Swiss Startup INVEST®

The Leading Financing Platform for Investors and Startups

www.swiss-startup-invest.ch
Introduction by Swiss Startup Invest

digitalswitzerland – Swiss Startup Invest

The Swiss Startup Invest association will join the initiative digitalswitzerland from 1 January 2018. We strongly believe that this will allow us to further strengthen the Swiss start-up ecosystem.

Our match-making Swiss Venture Days – reloaded – 2017 took place in Zurich, at EPFL and also in Ticino. The new format includes the highly successful concept of the 1:1 meetings. In addition, we shortened the pitching time for the start-ups – not to make it easier for them, but to allow our investor members to see more start-ups on stage.

Also in 2016 and 2017, we are and will be involved in two important accelerator programmes in Switzerland, providing the pitch training for all start-ups, Kickstart Accelerator and the Swiss Startup Factory.

Ash Maurya, author of the bestselling book Running Lean, was our guest speaker at the second Lean Day in Switzerland in November 2016, again with more than 100 participants. He presented his new book, Scaling Lean.

This year, we will launch the IPO Day in November 2017, supported by Euronext and Rothschild Global Advisory.

Last year and also in 2017, we invited start-ups to participate in the Elevator Pitches in Prime Tower, Zurich, hosted by Restaurant Clouds, and in Messeturm, Basel, hosted by Bar Rouge, as a qualification round for the Pitching Battle at Swiss Startup DAYs.

At Swiss Startup DAYs on 23 and 24 October 2016, we welcomed more than 700 participants to the Stade de Suisse in Berne. We had the pleasure of having Federal Councillor Johann Schneider-Ammann at the event for a keynote. Sixty start-ups pitched on three stages to the attending investors. With a new record of 1,000 1:1 Meetings in the afternoon, the event closed with the final of the Pitching Battle.

The 14th Swiss Startup DAYs 2017 will be two full days, giving start-ups the opportunity to benefit fully from our experts during the Masterclasses (formerly Best Practices) sessions in the morning of 24 October 2017. In the afternoon, we will have three Panels and then 1:1 Meetings with our experts. This will be followed by our traditional Investor Dinner, this year in the Stade de Suisse in Berne, with the Venture Leader 2017 ceremony. In parallel, and for the first time, Startup Night will be organised by ETH Entrepreneur Club. The next day, 25 October, we will have Investors on Stage followed by the Pitching Battle, the keynote again with Federal Councillor Johann Schneider-Ammann and the 1:1 Meetings. CTI will also offer four roundtables for start-ups in the afternoon. The winners of the Pitching Battle can expect great prizes this year. For the first time, the Musketeer Award will be given to individuals and organisations for their contribution to the development of the Swiss start-up ecosystem.

For the 14th edition 2017, digitalswitzerland, CTI (Commission for Technology and Innovation) and the Economic Development Agency of Canton Bern will give us their support at Swiss Startup DAYs.

Furthermore, Swiss Startup Invest is looking forward to working even more closely with digitalswitzerland in order to strengthen the Swiss start-up ecosystem.

To close, we publish the ninth edition of the Swiss Startup Guide, focusing on cover stories and twice as many profiles of start-ups on the way to success (print and online).

As in every year, we would like to thank all our members, partners and sponsors for their support.

Dr. Christian Wenger  Jean-Pierre Vuilleumier
Chairman  Managing Director
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© Swiss Startup INVEST* The Leading Financing Platform for Investors and Startups
Making Switzerland a Leading Digital Innovation Hub. Worldwide!

More than 80 Members
One shared Mission

Political Framework
Education & Talent
Startup Enablement
Thought Leadership
Public Communication

Join now!
www.digitalswitzerland.com
Dear Reader

This is already the 9th edition of the Swiss Startup Guide and again available as hardcopy but also online, www.swissstartupguide.ch or www.swiss-startup-guide.ch.

The Swiss Startup 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 Startup Guide 2017 edition you will find again
• interesting Cover Stories
• 20 Startups we believe are on the way to success.

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

Jean-Pierre Vuilleumier
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:
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Digitalswitzerland, the presenting partner of the 2017 Swiss Startup Days, is a cross-industry association created from the shared vision of its over 80 members to strengthen the country’s position as a digital hub. As a sign of personal commitment and dedication, the members launched several initiatives and activities, focusing on the following key areas:

**Political Framework: Pursuing a political framework for innovation**

Digital innovators, startups and entrepreneurs but also our large number of successful SMEs play a role as key drivers of innovation and future growth. We seek to combine – and to amplify – the voices of many of these important participants in the digital transformation in order to promote and to help shape political conditions and regulatory frameworks that are conducive to the development of new technologies, new business models and the respective influx of capital and talent.

**Talent & Education: Improving digital skills, for current employees and for the next generation**

Supporting the digital education of young people and promoting the concept of life-long learning. In other words, it is never too early or too late to learn about technology, digital innovation, computer science, coding, etc. We offer a digital platform that bundles education offerings in the fields of digital innovation and transformation.

**Startup Enablement: Helping entrepreneurs to grow & scale – providing members with high-speed access to innovation**

We are supporting the startup ecosystem to enable growth and become a solid and globally well-known innovation ecosystem. Our initiatives, such as Kickstart Accelerator or the Investor Summit, provide startups with vital business knowledge and coaching, they offer extensive networking opportunities, and provide access to funding.

**Thought Leadership: Connecting cross-industrial players**

We want to define and install modern digital elements through a collaborative approach between corporates, academics, SMEs, startups and experts. So far, 18 projects have been launched. You can keep track of their progress on our website.

**Public communication: Dialogue with the public and international reach**

Digitization is a fact. It is our mission to contribute to sensitizing the public to the digital technologies and highlighting the chances for our economy and society. Join the dialogue on November 21st at the first national “Digitaltag”. There will be exhibits at all major train stations as well as numerous activities throughout the country.

**What’s yet to come**

In the upcoming months it is all about execution and simultaneously planning next year, which is going to be very intensive and rich in projects and events. We still have a considerable amount of work ahead, in 2017 and beyond, however, we are highly motivated to take it on and get closer to achieving our mission every day! Stay informed and subscribe to our newsletter on our website: www.digitalswitzerland.com

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**About the author**

Stephanie Lüpold is Head of Business Development & Relations @digitalswitzerland. She holds a master degree in Business Management from the University of St.Gallen and has previously worked @Knip and @Allianz.
WE PROMOTE INNOVATION

Today as the CTI, tomorrow as Innosuisse.
CTI

How the start-up Vibwife benefits from CTI support

Anna and Tobias have developed Vibwife. It is a device that mobilises women during labour, helps to relieve the workload for midwives and prevent unplanned caesareans. The winners of the 2017 W.A. de Vigier prize are on the fast track: they have successfully secured seed capital and Vibwife is about to achieve CE certification. CTI support has played a key role for the young business.

The Commission for Technology and Innovation CTI has supported Vibwife in two ways: it co-financed the development of the prototype and also provided the start-up with access to an experienced business coach. “Without the CTI we wouldn’t be where we are today”, says co-founder and CEO, Tobias von Siebenthal.

Innovation project in conjunction with Bern University of Applied Sciences

Vibwife conducted a two-year innovation project together with the Centre for Technologies in Sport and Medicine at Bern University of Applied Sciences. Half of the project costs were covered by the CTI, which supports several hundred such projects each year as part of its innovation project funding scheme. During the Vibwife project a first prototype was built, tested and then optimised on the basis of the test results. This summer Anna and Tobias presented their second generation system at the ICM Triennial Congress in Toronto. “The feedback from delegates was tremendous, which is really motivating.” explains Anna Peters, inventor, co-founder and passionate midwife.

Constructive coaching

In addition to project funding, the CTI also offers professional start-up coaching. Some 200 start-ups like Vibwife benefit from this coaching at any given time. An experienced business coach works with young entrepreneurs for between 6 and 24 months and helps them to find financing, prepare for market entry and improve the business model. “We’ve benefited a great deal from the coaching, particularly in terms of planning the necessary financing. There are lots of different options out there, but the coaching provided by the CTI is really constructive.” notes Tobias. This autumn Vibwife is in the CE certification stage. That will then be followed by a clinical trial, as Anna explains with anticipation: “In an initial phase we will be testing our device on a group of 50 women. Sometimes I can’t believe how far we’ve come.”

Further support for start-ups from the CTI

For young entrepreneurs, and those who aim to become one, the CTI also offers a training programme at various sites throughout the country, in addition to the forms of support described above. Furthermore, start-ups aiming to enter international markets can also attend Market Entry Camps in the UK, China or the USA, for example. These could also be useful to Anna and Tobias in a later phase. Information on further support schemes can be found at www.kti.admin.ch.

As of January 2018, the Commission for Technology and Innovation will be replaced by Innosuisse, the Swiss Innovation Agency. Detailed information on the new organisation can be found at www.innosuisse.ch.
Express your entrepreneurial spirit and bring your ideas to life!

We support you with suitable communication solutions, exciting collaboration opportunities or investments.

Find out more now at swisscom.ch/startup
Swisscom Ventures: 10-year anniversary

Looking back on a decade as a corporate VC investor

Swisscom is Switzerland’s leading telecommunications and IT company. At the same time Swisscom is also one of the country’s most successful and active venture capital investors with more than 50 investments in the USA, Europe and Switzerland over the last 10 years, 17 portfolio exits, including two Nasdaq IPOs. The success of Swisscom Ventures is the result of a clear positioning as a strategic investor: the company only invests where it can add value to the start-up as technology platform for testing or POC (proof-of-concept), as commercial channel or institutional partner (PR, reputation). Swisscom Ventures initially focused strictly on telecom and IT start-ups located in Silicon Valley with the support of Swisscom’s Outpost located in Palo Alto, California. Then, it started seven years ago in Switzerland with a broader scope of investment including all type of digital technologies from eHealth, FinTech to digital media applications. For example, Swisscom Ventures is now invested in 4 of the first 10 Swiss start-ups (1. Ava, 4. bexio, 8. Beekeeper and 10. Advanon) according to the latest Switzerland’s TOP 100 start-ups ranking. In order to constantly keep in touch with the start-up community, Swisscom Ventures team maintains a network of contacts with students, professors, investors and entrepreneurs on the campus of ETHZ in Zurich and EPFL in Lausanne in particular, as well as Stanford in the USA. The goal is to develop a sustainable relationship between entrepreneurs and Swisscom from a very early stage up to international scale-up. Here are a few portfolio examples:

MatriXX Software

Silicon Valley company offering a new generation billing software and led by Greylock Partners. Swisscom Ventures invested in 2012 after the completion of a POC. Swisscom was the first customer to deploy the solution live and made introduction to a dozen telcos worldwide, some of whom became MatriXX largest customers.

NetGuardians

Founded in Yverdon-les-Bains, CH, the company offers a technology to crack down on internal fraud attempts using behavioural analytics. Swisscom Ventures invested in 2017 and Swisscom recently announced an offer of its own for bank customers based on Netguardian's technology.

Quantenna

Silicon Valley technology company behind the world's fastest Wifi chip and led by Sequoia Capital. Swisscom Ventures invested in 2009 as it was its first test partner. Swisscom became the first client worldwide and made introductions to large telcos that became major customers of Quantenna. The company was listed on NASDAQ in Q4 2016.
Bringing Swiss science to global markets

CHF 3,000,000

TO KICK STARTUPS IN 2017

A PHILANTHROPIC INITIATIVE OF A PRIVATE CONSORTIUM

The 2014 Venture Kick winner Selfnation crafts quality custom-made jeans which are tailored to fit your own body. The startup opened creative headquarters in Berlin and started delivering in Germany, it is now among the TOP 20 best Swiss startups.

Get your kick: venturekick.ch
Interview with Dominique Mégret

Dominique Mégret joined Swisscom in 2002 as Head of the Group Strategy unit and founded Swisscom Ventures in 2007. He was previously an entrepreneur and consultant. From 2013 to 2016 Dominique held the co-chair of the Global Corporate Venturing & Innovation Summit in California, the main annual gathering of the corporate VC industry.

Looking back on 10 years as Head of Swisscom Ventures: What were the highlights?

I can’t describe them in terms of single events. I greatly enjoy working with start-ups and entrepreneurs. Caution: it is addictive! It’s a highlight for me every time we get a project off the ground, when a small acorn grows into a strong tree with our help. Equally satisfactory is when the relationship between Swisscom and an innovative start-up develops into a mutually beneficial partnership.

Where there is light, there must be shadow. What about the difficult times?

Companies aren’t growing linearly. They have to go through a succession of up- and down-cycles. Most of our investments, even those that eventually turned out to be successful, had a life-threatening crisis at some stage of their development. It’s a very difficult situation for all concerned. However, we tend to look at it as an opportunity: it is the moment of truth. Can the entrepreneur cope with the crisis, ride the storm and come out of it stronger for the experience? If not, a crisis can lead to the end of the cooperation with us.

What keeps you going after 10 years at the helm of Swisscom Ventures?

The energy of the people that Swisscom Ventures supports. It’s fascinating working with exceptionally talented and motivated people. We operate in a very stimulating environment from an intellectual point of view given the technology, market and geographical diversity. Start-ups are taking an increasingly important role in shaping the future of our society, in particular when it comes to the digital transformation. That’s very exciting and a strong incentive in my work. It’s never boring.

Where would Swisscom Ventures like to be in 10 years’ time?

In 10 years, we want to be Switzerland’s leading venture capital company in the digital economy. We have an ambitious goal: we want to push Switzerland’s ICT ecosystem into the Top 5 worldwide. But this also means that we need to invest more.

Can you put a figure on it for Swisscom Ventures?

We are currently investing between CHF 10m and CHF 20m every year. We can do it because we refinance ourselves according to an evergreen principle, i.e. we re-invest the proceeds of portfolio exits into new start-ups. Our objective is to increase significantly our yearly commitment in the near future.

But that still won’t be enough to put Switzerland into the Top 5 of the ICT ecosystems.

No, but Swisscom Ventures acts as a good catalyst. We notice an increased commitment from other investors when we get on board of a start-up. Switzerland needs more experienced venture capital lead investors to fuel the international scale-up of growth companies.
Your success is launched here!

The Canton of Bern lays the foundations for innovative companies to scale new heights of excellence, up and foremost in industries as diverse as medical, energy and environmental technology, precision, ICT, and the services sector. The Bern Economic Development Agency is at your side. We help you find premises, answer your funding questions, provide contacts, advise, and open doors. Are you currently planning a project? Contact us!
be-advanced Ltd.

