goal is to present attractive investment opportunities to investors. BAS is active in the German-speaking part of Switzerland, in the Romandie (the French-speaking part) and in the Lake of Constance area. The 70 members can participate at up to 30 Dinner Meetings where start-ups are presented.

BAS is a market place where investors and start-ups meet. The association is not involved in the investments and doesn’t charge any transaction fees, finder fees, etc.

Investors interested in joining BAS can participate at one or two dinner meetings. If they like the unique atmosphere of our Dinner Meetings and the team work of the Due Diligence, they can apply for a membership.

BAS does not require its members to invest a specific minimum amount but they are encouraged to participate in due diligences and investments.

For further information about the association, please consult www.businessangels.ch or contact the management.
Clariant backs investment with know-how for innovative start-ups committed to a sustainable future.

As one of the world’s leading specialty chemical companies, Clariant contributes to value creation with innovative and sustainable solutions for customers from many industries. Our portfolio is designed to meet very specific needs with as much precision as possible. At the same time, our research and development is focused on addressing the key trends of our time. These include energy efficiency, renewable raw materials, emission-free mobility, and conserving finite resources. Our business units are divided into four Business Areas: Care Chemicals, Natural Resources, Catalysis & Energy and Plastics & Coatings.

Clariant offers solid, global expertise as a leading technology partner in the chemical world. It is this expert knowledge of related chemistry and chemical technology issues, and understanding and access to downstream markets that makes Clariant a stand-out partner for start-ups looking for more than just financial backing. Specialized support functions, such as intellectual property management (patents), up-scaling and piloting of chemical processes, and supply of raw materials, add to its support capabilities.

A dedicated platform where entrepreneurs and investors meet

On c-crowd.com, every entrepreneur has the opportunity to present himself/herself to potential investors and raise capital either via equity-based crowdfunding or the c-crowd marketplace.

C-crowd is one of Switzerland’s leading online platform bringing together entrepreneurs and investors. It supports entrepreneurs to raise capital with the following possibilities:

- Equity based crowdfunding for Swiss limited companies (AG/SA) who wish to raise money from various investors who not only support “their” company with capital, but also by becoming clients, marketing ambassadors and multipliers.
- The c-crowd marketplace is the ideal place for all entrepreneurs (Swiss or international) who either cannot or do not wish to raise money via equity based crowdfunding, giving them the opportunity to present themselves to and initiate direct contact with potential investors.

Clariant International Ltd.
Rothausstrasse 61
CH-4132 Muttenz 1
Phone +41 61 469 51 11
www.clariant.com
Active since 2010
Industry sectors
Biotech & Life Sciences, Micro- & Nanotechnology, CleanTech, Interdisciplinary
Regional focus
Worldwide

Martin Winter
Senior Manager Corporate New Business Development

Philipp Steinberger
co-founder

C-crowd AG
Luegislandstrasse 150, 8051 Zurich
Phone +41 79 405 64 09
info@c-crowd.com
www.c-crowd.com
Active since 2011
Volume range (in CHF) 100.000 – 1 mio.
Industry sectors
Medtech, ICT, Micro- & Nanotechnology, CleanTech, Interdisciplinary
Regional focus
Equity based crowdfunding: Switzerland
c-crowd marketplace: International

A dedicated platform where entrepreneurs and investors meet
Connecting ideas

**Center of innovation and start-up creation from the Canton of Jura.**

Creapole promotes the diversification of the economic fabric in Jura, by supporting primarily projects for business creation but also businesses already established and that wish to develop an innovation within their production process.

While we are able to support projects in all kinds of economic activity, we have developed particular skills in sectors with strong economic potential such as medical technology, micro- and nanotechnology and information and communications technology (ICT).

Creapole is working in partnership with a seed financing foundation (FITEC) to help innovative start-ups bridging the “valley of death”, alongside other seed investors.

Quarter century quarterback

**Dr. Gert Köhler has been active venture capitalist for 28 years. Before founding its current company CREATHOR VENTURE he was managing director of 3i Europe PLC and founder and managing director of Technologieholding.**

CREATHOR VENTURE manages today a fund volume of 217 mio SFR. The management itself represents the major shareholder in addition to the European Investment Fund, entrepreneurs and family offices. CREATHOR has today two headquarters in Bad Homburg (near Frankfurt) and in Zürich and side-offices near Munich, and Stockholm.

The team of 9 investment professionals has ample experience in financing and supporting startups from investing in more than 200 high-tech companies as lead investor. More than 25 IPOs (at SMX: Micronas, SEZ) and numerous trade sales and has achieved outstanding financial returns. Two to three investments p.a. are planned in Switzerland plus additional 4–6 in Germany, France and Austria.

The Zurich office is managed by Cédric Köhler who represents Creathor as lead investor in the following companies: JOIZ (CH), Viewster (CH), Stylefruits (D), Danato (D), Sofialys (F), Mobile Republic (F) and Insiteo (F).

**ENTERPRENEURIAL APPROACH:** The industry experienced team has a hands-on and straight-forward entrepreneuri-al approach and moves and decides as quick as the markets’ demand. In general Creathor invests via equity.

**INDUSTRY FOCUS:** Mobile; E-, M-, Social-Commerce, Cloud, selected areas of Cleantech and New Materials; M-,E-Health, Personalized Medicine, Diagnostic Platforms, Drug Delivery, and all new innovative business concepts promising outstanding returns.
The mission of Debiopharm Investment SA is to diversify investments made by Debiopharm Group, a Swiss-based global biopharmaceutical group. This diversification occurs particularly with the Private Equity branch taking minority stakes in innovative IT, Cleantech and ‘Services for Individuals’ startups.

Buoyed by the strong entrepreneurial spirit of the owners, the Private Equity activity is currently developed via direct equity funding in companies not related to the core business in order to enhance investment diversification. When evaluating investment opportunities, firstly the team and its project are considered.

The investment philosophy entails:
- Minority participation (up to 25% of the capital).
- Long term investment, without horizon output preset but in respect of certain conditions (Strategy, Business Plan, Milestones).
- Active mode: through a presence in the Board of Directors and an involvement in the monitoring of the business.
- Spirit of partnership focusing on exchange, dialogue and experience sharing.

Investor in private companies

Looking for companies with a clear business model, a strong business proposal, significant barriers to entry and the potential for international development – and thus for a solid return.
Dow is a science and technology company with an industry-leading portfolio of specialty chemical, advanced materials, agrosciences & plastics businesses delivering products & solutions into high growth sectors such as electronics, water, energy, coatings & agriculture with annual sales of US$60 B.

Dow Venture Capital invests in promising start-up companies in North America, Europe and Asia. We support our portfolio with capital, technology, and a global network of potential development partners. We are active in sustaining these companies throughout their early critical years, from seed to later stage investment.

Areas of interest include among others, Cleantech, Materials, Water, & Industrial biotechnology.

Dow Venture Capital is located in company headquarters in Midland, MI; in European headquarters in Zurich; and in Gotemba, Japan.

DePuy Synthes

Since the 19th Century, the DePuy Synthes Companies have had a focused commitment on transforming the lives of patients worldwide.

