CTI Invest

The Leading Financing Platform for High Tech Companies in Switzerland

Deals
Events
Trainings

Biotech
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Cleantech
Communication Technology
Early Stage
High-Tech
Information Technology
Later Stage
Lifescience
Microtechnology
Nanotechnology
Ramp-up
Venture Capital
Internet
Medtechnology
Industrial Partners
Seed Stage

www.cti-invest.ch
Dear Readers

As stated last year, statistical evidence exists that CTI Invest is critical in helping Swiss high-tech start-ups find investors. This summer the evaluation report on CTI Invest initiated by the CTI (Commission for Technology and Innovation) reached the conclusion that “CTI Invest is a key actor in the start-up ecosystem”! Great news for us, but let us share with you some of our innovations in 2015.

Starting this autumn, CTI Invest is offering investor members and start-ups a permanent Deal Flow through the introduction of the online Deal Flow Platform from DealMarket. Of course, we will keep our Swiss Venture Day format, offering live pitching events in Zurich, Lausanne and, for the first time, Lugano (December 2015).

Alongside the renaming of our most important event – from CEO Day to Swiss Startup Day – we also introduced the real Elevator Pitch. On 3 October, 40 start-ups rode the elevator for one minute to Clouds restaurant in the Prime Tower in Zurich, to compete in front of investors for a slot in the Pitching Battle at Swiss Start-up Day on 21 October 2015 in the Stade de Suisse.

The App for the event, provided by Zühlke, is enhanced by the innovative p2p technology of Uepaa, which makes networking even more productive.

Besides the well-known Angeldays for investors, with the focus on Lean Innovation, we also invited Ash Maurya, author of Running Lean, to the first Lean Day for start-ups and investors in Bern on 20 October 2015. The number of available seats was limited to 100 in order to make the break-out sessions productive for all participants. On 11 November 2015 the first Lean Game will be hosted at the Swiss Start Up Factory in Zurich with Tore Rasmussen, the co-inventor of Playing Lean.

In addition, CTI Invest is now offering its own coaching and workshops for start-ups, Best Practices, with a dedicated website (www.bestpractices.ch).

This autumn CTI Invest will start a close collaboration with Swiss Start Up Factory in Zurich, one of the very few private, independent accelerators in Switzerland.

Furthermore, CTI Invest is joining the new KICK Foundation initiative as a partner, responsible for its match-making efforts. CTI Invest will also support DigitalZurich2025 in the future.

To close, we decided to publish the 7th Edition of the Swiss Venture Guide 2015 in a light version, focusing on cover stories and start-up profiles (print and online).

The Board and Management of CTI Invest would like to thank all our investor members, partners and sponsors for their support in 2015.

Dr. Christian Wenger
Chairman

Jean-Pierre Vuilleumier
Managing Director

Dr. Christian Wenger
Managing Director CTI Invest

Jean-Pierre Vuilleumier
Chairman CTI Invest

JEAN-PIERRE VUILLEUMIER Managing Director CTI Invest

DR. CHRISTIAN WENGER Chairman CTI Invest
FROM SCIENCE
to market

As the federal Innovation Promotion Agency CTI we promote your market-oriented R&D projects, coach you in your start-up process and promote knowledge and technology transfer of any kind. Because we want scientific cleverness to be rewarded with economic success.

Meet us on www.kti.admin.ch
Dear Reader

This is already the 7th edition of the Swiss Venture Guide and again available as hardcopy but also online, www.swissventureguide.ch or www.swiss-venture-guide.ch.

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

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

In the Swiss Venture Guide 2015 edition you will find again
- interesting Cover Stories
- 10 Start-up Companies we believe are on the way to success and
- an overview regarding Start-up Competitions.

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

Jean-Pierre Vuilleumier
The platform for daily news on young companies, awards, competitions, support, events and training.
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Kick Foundation – Shaping the Future

Kicking starts, accelerating processes, exploiting potential

Behind the newly established Kick Foundation is a consortium of noted private and public partners. With an integrated program that connects and enhances existing initiatives, it plays a key role in strengthening Switzerland’s locational edge by expanding the talent pool, creating visibility, cross-linking communities and thereby catalyzing innovation.