We invest in the next generation of startups

be-advanced is partly financed by the Bern Economic Development Agency and is an independent, unbiased and supra-regionally networked source of development impetus. The new innovation promotion agency bolsters the innovativeness and competitiveness of startups and enterprises located in the canton of Bern. be-advanced’s nationally unique startup program consists of two modules: the “be-advanced Challenge” and the “HighFlyer Program”. In combination with the SME Coaching, be-advanced is able to support companies over the entire life cycle.

be-advanced Challenge

The be-advanced Challenge is the first module of the startup program. During the 3-month coaching, the focus lies on market validation: A strong pain entails “strong” consequences if the pain is unsolved – teams are encouraged to spend a lot of time and energy talking to and engaging with their (potential) customers to find out what their needs are. This is why the be-advanced Challenge addresses motivated people willing to learn and ready to leave their comfort zone. During three months, the startups are intensively coached. Not only are they given the necessary tools (such as methods for successful customer interviews) but also supported in applying it to their project. Progress and insights gained during the Challenge are presented in a pitch in front of experts. A successful pitch is not only rewarded with the be-advanced Challenge Certificate but also the ticket to module 2, the HighFlyer Program, and seed money.

be-advanced HighFlyer Program

The “HighFlyer” module has been newly designed by be-advanced and the Switzerland Innovation Park Biel/Bienne and comprises rapid prototyping (research and development), the be-advanced accelerator and industrial-scale product manufacture. The HighFlyer Program builds on the be-advanced Challenge and facilitates market entry and industrial-scale product manufacture in three specialist sectors: Medtech, ICT and industry. Only a rigorously examined concept, a tight-knit team and a market-focused product will lead to long-term growth.

CERTUS MOLECULAR DIAGNOSTICS AG: Diagnosing Infections Reliably and Fast On-site

Nowadays, the detection of infectious diseases happens mostly in specialized labs. This leads to delays in the diagnostic and therapeutic procedure, unnecessary workload and expenses plus unspecific use of antibiotics. isoAMP created a highly reliable method for the on-site detection of pathogens such as herpes or influenza viruses within only 30 minutes. This enables an immediate, pathogen-specific and adequate therapy.

Get in touch with be-advanced AG!
Spitalgasse 28 | 3011 Bern | 031 335 62 62
www.be-advanced.ch | info@be-advanced.ch

Bern Economic Development Agency
Startups with market potential can obtain financial support in the initial stages. Bern Economic Development Agency may be able to provide you with a financial contribution during your first two years of trading.

Bern Economic Agency, Münsterplatz 3, 3011 Bern; info@berninvest.be.ch; +41 31 633 41 20; www.berninvest.be.ch
The world of business is getting more complex. We help you to make it simpler. Our network contains 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.

StartAngels Network

Business Angels Platform for Early Stage Swiss Companies

www.startangels.ch

Hire and higher

www.pwc.ch/hrs
Switzerland Innovation Park Biel/Bienne

Always enough space!

One park – fiv2e sites
Switzerland Innovation Park Biel/Bienne (SIP BB) is one of five sites which make up the umbrella organization behind Switzerland Innovation (Foundation). The Foundation coordinates the five sites, markets them abroad, and manages the federal loan guarantees (about CHF 70 million guarantees per site). The objective of Switzerland Innovation is to:
• Generate research investment from abroad
• Promote Swiss innovation performance
• Accelerate the implementation of research results into marketable products
• Support startups
As a private Swiss non-profit organization, SIP BB focuses on industrial and applied research and innovation accelerators.
Our 5 Innovation focus points are:
1. HEALTH & LIFE SCIENCES – Swiss Medtech Center (SMC)
2. ENERGY, NATURAL RESOURCES & ENVIRONMENT – Swiss Battery Technology Center (SBTC)
3. MOBILITY & TRANSPORTATIONS
4. MANUFACTURING & MATERIALS – Swiss Advanced Manufacturing Center (SAMC)
5. COMPUTER & COMPUTATIONAL SCIENCES – Swiss Smart Factory (SSF)

In May 2017 was the successful opening ceremony of the Swiss Smart Factory of Switzerland Innovation Park Biel/Bienne. The SSF is the first demonstration facility in Switzerland concerning the topic of Industry 4.0. The focus lies on innovations which contribute to the maintenance and extension of competitiveness of Swiss industries.

Coworking Space
At the Switzerland Innovation Park Biel/Bienne there is always enough space for companies and projects. The Coworking Space is designed specifically for startups and young companies.

The new Innovationpark
The architectural tender is now concluded and detailed planning for the new building has begun. From 2019 the new building with 10,000 m2 of lettable space will become available, right next to the Biel railway station.

FABLAB (fabrication laboratory)
In September 2017 opened the largest and most modern FABLAB in Switzerland. The FABLAB Biel/Bienne is part of SIP BB and is an open workshop that enables our customers to access production equipment – 3D printers, 3D systems, CNC millers, 3D scanners and laser cutters for DIY use – and modern industrial production processes. It has been designed for the production of single pieces and is a part of the prototyping service. The FABLAB is accessible to everyone and offers many courses and workshops.

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www.sipbb.ch | info@sipbb.ch
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Aarbergstrasse 5 | CH-2560 Nidau
Canton of Vaud

A vibrant location to move your innovation forward and strengthen your business

A direct connection with world-class academic and research institutes, a dense network of internationally oriented SMEs and innovative startups, and a vibrant location offering favorable conditions to expand your business. Welcome to the canton of Vaud!

Innovative people find fertile ground to develop their ideas in the canton of Vaud:

- A unique concentration of leading Swiss academic and research institutions (EPFL, UNIL-CHUV, HEIG-VD, IMD and ECAL), ensuring appropriate scientific expertise to develop new research from the laboratory straight to the market!
- One-third of the 100 Top Swiss startups are based in the canton of Vaud – including 6 among the 10 best ones in 2017*. In total, about 2,000 high-tech companies are established in the canton.
- Highest amount of venture capital funds in Switzerland raised by Vaud startups in 2016 (CHF 461 million).
- An effective network of partners to provide your company with specialized coaching and business support, networking opportunities with major actors in your field and specific funding for startups.
- A suitable setting to develop your ideas and business in one of our six incubators and innovation parks.

Discover below the specific services provided by your key partners in the canton of Vaud to help you develop your business.

INNOVAUD: your key to innovation

Are you a startup, a scale-up or an SME wanting to develop technology-based innovations within your company? Innovaud helps you to:

- implement a winning strategy by rapidly connecting you with the right partners and support mechanisms – CONNECTING
- COACHING
- find investors – FINANCING
- find the ideal location at innovation parks/incubators. Take advantage of a privileged collaboration with renowned research institutes in one of the six Vaud innovation parks (see below) – HOSTING
- publicize your projects through various channels (articles, videos, newsletters, social media and events) – PROMOTION

Following its mission to promoting and supporting innovative companies in the Canton of Vaud, Innovaud also supports high growth companies with Scale-Up Vaud.

Learn more at: www.scale-up-vaud.ch

Our experienced staff will help you by connecting you rapidly with the right person to accelerate your business and innovation. More than 1000 companies have already benefitted from the support of Innovaud since 2013. Why not yours?

www.innovaud.ch

FIT: financing startups at all stages

The Foundation for Technological Innovation (FIT) is a key partner of the Innovaud platform. The foundation offers three types of support for financing startups at all stages.

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<thead>
<tr>
<th>FIT Grant</th>
<th>FIT Seed</th>
<th>FIT Early</th>
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<tr>
<td><strong>Amount</strong></td>
<td>CHF 100,000 per project to an entrepreneurial project</td>
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<td><strong>Form and conditions</strong></td>
<td>Grant to an entrepreneurial project leader, working in an accredited institute or university</td>
<td>Interest-free loan with a personal guaranty</td>
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<td><strong>Age of the company</strong></td>
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For more information: www.fondation-fit.ch
OFFICE FOR ECONOMIC AFFAIRS (SPECo): advice and financial incentives

The Office for Economic Affairs (SPECo) advises entrepreneurs and provides SMEs and startups involved in high tech industries with financial incentives for specific business projects:
- Acquiring intellectual property rights
- Developing new products
- Improving or developing plant
- Obtaining certification or homologation
- Attending exhibitions or business conventions
- Developing new markets

In 2016, SPECo has supported 571 projects from 241 Vaud companies, for a total amount of CHF 4.8 mio.

For more information:
www.vaud.ch/businesses

Contact
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Rue Caroline 11, 1014 Lausanne
Phone: +41 21 316 58 20
Email: info@vaud.ch
Internet: www.vaud.ch/economy

TECHNO PÔLE SAINTE-CROIX, MICRO MANUFACTURING CENTER
From conception to small-scale series, a unique center of skills and equipments targeted for your project

Technopôle Sainte-Croix
- Micro Manufacturing Center

INCUBATORS AND INNOVATION PARKS: tailor-made services

Six innovation parks and incubators are located in the canton of Vaud. They are designed to encourage synergies between determined innovative companies within a given geographic area by pooling local infrastructure and technical skills. They are thus an excellent springboard for innovative projects. Come and join the 400 companies already benefiting from their tailor-made services:
- EPFL Innovation Park and its incubator “Le Garage”: targeted for high-tech companies.
- Biopôle: targeted for companies active in the life sciences, with a special focus on oncology, immunology, nutritional health and personalized medicine.
- Y-PARC and its incubator “Y-START”: targeted for companies involved with R&D and/or manufacturing.
- TecOrbe: targeted for companies active in the cleantech sector.
- Technopôle de Sainte-Croix: targeted for companies active in micro manufacturing, smart manufacturing and micromechanics.
- Ateliers de Renens: targeted for companies in social innovation, education and design.
Cultivating the Garden of Innovation

The State 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

6 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 State of Vaud)

Innovative startups

More than 460 million was invested in startups from Vaud in 2016

High-tech companies

Approximately 2,000 high-tech companies employing more than 52,000 people

Through its support to the Swiss Startup Day 2017, the State of Vaud aims to highlight the potential of its state-of-the-art industries and startups, as well as the very attractive economic and scientific conditions in the region.
Swiss Startup set to revolutionize the photonic chip market

Smaller, lighter, and more power efficient – that’s the holy grail for chipmakers across the high-tech industry. And that’s exactly what LIGENTEC has achieved with its proprietary silicon nitride technology, which is used to make photonic integrated circuits (PICs) for applications ranging from telecommunications and spectroscopy to satellites.

LIGENTEC, short for Light Generating Technologies, has developed a new photonic integration process that can miniaturize a bulk optical system to the size of a fingertip – while adding additional functionalities. Its technology is unique in the market so far. Four times more compact than what’s currently out there, its chips can cut fabrication costs by a factor of four, since four times as many chips can fit on a single wafer. Moreover, LIGENTEC’s technology is the only commercially available integrated platform that can generate multiple frequencies from a single laser source. The upshot for customers is a cheaper, lighter, and more versatile chip that can open the door to new products and applications.

LIGENTEC’s main target markets are telecommunications, sensing, and quantum technologies – a “new era” set to take off in the next three to five years. Another promising market is biosensors: LIGENTEC’s smaller and lighter chips can be used to make handheld instruments like spectrometers for analyzing substances out in the field. And because its chips excel in the trade-off between size/weight and power, LIGENTEC has also attracted interest from the European Space Agency (ESA) for satellite-to-satellite communication systems. In late 2016 the startup was selected to join the ESA Business Incubator Centre in Switzerland.

LIGENTEC was founded in 2016 as an EPFL spin-off, but the founders started working together and maturing the technology at EPFL three years ago. In fact, the founders already had customers placing orders for their chips while the company was being incorporated. Support from Vaud’s Office for Economic Affairs (SPECo) has been essential in boosting the young firm’s visibility and driving its expansion. But perhaps the biggest benefit from being part of the innovation ecosystem in Vaud is having access to a large pool of talent right at its doorstep. Due to the highly specialized nature of its technology, finding people with the right skillset is a major challenge. But the young firm has discovered that its close proximity to EPFL Master’s students gives it a real competitive advantage.

“The financial assistance we got from SPECo enabled us to present our technology internationally and win key customers. It also helped us quickly train new engineers. And through the local innovation agency, Innovaud, we can network with other startups and get advice on key issues like finding talent and securing funding.”

Michael Geiselmann, LIGENTEC Co-founder and CTO

LIGENTEC was founded in 2016 as an EPFL spin-off, but the founders started working together and maturing the technology at EPFL three years ago. In fact, the founders already had customers placing orders for their chips while the company was being incorporated. Support from Vaud’s Office for Economic Affairs (SPECo) has been essential in boosting the young firm’s visibility and driving its expansion. But perhaps the biggest benefit from being part of the innovation ecosystem in Vaud is having access to a large pool of talent right at its doorstep. Due to the highly specialized nature of its technology, finding people with the right skillset is a major challenge. But the young firm has discovered that its close proximity to EPFL Master’s students gives it a real competitive advantage.

Learn more at www.ligentec.com

**Facts and Figures, Contact**

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</tr>
<tr>
<td>Employees</td>
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</tr>
<tr>
<td>Postal Address</td>
<td>EPFL Innovation Park, Bâtiment C, CH-1015 Lausanne</td>
</tr>
<tr>
<td>Contact person</td>
<td>Dr. Michael Geiselmann, Co-Founder &amp; CTO <a href="mailto:michael.geiselmann@ligentec.com">michael.geiselmann@ligentec.com</a> +41 767 492 873</td>
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<td><a href="http://www.ligentec.com">www.ligentec.com</a></td>
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Getting an innovation off the ground?
We’re here to help, right from the start.

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

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.
Zürcher Kantonalbank is the leading bank in the economic area of Zurich. To complete its product range, the bank launched its unique start-up investment programme called PIONIER more than 10 years ago. Driven by the willingness to help build up young successful high-tech companies, Zürcher Kantonalbank accomplished more than 180 early stage investments in industry leaders such as Getyourguide AG, VirtaMed AG, Xeltis AG, Ava AG or RealLook AG.

During the last 20 years, 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 long-standing 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. We prove the opposite and invest in promising early-stage Swiss based start-ups. Backed by a low default rate, we are 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-on investments are possible. Zürcher Kantonalbank does not claim to cover all of the company’s financial needs – rather we welcome 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 defined conditions 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, we have financed more than 180 companies with a total of more than CHF 100 million.