The DePuy Synthes Companies of Johnson & Johnson have been innovating and discovering for over 100 years. Together the companies are the largest provider of orthopaedic and neurological solutions in the world. They offer an unparalleled breadth of products, services, programs and research and development capabilities that are designed to advance patient care and deliver clinical and economic value to health care systems throughout the world. DePuy Synthes Companies include eight businesses that focus on joint reconstruction, trauma, neurological, craniomaxillofacial, spinal surgery and sports medicine.

Global corporate strategic investment partner

DePuy Synthes
Luzernstrasse 21, 4528 Zuchwil
www.depuysynthes.com

Industry sectors
Medtech

Regional focus
Worldwide

Dow Europe
Bachtobelstrasse 3, 8810 Horgen
Phone +41 44 728 28 36
www.dow.com/venture

Active since 1993
Volume range up to $ 25 mio.

Industry sectors
Micro- & Nanotechnology, Cleantech

Regional focus
Worldwide

Latest three investments
Blade Dynamics, Stablcor, Synpromics

Latest exits
CFT
**Earlybird**

Earlybird is one of Europe’s leading venture capital technology investors investing in early stage technology companies with a large business perspective. With over €700 million under management, Earlybird has achieved an outstanding track record.

Established in 1997 Earlybird currently manages over €700 million ($900 million) in assets. We have backed 106 companies, some of which have sparked significant innovations in business and technology and resulted in large scale ($1bn+) IPOs and trade sales. Earlybird backs European companies with global ambitions and our active portfolio currently includes 30 companies across the consumer Internet and enterprise services space.

**Fondation Eclosion**

Fondation Eclosion offers solutions to transform academic discoveries into products, from the bench to early clinical trials. Fondation Eclosion offers management support, financial resources and infrastructure solutions from proof-of-concept to successful start-up.

Fondation Eclosion was created in 2004 to convert breakthrough academic discoveries into life-altering therapeutic products, economic value and jobs. Since its inception, Fondation Eclosion selects promising projects and tests their potential applications in its state-of-the-art facilities. The hands-on validation of early stage projects is an effective selection process, where Fondation Eclosion federates existing resources in the Lyon-Bern area, the leading biotech cluster in continental Europe. The surrounding leading academic and hospital centers provide high-tech infrastructures and medical expertise, while industrial companies contribute their development insights. The State of Geneva supports Fondation Eclosion’s facilities costs in Plan-les-Ouates. Fondation Eclosion works in partnership with Eclosion2, an early-stage investment fund, that provides seed capital to launch promising companies and after a first round, co-funds with industrial and other VC partners the subsequent development stages. Fondation Eclosion team brings complementary entrepreneurial, scientific and financial experience and skills.
Located in the leading life science cluster in Northwestern Switzerland, EVA – the Basel life sciences start-up agency was founded by the Cantonal Banks of Basel-Stadt and Basel Landschaft and two visionary entrepreneurs. It helps start-ups to be launched.

At a time when the life sciences industry consolidated, a coaching partner for start-ups seemed necessary. EVA was founded in 1996 as a limited company, supported by the two Cantonal banks as major shareholders. The focus of EVA is on projects in life sciences who have their base in NW-Switzerland. The first contact is usually established in a very early phase. EVA offers coaching and brings in its prestigious network to shape the company. Finally EVA can even provide seed funding to a certain extent which is normally given for equity. Since 2010 EVA has in addition the mandate to run the BASEL INKUBATOR, a venture of the University, the FHNW, the Canton BS, and EVA to provide an affordable infrastructure and coaching to spin-offs of the University and the FHNW. “EVA the Basel life sciences startup agency” wants to express with its name, that it is a key enabler for start-ups in one of the world’s most important life sciences cluster. EVA helped 31 companies to be formed and created over 260 jobs in the greater Basel area. 25 of the start-ups are still active, 12 are still in EVA’s portfolio.
Fondation d’Implusion Technologique et Economique

FITEC works in collaboration with Creapole SA and is in charge to analyse, evaluate and select the supported projects for the funding of its activities.

To realize its objectives FITEC engages itself financially in the local start-ups to contribute to their development and to achieve their goals, helping with different options of funding. The chosen projects contribute to the diversification of the economic fabric of the canton of Jura and presents significant innovation.

FITEC

c/o Creapole SA, Route de Moutier 109
CH-2800 Delémont
Phone +41 32 420 37 40
www.fitec.ch

Active since 2007

Industry sectors
Medtech, ICT, Micro- & Nanotechnology, Cleantech, Interdisciplinary

Regional focus
Switzerland, Jura and Jura region

Latest investments
Geosatis SA, Helvedis SA, Clicktodo SA

Foundation for the Technological Innovation (FIT)

The Foundation pour l’Innovation Technologique, or FIT, is supporting innovative projects showing technological and commercial promise. FIT support is granted to projects developed in collaboration with one of the Swiss academic institutions in the Swiss Romande region. FIT makes a contribution to project funds, gives access to resources at the PSE.

The FIT mission is to help turning selected technology projects into successful enterprises.

FIT will bridge the financing gap between institutional help such as, CTI or Venture Kick and Venture Capital in Western Switzerland.

The FIT gives start-up companies a financial support in the form of long-term loans (100K – 500K) and supports them at the same time with business coaching measures also.

Technological innovations with a promising economic potential and a collaboration with a Western Switzerland university (EPFL, UNIL, HES-SO…) can benefit from this support.

The FIT will consider projects in all technological and life science sectors provided opportunities are compatible with the strategy and financial resources of FIT.

A dedicated selection process will enable PSE coaches and FIT’s selection committee to capture the most promising projects.
Seeding successful high-tech start-ups

Go Beyond Investing enables novice to sophisticated investors to build, manage and exit diversified portfolios of direct investments in young, fast growing companies. Close to 200 angel investors are members. Operating in Switzerland, France, the UK, Belgium, Italy, Malta and the US through Go Beyond Network, its team is comprised of seasoned entrepreneurs and general managers who are now business angels.

Go Beyond Investing teaches business angels the skills to succeed. We provide a framework to minimize risk by:
(1) aggregating the best deals across our multinational presence
(2) nominating a deal leader to represent investors on the startups board
(3) teach portfolio management best practises
(4) put industry leading tools and structures in investors hands
(5) provide year long formal training (via Angel Beyond) to improve experienced angels, and train new angels.

Our pooling structure enables participation with tickets as small as 5000CHF per deal/round. Our investor groups are located in several European cities with a growing US presence. Our focus broadly falls within: ICT, Health-care, Impact, Industrial and Consumer.

To learn about earnings our investor community has earned in recent exits, reviews about Go Beyond, or learn more about us, please visit: http://www.go-beyond.biz/about-us/contact-news.html
Google

Google Switzerland
Brandschenkestrasse 110, CH-8002 Zurich
Phone +41 44 668 18 00
www.google.ch

Active since 1998
Industry sectors
ICT
Regional focus
Worldwide

Patrick Warnking
Country Director

Google is a global technology leader focused on improving the ways people connect with information. Google’s innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognized in the world.

Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

HBM Partners

HBM Partners is a globally active, healthcare-focused investment group based in Switzerland. Successful Swiss companies backed by HBM in the past include e.g. Axovan (acquired by Actelion), Basilea Pharmaceutica (IPO SIX), ESBATech (acquired by Alcon) or MediService (acquired by Galenica).

HBM Partners is a globally active and independent healthcare-focused investment group with approx. $ 1 billion in assets under management.

HBM focuses on development-stage, growth and buy-out financings of private companies as well as investments in public companies. Our key target sectors are pharma & biotech, medical devices and diagnostics.

HBM Partners has been an active contributor to value creation in its portfolio companies, generating over 40 trade sales and IPOs from its portfolios since inception.

HBM Partners
Bundesplatz 1, 6300 Zug
Phone +41 43 888 71 71
info@hbmpartners.com
www hbmpartners com

Active since 2010
Volume range (in CHF) 0.5 – 1.5 mio.
Industry sectors
Biotech & Life Sciences, Medtech
Regional focus
Worldwide

Chandra Leo
Partner
Whether you’re looking for a single point of contact to technical expertise, or you need mentoring and business development support to help grow your company, IBM can help you make your business smarter with IBM Global Entrepreneur. With access to software, knowledgeable people and promotion support, it’s like adding more people to your business and extending the size and reach of your company.

Team with technology leaders to drive your business forward.

Participate now: ibm.com/isv/startup

IBM is looking for global entrepreneurs to build a smarter planet.

Your point of entry for
- Start-up consultancy
- Access to financing
- Administrative support
- Rooms and infrastructure
- Access to Empa labs and equipment
- Research cooperations with Empa

Interested?

> **glaTec**
mario.jenni@empa.ch

> **tebo**
peter.frischknecht@empa.ch

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High-Tech Gründerfonds
Schlegelstrasse 2, D-53113 Bonn
Phone +49 228 823 00-102
www.htgf.de
Active since 2005
Volume range (in Euro) 0.5 mio. (initial investment); 2 mio. max. per company
Industry sectors all sectors
Regional focus Germany
Latest three investments exelonix GmbH, minubo GmbH, Inventorum GmbH
Latest three exits Windeln.de GmbH, tiramizoo GmbH, Amedrix GmbH

IBM and IBM global entrepreneur

IBM is looking for global entrepreneurs to build a smarter planet. Innovation is at the core of IBM’s strategy. The company develops and sells software and systems hardware and a broad range of infrastructure, cloud and consulting services.

Whether you’re looking for a single point of contact to technical expertise, or you need mentoring and business development support to help grow your company, IBM can help you make your business smarter with IBM Global Entrepreneur. With access to software, knowledgeable people and promotion support, it’s like adding more people to your business and extending the size and reach of your company. Team with technology leaders to drive your business forward.

IBM is a globally integrated technology and consulting company headquartered in Armonk, New York. With operations in more than 170 countries, IBM attracts and retains some of the world’s most talented people to help solve problems and provide an edge for businesses, governments and nonprofits.

Today, IBM is focused on four growth initiatives – business analytics, cloud computing, growth markets and Smarter Planet. IBMers are working with customers, business partners and startups around the world to apply the company’s business consulting, technology and R&D expertise to build systems that enable dynamic and efficient organizations, better transportation, safer food, cleaner water and healthier populations.

Participate now: ibm.com/isv/startup

High-Tech Gründerfonds invests in young, high potential high-tech start-ups. The seed financing provided is designed to enable start-ups to take an idea through prototyping and to market launch.

High-Tech Gründerfonds invests in young, high potential high-tech start-ups. The seed financing provided is designed to enable start-ups to take an idea through prototyping and to market launch. Typically, High-Tech Gründerfonds invests EUR 500,000 in the seed stage, with the potential for up to a total of EUR 2 million per portfolio company in follow-on financing. Investors in this public/private partnership include the Federal Ministry of Economics and Technology, the KfW Banking Group, as well as strategic corporate investors including ALTANA, BASF, Bayer, B. Braun, Robert Bosch, CEWE Color, Daimler, Deutsche Post DHL, Deutsche Telekom, Evonik, Lanxess, media + more venture Beteiligungs GmbH & Co. KG, METRO, Qiagen, RWE Innogy, SAP, Tengelmann and Carl Zeiss. High-Tech Gründerfonds has about EUR 576 million under management in two funds (EUR 272 million HTGF I, EUR 304 million HTGF II).

Seed and speed

IBM is looking for global entrepreneurs to build a smarter planet. Innovation is at the core of IBM’s strategy. The company develops and sells software and systems hardware and a broad range of infrastructure, cloud and consulting services.

Whether you’re looking for a single point of contact to technical expertise, or you need mentoring and business development support to help grow your company, IBM can help you make your business smarter with IBM Global Entrepreneur. With access to software, knowledgeable people and promotion support, it’s like adding more people to your business and extending the size and reach of your company. Team with technology leaders to drive your business forward.

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Participate now: ibm.com/isv/startup

IBM Corporation
IBM Innovation Center Zürich, Vulkanstrasse 106, CH-8010 Zurich
www.ibm.com/isv/startup
Active since 2011
Industry sectors Information & Communication Technology
Regional focus worldwide
With investments in companies such as Doodle, Dacuda, joiz, TrekSoft, Codecheck or BoneArtis the Innovationfund of the Schwyz Kantonalbank manages to be part of some of the most compelling entrepreneurial stories in Switzerland.

The close cooperation with outstanding entrepreneurial teams is driving the investment activity of the Innovationfund. Actively supporting and challenging the entrepreneurs on their path to growth and profit, the Innovationfund is not only facing but also taking the risk of investing at an early stage of the corporate development. Launched in 2007 the Innovationfund was funded with CHF 20 Mio. by the Schwyz Kantonalbank and acts independently from the Bank. An entrepreneurial and experienced Investment Board underlines and supports this independence.

Investment highlights so far include the compelling growth – and exit – of the scheduling service Doodle, the international market expansion of Dacuda’s Scanner Mouse, the FDA approval and international partnering of BoneArtis’ bone substitute technology and the expansion of social TV joiz to Germany. All investments performed so far managed to attract other venture investors.

**Initiative Capital Romandie (ICR)** is one of five funds under management by DEFI Gestion SA, an advisory services provider for private equity funds. It operates in both the buyout and venture capital sectors.

Initiative Capital Romandie (ICR) is a typical local initiative. Four institutional investors, namely Banque Cantonale Vaudoise (BCV), Retraites Populaires Vie, Centre Patronal et Etablissement Cantonal d’Assurances, wanted to support local start-ups by creating a network around existing academic centers, such as the EPFL, UNIL, CERN, CHUV, and HUG, as well as incubators like the PSE, CSEM, YParc, Eclo- sion and Biopôle. Within a short time, a group of regular investors formed its financial basis. ICR now has 15.5 million CHF under management.

**External management**

Following a management buyout at the end of September 2006, the share capital of DEFI Gestion SA is currently held by its management, which is responsible for directing ICR. DEFI Gestion has approximately 200 million CHF under management, including VDCapital LP and DEFI EuroCap III, funds for the buyout sector, while Initiative Capital Romandie is the venture capital fund. The regional banks and pensions funds provide the support for ICR to kick-start young regional enterprises. In French its aim is “donner de l’engrais pour les jeunes entreprises”, to provide enrichment to grow young companies.
investiere is a community of about 5'000 top investors and industry experts focused on early stage companies, as well as being one of Europe’s leading online startup investment platforms.