Both the European Commission’s Union Scoreboard and the Global Competitiveness Index shows that Switzerland is still at the forefront of research and innovation. Numerous successful startup and innovation initiatives are a factor behind this market success. There is, however, an unmistakable gap in the coordination and cross-linking of these initiatives; missing interfaces mean lost time. Not one single network to date has reached critical mass. This is where the newly established Kick Foundation comes in: Comprising five successful or promising national initiatives, its Kick Program guarantees – through networking – optimum links and interfaces in order to accelerate the innovation process. At the core of the program is the Venture Kick Initiative, which was launched in 2007 and boasts an impressive track record.

The newly opened Impact Hub Zurich is to be a home for the Swiss innovation community as well as a meeting point and workplace for Kick startups. The Venture Kick community is scheduled to move in already in October.

Besides the Impact Hub and Venture Kick, the Kick Program includes three further initiatives, one of which is the KickStart Accelerator, a cooperative venture with DigitalZurich2025, a new initiative with great potential. The internationally focused summer camp will, for the first time, bring promising business ideas to Switzerland and so sustainably expand the country’s pool of talents and commercial visions. With CTI Invest and Startupticker the Kick Program has another two national initiatives with a proven track record on board. The chart on the next page gives an overview of the Kick program.
KICK PROGRAM

Venture Kick – Incoporation – Market Entry
A structured, three-step business development process plus risk capital leads to the creation of high-impact startups in 9 months:
- We double the number of startups
- We cut time-to-market by half
- We increase the attractiveness of startups for investors
We turn your business idea into a successful venture.

Impact Hub – Network – Community Home
The do tank and co-working space for the Swiss innovation ecosystem:
- Exchange, collaboration and open innovation
- Startups, investors, mentors, entrepreneurs, corporates
- Community Clusters (Digital Kick, Fintech Kick, Creative Kick, Hightech Kick)
The ecosystem’s center of gravity with an international reputation.

KickStart Accelerator – Idea Generator – Gateway
The 4-month summer camp exploits untapped business potential:
- Entrepreneurs from abroad
- Young people from all educational backgrounds
- Entrepreneurs from corporates
The gateway for entrepreneurs to start their business idea in Switzerland.

CTI Invest – Matchmaking – Finance
The leading financing platform for innovative startups in Switzerland:
- Matchmaking: Swiss Venture Days
- Networking: Swiss Startup Day, innovation roundtable, investor lunch
- Educational events: Angel day for investors, lean day for startups
We matchmake and network startups, investors and industrial partners.

Startupticker – Promotion – Showcase
The independent Swiss innovation news channel:
- Daily News: Company results, innovation launches, growth, financing, exits, support, events and award tenders
- Weekly newsletter
- Annual Swiss Venture Capital Report
A showcase of the vibrant Swiss innovation ecosystem.
Swiss Startup Day

CEO Day 2014: an ongoing success

After the welcome by chairman Christian Wenger and introduction by Jean-Pierre Vuilleumier, new investors went straight on to the stage. In contrast to previous years, venture capitalists and business angels had the opportunity in the morning to present themselves and their view of things through the format Investors on Stage.

Subsequently, 30 start-ups from the ICT, bio-, med-, micro-, nano- and cleantech sectors came together in the Pitching Battle. CEOs had a maximum of three minutes in which to make their presentations and thus attempt to qualify for the final in the late afternoon.

Those interested in the workshops, which were running in parallel, could visit one of the six Best Practices on offer: Exit, Due

CEO Day 2014: The success story continues – more than 600 participants

It all started in 2004 with just 150 participants, and last year we experienced a record-breaking attendance of more than 600 – despite the fact that for the first time participants had to make a contribution to costs. Luckily, concerns that this might deter start-ups, investors, supporters and guests were unfounded. Rather, the impression was that it motivated participants and intensified their enjoyment of the day.

CEO Day took its first steps on Facebook and Twitter, and the new app, developed by Zühlke Engineering, facilitated visitor networking and for the first time allowed the winner to be chosen via a public vote.

Dr. Christian Wenger, Chairman of CTI Invest during his welcome address

CEO Day App by Zühlke

More than 600 participants at the 11th edition

Investors on Stage, here Dr. Berthold von Freyberg, Target Partners
Pitching Battle: On two stages 30 Start-ups presented to the investors, here Raphael from Unono

Diligence, Business Modelling for Start-ups, Winning in Sales, Termsheet for Beginners and Incentive Plans.

After the well-deserved lunch with intensive networking, two CEOs – Jan Lichtenberg (InSphero) and Jean-Marc Wismer (KB Medical, co-founder of Sensimed) – gave an insight into their start-up experiences.