Partnership is 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, we are also open to sharing these contacts. With participations in different Technoparks and incubators and the annual ZKB Technopark Pioneer Award, we underline our commitment to innovative start-up companies. There’s a lot of talk about investing in the future. We, as Zürcher Kantonalbank, just do it.

Contact

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Facts and Figures

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<td>Postal Address</td>
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Linking Science and Business

Industry Newsletter
Keep up-to-date with stories on successful industry collaborations, ETH spin-offs, pioneer fellowship projects and new inventions.
www.industrynews.ethz.ch →

Technology Alert
Subscribe to the ETH Zurich technology alert for the latest updates on licensing opportunities.
www.ethz.ch/technology-offer →
ETH Zürich

Acquisitions and IPOs of ETH spin-offs

As one of the world’s leading universities, ETH Zurich is a hotbed of innovation. Each year, researchers file some 80 patents for pioneering ideas and state-of-the-art technologies. The true value for the local economy and society, however, occurs when new technology makes its way to the marketplace.

One very successful route for transferring the knowhow and technology into the market is the founding of start-up companies by the inventors themselves. Around 355 spin-offs have emerged from ETH Zurich during the period 1996 to 2016. In 2016 alone, 25 new companies were founded.

There are many different ways to success for start-ups. There are those who scale up and become market leaders on their own, such as Sensirion and Optotune. Others become attractive for acquisition by the big market players or go public in a stock market launch. Since 2002 an estimate of over 2 billion Swiss Francs changed hands in acquisitions and IPOs of ETH spin-offs. Recent examples from 2017 are Adaptricity, which was acquired by the LEONI group, the 3d division of Dacuda by Magic Leap and Kapanu by Ivoclar Vivadent.

ETH Zurich recognizes the success of its spin-offs and is proud to have contributed to their support in the early stages when the first business ideas were formed. ETH Zurich believes that it is important to establish early contacts between its young entrepreneurs and representatives from industry and takes great effort in boosting the networking. There are multiple occasions throughout the year where both can get together, exchange ideas or even concretize business deals. There is the Industry Day which is an annually recurring event which showcases applied research projects of ETH Zurich and offers a platform to engage with ETH spin-offs.

ETH Zurich is also a co-initiator of the venture start-up competition, which not only offers prize money but connects participants with investors, coaches and experts from all over Switzerland. Several ETH spin-offs and ETH pioneer fellows take part in the competition every year.

ETH Zurich will continue its efforts in the early support of entrepreneurs in networking as well as in coaching and infrastructural needs in order to provide the best possible starting point for future success.

Facts and Figures, Contact

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<td>9100 FTEs</td>
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<tr>
<td>Postal Address</td>
<td>ETH transfer, Rämistr. 101, HG 43-49, 8092 Zürich</td>
</tr>
<tr>
<td>Webpage</td>
<td><a href="http://www.ethz.ch">www.ethz.ch</a></td>
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**Capital Markets & Stock Exchange Law**

**Collective Investment Schemes**

**Competition Law**

**Compliance**

**Construction & Real Estate Law**

**Corporate & Commercial Law**

**Employment Law**

**Energy Law**

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**Tax Law**

**Venture Capital & Private Equity**

**White-Collar Crime**

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«With Wenger & Vieli all relevant players in the startup eco-system are in safe hands.»
Wenger & Vieli Ltd.

Startuppers, Maximize Your Potential!

12 tips for building and maintaining a successful start-up

Do things right from the beginning, because there are certain things which, if neglected, cannot be undone, and will affect your upside in the future. Besides hiring people smarter than you who are a good cultural fit, keep the following twelve tips in mind:

1. INCORPORATION: Incorporate a legal entity that is well known to investors and flexible (“AG”, rather than “GmbH”). Make sure that all Intellectual Properties (IPs) generated pre-incorporation are correctly transferred to the company. Make sure that from the very beginning any and all shares are covered by a state-of-the-art Shareholders’ Agreement (including drag along).

2. FUNDING STRATEGY: Define the short, medium and long term funding strategy at the beginning. Developing an appropriate funding strategy is crucial to the success of your company and will impact who controls the company and your upside on exit.

3. COST MANAGEMENT: Don’t let your product build, sales and marketing, personnel costs or IP strategy get ahead of your funding strategy (all should align).

4. IP STRATEGY: Develop an appropriate IP strategy. In most cases there is protectable IP and sometimes adequate protection can be done quite inexpensively. Every investor would like to see a sustainable, competitive advantage based on well-protected IP. Have the maximum IP protection clauses in your employment agreements.

5. FOUNDERS’ STOCK: When allocating the founders’ stock, consider that some “co-founders” are really just early employees. Therefore, allocate based on expected short & long term contributions and ensure that it’s reasonable, given the other hires required down the road. Provide for good leaver / bad leaver rules from the very beginning.

6. VESTING: Do, if ever possible, not issue stock that is not subject to vesting. If considering VC funding or if there are several founders, consider vesting on founders’ stock (avoid the “free rider” dilemma – it generally can’t be fixed). What is the appropriate vesting period/up front vested? Ask the question: “If Sandra leaves in 6/18/36 months, would the percentage vested be appropriate given the expected value contributed by her to that point?” If not, the vesting period is too short. Is acceleration appropriate? Consider milestone based vesting if appropriate (e.g. for technical co-founders) if their contribution will be critical/beneficial for the company in reaching the value inflection points (or a combination of time & milestone based vesting).

7. OPTION POOL: Have an appropriate option pool. What’s appropriate? Look at the options you anticipate issuing in the next 12 months. It’s very easy to increase the pool. Options can and will be used when negotiating the pre-money valuation for a financing round. Be aware that the investors value your company on a fully diluted basis.

8. ADVISORS: Build a strong board of advisors to fill the gaps in your team’s core competencies (if you can’t afford to buy the skills early on, rent them).

9. STAY ATTRACTIVE: Avoid structures and business arrangements (excl. licensing; manufacturing; distribution arrangements) that might lower your pre-money valuation or make you unfundable or unattractive to any other acquirer.

10. LEGAL STUFF: Find a good lawyer that lives and breathes start-ups. Free advice from your neighbour’s sister, who is a real estate lawyer, will probably result in a set up that has to be fixed later on (and will invariably affect your upside). Leverage your counsel’s experience and contacts.
11. **EMPLOYEE PARTICIPATION:** Employee participation schemes are key. Do it right from the beginning. Seek advice from experienced start-up consultants to ensure that you have covered all aspects. Fixing issues leads to higher advisory fees than having things done right from the beginning.

12. **COMPLIANCE:** Your mind is and shall be business focused, but do not forget the whole tax and legal compliance area. Potential investors will perform a due diligence at the time they might get on board. If properly prepared, you can be relaxed.

**Conclusion**

Building a successful company means to do things right from the very beginning. If you bear in mind our 12 tips relating to such crucial aspects as choosing the appropriate type of legal entity, defining a successful funding strategy and appropriate vesting periods or building a powerful board of advisers, you will be well prepared for the challenges you are about to meet. Find an experienced and enthusiastic team of advisors to support you with those issues you are not ready and guide you around the stumbling blocks ahead. Wenger & Vieli sees young entrepreneurs and start-ups as one of the cores of our firm and we will be happy to accompany you on the way to your venture’s success.

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**Facts and Figures**

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<tr>
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<tbody>
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<td>1971</td>
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<td>Having a strong focus on start-ups and venture capital, Wenger &amp; Vieli strives to contribute to your venture’s success by sharing our profound experience and expertise with you.</td>
</tr>
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<td>Employees</td>
<td>Approx. 100 lawyers, tax experts, consultants, paralegals, accountants and assistants</td>
</tr>
<tr>
<td>Postal Address</td>
<td>Dufourstrasse 56, 8034 Zürich</td>
</tr>
<tr>
<td></td>
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BARBARA BRAUCHLI ROHRER

PASCAL HONOLD
ETH Entrepreneur Club

Unlocking the Potential of Entrepreneurial Minded Students

Six years ago the ETH Entrepreneur Club was started from student initiative. Back then, five students had the idea of connecting the Swiss Startup ecosystem together with students at ETH. Now, we are a club with more than 2000 club members, and a core team of around 30 students with interdisciplinary backgrounds. We aim to foster entrepreneurship among students at ETH and other Swiss universities. Every semester we arrange many different events for example EC Award, Startup Speed Dating, and FuckUp Night, and we even have our own coworking space at ETH where we also offer different workshops.

In the 6 years we have been active, we have managed to establish our presence in the Startup Scene in Switzerland. Through our events we wish to make a platform for students and young entrepreneurs and give them the tools they need to unlock their potential. The EC Award, one of our signature events, is where you find young and motivated talented students with bright ideas. The event gives them an opportunity to work on their idea, and present it to their fellow students and a jury. The teams are chosen highly selectively from a number of application. In the first part of the event, we invite all of the chosen teams to the Polybahn Pitch, where the idea is to do an elevator pitch inside the Polybahn. After another selection process, Jean-Pierre Vuilleumier offers pitch training for the different startups to prepare them for the final event. Up to 20'000 CHF are handed out as prizes for the winning startups. It is incredibly rewarding to follow the people that won prizes in the EC Award after the event.

Our coworking space, also called the Rocket Hub, is located both close to Zürich main station and ETH. Together with our partners we regularly arrange workshops for our coworkers where different relevant topics are discussed together with experts in the field. Furthermore, it is a great and affordable space for startups to work in. We strive to create an environment where the coworkers interact and share their experience and learnings. We would not be able to achieve all that we have without our partners that give us advice and help for both our coworking space and for our events. We are a non-profit student run organization, which relies solely on the motivation and vision of our core team and our partners. Through our coworking space and our events we wish to foster entrepreneurship within students. Even with the wide spectra of events covering everything from workshops, inspirational talks, competitions, to allowing startups to find motivated students to work for them, we are still looking to expand and improve our student club. This semester we have a lot of amazing events planned, and even a couple of new events, where both thinking inside, and outside the box is required.
Startfeld

Beyond startup support ...

The three most important things for a startup are network, infrastructure, and funding. Since seven years Startfeld offers these three things for startup in Eastern Switzerland. In March 2016, we initiated a completely new dimension of networking place in St.Gallen: The Startfeld Innovation Center, where startup, researchers of the Empa and the University of St. Gallen, representatives of SMEs, students, and people of the creative industry are encouraged to work jointly on their business ideas.

Join us and benefit from the know-how of likeminded people. Apply to receive one of our support packages worth 10,000 CHF or a founder’s grant of 300,000 CHF to leverage coachings and the support of an entire startup ecosystem.

Use our modern co-working spaces to get started right away. The Makerspace offers the possibility to work on your prototypes. Every week there are different events, courses and workshops where everyone is welcome!

Advertima: One of many Startfeld success stories...

A successful example of the close collaboration of brilliant researchers, the Startfeld business incubator, suitable space and the broad network of Startfeld is Advertima, which just recently won the “Coolest Startup 2017”-Award at the World Web Forum in Zurich and the Swisscom Startup Award 2017.

Similar to a lot of other successful ventures that found a home at Startfeld, Advertima started small. In the spring of 2016, after developing for over a year on prototypes and the best fitting business model, Iman Nahvi and his Co-Founders finally made the move to get serious about their idea and become part of the next tech-revolution. Their goal was to make any device, from screen to speaker, able to understand its surroundings and deliver autonomously the right experience to the right person thus reducing the amount of irrelevant information you’ll receive in the real world.

It was clear from the beginning that this endeavor will need more than just a few passionate core-members to come to fruition. The choice of locating themselves in St.Gallen, away from the traditional technology nexus that is Zurich, was clearly a risk in regards to the future recruitment of talent for his young tech company, but with a strong institution like Startfeld having their back, the benefits outweigh these risks any day of the week. The professional and inspiring network and infrastructure of Startfeld helped Advertima in its early stages to focus fully on nursing its developing business and getting the first few satisfied customers in these trying times. Nearing the end of 2016, the Advertima team had its first proof of concept at one of the largest malls in Switzerland and were collaborating with one of the biggest Swiss retailers.

To continue the development of their groundbreaking technology and their burgeoning business, an influx of new experts from a large variety of fields were needed. While drawing on the busi-
ness side from the prestigious University of St. Gallen and the local Fachhochschule, getting the right machine learning and computer vision experts to locate to St. Gallen seemed to be a bit more of a challenge. With the strong support of Startfeld and the whole startup support structure from St. Gallen, this assumption proved to be false. In the span of only a couple of months, this team of only a few dedicated members grew to an impressive size of 40 experts from 26 nations all eager to bring the AI revolution from St. Gallen to the whole world.

With this team, Advertima expanded its customer base from classic retailers to the banking sector, the digital out of home advertisers, and consultancy firms - all while closing an impressive 4.8 million Series A investment round in May 2017. After successfully launching their Experience Management System in the summer 2017, the nine dedicated researchers are now working on expanding the capabilities of the technology from detecting and analysing peoples’ gender, age, and attention to fully recognize people in the real world and giving them a truly individual experience. Simultaneously, a team of developers is taking these technological advances and brings them into the Experience Management System and therefore to the customer while the creative team helps the customers to utilize their new capabilities to the fullest potential. This rapid growth, from a small startup to a well-tuned machine, would have never been possible in any other environment. It relied on the flexibility, the reliability, and the spirit of Startfeld. Advertima and all its supporters are convinced that people will come to expect the same individual experiences they are used to from the online world to also receive in the real world. This will only be possible with Advertimas solution of an AI supported screen that understands and recognizes people and their behavior in any circumstance.

Startfeld even goes one step further...

Although Startfeld is no startup anymore, the Innovation Center tripled in size during the last year. And the journey continues: Starting from a space of 900 square meters, we will expand our area by additional 3,000 square meters by the end of 2017. This year, we organized our first Innovation Forum, where 100+ C-Level participants from national and international corporations exchanged ideas on how to bring the start-up spirit into established organizations. For the future, the creation of a Creativity Lab, VR Lab and Ideation Space will ensure that Startfeld goes with the signs of the time. So join our journey to support innovative startups in Eastern Switzerland.
Swiss Startup Day 2016

Where the Swiss Startup Ecosystem meets every year

For the 14th time, the Swiss Startup scene gathers in 2017 for the most important event of the Start-up ecosystem in Bern – and Swiss Startup Day has become Swiss Startup DAYS.