Since 2010, 26 outstanding startups have used investiere to raise funds from private investors with relevant industry expertise and networks. Using the platform, the community itself identifies the most promising investment opportunities which are then further reviewed by experts from the relevant industry. A final selection is made by the investiere team and its partners after a careful due diligence. Following an initial approval, investors can directly choose a specific startup and become a shareholder with all voting and property rights provided by law. Investiere systematically combines private investors with selected lead investors as well as institutional co-investors. Investiere is operated by Verve Capital Partners AG with domicile Switzerland.

Democratizing venture capital

Johnson & Johnson Development Corporation (JJDC)

Johnson & Johnson Development Corporation (JJDC) is the venture capital subsidiary of Johnson & Johnson, with investment activity in the medical device, diagnostic, pharmaceutical, and consumer health areas. Our goal is to create opportunities that meet the strategic needs of our growing operating affiliates while providing visibility to innovative emerging technology, businesses and business models. JJDC measures the success of an investment’s performance not only in financial returns, but also in the viability of providing strategic growth opportunities for the Johnson & Johnson Family of Companies. JJDC is interested in opportunities that address significant unmet medical needs, have clear competitive advantages, IP protection, an executable clinical and commercialization plan, and are led by experienced management. JJDC invests in companies across the continuum from early stage seed investments to the advanced stages of series venture management. Our investment teams are based predominantly in Johnson & Johnson Innovation’s four regional centers in Boston, California, London, and Shanghai. For more information, please visit http://jjdevcorp.com.
MYK Capital Management Group SA

Espace de l’Europe 14, 2000 Neuchâtel
Tel. +41 32 58 00 160
info@mykgroup.com
www.mykgroup.com

Active since 2012
Industry sectors
Interdisciplinary
Regional focus
Switzerland, Japan, UK, MENA

MYK Capital Management Group is a private investment office aimed at engineering investment portfolios that go beyond traditional wealth management offerings.

At MYK Capital Management Group our core belief is that with every investment comes a responsibility. We understand that with every decision we make we are entrusted with a client’s interests, and we are obligated to handle them fairly and with the highest of ethical standards. We know that on the other side of every investment are partners, fellow shareholders, a management team, and a global financial community who deserve our respect, honesty, and integrity. To us, investment extends beyond revenue generation to encompass the creation of value.

At MYK Capital Management Group, the cornerstone of our philosophy is building a trusting relationship with all our partners. Through delivering customised highly client sensitive investment strategies we aim to build trust in our judgment and integrity. Our focus is to deliver a “no-nonsense” approach to investment. We pride ourselves on being able to clearly communicate our investment strategy to our clients enabling them to fully grasp the underlying capabilities comprising their portfolios. We believe that our uniqueness extends from our creativity, agility, integrity, and a deep understanding of the reality of financial markets.

National Instruments Switzerland GmbH

Sonnembergstrasse 53, 5408 Ennetbaden
Phone +41 56 200 51 51
ni.switzerland@ni.com
www.switzerland.ni.com/startup

Active since 2011
Industry sectors
Biotech & Life Sciences, Medtech, Micro- & Nanotechnology, Cleantech, Interdisciplinary
Regional focus
Switzerland, Europe, North America, Israel
Latest three investments
Alemnis, Anerdgy, Decodio GmbH

National Instruments (NI) is committed to your success. For more than 30 years, NI has helped engineers and scientists develop new applications, processes and products in a better way. Better means faster and more flexible at a lower overall cost.

NI has vast experience in supporting startups from the initial idea to the final product. The “NI Swiss Startup Program” (http://switzerland.ni.com/startup) supplies the basis for the success of innovative startup firms by providing access to graphical system design tools, technical training and coaching, and an industry-proven hardware platform.

Most innovative break-throughs in science and technology have been developed by small, entrepreneurial technology companies.

To foster their efforts, National Instruments Switzerland introduced a program designed to provide significant sponsorship for Swiss companies planning to use National Instruments technology (Graphical System Design) to develop their complex industrial or scientific systems. The goal of this program is to accelerate the competitive market readiness for those companies and therefore increase their chance of success and fast market adoption.
Nobel Biocare is a world leader in the field of innovative implant-based dental restorations. The company’s portfolio offers solutions from single tooth to fully edentulous indications with dental implant systems, biomaterials, a comprehensive range of high-precision individualized prosthetics and digital dentistry solutions.

Nobel Biocare a world leader in the field of innovative implant-based dental restorations. The company’s portfolio offers solutions from single tooth to fully edentulous indications with dental implant systems (including key brands NobelActive®, Brånemark System® and NobelReplace®), biomaterials, a comprehensive range of high-precision individualized prosthetics and CAD/CAM systems (NobelProcera®) and diagnostics, treatment planning and guided surgery solutions (NobelClinician™ and NobelGuide®). Nobel Biocare supports its customers through all phases of professional development, offering world-class training and education along with practice support and patient information materials. The company is headquartered in Zurich, Switzerland, currently employs approximately 2,500 employees worldwide and recorded revenue of EUR 580.5 million in 2012. Production takes place at seven sites located in Canada, Israel, Japan, Sweden, and the United States. Products and services are available in over 80 countries through subsidiaries and distributors.

The shares of the parent company Nobel Biocare Holding AG are listed at the SIX Swiss Exchange.

Novartis Venture Funds developed into the largest corporate bio technology Venture Fund worldwide. We manage about USD 800 mio and are invested in more than 50 companies in therapeutics, diagnostics and devices.

We invest in innovations which are strategic to the overall healthcare industry. We are operating as a financially driven corporate life science investor offering support to those companies which have the potential to lead the next innovation wave and explore new business areas that will be critical to patient care. The broad and deep experience of the fund management team will contribute to the success of our portfolio companies. We take an active role in supporting our companies by having board representation and actively working with the management teams.

Our primary focus is on the development of novel therapeutics and platforms for human health. We broaden the therapeutics focus with investments in medical devices but also diagnostics or drug delivery systems. In our investments we look for unmet need and clinical impact, novel proprietary science and understanding of mechanism, management and board experience and capital efficiency. We prefer to have the initial investment at an earlier stage to build the company and follow with additional investment in line with the company’s progress. As the transition from academic research to company formation is particularly difficult from a financial perspective, we intend to support such early ideas with the plan to form companies if the “experimental phase” is successful.
Novartis Venture Funds

Investing in innovative life science concepts for patient benefit creating attractive returns for entrepreneurs and investors.

www.venturefund.novartis.com
A new approach to investments

**Onelife Advisors SA**
Via Cantonale 1, CH-6800 Lugano
Phone +41 91 924 24 00
info@onelife.ch
www.onelife.ch

**Active since** 2006
**Volume range** (in Euro) 3–5 mio.
**Industry sectors**
Biotech & Life Sciences, Medtech, ICT, Micro- & Nanotechnology, Cleantech
**Regional focus**
Europe, DACH
**Latest investment**
HeiQ, Elmove, APR Pharma, Arktis

**Onelife is an iadvisory company offering services to companies, financial institutions and family offices.**

Onelife unique virtual network of highly experienced advisors is able to improve handling of complex projects.