With 75 tables and 680 individual meetings, the 1to1 Meetings equalled the record of 2013 – not only a logistical challenge with so many encounters in a short space of time, but also tremendous fun. As with speed dating, participants rotate every 15 minutes: a gong signals the end of the round and they then find their next table. To avoid confusion, participant had fixed their personal dates, with timetable and table numbers, in advance. This service enables potential industry partners, supporters, investors and start-ups to meet in an initial information stage with the possibility of in-depth discussions at a later date.

Those who wanted to network without time pressure and in peace could visit the booths of partners, sponsors and young entrepreneurs in the foyer of the hall.

The crowning glory of CEO Day was the evening apero riche with music from local Bern jazz band Take This. However, the final of the Pitching Battle took place first. Cutiss deservedly won and received a surprise iPhone 6 Plus. This very young start-up gives hope to millions of burn victims through its cultivation of human skin in the laboratory. The two start-ups in second and third place, Hoosh and Versantis respectively, are both already well known in the investment community.

Traditionally, all participants are offered a hard copy of the 6th edition of the Swiss Venture Guide (also available online).

The most striking change for 2015 is the name change from CEO Day to Swiss Startup Day. “We wanted to make it clear that this is explicitly an event for the young entrepreneur scene. The name CEO Day was simply too general,” notes CTI Invest Managing Director Jean-Pierre Vuilleumier.

The app provided by Zühlke has been improved with a P2P function from Uepaa. This feature enables potential partners to search and find each other over a distance of about 30 metres. No more guesswork is needed; the smartphone displays the position and image of the person instantly.

All Winners of the Pitching Battle 2014, Daniela from Cutiss second from left
Arbeitsrecht
Bankenrecht
Compliance
Energierecht
Erbrecht & Nachlassplanung
Finanzierungen
Gesellschafts- & Handelsrecht
Immaterialgüterrecht
Immobilien
Kapitalmarkt & Börsenrecht
Kollektive Kapitalanlagen
Medienrecht
Mergers & Acquisitions
Notariat
Payments Clearing & Settlement
Pharmarecht & Gesundheitsrecht
Prozessführung & Schiedsgerichtsbarkeit
Restrukturierung & Insolvenz
Steuerrecht
Technologierecht (IT)
Venture Capital & Private Equity
Wettbewerbsrecht
Wirtschaftsstrafrecht

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«Private-Equity- und Venture-Capital-Investoren sind bei uns in guten Händen.»
Lean Day & Lean Game

Lean Innovation: Lean Day & Lean Game

Lean Day

CTI Invest is happy to welcome Ash Maurya in Berne on October 20th 2015 to run the Lean Day. Pragmatic solutions is supporting the workshop of Ash as co-trainers during the Break-out Sessions. Ash Maurya and pragmatic solutions started to collaborate in early 2015 and several team members joined Ash’s “train the trainer” mentor program. Ash Maurya is the author of the bestseller Running Lean and has been an entrepreneur for more than a decade, and throughout that time has been in search of a better, faster way for building successful products.

Read below an excerpt from a recent interview by Ash Maurya:

Question: Tracing back, what do you think is the most prevalent mistake that founders make early on in the game?

Ash Maurya: The number one cause for big-bang failures like this is what I call the innovator’s bias. When entrepreneurs get hit by an idea, they either race to build out their solution or raise money. Both of these are time consuming activities and also backwards. They are backwards because while entrepreneurs place a disproportionate amount of emphasis on the solution (the bias), this is NOT what either investors or customers really care about. The big epiphany shared in my first book, Running Lean, is that the solution is only part of the true product of a startup. The true product is a working business model. It then goes on to show how you can almost always test the business model without having to build anything.

Question: For startups who are close to that make-or-break point, what advice would you give on how they can focus their attention on learning from the mistakes and understanding what has gone wrong and why, rather than just pivoting in another direction to have the same outcome?

Ash Maurya: A pivot not grounded in learning is a disguised “see what sticks” strategy and never an optimal strategy. Many discoveries in both science and business were accidental: Penicillin, x-rays, microwave, Google’s business model, etc. The key isn’t running away from failed experiments but doing what all these people did - which is ask the question: “why”. The flat portion of the hockey-stick curve is not flat because the founders were lazy or not working hard enough, but rather that you have to go through lots of stuff that doesn’t work before you find a break-through business model.

Question: Where do you see waste taking place within startups?

Ash Maurya: The problem in startups isn’t as much seeing waste because waste is everywhere. We often have a hundred things we can optimize at any given point in time. The real key is prioritizing this waste and focusing on the few key activities that stand to drive the biggest impact. At the early stages, the biggest risks lie within your customer and problem assumptions.