Swiss Startup Day continues to grow: at first it was just one day with about 150 participants, last year it had grown to one and a half days and 700 people, and this year in 2017 we have two full days. The Swiss Startup DAYS remain the most important event for innovative Swiss Start-ups, Investors and Support Organisations. Many start-ups suggested in their feedback that parallel activities should be avoided in order that nothing is missed, and so the first day in 2016 started at noon with a series of Best Practice workshops for young entrepreneurs. They were able to choose from eight topics, with two sessions for each start-up: Admin Hurdles, CTI Services, Due Diligence, Exit, Incentive Plans, Tax for Startup-pers, Termsheet for Beginners, Winning in Sales.

In the evening, the Investor Dinner took place for invited guests with more than 120 investors enjoyed a relaxing evening at the Hotel Bellevue in Bern.

On the main day, as usual, Christian Wenger, Chairman of Swiss Startup Invest, welcomed the start-up community, with the warm-up by Managing Director Jean-Pierre Vuilleumier, organiser of the event. Investors on Stage then followed where investors made a short pitch, with the audience voting for their choice of the top three – Michael Sidler, Redalpine, won with his poem.

Afterwards, 60 start-ups on three stages competed in the Pitching Battle for the first nine places. Three minutes and a maximum of seven slides had to be enough to convince investors. The prerequisite for participation was the qualification at the Elevator Pitches in the Zurich Prime Tower (Restaurant Clouds) and Basler Messeturm (Bar Rouge) in October 2016. After the lunch break, we were particularly pleased by the visit of Federal Council Johann Schneider-Ammann. The audience welcomed the head of the Federal Department of Economic Affairs, Education and Research with a standing ovation, a sign of the importance of politics for start-ups.

Afterwards, we went into the Learn from Investors and Learn from Founders panels, where investors shared their experiences and start-ups gave their tips to interested participants.

Once again, the 1-to-1 Meetings broke the previous year’s record: 1,000 rounds were booked at 100 tables, with each round taking 12 minutes. This ‘speed dating’ format offers potential investors, industrial partners, support organisations and start-ups the opportunity to introduce themselves and exchange information.

Twitter, Facebook and the Event App are of course never missing at our events. So, interested parties who could not be present in person, were able to become involved via posts. The App enables meetings to be organised and participation in online voting. Those who did not book fixed meetings could get information at the booths of partners and sponsors in the foyer, or just relax and enjoy a coffee with them.

The business part of the evening ended with the Pitching Battle Final with the nine best start-ups, and the event was completed with an apéro and cool jazz from Take This. Last but not least, our eighth Swiss Startup Guide was available to all participants to read on their journey home.
Interview with GeNeuro regarding their IPO

“Flirt with your IPO-banker, but marry your analyst”

Geneva, August 2017: We are meeting the CFO of GeNeuro in their new offices in Plan-les-Ouates in the Western outskirts of Geneva just next to Foundation Eclosion, the local start-up and biotech innovation incubator.

This is only a short version of the original interview, which can be found in full length under: www.ipo-day.ch.

Jean-Pierre Vuillemier (JP): GeNeuro is not such a well-known company to most Swiss, who are you actually?

Miguel Payró (MP): GeNeuro is developing a new approach to the treatment of diseases associated with human endogenous retrovirus (HERVs) expression with a focus on diseases of the nervous system and autoimmune diseases. In 2014, following our Phase 2a clinical trial, we signed a development partnership with Servier and the following year we launched of 260-patient European Phase 2b trial. In April 2016, we completed our IPO on Euronext Paris.

JP: What were the main motivators for completing an IPO?

MP: As in most companies, the main driver was obviously our continued financing. Our founding investors took us through the “beginning”, but at a given point in a company’s development, a more diversified shareholder base and additional funding might be necessary from the outside.

JP: When and how was the decision taken?

MP: We were in continuous dialogue with our shareholders and based on the advancement of the company, the decision was taken in early summer 2015 by the board.

JP: How did you start?

MP: Already in the summer of 2015 we started with “beauty contest” of banks, law firms and other advisers we needed to assist us in this major step for the company. We also did a thorough analysis of the different stock markets where we could consider listing GeNeuro.

JP: Why did you choose to go for Euronext Paris?

MP: We evaluated Nasdaq, SIX and Euronext Paris. These three key markets were identified by us and our advisers as potential listing venues.

JP: What did the IPO mean to you personally?

MP: It is an emotional and fulfilling moment, like you rarely otherwise have in your professional life. An IPO is, if you want, the ultimate challenge and professional fulfilment for a CFO.

JP: Are you happy with the move you made?

MP: Absolutely, and it was a necessary move for us. It has allowed us to grow on a totally different level and given us new degrees of liberty. We are using it as best we can. The higher public and

| TEAM GENEURO |

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<th>CONS</th>
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<td><strong>NASDAQ</strong></td>
<td>• Largest, broadest market for biotech</td>
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<td><strong>SIX</strong></td>
<td>• « Home » market</td>
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<td><strong>Euronext Paris</strong></td>
<td>• Europe #1 for biotech – 50+ listed companies, Lively ecosystem, French partners (Servier, Mérieux)</td>
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Interview with GeNeuro regarding their IPO

financial market awareness through the IPO, that we exist at all, is also helping us, but needs to be continuously nurtured.

JP: Do you have a recommendation for fellow entrepreneurs and start-up executives?

MP: Plan your IPO early. Regardless of if you think your next transaction will be a private financing round or a trade-sale, already the intention or the well progressed IPO process will strengthen your hand immensely. And remember, going and being public is the ultimate company development step, but does not have to be the final one.

JP: Thank you for this personal point of view.

MP: My pleasure!

Here a few more questions that JP asked MP.

JP: You mentioned the beauty contests, who did you choose to work with in the end?

JP: One always hears a lot about the pain of producing prospectus, how did you experience that, let’s call it, “work-stream”?

JP: What was your main focus and challenge during the IPO process?

JP: GeNeuro is a Swiss company listed now on a pan-European stock market, specifically in their Life Sciences segment on Euronext Paris. Have any issues arisen out of that?

JP: What about being active in different jurisdictions?

JP: What has been the main benefits to your company by completing this huge, but important step?

JP: Now that you have gone public, how is it to be public?

JP: Any drawbacks?

JP: Investor relations is obviously key here, how do you go about it personally and as a team for GeNeuro?

Portrait: Miguel Payró

Born in Geneva to Argentine-British parents, Miguel started off in corporate finance in 1985 at various Swiss banks. Since 1991, he has been active in industry, working in strong growth environments, initially with Unilabs SA, a European leader in clinical laboratory testing, for which he was in charge of the Swiss IPO and of numerous M&A transactions and international development. From 2003 to 2015 he was CFO of the Franck Muller luxury watch group, where he led, amongst other things, numerous M&A, tax and shareholder transactions, before joining GeNeuro in 2015 as CFO. GeNeuro is the second company where he completed an IPO. Miguel graduated from the University in Geneva with a degree in business administration.

Portrait: Euronext

Euronext is a leading pan-European exchange with nearly 1'300 listed issuers worth close to €3.5 trillion in market capitalization as of end March 2017, an unmatched blue chip franchise consisting of 25 issuers in the EURO STOXX 50® benchmark and a strong diverse domestic and international client base. Its total product offering includes Equities, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext operates the regulated markets, Euronext Growth and Euronext Access, which facilitates SMEs’ and Tech companies’ access to capital markets. There are 741 listed SMEs on Euronext markets, of which 331 can be considered as listed Tech companies operating in TMT, Cleantech and Life Sciences. In the Life Science Tech segment, there are 81 issuers representing a total market capitalization close to €13,6 bn. Overall over 5’400 institutional investors provide a deep investor pool; over 800 of these specialize on SMEs and Tech companies. Companies can as a rule go earlier to the stock market than what has often been looked upon in Switzerland as the norm.

Come to the 1st Swiss IPO day in Zurich, 28th of November 2017 → https://www.ipo-day.ch to learn more!
“Fascinating dynamics”

On the ball every day: editor-in-chief Stefan Kyora on stakeholders, readers and the role of startupticker in the Swiss start-up and innovation scene.

Mr. Kyora, startupticker has been around for almost six years. What has changed in this time?
As far as our platform is concerned, it is, of course, first and foremost the growing popularity among readers. In the first few months, we had a few hundred page views, now we are counting 30,000 readers every month – and the trend is still rising. As far as the ecosystem as a whole is concerned, one thought occurs to me spontaneously: the dynamics are really fascinating and constantly increasing.

Where does the ‘thematic’ focus lie on the Ticker?
We report the intersection of young entrepreneurship and innovation. When people – investors, scientists or founders – get together and build an innovative project outside the existing structures in a greenfield strategy, this is relevant to us.

You address the stakeholders, which include not only founders and employees of start-ups, but also investors ...
... and, of course, state and private promoters of the innovation scene: location promoters, organisers of competitions and large companies that set up incubators, for example. We see ourselves as an information hub for the entire ecosystem.

How is this diversity reflected in the daily reporting?
Some services on the Ticker – for example, the daily updated events – are addressed to all those in the ecosystem. We then create specific links between the stakeholders; for instance, with the database on regional and national entrepreneurial and innovation prizes. Each entry contains all relevant information on the jury, the amount of the prize and, of course, the relevant data on the start or end of the entry deadlines.

How do you involve investors?
Last year, for example, we published more than 150 announcements relating to financing rounds involving Swiss start-ups. This information is highly respected. It gives not only start-ups but also investors valuable information on the expectations related to future development of the markets.

You say markets: which sectors are particularly active in venture capital?
We identify a concentration in three areas: life sciences, high-tech and digitalisation. But we are not dealing with strictly separate worlds. On the contrary, I observe that these fields of technology are increasingly converging and mutually reinforcing. Many of the projects that we report add value from the linkage of biology, engineering and software. A detailed analysis of the financing activities is also published in the Swiss Venture Capital Report at the beginning of each year.

As the editor-in-chief of an online medium, you can see what occupies readers in real time. Can you also tell us where they come from?
Thanks to Google Analytics, we know, for example, that two thirds of our visitors are under the age of 34. We assume that these are mainly students, founders and potential start-up employees. What is also pleasing is the attention given to startupticker abroad: almost 40% of users come from Europe, North America and Asia. This gives it the function of an international shop window.

The Ticker carries no advertising. How is it financed?
The CTI is startupticker’s principal. Its contribution makes it possible to operate the platform on a daily basis, and added to this are funds from the Startupticker Foundation. It is financed by the support of more than 30 partners from all over Switzerland. Most have been supporting us for years; however, more are being added continually. The Startupticker Foundation finances expansion steps, such as the directories and the reporting of our Ticino correspondent.
SERVICES

Latest news daily
Everyone who wants to stay up to date makes a daily visit to the online hub startupticker.ch.

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

Award alert
Startupticker’s online smart awards list provides an overview of the dozens of prizes from which start-ups can really benefit. Startupticker readers can receive an email alert whenever news arrives or a deadline is approaching.

Directories
In addition to the awards list, we are constantly launching other offers. A job directory in collaboration with Cofoundme is already online, and a list of grants and loans, and investors will follow shortly. The individual entries are linked to our reports, so it is clear at a glance which investor has invested in which company and how often.

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

User publication of information
Start-ups and other players on the scene can enter their news, events and alerts into the editorial system. The editorial team controls the quality and activates the items. Links to the relevant websites for news and events can be found at www.startupticker.ch.

Content partnerships
We offer several ways to incorporate content from us; for example, feeds show the latest news on your website. Company-specific news can also be displayed if certain conditions are met.

SPECIALS

Startupticker Brunch
The Brunch takes place at the beginning of each year in Zürich and Lausanne. Supporters, business angels, coaches, tech scouts and, of course, young entrepreneurs meet to network.

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

Swiss Startup Day
More than 700 start-up founders, managers of venture funds, business angels, coaches, trainers and representatives of support organisations gather at Swiss Startup Day every autumn. Startupticker covers the event comprehensively with articles and background information, and the team itself is represented prominently with a booth at the event.

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

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Swiss Startup Factory

A conversation between Mike Baur and Max Meister

Mike Baur: Looking back over three years of experience with SSUF, is there anything that you would do differently if you were to go back and start again?

Max Meister: That is a difficult question. I think that we actually got a lot right the first time around. I would probably invest more time in investigating founders’ motivation to get a better picture of whether or not someone is capable of successfully building up a startup. This is something that we underestimated at the beginning.

Why did you decide to be a co-founder of SSUF?

Having spent years in consulting and subsequently being a startup founder myself, I felt the desire to go back to those kinds of activities. I am passionate about working with, coaching and advising founders. I am also convinced that there was a market gap for SSUF to fill.

What has been your biggest disappointment since starting SSUF?

The Swiss startup ecosystem is quite rigid. On the one hand that can be a strength. However, it can also be dangerous. Often having the best solution is not enough. It tends to be your network that is decisive. I think that this is one of the weaknesses of our ecosystem.

What do you view as SSUF’s biggest success?

We have been able to help some strong founders and exciting startups towards a breakthrough and have achieved a lot in relatively short time. SSUF is also well-known both in Switzerland and internationally. I just need to have a look at our startup applications to see that.

What is a typical day for the CEO of SSUF?

I try to spend a lot of time with our accelerator and portfolio startups. I meet with lots of young entrepreneurs and have meetings with our partners throughout the day. I try to take care of the startup analysis work during down time. In our job market research is very important which is why I spend two to three hours per day with our analysts discussing current cases.

How do you deal with the challenges of being a fully privately funded startup accelerator?

This can be quite difficult as we are unable to fall back onto deficit guarantees. Our founding partners all agreed to finance the first two years ourselves and did not draw any salaries over that period. We were successful in getting Swiss entrepreneurs to support the Swiss Startup Factory financially, which was obviously a big help. Defining an accelerators business is everything besides trivial. In the short term we cannot only live off of the sale of shares in startups, but need to deliver a balanced result as an accelerator. We were successful in doing this.

How did the accelerator program change from batch 1 to 3?

The program has become considerably slimmer. We have adopted the motto less is more. Startups are mostly interested in specialists who can offer tailored solutions. Standardisation does not offer all the solutions in the batch, as the startups often have different needs.