Onelife advises several funds and in particular: Prospera Senectute Fund – SICAV-SIF, investing in public Life-sciences companies and Bright Technologies Fund investing in high technology private companies.

Onelife vision, team and company culture together with unique hands-on approach and real experience in the industry has demonstrated strong investment optimization for its clients.

Onelife also manage in-out licensing projects, M&D, Strategic Advisory and is involved in several professional and no profit International (Swissbiotech, UN-PRI, CTI, SECA etc.).

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**paprico – Partners for private capital & companies**

**paprico ag**
Zugerstrasse 8a
CH-6340 Baar/Zug
Phone +41 43 344 38 00
www.paprico.ch

**Active since** 2000
**Volume range** (in CH) 1–20 mio.
**Industry sectors**
Medtech, ICT, Micro- & Nanotechnology, Cleantech, Interdisciplinary
**Regional focus**
Switzerland, Germany, Austria
**Latest three investments**
Sensimed SA, Silentsoft SA, Swiss Diagnostic Solutions AG
**Latest three exits**
3S Industries AG, Swiss Medical Solution, SAF

**paprico ag is a specialist for direct investments in companies in the private equity and venture capital markets in Switzerland and the German-speaking region.** We excel at providing an individualized and tailor-made range of services to entrepreneurs, family offices and to private and institutional investors.

**Private equity advisory:**
We provide support to investors in building up, structuring and developing new or existing entrepreneurial direct investments and private equity portfolios. We regard active management and a systematic exit plan as key success factors.

**Capital for companies:**
We provide entrepreneurs and companies with tailor-made solutions for financing growth strategies and business successions using equity or equity-related financing.

**Investment in private companies:**
We develop investment opportunities for investors in the attractive segment of direct investments in companies. We focus on growth companies and established niche players in the segment with sales of up to about CHF 200 million in Switzerland and Germany.
Philip Morris International Management SA

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world’s top 15 international brands, including Marlboro, the world’s best-selling cigarette brand.

Philip Morris International Management SA
Avenue de Rhoadnie 50, CH-1007 Lausanne
Phone +41 58 24 20 000
www.pmi.com

Industry sectors
Biotech & Life Sciences, ICT

Vincent Ducret
Manager IS Innovation

THE SHORTEST DISTANCE BETWEEN NEW FRIENDS IS A SMILE.

The shortest distance between team members is an endurit intranet.

endurit - the web application company
wilfriedstrasse 12, ch-8032 zurich
+41 44 250 47 25
www.endurit.com, info@endurit.com

Call us for a free demonstration of a fully featured intranet for distributed subsidiaries and teams:
+41 44 250 47 25
Redalpine provides venture capital to highly scalable European start-ups. Our mission is to help talented entrepreneurs turn an ambitious vision into reality by providing money, experience, coaching and door opening.

Redalpine was established in 2006 by Nicolas Berg, Peter Niederhauser and Michael Sidler, three of Switzerland’s most active and successful serial entrepreneurs, business angels and coaches. Since the mid-eighties, they have co-founded and supported some of the most disruptive and successful European high-tech start-up companies.

Experience showed that in order to take advantage of the attractive potential of seed stage investments, a broadly diversified portfolio as well as intense work with the portfolio companies and the implementation of professional processes were the most important success factors. This was the basis to found Redalpine Venture Partners. The first fund, Redalpine Capital I has invested in over 15 companies. Within a short period of time after its inception, Redalpine established itself as a successful Micro VC corporation and a first choice partner with an excellent reputation among start-up companies, fund investors and later stage venture capital companies.

The second fund, Redalpine Capital II, targets again the most innovative sectors in Europe and had its second closing in Q4 2013.

Useful services during a journey for our customers are broadening by partnering with start-up companies. Foreseeing the potential in the digital industry, which could develop attractive services, SBB is setting its sights on digital commerce, big data, interactive media and mobility.

SBB is looking for start-up companies with innovative technologies and business models. These start-ups should be able to develop attractive, novel and scalable services, which can be further developed into an existing core competence, or can be set up as a new service.

Although SBB will not be an active investor, we do offer broad customer coverage, many years of business know-how, access to a substantial network, brand power, and, in some cases, centrally located co working spaces in Zurich.

A preset innovation process will enable SBB to take a qualified decision on the possible collaboration. The process consists of different phases, starting with getting in touch with the start-up company and finishing by a jointly market rollout.

It is advantageous if the start-up companies already have a product and an existing business. You can find the application form and detailed criteria for a collaboration on www.sbb.ch/startup.

Business models as GoodBox, the intelligent m-commerce locker or from “park it” (sales partner from the up until now offline parking space marketing at P+Rail) were tested within the first year.

SBB’s goal is to benefit from our potential jointly with our partner.
As the world of business gets more complex, the business of human resources needs to get simpler. The way to do this is by innovation. We at PwC’s Human Resources Services can help you in your efforts. We can draw on more than 6,000 experts worldwide to guide you through staff-related issues, from mobility and compensation packages to your HR organisation, talent and change management.
For more than 20 years now, SHS has been investing in high-growth companies from the life sciences / medtech sector in the German-speaking regions. Since its establishment, SHS has launched four funds and invested successfully in over 40 companies.

The SHS funds target companies with marketable products and technologies in life sciences / medtech. Investors in SHS funds are the European Investment Fund, occupational pension schemes, pension funds, fund of funds as well as entrepreneurs, family offices and the SHS management team itself.

The current SHS IV fund is investing in 12 to 15 companies until 2018. The companies we invest in must have market-ready products or technologies. SHS is helping to develop companies by a deep understanding of regulatory and reimbursement environment as well as strategic market access. Investments are made with an holding timeframe of 4 to 7 years till exit. In general, SHS acts as lead investor and aims for a qualified minority stake. The financings structure is flexible and adjusted to the situation of the target company. SHS sees itself as co-entrepreneur and investor, offering deep sector expertise along with capital.

Speedinvest is a European boutique VC fund run by former entrepreneurs and practitioners with offices in VIE and SFO investing in seed- and early-stage companies driving the digital transformation in well defined verticals such as FinTech, hard core IT, media centric and eCommerce.
The business angels club “StartAngels Network” was founded to provide its members with attractive investment opportunities in early stage enterprises.

StartAngels Network is a platform for business angel investors. Our mission is to present our members investment opportunities in early-stage Swiss companies. Our network consists of over 70 members, who are or were active in various functions and industries. Our angel investors participate directly in the respective start-ups and assist them with coaching and contacts. StartAngels Network is a non-profit organization and does not make any investments.

We organize 3 presentation events per year, in part, together with partner organizations such as Bank Vontobel and AKB (Aargauische Kantonalbank). Usually one or two companies per event is financed by lead-investors and/or co-investors from StartAngels Network.

The combination of a lead and several co-investors is crucial to realize investments and support the companies thereafter.

Examples of investments with SA lead or co-investors: Leman Micro Devices, Attolight (B round), AOT, Bcomp, Malcisbo, Credentis, Attolight, Greenteg, Pearltac, Virtamed, Arktis, Kooaba, CovalX, Virobloc, Idencom, Selexis, Newave (IPO 2007), Xeltis, Swiss IT Bridge, Colorant Chromatics etc.

Accelerating start-ups

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Seed finance for technological innovation

Technologically oriented projects are in the focus of the foundation STI. Typical projects that will be supported are characterized by promising innovation for existing as well as arising markets.

The foundation STI provides a start capital in the form of refundable loans to founders of companies that are technology-oriented and promise a high growth potential. The aim is to support new high-tech industries in the so-called Espace Mittelland region, the industrialized flatlands between the Jura and Alps. STI provides the capital at the early developmental stage of the start-up company (seed money) for a period of up to eight years.

Early stage decisions influence future success substantially. Therefore, business coaching in technical and financial aspects is essential, especially when lacking management experience. A personal STI-coach supports the project he/she is responsible for with basic questions relevant for product, business model and commercial feasibility. Progress and milestones are discussed regularly. Furthermore, a beneficial network towards a start-up branch in Switzerland is established.

Especially technology oriented projects out of Universities, such as Universität Bern or Berner Fachhochschule are welcomed.

“Stiftung für Technologische Innovation” (STI) was co-founded by the Berner Kantonalbank (BEKB I BCBE) and Berner Fachhochschule – Technik und Informatik (BFH-TI) with a capital base of 3.5 million CHF, which has increased to 10 million CHF. Financial support is given to founders of start-up companies by means of long term credits without interest.
The Swiss art of SME investing

By founding SVC – Ltd. for Risk Capital for SMEs in 2010, Credit Suisse has committed up to CHF 100 million of proprietary capital to make sustainable investments in innovative Swiss based SMEs with a primary focus on later stage, expansion and buy-outs.

Founded in May 2010, SVC-Ltd. for Risk Capital for SMEs (SVC) has built up a portfolio of almost 30 Swiss based SMEs in various industries and stages of development.

Backed by Credit Suisse, the Swiss Venture Club and investment decisions taken by an independent investment committee consisting of entrepreneurs and industrialists, SVC strongly believes that it brings a convincing partnership proposition for private capital seeking Swiss-based SMEs to the table.

Led by its investment guidelines, SVC covers a broad range of the SME life-cycle starting off with later stage VC investments, through to development/growth capital opportunities and concluding with financing buy-outs/ins and carve-outs. In all of its investments, SVC focuses on the sustainability of the business model, active in attractive markets and led by a convincing entrepreneurial team. By bringing in its industrial network and investment expertise, SVC wants to actively contribute to its SME partners’ business success.

SVC invests in minority equity stakes, either taking the lead or the role of a co-investor, latter in situations where the total required investment amount outstrip SVC’s investment volume. In addition, SVC provides for financing solution in various forms of hybrid (mezzanine) capital.

Swiss growth investments

Swiss Growth Investments has funded, founded, and worked alongside exceptional entrepreneurs who want to make a great impact in future growth industries, both locally and globally.

Swiss Growth Investments (SGI) enables entrepreneurs to secure access to experience, markets, sales, and investment capital to optimize their success and growth. Our aim is to align the right entrepreneurs with the right investment and resources to take their business to new markets, new customers and heightened levels of growth. SGI’s core areas of focus include Cyber-Security, Mobility, Media and Big Data.
Swisscom Ventures is the corporate venturing unit of the Swisscom Group with $100m under management and 35 investments to date. As a strategic investor, Swisscom Ventures offers an access to telecommunication/IT infrastructure and market channels in addition to financial support.

The purpose of Swisscom Ventures is to support an ecosystem of growth companies leveraging Swisscom’s assets, such as its customer base, brand, partner network and infrastructure. The investment scope is broad geographically (50% in Switzerland, 40% Silicon Valley, 10% other) and sector wise, ranging from telecom, IT to online and digital media companies.

Swisscom Ventures creates a bridge between early-stage companies and Swisscom’s research laboratories, operational, marketing and commercial units. We like to invest in companies that can be rolled out internationally based on Swisscom’s reference as a pioneer customer or partner. Example of this cooperative approach includes Adello, a Zürich-based mobile Advertising company and Matrixx Software, a Silicon Valley company specialising on real-time mobile subscriber management. Swisscom Ventures makes both equity and convertible debt investments. Swisscom generally co-invests as a minority shareholder alongside other Venture Capital firms.

Swiss ICT Investor Club (SICTIC)

We are a Switzerland based association that connects smart money investors to information and communication technology driven startups.

Our public event is the SICTIC Investor Day.

Swisscom Ventures

Pfingstweidstrasse 51, CH-8005 Zürich
Phone +41 58 221 44 72
www.swisscom.com/ventures

Active since 2005
Volume range (in CHF) 0.1–5 mio. per investment

Industry sectors
ICT, Cleantech

Regional focus
Worldwide

Latest three investments
Boundary, Adello, Sophia Genetics

Latest three exits
Evolve, Solvayxys, ServiceMesh

Swiss ICT INVESTOR CLUB (SICTIC)

Seebahnstrasse 85, CH-8003 Zürich
Phone +41 79 347 72 761
info@sictic.ch
www.sictic.ch

Industry sectors
ICT

Regional focus
Switzerland

Swiss ICT Investor Club (SICTIC)

Thomas Dübendorfer, President

Stefan Kuentz
Investment Director

Ecosystem for ICT
**Tamedia AG**  
Werdstrasse 21, CH-8021 Zürich  
Phone +41 44 248 41 11  
info@tamediadigital.ch  
www.tamedia.ch  

**Industry sectors**  
ICT  

**Regional focus**  
Switzerland, Europe, North America, Israel  

**Latest three investments**  
MoneyPark, Trendsales, Starticket

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**Christoph Brand**  
Chief Digital Officer

**Tamedia** is a Swiss media company based in Zurich. Tamedia’s daily and weekly newspapers, magazines, online platforms, together with its newspaper printing facility make it one of Switzerland’s leading media enterprises.

Tamedia’s digital holdings are grouped under the umbrella of Tamedia Digital. We want to accelerate the digital transformation and have the digital unit become the growth driver for the entire company. In order to fulfill this objective, we have a team of 760 employees dedicated to making Tamedia Digital even bigger and stronger, not only in Switzerland but internationally as well.

We help smart startups to establish and enhance their products and services. We also offer them tools and strategies that facilitate their quest for market supremacy. We also assist our holdings with their strategic planning activities and offer them shared services and networking platforms. Our collaboration with these entrepreneurs is focused on the pursuit of long-term goals. In order to achieve these goals, we provide our companies with investment and tap synergies with our existing holdings. The broad reach of Tamedia’s various media outlets and the access to discounted advertising space is, of course, an invaluable resource. We also offer integration and the potential for partnerships within the group.

We are looking for innovative business models for the digital world that are disruptive and scalable. Our requirements: a strong startup team and either initial revenues or completion of successful pilot projects. We focus on the following topics: job searching, home and moving house, online advertising, video, ticketing, fintech, sharing economy and eHealth.