Something that has changed is the quantity and quality of applications. At the moment we are receiving over 2500 applications per year, more than half of which come from abroad. While the quality of the average case has not necessarily risen, the quality of the top 15% certainly has.
What is the competition like on the Swiss incubator and accelerator market?
It is fierce. Not necessarily in terms of the number of programs, but certainly in terms of the conditions. On paper, subsidised programmes which do not request equity and can even distribute financial contributions can seem very appealing to founders. There are quite a few of these programmes in Switzerland these days.

SSUF’s claim is ‘Where innovation meets execution’ – can you explain what this means?
You should be familiar with it, after all they are your words. In principle, this quote is a reference to the fact that we have a great amount of innovation in Switzerland, but lack the ability to implement it. Other countries – for example Israel or Sweden – are way ahead of us in this respect. This is why we have such a strong focus on the issue of execution and train founders in this area in particular.

What are the key parameters that you consider when evaluating a startup project?
Classic considerations: market, product, team. One of the most important things is to not be looking at the whole market, but rather at the maximal size of the accessible market. Lots of startups make this mistake. As a result, their actual market is much smaller than they assumed. When it comes to the product, differentiation and protection (IP) are important and when it comes to the team, we look for complementary skills and personalities, training and resilience – although I note that the latter is hard to test.

What kinds of differences do you see between a team of Swiss founders and foreign teams?
It depends on where the foreign team is from. There are some enormous differences between Switzerland and the US for example. Swiss people are very honest, are often too modest and are known for being quite defensive. Americans, on the other hand, come across as confident and successful long before they are anywhere near having a finished product. We call it “moon shooting”. Some sceptics might call it “faking it until you make it”. These differences become very apparent during pitches.

Where will SSUF be in three to five years?
I believe that the SSUF will be a fixture of the Swiss startup ecosystem. We will see some exciting startups come out of SSUF. We will also be able to rise to international prominence.

What is your takeaway message for a team of new founders?
Firstly: undertake a good analysis of the market before starting (side note: there are countless founders who definitely would not have started their business if they had carried out a good analysis beforehand). Secondly: dedicate the first five years to whipping your startup into shape. Thirdly: never stop!
Enabling funding with “CORNERSTONE startup value stack”

On below startup runway to lift off, “enabling funding” is the first TECHNOPARK Lucerne value proposition to address startups’ most important pain point “securing funding.”

“CORNERSTONE® startup value stack” is TECHNOPARK Lucerne’s proprietary productized service to enable startup funding, free for startup @ TECHNOPARK Lucerne. It is based on a blend of own experience with Customer development (Steve Blank, Stanford), Lean startup (Eric Ries, Harvard Business School), Pretotyping (Alberto Savoia, Google) and Disciplined entrepreneurship (Bill Aulet, MIT). It is well proven and it’s design is deliberately highly modular and visual to fit with engineering and science startups’ way of structured thinking.

If a startup builds its foundation from solid cornerstones, it can go on to become a financially successful company. Structured execution (disciplined entrepreneurship) matters more than the business idea itself. Below seven steps summarize this process (see the corresponding colours in the chart of the right page).

**Startup Value Stack** – a layer model of a company resp. startup similar to the OSI/ISO model. Bottom layers make functions available to the upper layer and deliberately hide complexity by using modularity. The very top layer is of course the financial layer.

1. **Customer value layer** (“luminous green CORNERSTONE”, because only the customer can give the green light for success): The main question is: “WHICH problems that are important to the customer (pain point) does the startup solve better than the competition (startup sweet spot)”. Focus on a BEACHHEAD market, which can be dominated (NICHE), is decisive.

2. **Value generation layer** (“blue CORNERSTONE” in the colour of the TPL startup): Key questions are “HOW does the startup create value and how can it capture value?”, “How does it reach customers?” and “What focusses it on considering the very limited resources (money, time) of a startup?” (Value
3. **Competition layer** (“red CORNERSTONE” because competitors can act as a red light to the success of startups): The aim is to service a large growing market that is structurally attractive (entry barriers) and in which the startup has a sustainable competitive advantage (IP, critical mass on IT platforms). That is the only way the startup can scale and capture a significant part of the created value (and thereby benefit its investors).

4. **Financial layer** (the colour of money): Financial success is the result of the CORNERSTONES put in place by the startup during the initial phase of the business. Free cash-flow and liquidity are first priority to survive. Base to the overall economics of the startup is the economics at the level of a single customer. To this, the key question is “Can you acquire customers at cost (COCA) that is substantially less than customer’s life time value (LTV)”? Too, the sales cycle has to be short to become cash-flow positive quickly enough.

Learning – de-risking / Lean startup (the startup learning process – represented as symoblic “L”) The startup’s bootstrapping begins with a small amount of capital and develops more capital by systematically reducing the risks in the right order, which results in added value.

5. **Value & risk management**: The feedback loop between the financial layer and the value generation layer shows that the startup can later finance itself using its own cash flow (once the business is up and running). Prior to that, external funding (FFF) must be injected in order to “get the startup engine into gear”. These limited resources need to be implement-ed according to very strict priorities. The startup is only allowed to do things that REDUCE RISK. In a startup context, everything else is “waste”, i.e. not lean. After all, the value of the startup only increases when the existing resources are used to reduce risk. This is a prerequisite for additional funding. Usually the biggest risks come from not knowing enough the customer problem, the customer context and the customer decision process.

6. **Test business hypotheses** (Customer Development, Lean Startup, Pretotyping): In order to reduce risks, all key business hypotheses must be tested. A startup is a collection of untested business hypotheses. It is an organisation LOOKING for a reproducible, scalable and profitable business model. To find it, the startup must: develop hypotheses for all parts of the business model, plan business experiments in the right order (according to risk reduction return on experiment cost) to test these hypotheses. Then if needs be adapt the business model BEFORE scaling. LEARNING is the most important factor for the progress of the start-up.

7. **A strong startup team** (grey CORNERSTONE): The first three CORNERSTONES form the basis for a good business case. However the necessary learning in modules 5 and 6 and the execution of a good business case depends on a strong team. Decisive are: Knowledge and experience in all the necessary areas and roles as well as go-getter team members who in-spite of strong personalities can work resp. learn together in a constructive way.

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Become the hero of your own adventure
We help bring your ideas to life
Creapole supports Swiss start-ups wanting to set up shop in the canton of Jura with specific coaching services, according to each customer’s needs and the 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

The preliminary services of Creapole 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.

Working in a network

Working alone does not guarantee the success of a project. Networking and communicating with other specialists is also a success factor. Therefore, we are able to provide our services thanks to the support of the partners in our network. We have teamed up 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.

By the way, Creapole is actively collaborating with BaselArea.swiss, the office for promoting innovation and inward investment for the northwest cantons of Basel-Stadt, Basel-Landschaft and Jura. Creapole also actively collaborates with the Swiss innovation Park BaselArea (SIP BaselArea). This collaboration is aimed at securing the implementation of its new building in the Canton of Jura, on the activity zone called “Innodel”.

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 closely with the Economic Promotion of the Republic and Canton of Jura.

For more information and in order to determine the eligibility of your project, please don’t hesitate to contact us.

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«The true product of an entrepreneur is not the solution, but a working business model. The real job of an entrepreneur is to systematically de-risk that business model over time.»

Ash Maurya, Author of Running Lean and Creator of Lean Canvas

You love designing and executing business models that work? Congratulations – we are delighted to witness your entrepreneurial spirit!

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IPO DAY

Alternative to finance growth
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Raising Funds through Convertible Loans

A few Do’s and Don’ts for Founders from a Startup Lawyer’s Perspective

Convertible loans have become an increasingly frequent alternative means of securing financings for startups. This doesn’t come as a surprise given that convertible loans offer some benefits over putting together a fully fledged straight equity financing round by way of a capital increase. However, there are some aspects that founders should pay attention to when negotiating convertible loans. Here’s a snapshot of do’s and don’ts.

What is a convertible loan?

In a nutshell, a convertible loan in the startup environment can be defined as a subordinated, unsecured loan granted by a lender (investor) to a startup that is typically interest-bearing and repayable by the end of the loan’s term but whose essence is that it mandatorily converts into shares of the startup upon the next qualified equity financing round rather than being repaid.

Why are convertible loans relevant?

The main feature that is perceived as a benefit by both founders and investors is that convertible loans do not require a valuation of the company. This can be beneficial especially in early phases when there is no proof of concept or no clear product/market fit. In addition, convertible loans are typically quite a bit less expensive in terms of lawyers’ fees than an equity financing round.

OK then, what should I keep in mind as a founder when raising funds through convertible loans?

Let’s take a closer look at some of the key characteristics of a convertible loan:

1. Interest-bearing: Most convertible loans are interest-bearing with an interest that is negotiable but that often is in the range of 3-8%. Interest payments are almost always accrued, i.e. interest is accrued until the conversion into shares (and then typically added to the principal amount) or until the maturity date of the loan.

2. Conversion: The essence of convertible loans in the startup environment is that they mandatorily convert into shares of the same category that are issued to new investors by the startup on the occasion of a next (qualified) equity financing round. This means that the lenders of convertible loans will get shares for their loans instead of getting repaid in cash. The conversion price is determined by reference to the share price agreed upon in the equity financing round. However, because investors want to see a higher risk premium than just a decent interest, a discount on the share price is often agreed, typically between 5% and 25%.

3. Loan and subordination: The financing through a (convertible) loan means that the startup incurs a financial indebtedness. For this reason, almost all startup-related convertible loans are subject to a subordination, meaning that the claims of the investors rank junior to the claims of all other unsubordinated creditors.

4. Tax and regulatory issues: The conversion of loans may trigger the Swiss stamp duty. Furthermore, interest rates may be subject to limitations if there are shareholders among the lenders. Founders should also be careful with valuations in the convertible loan agreements as they may serve as a benchmark for assessing the fair market value of the shares, especially for purposes of the wealth tax (Vermögenssteuer). Finally, it will be paramount to avoid that interest rates become subject to Swiss withholding tax or, even worse, that the startup qualifies as a bank both of which can happen if certain thresholds are exceeded in terms of numbers of lenders and amounts raised from non-banks under identical terms.

So having sound legal and tax advice from startup lawyers is important and can greatly help to reap the full benefits convertible loans offer to startups and investors alike.

Facts and Figures

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<td>Foundation</td>
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<tr>
<td>Mission Statement</td>
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Excellence in execution and teamwork – we know the needs of entrepreneurs.

Our experienced start-up desk advises start-ups in all stages of their development on any legal, tax and regulatory aspect and makes our industry experience, knowledge and expertise available through all phases from the sparking idea to the exit or IPO. We build on trust and rely on long-lasting relationships with start-up companies and their founders.

Walder Wyss is one of the leading Swiss law firms with a team of over 160 legal experts and offices in Zurich, Geneva, Basel, Berne, Lausanne and Lugano.

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Data Protection Essentials for Start-ups

Data protection – considering the constant juggling between financing rounds, developing a product and many other things founders have to face, this is probably not the main focus of start-ups. Nevertheless, start-ups should be aware that data protection and data privacy are fundamental rights protected by the Swiss Constitution and that non-compliance can be severely sanctioned. The following intends to give a brief overview of the do’s and don’ts when processing data and the recent developments in data protection law.

The provisions of the Swiss Federal Act on Data Protection (FADP) cover any processing of data, which is all information relating to an identified or identifiable person. There are special, stricter, provisions for the processing of particularly sensitive data, such as, inter alia, political or genetic data. In general, anyone who processes data in any manner has to observe the following principles:

• principle of good faith
• principle of proportionality
• principle of purpose limitation
• principle of transparency
• principle of data accuracy
• principle of data security
• principle of lawfulness

Start-ups are required to protect data by appropriate technical and organisational measures to prevent its access, use and processing by unauthorized persons. The transmission of data to foreign countries is only permissible, if several conditions are fulfilled.

It is considered a violation of privacy rights, (i) if data is processed in a manner that is not in line with the principles above, (ii) if the processing of data occurs against the express intent of the affected person or (iii) if particularly sensitive data is released to third parties without justification. Possible justifications may be the consent of the affected person or the presence of an overriding public or private interest.

To ensure compliance with the applicable EU legislation and to strengthen data protection in view of evolving technological and social circumstances, the FADP is currently being revised. The revised FADP (R-FADP) will be implemented in August 2018. It will, inter alia, include new reporting obligations for breaches in context of the processing of data, a duty to inform the affected persons about the collection of their data and, in case of an increased risk in view of the personality or fundamental rights of the affected person, a duty to conduct an impact assessment. Further, profiling without the express consent of the affected person will per se constitute a violation of privacy rights. Profiling is the evaluation of data to analyze significant personal traits or to predict developments, in particular in view of work performance, economic situation, health, privacy and mobility. This new provision may thus considerably affect the business operations of several start-ups.

The affected person may initiate a legal action for protection of privacy in case of a breach of the obligations set out in the FADP and the R-FADP. Further, both the FADP and the R-FADP contain extensive catalogues of punishable offences to ensure compliance with the applicable provisions. The R-FADP will provide for fines in the amount of up to CHF 500,000.

Start-ups are facing many challenges and responsibilities in context of the FADP and the R-FADP. The need to implement internal procedures for processing data already at the outset of a company’s life should not be underestimated. Our start-up desk would be pleased to work with you to develop the necessary steps to ensure compliance with the FADP and R-FADP.
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.

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Watson for cyber security is here

Watson for cyber security can draw security intelligence from millions of security blogs, online forums and white papers — so you can see threats unseen by other systems.

What it can do for your business
The volume of security incidents and available threat data far exceed the capacity of even the most skilled security professional. Enter Watson for Cyber Security. It augments a security analyst’s ability to identify and understand sophisticated threats, by tapping into unstructured data (ex. blogs, websites, research papers) and correlating it with local security offenses. IBM QRadar Advisor with Watson combines the cognitive capabilities of Watson and the industry leading QRadar Security Analytics Platform to uncover hidden threats and automate insights, revolutionizing the way security analysts work.

IBM QRadar Advisor with Watson:
Unlock the power of cognitive security to uncover new insights and rapidly respond to threats.

- **Intelligence**
  Interprets unstructured data - created for humans by humans - and correlates it with structured data to uncover new insights.

- **Speed**
  Connects obscure data points that others miss to accurately identify threats.

- **Accuracy**
  Correctly identify malicious activity with enriched threat investigation and real-time intelligence.

Key Features of IBM QRadar:

- **Gain local context leading to the incident:** When investigating an incident, QRadar Advisor first gathers greater context about that incident by mining local data available in QRadar.

- **Perform threat research and develop expertise:** Watson for Cyber Security taps its knowledge base of unstructured data and uses reasoning to discover additional insights and other threat entities related to the original incident.

- **Formulate a threat research strategy:** QRadar Advisor formulates a threat query to send to Watson for Cyber Security, to perform external knowledge and threat discovery on discrete observations from the incident.

- **Apply intelligence to understand threat:** QRadar Advisor then refines the information it receives from Watson, to zero in on the key insights relevant to the current incident. It validates the source of the offense and provides additional context to identify and understand the threat.

Gartner names QRadar top Security Intelligence Platform.
It’s not magic that made us #1. It’s continual innovation and Security Intelligence Leadership

Market leadership in security intelligence and analytics
IBM QRadar is used by thousands of organisations worldwide to detect and respond to cyber security attacks. QRadar transforms large amounts of raw security data into meaningful actionable insights by applying real-time correlation and anomaly detection across a distributed and scalable repository of security information. QRadar’s automation, integration and actionable intelligence helps it install faster, return results sooner, and cost less to operate than competitive solutions.

Now with the availability of IBM QRadar Advisor with Watson, IBM is leveraging cognitive to help security analysts confidently respond to threats at unprecedented speed and scale. When paired with the incident response capabilities of Resilient, this cognitive security operations and response platform can be used to accurately orchestrate and automate a threat response across the entire enterprise.

Free 30 day trial on:

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Facts and Figures

<table>
<thead>
<tr>
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SWISS STARTUP GUIDE 2017

venture.ch

Join >>venture>> 2018 Switzerland’s leading startup competition

>>venture>> a startup initiative since 1997
>>venture>> is an initiative of the ETH Zurich, McKinsey & Company Switzerland, Knecht Holding, the innovation promotion agency CTI, and École Polytechnique Fédérale de Lausanne (EPFL). The leading Swiss-wide startup competition supports you in founding a company. >>venture>> 2018 aims to get untapped innovation potential implemented by encouraging you to develop a business idea into a startup company. A number of renowned companies from Swiss industry and commerce sponsor the competition.

Valuable support and feedback from coaches and jurors
Experienced coaches support competition participants in the development of their business idea or 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>> support
>>venture>> 2018 offers a startup consulting package powered by McKinsey & Company, as well as total prize money of CHF 40’000 and additional CHF 10’000 for the audience award for the winners of the business idea competition. The winners of the business plan competition take home prize money of CHF 120’000 in total.
>>venture>> is for budding entrepreneurs in Switzerland who have innovative business ideas. As a participant you receive additional support in the form of various events, to widen your network and sharpen your business ideas. Participants may enter the competition as individuals or as a team.

The requirements: business idea and business plan competition
In order to participate in the business idea competition, you need to develop and submit a business idea in the form of an executive summary, which focuses on customer benefit and on the market as well as a 90 seconds video portrait of your project. The five best proposals will be awarded startup consulting package powered by McKinsey & Company, as well as total prize money of CHF 50’000. The best presentation will be awarded CHF 15’000 and the winner of the audience award (selected among the top 5 teams) will get an additional CHF 10’000.
If you wish to participate in the business plan competition, you need to prepare and submit your business plans. The total prize money is CHF 120’000; the best presentation will be awarded CHF 60’000.

Win more than prizes
In addition to the startup consulting and prize money for the winners, >>venture>> 2018 guarantees:
Know-how: >>venture>> 2018 provides access to experienced coaches who support you in the preparation of your business idea and your business plan.
Connections: >>venture>> 2018 offers you new and valuable contacts to other young entrepreneurs, to venture capitalists and to senior managers from business and research.
Recognition: the media will follow >>venture>> 2018 closely. Winning a prize will give your business idea and your future company valuable publicity.

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BaselArea.swiss, the office for the promotion of innovation and inward investment of the cantons of Basel-Stadt, Basel-Landschaft and Jura connects ideas, companies and entrepreneurs on all matters of technology, R&D and innovation. Its information platform, monthly innovation reports and more than 80 specialist events each year promote the exchange of ideas and knowledge sharing. BaselArea.swiss supports entrepreneurs, especially founders of start-ups and growing SMEs, predominantly concerned with technology and innovation in the fields of life sciences, medtech, information and communications technology, production technology, and micro, nano & materials with their projects. A varied seminar and workshop program complements the range of services.

Accelerating early stage healthcare ventures

In 2017, BaselArea.swiss initiated BaseLaunch, an accelerator for healthcare startups, which provides handpicked ventures with access to the Basel region’s life sciences ecosystem. As Christof Klöpper, CEO of BaselArea.swiss comments: “Our expertise in connecting innovators and supporting entrepreneurs enables BaseLaunch to be extremely focused on the requirements of healthcare startups while at the same time contributing to the excellent Swiss innovation landscape, particularly in the life sciences arena.” BaseLaunch has already garnered support from global biopharmaceutical companies to support transformational innovations that solve unmet medical needs. The program also collaborates with digitalswitzerland’s Kickstart Accelerator as its healthcare vertical. A selection committee, which includes experts from the healthcare industry and entrepreneurs from the region, reviews project applications.

How start-ups benefit from BaseLaunch

Over the course of 15 months, BaseLaunch offers handpicked ventures founder-friendly grants, insights, industry access and state-of-the-art infrastructure. In the three months of phase I, the BaseLaunch team as well as a number of experienced entrepreneurs and advisors work closely with the participants. In this first phase, up to CHF 10’000 are be available for each of the projects. Startups accepted for the second phase receive the opportunity to secure a one-year grant to generate data and reach business plan milestones in the labs at the Switzerland Innovation Park Basel Area. “What differentiates BaseLaunch from other accelerators is that we are industry focused, extremely entrepreneur-centric and that we build the program around the specific needs of each project. We do not take any equity, even though we support the start-ups with sums of up to CHF 250’000. The pharma and investor network in the Basel region is exceptional. Our healthcare partners, Pfizer, Johnson & Johnson Innovation, Novartis Venture Fund, and Roche provide top-level strategic guidance. This allows us to support entrepreneurs early on in the most relevant ways, which we believe maximizes the chances for them to build strong healthcare companies.” says Alethia de León, Managing Director of BaseLaunch.

For the first cycle, more than 100 projects from Switzerland and abroad competed for a place in the accelerator program. The submitted projects ranged from therapeutics and diagnostics to digital healthcare and medtech. Instead of 10 as originally planned, the selection committee chose 13 promising projects. Applications for the next program cycle will open in early 2018.

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Empa promotes start-ups and entrepreneurship through the business incubator glatec in Dübendorf and its involvement in Startfeld in St. Gallen

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?

mario.jenni@empa.ch
peter.frischknecht@empa.ch
Empa – Business Incubators

An Integral Part of Empa’s Knowledge and Technology Transfer

The Swiss Federal Laboratories for Materials Science and Technology (Empa) is an interdisciplinary research institute for materials science and technology development. It is one of six institutions of the ETH Domain and as such 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 to the market.

An important one are the business incubators on / close to Empa’s premises where Empa spin-offs and high-tech start-ups find ideal conditions through, among other things, intense collaboration with Empa scientists, coaching in all things related to entrepreneurship and administration, access to Empa’s high-tech infrastructure and professional networks and, last but not least, support in funding through (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.

glatec generates winners

Empa’s business incubator glatec is located on its main campus 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 spin-offs from Empa and Eawag, the aquatic research institute of the ETH Domain, glatec is targeting external start-ups that are expected to show a significant synergy with Empa’s R&D activities. Over the past years more than 20 start-up projects were successfully launched employing a total of more than 200 staff. A majority of them have already brought their first products to the market and won prestigious prizes (e.g. SEF Award, Swiss Technology Award, CTI Medtech Award, ZKB Pionierpreis, Venture, Venture-Kick, deVigier, Heuberger Prize).

Startfeld Innovation Center next to Empa in St. Gallen

Startfeld runs its fast growing innovation center right on Empa’s doorstep in St. Gallen. Technologically, the center focuses on combining the topics “Material meets Life” and “Precision meets ICT”, which generates major synergies with the high-tech competence clusters in the Lake Constance region. The new innovation center benefits from its proximity to Empa, the University of St. Gallen, St. Gallen University of Applied Sciences, and the cantonal hospital in St. Gallen. The corporate development of innovation projects is also supported, regardless of whether it be for start-ups or established companies. This is because innovation always means economic sustainability for the center, too.

Innovative processes are driven by curiosity and the center provides the necessary leeway for explorative thinking and experimental action. Examining different perspectives inspires and challenges, which is why the center encourages and urges networking among people and organizations, for instance by organizing regular events. It is primarily start-ups and exploration groups from established companies that are eligible as tenants – in other words, groups that are to be separated from daily business for a limited period to concentrate on finding new development possibilities for a technology or business field.

Facts and Figures

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Novartis Venture Fund

We foster innovation, drive significant patient benefit and generate superior returns by investing in innovative life science companies.

http://www.nvfund.com/
Where start-ups take off

The TECHNOPARK Winterthur provides an inspiring environment for innovative minds. Start-ups and spin-offs work with ZHAW research institutes, and with established companies under one roof. They exchange ideas and best practice and benefit from the direct contact they have with each other and with key players in the innovation system.

Infrastructure and services

Our offerings are tailored for start-ups and provide support in all phases: In our early-phase incubator “RUNWAY”, there is assistance for MVPs, business models and founding activities. In our coworking space “WORKERIA”, founders, freelancers and project teams benefit from an inspiring environment. For start-ups and spin-offs which are ready to take off, we offer flexible office and laboratory rooms with areas from 25 to 250 m². Several institutes of the ZHAW University of Applied Sciences also have their offices at our premises, and promote knowhow transfer. We also host a makerspace, operated by FABLAB Winterthur. Furthermore, service providers for supporting tasks are in-house, such as accounting, marketing and communication. A cafeteria, archive areas, parking, cleaning, communication infrastructure, copying equipment, etc. round off the offer.

Working under one roof promotes synergies. The local and global network of the Technopark Winterthur and the Technopark Alliance facilitate access to valuable contacts. Lectures, seminars and further education events ensure personal encounters, the exchange of experiences and provide a source of inspiration. New tenants can qualify for staggered discounts on the rental rates in the first three years.

Success stories

We enable growth
Companies which grew up with us and took off in 2016/2017 for even bigger success:
- IPG (ICT)
- Leplan (building technology)
- Solarville (cleantech)
- Winterthur Instruments (sensors)

We attract companies from far and wide
International:
- Qualist (TR)
- Thinkstep (DE)
- Troyer (IT)
- VST (JP)
- Wöhner (DE)

National:
- Ecocoach (SZ)
- Geo2X (VD)
- Swiss Bird Radar Solutions (BE)

We are proud of your success
Our tenants are winning awards or rank in best practice lists:
- Medyria (in the top 100 of the Swiss Venture Capital Report 2016)
- Winterthur Instruments, Thelkin, Helmedica (in the top 100 of Startup.ch 2015)
- LEDCity (Venture Kick award winner)

We get good grades and feedbacks
Our former tenants are great testimonials for our services and the majority would recommend us: Our NPS (Net promoter score) is at excellent +50. Two thirds of all former tenants rated us at a 9 or a 10 (top grade).

We want you
We have always been able to make space for truly entrepreneurial teams and start-ups with ambitious goals. Find out more at www.tpw.ch.

Facts and Figures

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THOMAS SCHUMANN

TECHNOPARK®
WINTERTHUR
AP Swiss and ESA BIC Switzerland are Swiss-wide programs for entrepreneurs with some space connection, offering comprehensive commercial and technical support to get the business off the ground.

BENEFITS

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Business & technical support
Become part of a great and inspiring community!
A Switzerland wide program

APPLY NOW
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WHERE START-UPS TAKE OFF
We help you turn your business idea into a successful company.

Our infrastructure and services
Runway, Workeria, offices, labs, bistro, networking, trainings, know-how transfer ...

Contact
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www.esabic.ch    www.ap-swiss.ch
How space technology improves our lives

The first era of space, ‘Space 1.0’, can be considered to be the early study of astronomy (and even astrology). The next era, ‘Space 2.0’, came about with spacefaring nations engaging in a space race that led to the moon landings. The third era, ‘Space 3.0’, with the conception of the International Space Station, showed space as the next frontier for cooperation and exploitation was understood and valued.

Currently we are in the advent of the Space 4.0 era, a time when space is evolving from being the preserve of the governments of a few spacefaring nations to a situation in which there is the increased number of diverse space actors around the world, including the emergence of private companies (including start-ups!), participation with academia, industry and citizens, digitalization and global interaction.

Space 4.0 is analogous to, and is intertwined with, Industry 4.0, which is considered as the unfolding fourth industrial revolution of manufacturing and services. This requires a sustainable space sector closely connected with the fabric of society and economy. Space is an incredibly hard environment to work in: weightless, airless and with daunting temperature extremes. The demand for systems that operate reliably for years on end, with no chance of repair, presents a perpetual challenge to scientists and engineers. Existing space infrastructure, including Earth observation satellites, telecommunication and navigation systems, possibly integrated with non-space technologies, offer additional opportunities. They can be exploited to develop new applications and services for a wide range of users, from tracking vehicles and containers, to supporting agriculture and forestry, to improving safety and outdoor experience.

To foster innovation and encourage entrepreneurship ESA together with SERI and ETH Zürich has established two sister-initiatives. ESA BIC Switzerland helps start-ups with financial, technical and business support to develop technology for both Space and Earth. AP Swiss focuses more on seasoned entrepreneurs, SMEs and corporates that want to explore applications powered by space technology.
20 Startups on the Way to Success
Advanon AG

Simple solution to cashflow management

The Zurich-based start-up Advanon is the leading platform for online billing in Switzerland and Germany.

Advanon is a fast-growing fintech start-up founded in 2015 in Zurich by three entrepreneurs – Phil Lojacono, Stijn Pieper und Philipp Kornmann – who met while working at Google. Advanon’s mission is to make financing for SMEs and start-ups fast and easy, in order that businesses can grow at their full potential. The two-sided platform connects investors and SMEs: SMEs can upload their outstanding accounts receivables and get liquidity within 24 hours, while investors can choose to finance them and profit from a high ROI.

In detail, it works like this: the business selects one or more invoices that it would like to have financed (preferably with a longer payment term) and submits it to Advanon with its financing proposal. As soon as an investor has been found, the required sum is transferred to the firm’s account, usually within 24 hours.