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**Target Partners**  
Kardinal-Faulhaber-Strasse 10  
D-80333 München  
Phone +49 89 20 70 490  
info@targetpartners.de  
www.targetpartners.de  

**Active since** 1999  

**Volume range** (in CHF) 1–5 mio.  

**Industry sectors**  
Medtech, ICT, Micro- & Nanotechnology, Cleantech, Interdisciplinary  

**Regional focus**  
Germany, Austria, Switzerland  

**Latest three investments**  
Finanzchef24, So1, Falcon Social  

**Latest three exits**  
Scoreloop, ubitexx, JouleX

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**Dr. Berthold von Freyberg**  
Partner

**Capital meets ideas**

**With 230 million Euro under management, Target Partners is one of the leading early-stage venture capital firms in Germany.**

The partners of Target Partners have years of collective experience as successful managers, entrepreneurs and venture capital investors in Europe and the USA. We founded or led companies ourselves, developed or sold technology products ourselves. We have seen numerous companies through to IPO and beyond. We understand the challenges an entrepreneur faces and that the road to success often isn’t simple and straight. Both in Europe and the USA Target Partners has a large network in industry and venture capital. We open doors for you to customers, business partners, experienced managers and financial markets. We support you in business development, in international expansion, in closing OEM or distribution contracts, and in acquisition decisions. Target Partners invests predominantly in the German speaking markets. In some cases we already invest when there is little more than an idea or a prototype. But often our portfolio companies already have a finished product or even first customers. All of them target high-growth markets with revenue potential of several hundred million Euro.
So far, some 50 companies have started their business in the TECHNOPARK Lucerne.

- The blended mix of companies in the different entrepreneurial stages from start-up to early growth to stable on-going business “under one roof” creates an inspiring environment.
- In this environment, TECHNOPARK companies are profiting from the active exchange of ideas and experience with colleagues facing the same entrepreneurial challenges.
- Specially valuable to the TECHNOPARK community are the experiences of serial entrepreneurs who have already successfully started and sold a business and have chosen TECHNOPARK Lucerne to start their new ventures.
- The some 400 active and Alumni companies of the TECHNOPARK Alliance enable additional valuable contacts on how to start and grow a business successfully.
- As TECHNOPARK Lucerne is embedded in the famous D4-Business Campus with more than 120 established internationally successful companies with more than 2000 people such as Nielsen, Geistlich, Sage, Siemens, Noser, Sealed Air, Zurich Financial Services, TECHNOPARK Lucerne companies are not isolated in an only start-up environment, but positively exposed to the reality of daily pulsating business.
Venionaire Capital

Venionaire Capital is a Vienna (Austria) based company, which has specialized in the fields of angel capital, venture capital and business development / corporate finance and collaborates within a strong network in ASG (Austria, Switzerland and Germany).

Venionaire Capital is a Vienna (Austria) based entrepreneurial partner for startups and corporates. We operate in three fields, which play together like a swiss clockwork. The offered mix of advisory services allows us to support companies in different stages of their life-cycle.

We offer following services:

Angel Capital: We are an institutional Business Angel and collaborate with national and international angel organizations.

Venture Capital: We provide local startups with smart money, managerial support, transactions- and development services. Our risks are managed with care, literally “hands-on”. We search for targets with international scalability.

Corporate Finance: We support and advise organizations in german speaking countries in executing financially-critical transactions such as exits, restructuring, mergers and acquisitions and raising of equity and debt-capital.

Our keys to success are:
- We are entrepreneurial to the core, maintain international partnerships and offer a bidirectional network.
- We feel “hands-on” responsible for our clients and investments.
- We address individual cases, with tailored solutions.
- We believe hard work will pay off.

Verium – the family office

Established in 2011, Verium Ltd. took over the management of numerous portfolio companies of a single family office and opened the platform as an independent multi family office to a wider circle of entrepreneurs and entrepreneurial families.

Investment philosophy and offering

We offer our clients a holistic approach to wealth management optimizing the risk return profile over various asset classes such as bankable assets (asset management), real estate, direct and indirect private equity and liquidity.

Our typical client has or aims to have direct participations equivalent to 20% – 40% of its total assets.

Our extensive network enables us to offer our clients interesting investment opportunities in direct private equity in medium-sized non-listed Swiss companies as well as attractive Swiss real estate.

We provide a state-of-the-art reporting and controlling platform and can consolidate all investments across a variety of asset managers/banks and all asset classes such as liquidity, asset management, direct and indirect private equity, real estate and other assets.
Versant Ventures is a leading venture capital firm that specializes in investments in game changing medical devices and biopharmaceuticals. Founded in 1999, the firm consists of an experienced team of managing directors committed to helping entrepreneurs build successful companies that impact healthcare and improve quality of life.

- Our focus is medical devices, biopharmaceuticals, and other life sciences opportunities
- We have $1.6 billion under management and are currently investing our $500 million fund raised in July 2008
- Our team is composed of 11 Managing Directors and six Investment Professionals and we benefit from the work and counsel of several Venture Partners and Entrepreneurs in Residence
- We are managing over 75 companies in our portfolio
- Initial investments have been as small as $250 thousand and total investments have been as large as $30 million
- We are board members of almost all of our portfolio companies
- You can locate us at one of our two offices in the San Francisco Bay area, Newport Beach, Minneapolis, or in Basel, Switzerland
- We invest throughout the United States, Western Europe and Canada

Are you looking for the best place to get your company listed? Besides the strength and visibility of the Swiss stock market, SIX Swiss Exchange stands out through first-class services geared to its customers’ needs. We provide you with proactive, personal and effective support before, during and after your going public.

The Swiss financial center is highly attractive for both Swiss and foreign companies seeking to raise capital. Switzerland is among the world’s leading financial centers, noted for its innovation, stability and security, and its banks have an excellent track record as regards placement. With SIX Swiss Exchange as a proactive partner, you will benefit from an efficient going public, gain access to the vast capital reserves of major international investors and enjoy high visibility.

Benefit from our expertise
SIX Swiss Exchange is a leading regulated securities exchange in Europe with a strong focus on life science, consumer goods, financials and real estate. We connect investors, issuers and participants from across the world and are the efficient and transparent reference market for trading shares, bonds, ETFs and ETPs as well as structured products and warrants. Furthermore, our self-regulation allows us to create market-oriented conditions that facilitate your capitalization and minimize your expenditures.

Are you interested in our services? We will gladly advise you. Please contact us or visit our website: www.six-swiss-exchange.com/ipo
VI Partners AG
Baarerstrasse 86, CH-6302 Zug
Phone +41 41 729 00 00
www.vipartners.ch

Active since 2000
Volume range (in CHF) 100,000 – 7 mio.
Industry sectors Biotech & Life Sciences, ICT, Micro- & Nanotechnology, Cleantech
Regional focus Switzerland
Latest three investments Ventaleon, Mila, SumUp
Latest three exits Endosense, Activaero, Mesa Imaging

Alain Nicod
Managing Partner

The evergreen fund

Ten blue-chip enterprises from industry and finance created VI in 2000. They have been guided by McKinsey and the Swiss Federal Institute of Technology in Zürich, who are strategic partners.