The advantages compared with traditional factoring are the short time period of only one to two days for approval, a simple and transparent price model, and a stable customer relationship as the accounting management is not passed on.

Advanon now has important strategic partnerships with several Swiss banks, including Hypothekarbank Lenzburg and Baselland- schaftliche Kantonalbank, and with Swisscom, the biggest tele- com provider in Switzerland. In Germany, a pilot has been running with Deutsche Bank since April 2017. After a very successful first year, Advanon closed its second financing round in January at CHF 3.5 million.

Advanon AG | Zurich, Berlin | founded in March 2015 | Financial services | Generated capital: Total equity funding CHF 3.9 million in two rounds; most recent funding CHF 3.5 million Series A on 10 January 2017 | Supported by: VI Partners, Eric Sarasin, Partners Group, b-to-v Partners, swisscom ventures, Stefan Heitmann, QDN Partners

www.advanon.com

Advertima AG

The experience management system

Approximately 86% of the information we receive every day is of no interest. Advertima wants to change this with the help of artificial intelligence.

Advertima wants to create an AI that understands people in their surroundings and delivers the perfect personalised experience to attract their attention, impart valuable information and make them happy.

In this days and age, people are used to dealing with the flood of irrelevant information they encounter every waking minute. To reach them, they need to be approached proactively with consistent and personalised interactions in the real world. If this is achieved, annoying advertisements can be replaced with positive experiences.

In early 2016, Advertima set out to achieve exactly that. Using the newest advances in computer vision and deep learning, the mission is to enable any device to read its surroundings. In a matter of milliseconds, features such as age, gender, stance and eye contact are analysed and the perfect reaction chosen. This reaction can be a personalised clip on a screen, the right music and light settings to create a specific mood, or complex interactions with interactive apps.

The fast growing team of 40 international experts from 25 different countries work together in the main office in St. Gallen and the satellite office in Berlin. Forthcoming projects include anonymised recognition and retargeting of people, and the AI-supported automation of experience creation based on emotional responses – all with the goal of closing the last real-world gap in the customer journey.

Advertima AG | St. Gallen | founded in 2016 | SaaS | Generated capital: CHF 4.8 million Series A | Supported by: Startfeld, Nvidia Inception, IBM Global Entrepreneur

www.advertima.com
BestMile

A Platform to empower the Future of Mobility

BestMile is a technology company commercialising the 1st cloud platform allowing for the intelligent operation of autonomous vehicle fleets.

BestMile’s innovative platform enables autonomous vehicles to work together as a fleet and allows mobility providers to deploy, operate and scale autonomous mobility services. Using cutting-edge algorithms, the platform seamlessly matches supply and demand, handles planning and scheduling, automated dispatching, real-time dynamic routing, ride-sharing and energy management.

Benefits of autonomous mobility don’t lie solely in autonomous vehicles, but mostly in what they can offer when they are operated & managed collectively in an integrated ecosystem. Vehicles need to be operated and optimised as a fleet, answering real-time demand or adhering to a schedule while adapting to networks disruptions. How efficiently autonomous mobility services are deployed and optimised is crucial and will directly impact the speed and level of adoption of autonomous vehicles worldwide. BestMile tackles successfully this challenge and, to this day, is providing the only platform for mobility services catering to autonomous vehicles specificities and full potential to enable deployment, operation and optimisation of autonomous mobility services and their integration in today’s transportation ecosystem.

BestMile is currently closing a funding round and the next step is to scale the team international and strengthen its technological lead. The company will exhibit at ITS World Congress in Montreal. Founded in 2014 by Raphael Gindrat (CEO) and Anne Mellano (VP of Operations EMEA), the scale-up has 3 offices in Lausanne, San Francisco and London. The team now counts 30 employees.


www.bestmile.com

Coat-X

World tightest implantable multilayer thin films

Coat-X has developed world tightest biocompatible multilayer coating to protect all kinds of devices against humidity & corrosion.

Coat-X, a Swiss company in La Chaux-de-Fonds, is a leading solution provider for critical impermeability issues. It provides an innovative encapsulation technology using ultrathin layers to protect electronics, sensors, or implantable devices against corrosion caused by harsh environmental conditions. The impermeability of the coating works also for aggressive liquids like solvents, acids or gases and can be applied in many industrial sectors like the watchmaking field, electronics, smart wearable devices, aerospace or automotive.

The protection of electronics, sensors, microsystems or implantable devices against physicochemical influences from the environment represents a major challenge. Coat-X has developed a technology using ultrathin multilayers unique worldwide for its excellent hermeticity & minimal volume while keeping costs at a competitive level. In addition to the packaging of conventional electronics, this technology allows the creation of ultra-flexible circuits.

Born during a collaboration project between the company Johnson & Johnson & the HE-Arc in Neuchâtel, the goal was to avoid the conventional metal or glass encapsulation by a thin film of several micro-meters in order to miniaturize active implants and thereby provide less invasive medical interventions. The potential of this technology was the motivator of the founders Andreas Hogg, Yanik Tardy & Eric Nagles to create the company. The next steps for award winning Coat-X will be the progressive increase of the production capacity and the finalization of the ISO 13485 certification for medical devices.

Coat-X SA | 2300 La Chaux-de-Fonds | founded 2016 | Micro Technology and Medical Devices | Generated Capital: several mio | Supported by Neode, CTI Startup, Finergence, He-Arc, Platinn | Prix Neode 2015, BCN 2016, IMD Startup Competition 2017

www.coat-x.com
Dicronis develops the first solution for lymphatic activity tracking

Dicronis is developing an elegant yet simple solution allowing millions of patients to diagnose earlier a complication of cancer therapies.

We strongly believe that patients who overcame cancer have undergone enough pain and suffering. Nevertheless, they might be subject to a side effect of cancer therapies thereafter, not fatal but chronic and progressive, called lymphedema. It is characterized by an accumulation of lymph in a limb due to the malfunctioning of the lymphatic system, responsible for the uptake of fluids from the peripheral tissues. This leads to skin infections, pain and both a physical and a psychological discomfort. Luckily, lymphedema is not an incurable disease: some treatments already exist. However, it has been widely shown that an early employment of these measures is crucial. Current available diagnostics are obsolete and rely on the disease’s symptomatic manifestation.

Dicronis is an ETH-based startup striving at helping patients diagnosing the disease at its earliest possible stage, when the fluids have not accumulated yet. Our patented technology comprises a microneedles patch for delivery of a fluorescent agent, and the monitoring of its disappearance rate from the skin via a wearable detector. Sharing the data with the treating physician will ensure the best monitoring. Owing to its ease-of-use and painless delivery, it is a home-based solution, carrying the advantage of a more frequent and cost-effective disease monitoring and therefore ensuring a better management.

Patrizia Marschalkova, CEO at Dicronis, has valid know-how on the technology, which she significantly contributed to develop. With his hands-on experience in the translation of a complex pharmaceutical formulation from the lab to clinic, Jovan Jancev is overtaking further R&D activities. Their strong scientific background is balanced by the business and management skills hold by Fabrizio Esposito and Attilio Baggerman.

ecoRobotix designs autonomous robots for agriculture. Its 1st development is a novel solar-powered robot for low herbicide precision weeding.

To support a growing population, the world needs to produce food smarter and in a more sustainable way. Using ecoRobotix autonomous robots in weeding leads to more than 30% costs reduction while using 95% less chemicals. Hundreds of farmers have already expressed an interest in buying their machine, in a potential market of millions of robots worldwide.

Modern agriculture heavily relies on chemical weeding, resulting in too high chemical residues in water, soils and crops. Although these levels represent a serious risk for human health and biodiversity, decreasing herbicide quantities result in inefficient weeding, and massive crop losses.

Enter ecoRobotix smart weeding robot. Instead of depositing herbicide everywhere, the startup’s robot detects the position of the weeds, recognizes the difference between weed and crop, and deposits a microdoses of herbicide only on the weeds. Since the machine is fully autonomous, thanks to onboard production of energy from solar panels, it can navigate by its own and scan an entire field. It is also inherently safe thanks to its low weight and speed. With its low acquisition cost, robust design easy to repair, ecoRobotix smart weeder enables soil preservation by strongly reducing herbicide usage.

Employing 12 people in Yverdon, ecoRobotix has successfully conducted tests with pilot project partners in Europe. The agtech company is focusing its efforts on the industrialization of the product and the beginning of sales on key European markets. It is also working towards the completion of its Series B to further boost its growth.

www.dicronis.com
www.ecrobotix.com
Fashwell

Image recognition solutions for fashion retailers and brands

With image analysis software, Fashwell finds the fashion items that users see on social media

Most fashionistas know it well: You see a piece of clothing and you have to have it – immediately. But what’s the brand? And where can you buy it? Fashwell’s image recognition software can help. It recognises clothes, shoes, accessories – and soon also furniture and design objects.

With the aid of deep learning algorithms for image analysis, Fashwell finds the exact match or a similar item and links to a shop where this new must-have item can be bought. Visual search acts like a personal shopper who can find the exact products you are looking for.

Customers want an online shopping experience that is comparable to in-store, so Fashwell offers personalisation solutions specifically for eCommerce retailers. The customer uploads an image or screenshot to the retailer’s app or website, the image is scanned and the products detected. The software then offers the same or a similar product. If you like something, you can put it into the shopping cart and buy it. The whole process happens within seconds.

Fashwell’s three founders, Matthias Dantone, Lukas Bossard and Michael Emmersberger, are particularly pleased, seeing that six months ago they won Zalando as a customer. Their software is now integrated in the Zalando app as a visual search tool. Today’s shoppers prefer a wide selection, personal advice and of course suggestions for a whole outfit. Visual search offers everything: a personalised shopping experience, product discovery as well as speedy and easy checkout.

And that is just the beginning of deep learning. In the future, this exciting and versatile technology will be used in social media, customer analysis and personalised advertising.


www.tech.fashwell.com

IDUN HealthTech

 Probably the best electrodes for body monitoring

IDUN HealthTech develops soft dry-stretchable electrodes for comfortable and continuous monitoring

Body monitoring is important for an overview of general health, but conventional electrodes have known disadvantages. The electrolyte gel can cause skin irritation and degraded signal quality. Professional athletes and those who play sports use ‘wearables’, but these are vulnerable to motion artifacts and do not work well under water.

The two founders of IDUN HealthTech, Séverine Chardonnens and Simon Bachmann, and their team wanted to change this and have developed flexible electrodes for ECG, EMG and EEG. The benefit of their dry-stretchable biopotential electrodes is comfortable, comprehensive monitoring in any environment. These innovative electrodes provide clinical signal quality, without electrolyte gel, based on a soft material and a unique surface structure. They follow every body movement, are suitable for long-term monitoring and sports activities, and are even water-resistant.

Users are no longer restricted in their freedom of movement and do not have to worry about the maintenance and hygiene of the electrodes. The electrodes are infinitely adjustable and can be used up to several months depending on the intensity of use, and are therefore extremely cost-effective.

The trend in medical surveillance is towards the all-in-one patch solution. The IDUN HealthTech electrode is suited to this growing market perfectly, as it can be integrated easily into existing modular monitoring systems.

IDUN HealthTech is in talks with companies in the sports performance monitoring sector, such as Polar and Suunto, to help them improve the quality of their wearables. The Zurich start-up is therefore well prepared for the future.

IDUN HealthTech AG | Zurich | founded in September 2017 | Health-monitoring electrodes for medicine and sport | Generated capital: CHF 150,000 | Supported by: Swiss Startup Factory, ETH Zürich, Redbull Mediahouse

www.idunhealthtch.com
**Lambda Health System**

**Swiss Haptic Robotics for Walk Rehabilitation**

Lambda Health System is a Swiss medtech company developing solutions to democratize advanced robotic assistance for the rehabilitation of the locomotor system. Lambda Health System fights stroke consequences. Every year in Europe, half a million more people are in need of rehabilitation. Manual mobilization is always the most efficient technique but the therapists are not able to repeat the movement enough times. Lambda is a medtech company with expertise in haptic robotics applied to rehabilitation of the walk. It brings to the hospitals a simple to use system able to learn and replicate a personalized movement applied by a therapist on the legs of patients. The company combines the expertise of the therapist with the strength and the precision of robotics in a simple manner. With the learning mode, the startup introduces an all-new way to interact with medical robots. The therapist can teach a movement to the device by applying it directly on the legs of the patient. The therapy becomes perfectly personalized for the patient. The startup is currently producing a pre-series robot to start product demonstrations at the end of 2017. The CE mark is the current challenge and the last step before sales. Lambda will also launch new clinical trials next year. To strengthen sales in Switzerland and accelerate the expansion in Europe, it is looking for CHF 1.6 Mio in Round A funding. Lambda Health System SA | Swiss Technopôle Y-Parc – Yverdon-les-Bains | founded in 2015 | Medtech | Generated Capital: Supports and awards: 1M, Seed round 750K | Supported by: CTI startup, Y-Parc, FIT, Canton de Vaud, Genilem, Venture Kick | www.lhs-sa.ch

**Lunaphore**

**A platform to revolutionize tissue diagnostics**

Lunaphore has developed a disruptive tumor analysis platform performing immunohistochemistry based on a microfluidic technology. Lunaphore, a medtech spin-off from the EPFL, has developed an innovative tissue diagnostic platform, primarily for analysis of tumors. The platform is based on a microfluidic chip that allows fine-tuning of such diagnostic assays, and increases their speed and accuracy. Called Microfluidic Tissue Processor (MTP), the startup’s technology has been developed at EPFL for more than 6 years. MTP increases the speed and accuracy of basic processes required to implement diagnostic assays on tissue samples like solid tumors. The 1st application is on searching signatures of certain proteins in tumor tissues. The procedure is known as immunohistochemical analysis. A set of clinical studies, conducted with 76 breast cancer patients, has showed that Lunaphore’s platform can perform such analysis within minutes when compared to hours for current standards, a speed allowing doctors to perform tumor analysis during surgery to prevent reoperation. Furthermore, the obtained diagnostic results are 90% more accurate than methods used in a state-of-the-art pathology laboratory. The company has already a few prototypes being tested in collaboration with key opinion leaders and players in the field. The tissue diagnostics market that Lunaphore is aiming at is worth a few billions and is growing fast. Market researches show that the increasing age in population and the high number of new biomarkers that are being discovered will generate an even larger market with a higher growth rate. Founded in 2014, the scale-up ranked this year among Switzerland’s 10 best ventures in the Top 100.

Lymphatica

Relieving the burden of chronic Lymphedema

Lymphatica Medtech SA is a spin-off company from EPFL & CHUV focusing on implantable medical technology solutions for lymphatic diseases.

Lymphatica has designed & developed a novel medical device for long-term treatment of chronic lymphedema, a highly disabling chronic disease, most frequently arising as a consequence of cancer treatment.

More than 100 million people are struggling worldwide with lymphedema, but no effective therapy exists. Lymphatica’s product, LymphoDrain, aims to be the 1st effective treatment by re-establishing lymphatic flow, therefore removing the source of all lymphedema issues. LymphoDrain consists in a subcutaneous implant composed of a micropump connected to a catheter that actively transports the accumulated fluid to the peritoneal cavity, continuously.

The startup has filed 2 patents to protect their technology, which is based on the combination of drainage catheters and an innovative implantable magnetic micropump, which does not contain any electronics or battery, but it is externally controlled by a wearable device. The implant is subcutaneous and as such it is of minimal or no discomfort for the patient, while involving a minimally invasive procedure for its implantation. The advantage over existing technologies is the definitive replacement of the lymphatic function. The patient will not need any additional treatment and will be able to forget about its disease: no more compression garments, physiotherapy, aesthetic disability, or social & psychological distress.

The founders, Marco Pisano & Valentina Triacca, are now working on the first-in-human implantation of the device, foreseen in July 2018. Moreover, they have opened their 1st round of investment necessary to meet the objective.

Mirrakoi

Revolutionary Augmented CAD for next generation digital design

Mirrakoi has invented augmented CAD, a powerful technology that simulates real-world physical contact during the 3D digital modeling process.

Mirrakoi has invented augmented CAD, a powerful technology for computer-aided design. The EPFL spin-off provides software that simulates real-world physical contact during the 3D digital modeling process. It enables unprecedented efficiency, precision & the acceleration of the interactive design process for CAD & computer-aided engineering (CAE). Several U.S. patents & a PCT application have been filed to protect the technology.

The demand for 3D digital models has never been higher. Today’s architects, manufacturers, and engineers use digital 3D representations to design, build and manufacture products. This has resulted in a rising need for 3D geometric software modeling kernels.

Currently, world-leading geometric software kernels impose strict limitations on how a user can interact with the 3D digital object - such as a surface or volume - during the modeling process. These inconveniences are primarily due to the limited mathematical models that existing commercially available kernels deploy. Complex CAD and CAE remain tedious and time-consuming tasks, requiring highly skilled and trained experts.

Mirrakoi provides software for augmented CAD and CAE. Its 3D geometric kernel offers unsurpassed interaction functionality with 3D digital objects during the shape modeling process. Its technology enables a superior modeling experience that results in reduced labor, time and challenges that are encountered in today’s CAD and CAE processes. Mirrakoi technology is the outcome of fundamental mathematical research established over a period equivalent to more than 10 man-years.


www.lymphatica.ch

www.mirrakoi.com
Nextep

Innovative liners to help amputees walk without pain

Nextep has developed a highly automated production system to provide lower-cost custom-made liners to help amputees walk without pain.

Currently only 10% of amputees in Switzerland have access to custom liners. The others use standardized form liners. As each stump is different, the use of standardized shape socks does not take into account the different sensitivities of the stump areas (bone, adipose, tendon, muscular, scars, etc.), turning walks often into painful experiences.

Custom-made liners help to prevent this problem. Unfortunately, their price is extremely high, more than the double of standard costs. This is mainly due to the manufacturing process, largely manual.

Nextep wishes to offer custom liners at prices comparable to current standardized ones. To achieve this, the startup has developed a highly automated production system consisting of a 3D scanner that acquires the shape of the stump and local stiffness of the tissue, a software to design the liner and commercial proprietary 3D printing machines to produce the silicone socks.

Nextep package creates value for several actors. Insurances can cover the prescription of systems of much better quality for their customers at similar or even lower cost, thus reducing overall public health costs. Prosthetists can provide the best solutions to their patients for a standard price, while seeing their profits flourish (estimated at 200% for profits related to liners). They also gain a significant competitive advantage over prosthetists who do not offer this solution. Last but not least, amputees benefit from a perfectly adapted liner, drastically increasing their comfort, their mobility on a daily basis, and thus their overall quality of life.

Optimeo Medical AG

Patient-specific pre-operative simulation

Optimeo is a software that simulates surgical eye procedures and can perform clinical trials virtually.

Almost half of the European population has defective sight – not only short-sightedness or far-sightedness, but also corneal curvature and degenerative symptoms such as cataracts. Today, cataract operations are a medical standard, but they are still a major challenge for the surgeon, since more and more patients request astigmatism treatment along with the cataract surgery, in order to get rid of their glasses.

In eye surgery, fractions of a millimetre are decisive in the success of a procedure and whether it provides an optimal result or irreparable damage.

With its software, the team of Optimeo Medical under Harald Studer has succeeded in simulating the physical intervention for each eye individually in advance. This allows an accurate assessment of how the real intervention will affect the patient’s eye. Patient-specific data is fed into the software and the operation is carried out virtually, on a clone of the patients individual eye – all important parameters can be optimised in such a way that the full vision can then be restored in the planned operation. The important features are intervention parameters, such as the optical zone of the surgical field, and the length and depth of the cut, as measured by personal patient data (e.g. age, dioptre, astigmatism, corneal properties). Currently, the focus is on corneal and cataract operations, but the team will extend its work to lens surgery and repair of zonal fibres, retina, and thus simulation of the entire eye.

The software structure is designed in such a way that it can be used for operation planning or installed as a simulation framework in laser and/or tomography devices.

The first version of the Optimeo software will soon be CE certified and will enter the European market this fall. The company expects their product to be FDA certified with a year.

www.nextep3d.ch

www.optimo-medical.com
Plair has developed award-winning Rapid-E, a new, easy way to count allergens – automatically, more rapidly and precisely than ever before.

Over 150 million EU citizens suffer from hay fever and asthma, which cost to healthcare up to CHF 50bn each year. The prevalence to pollen-induced respiratory allergy allergic reaction constantly increases. Estimated by the European Federation of Asthma and Allergy Associations (EFA), by 2025 more than 50% of all Europeans will suffer from allergy, with no age, social or geographical distinction.

Current allergen detection in the air (pollen & fungal spore) requires manual analysis under a microscope, which means data are only delivered in 2 to 8 days. For this reason, there are poor precision of pollen forecast, no true real-time alert for allergic patients, high risk of hospitalization for asthmatic patients inducing high medical costs.

Based on proprietary, patented laser-sensing technology from research and development at the University of Geneva, Rapid-E detects and counts numerous airborne particles simultaneously and rapidly – pollen, fungal spores, air pollution, and even bacteria. It offers revolutionary performance, high sensitivity, and a broad range of detection, opening many applications in environmental monitoring. Precise information provided by Plair can help cities more quickly determine and manage the sources of pollution through the monitoring of air quality, and even address environmental problems related to agriculture.

Plair has installed successfully multiple stations of Rapid-E connected detectors in Switzerland, but also in some other European countries. The next step for the startup will be to increase the number of deployed stations.

ProtonMail, and more recently ProtonVPN, are services provided by Proton Technologies AG, one of the fastest growing startups in Switzerland. ProtonMail is the world’s largest encrypted email service, with over 3 million users in 150 countries. ProtonMail takes a new approach towards data protection. Because of the end-to-end encryption it uses, Proton Technologies is the first cloud email provider who actually cannot read the emails of its customers, so customer can have both the cost savings and convenience of the cloud, while keeping their privacy. This also protects customer data in the event of a data breach, because hackers cannot steal from us data that we ourselves don’t have access to.

Employing today 40 people spread out in offices around the world, the company was created by a group of CERN scientists as a side project developed in their spare time. At the time, they wanted specifically to see if it was possible to add end-to-end encryption to email in a way that would be easy enough for anybody to use. Online privacy and security are increasingly important in the digital age. Continuing to develop new technologies for data protection represents a top priority for the company.

Email is just one of the many digital tools that individuals and businesses rely upon today. The team believes that ProtonMail’s philosophy of security and privacy in conjunction with usability can also be relevant across a much wider product portfolio. In the future, the company can imagine moving into chat, file storage, file sharing, and other online business productivity tools.

Plair SA | Geneva | founded in 2014 | Engineering, Environmental monitoring | Generated Capital: n/a | Supported by: Fongit, CTI Startup, Venture Kick, Platinn, IMD

Proton Technologies AG | Geneva, Switzerland | founded in 2014 | Information Technology | Supported by CTI Startup & FONGIT

www.plair.ch

https://protonmail.com
**SmartRidr**

The first child car seat to fit into a pocket

The SmartRidr pocket-sized compact and portable child’s car seat also meets the highest safety requirements.

Our changing mobility behaviour presents us with new challenges. Every family with small children knows the problem of travel: you already have tons of luggage to carry and then there is the bulky child car seat. Or just think of car sharing or car rental: the large child seat permanently installed in your own car is much too bulky for the new mobility.

The SmartRidr team, with the two founders Andy Macaluso and Daniel Schläpfer and together with specialists from the field of accident research and biomechanics, has developed a safe addition to the conventional child car seat. It has to be as simple, small and safe as possible – with of course safety at the top of the list.

Its solution for the road can be folded up and stored in a cover the size of a spectacle case, so it will fit perfectly into any small space. Tests have shown that the SmartRidr pocket fulfils all required safety and child protection standards.

The start-up, which was founded in Boppelsen (canton Zurich) at the beginning of 2017, began its first seed financing in the summer and has already agreed several strategic partnerships, including with one of the leading child seat manufacturers. Now preparations can be made for further product development and market entry.

**Vigilitech**

Contact-independent monitoring system for small animals

Vigilitech has revolutionised animal monitoring of vital signs with a wireless system.

Cutting-edge medicine is increasingly in demand not only for humans but also for animals. However, the preconditions for this are often particularly difficult in small animals, not only due to their small size but also their dense fur coat. Marc Zünd, neuroscientist and CEO of Vigilitech, wanted to use his interdisciplinary team to explore new ways of monitoring vital functions. They have developed an ingenious system to monitor small animals in research or during surgical procedures.

The core innovation consists of a new technology that is able to determine physiological vital parameters, such as cardiac and respiratory frequencies. It is completely contactless and position-independent; the animal is simply placed on a pad equipped with sensors. A specially developed app enables the data to be sent via Bluetooth to a smartphone, tablet or a computer. All values obtained can be synchronised, analysed, and shared with others via the Vigilitech cloud. Vigilitech handles the complete data management, analysis and hosting.

Originally, the development was designed for research in order to use the information obtained quickly, easily and securely. The tests with small animals have been so promising that interest now extends beyond the application with animals.

The team can easily foresee applications in the clinic or practice to monitor the vital signs of patients, but they also see great potential for the new technology in everyday life and leisure activities. Thus, it is not surprising that Zünd says: “Our vision is to develop simple and safe monitoring devices for human application based on our experience.”

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**SmartRidr AG | Boppelsen, ZH | founded in 2017 | Interdisciplinary, smart mobility | Generated capital: seed round closed | Supported by: Economic Promotion AR**

**Vigilitech AG | Heiden, AR | founded in October 2016 | life sciences, biotech, ICT | Generated capital: prize money and grants, CHF170,000 | Supported by: Venturekick, Startfeld, CTI & Transferkolleg, Volkswirtschaftsstiftung, Wirtschaftsförderung AR**
WEAVR

Virtual reality solution for real estate, business and leisure

With WEAVR you can immerse yourself in virtual reality whenever you wish. Whether business or leisure, the possibilities are almost endless.

Virtual reality is becoming increasingly important in today’s world and can help many people to visualise things more easily. The real estate market is such an example: the customer would like to see as much detail as possible, the time of the agent is limited and one can not always be on site in person. The Zurich startup WEAVR has a solution for this. A platform where real estate agents can offer virtual tours that make the prospective buyer feel as though they are really there. The client is connected to the provider by means of a headset while they walk through the property and can communicate with them as if they were in the same room.

But not only the business world can benefit from virtual reality; other categories include travel, nature, events. If you like to travel, you can get inspiration in advance or experience nature at home. If you are planning an event, you can check the location and its possibilities virtually beforehand.

It could not be simpler: download the app, put the headset on and watch the story created by the community – or, of course, invent your own world.

People have always invented stories, recorded memories and shared experiences. Today, it has reached a new dimension with WEAVR and virtual reality. CEO and founder Miguel Rodriguez and his team can be proud of it.

WEAVR AG | Zürich | founded in: January 2017 | Virtual reality solutions for business | Generated capital: CHF 150,000 | Supported by: Goldbach Group, Microsoft Azure, datalog.ai, bitforge, Swiss Startup Factory

Wingtra AG

A professional drone for surveying and research

Zurich start-up Wingtra offers a professional drone with a wide range and high user-friendliness for aerial data surveying.

The supply of drones has become huge and confusing. In the meantime, the Wingtra team, which has grown to 30 employees around the three founders, Basil Weibel, Elias Kleimann and Maximilian Boosfeld, sets new standards for flying robots and has developed a highly professional drone for use in land surveying, research and conservation. In contrast to conventional drones, WingtraOne is a combination of aircraft and helicopter in its flight behaviour. It can take off and land vertically just like an helicopter, but fly just as efficiently as a plane. With a flight time of almost an hour, it can stay air-borne three times longer than standard drones.

Another plus is the good user-friendliness: flight training or previous knowledge is not required. With its navigation software WingtraPilot, the preparation for deployment amounts to only five minutes. At the push of a button, the drone then completes its flight from start to landing autonomously.

A weight-saving design ensures high load carrying capacity, which means that the best cameras can be installed for optimum picture quality. And it also scores points in security: thanks to laser sensors, the drone always sets down in a vertical precision landing, thus eliminating the possibility of a crash landing.

That Wingtra is on the right track with this concept is demonstrated by the fact that the first sales partners were acquired in the US and China shortly after launch of the drone. Further countries will follow soon.

Wingtra AG | Zürich | founded in 2014 | Unmanned aerial robots | Generated capital: Seed CHF3.1 million (Wyss Zürich, Gerbert Rüf Stiftung, private investors) and current undisclosed financing round | Supported by: Wyss Zürich

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