VI is an evergreen fund investing in promising technology based companies in Switzerland. It covers all industries and focuses on early stage companies. Proceeds from trade sales are reinvested in portfolio companies or in new investments.

Between June 2002 and September 2014, VI has invested CHF 149m in 36 companies. 18 of them have been sold for a total consideration of CHF 114m plus some further proceeds of CHF 32m which are expected from escrow accounts and earnout clauses.

Historically, VIP has invested most of its money in the form of equity. In 80% of the cases VIP has been the first institutional investor. In most cases, VI has teamed up with other investors to provide its portfolio companies with the cash required.

We support promising companies in transforming their ambitious plans into solid businesses.

Alain Nicod
Arnd Kaltofen
Daniel Gutenberg
Diego Braguglia
Joe Mächler

www.vipartners.ch
Zühlke Ventures is a specialist in the financing and acceleration of technology startup companies in an early phase. We work as equals with the entrepreneurial team and offer complementary skills and expertise in management and technology.

Startup companies in the high-tech sector are the real drivers of innovation in our society. Entrepreneurs make a lasting contribution to the competitive environment in their economic areas. However, they are faced with high financial needs, considerable technical challenges and a complex market environment.

Zühlke Ventures assists startups well beyond financial support. Our experts can also actively help entrepreneurs plan strategies, mitigate technical risks, structure their businesses and secure follow-up financing. This powerful partnership results in a shorter time-to-market and better chances of achieving success.

Zühlke Ventures works with selected financing, market and technology partners in order to provide optimal assistance. This cooperation further accelerates the startup and co-investors profit from shorter investment cycles, and thus better profitability and yields.

The drivers behind the capabilities of Zühlke Ventures are the execution experience, an entrepreneurial team and the international network of partners of the Zühlke Group, a leading technology and consultancy business with 550 employees in Austria, Germany, Switzerland and United Kingdom.

Empowering entrepreneurs

Zürcher Kantonalbank

With its start-up fund PIONIER, the biggest Swiss Kantonalbank, the Zürcher Kantonalbank, has become one of “downtown Switzerland’s” most active investors by financing the bridge from science to market.

The fund, incorporated in 2005, invests the bank’s own money, which served to quickly enhance the reputation of the Zurich-based financial institution, now ranked number four in Switzerland. Financing instruments range from debt to equity whereas mezzanine capital plays the most important role. The portfolio currently counts more than 100 companies in different sectors. Investments usually are made in a very early stage, once the prototyping has been completed. Since venture capitalists are cautious when it comes to seed phase financing in Switzerland, Zürcher Kantonalbank fills an important gap. Financing periods may lie between 5 and 8 years. Unlike most other venture capitalists, Zürcher Kantonalbank does not involve itself in operational issues nore take on a board position of start-up companies. Investments must have their headquarters within the Greater Zurich area. Each year the bank awards a Swiss start-up with the ZKB Pionier-preis Technopark, a cash prize that attracts great media coverage.

The prize awarded is worth CHF 96,696,04, which is 10,000 times Pi square, symbolizing science and technology. Selection criteria for winners are creativity, innovation, relevance for society and market plus successful know-how transfer from science to market.

Freedom to grow
## Businessplan competitions for high-tech start-ups

<table>
<thead>
<tr>
<th>Name</th>
<th>Prize</th>
<th>Short description / Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>De Vigier Prize</strong>&lt;br&gt;www.devigier.ch</td>
<td>CHF 500.000 p.a.&lt;br&gt;CHF 100.000 each</td>
<td>Support for company founding: feasibility, financing, market opportunity of the product</td>
</tr>
<tr>
<td><strong>IMD</strong>&lt;br&gt;www.imd.ch/startups</td>
<td>Support from MBAs and EMBAs</td>
<td>Technology-based enterprises preferred, commitment of the team</td>
</tr>
<tr>
<td><strong>Innovation Prize Freiburg</strong>&lt;br&gt;www.frinnovation.ch/innovationspreis</td>
<td>CHF 20.000</td>
<td>Only for companies of Freiburg (CH), every two years; reward of creativity and innovation</td>
</tr>
<tr>
<td><strong>Prix Coup de Pouce</strong>&lt;br&gt;(Fondation Liechti)&lt;br&gt;www.fondation-liechti.ch</td>
<td>CHF 50.000</td>
<td>For early stage companies; description of the project, business and financing plan</td>
</tr>
<tr>
<td><strong>Heuberger Winterthur Jungunternehmerpreis</strong>&lt;br&gt;www.jungunternehmer-preis.ch</td>
<td>CHF 600.000 (every second year)&lt;br&gt;3 x CHF 150.000 each&lt;br&gt;3 x CHF 50.000 each</td>
<td>For german-speaking swiss entrepreneurs with an idea, product or service with high growth potential</td>
</tr>
<tr>
<td><strong>Swiss Technology Award</strong>&lt;br&gt;www.swisstechnology-award.ch</td>
<td>Booths on important trade Fairs</td>
<td>For students, graduates, researchers; Innovation, Society, Market, Creativity</td>
</tr>
<tr>
<td><strong>Trophée PERL</strong>&lt;br&gt;www.lausanneregion.ch</td>
<td>CHF 50.000</td>
<td>Only for companies of the region of Lausanne</td>
</tr>
<tr>
<td><strong>Venture</strong>&lt;br&gt;(ETHZ &amp; McKinsey/KTI/CTI)&lt;br&gt;www.venture.ch</td>
<td>CHF 150.000 (Total)</td>
<td>The Swiss-wide businessplan competition, includes workshops and coaching; from the business idea to the business plan</td>
</tr>
<tr>
<td><strong>Venture Kick</strong>&lt;br&gt;www.venturekick.ch</td>
<td>CHF 130.000 (max per company)</td>
<td>For college graduates and people with an innovative idea; 3 stages, 3 presentations, the grants increase from step to step</td>
</tr>
<tr>
<td><strong>Venture Leaders</strong>&lt;br&gt;www.venturelab.ch/vLeaders.asp</td>
<td>10 day business development program in Boston (USA)</td>
<td>Scientists pursuing a concrete business opportunity based on their research and startup entrepreneurs with global growth ambitions.</td>
</tr>
<tr>
<td><strong>ZKB Pionier Prize Technopark</strong>&lt;br&gt;www.technopark.ch</td>
<td>CHF 98,696,04</td>
<td>For students, graduates, assistants, scientists and entrepreneurs; innovation, marketability, social relevance</td>
</tr>
</tbody>
</table>
Start-ups require smart money and venture capitalists are interested in attractive returns. As an experienced capital coach, we can assist you in reaching your goals, provide you with start-up support, transaction advice and much more.

www.ey.com/ch/en/tas
Avoid overtime with Amanda, the cloud based solution

» Accounting
» Billing
» Payroll

More information and features: www.amandaonline.com

Swiss Venture Guide online

Start-ups on the Way to Success

One other interesting aspect of the presented companies is that all of them took advantage of most Swiss support organizations and/or got involved with investors linked to CTI Invest.

SwissStartups.com
venture-summit.ch
Swiss Innovation Forum
startzentrum.ch
Startup Weekend

6th Edition SVG 2014

www.swissventureguide.ch