Lean Game

CTI Invest together with pragmatic solutions also teamed up with the Swiss Startup Factory to organize the first Lean Game event in November 11th 2015 in Zurich. Tore Rasmussen, a co-inventor of Playing Lean, will be one of the main game masters. Playing Lean is a new board game designed to facilitate teaching and learning the concepts and mechanics of the Lean Startup methodology. In addition to being an educational board game for change makers who need to teach others about the Lean Startup methodology, Playing Lean uses classic game mechanics to ignite the competitive spirit.

MORE INFO HERE:
www.leanstack.com
www.pragmatic-solutions.ch
www.swissstartupfactory.com
Four years ago, we sat down at Swisscom and analyzed how we could engage more intensively with Swiss startups and if we could contribute to a startup-friendly environment in Switzerland. Despite the existence of an elaborate support ecosystem with programs like Venturekick and CTI coaching we identified some pain points, such as access to early stage capital from professional investors (outside of life sciences or medtech) and ways to connect with innovation hubs outside of Switzerland. This resulted in startups often struggling to find a bigger investment round as it requires significant funds and a more professional approach to investing than is typically found in angels. In addition, they found it hard to build relations in Silicon Valley if this was required to further develop their business.

We realized that we could leverage specific Swisscom assets to make a small contribute to the Swiss innovation ecosystem:

1. Create the Swisscom StartUp Challenge: In this startup competition, we offer the five winners a tailored one-week trip to Silicon Valley, leveraging our long standing relations with Silicon Valley investors, big corporates, technology companies, startups and universities.

2. Initiate an additional venture fund that is dedicated exclusively to Swiss innovation, our Swiss Early Stage fund. Thus, we aim to help a little towards bridging the funding gap in the seed funding phase.

What is unique about our prize (= Silicon Valley trip)?

After selecting the five winners out of 150 applications, we put much care and effort into curating a week-long program in Silicon Valley:

- **Group program:** Lectures from thought leaders and industry experts, visit to an incubator and pitching in front of VCs. This provides the winners with exclusive exposure and an opportunity to challenge their business model.

- **5 individual roadshows:** We analyze each company’s needs and set up a bespoke meeting schedule to generating value and tangible results. This may be through meeting investors or finding strategic partners – or even evaluating how to transition the business to the U.S.

- **In parallel,** the startups benefit from strong media presence in their Swiss home market and can build relations with Swisscom management.

How are we doing in the Swiss Early Stage fund?

Three years ago, we decided to start a fund dedicated to Swiss innovation with the purpose to encourage the emergence of Swiss technology leaders leveraging the country’s innovation centers.

We provide funding for Swiss startups in the seed or series A stage. We prefer to start with small entry tickets below CHF 1 million and follow with additional investments up to CHF 5 million in line with the company’s progress. Our Swiss Early Stage fund covers a wide range of areas, from digital media to cleantech, with the exception of biotech. After having sold Lemoptix to Intel, we manage 14 active investments in companies such as Adello and Sophia Genetics who have shown that there are attractive high growth companies coming out of Switzerland.

Ideally, we have been aiming for combining our two programs by investing in the startups that won our competition. This was the case with last year’s winner Geosatis and finalist Actlight – and we hope to be able to invest into one or two of the winners of this year’s StartUp Challenge.

Conclusion: The power of external innovation

We are convinced that the full value comes out of the potential for collaboration with innovative startups and their potential for disruption. We have built a Swisscom internal network of innovators who want to collaborate with startups to innovate their business. These innovators evaluated all 150 applications with respect to their innovative potential for Swisscom: Could a collaboration with this startup make our offering more compelling, support growth initiatives or make us more efficient? For Swisscom, working with startups successfully is our key driver to stay relevant in the future.
About Swisscom Ventures

Swisscom Ventures is the venture capital arm of Swisscom. Since 2007, Swisscom Ventures has invested in over 35 IT, digital media and telecommunication companies with its main focus on Silicon Valley and Switzerland. With its strong ties to peers in Silicon Valley and its Early Stage Fund investment vehicle, Swisscom Ventures plays a key role in driving momentum for the Swisscom Startup Challenge. As strategic investor, Swisscom Ventures offers to entrepreneurs access to technical infrastructure and market channels of Swisscom in addition to financial support.

Why did you apply for the Swisscom StartUp Challenge?
Kaspar Helfrich (Archiloggic): The Swisscom StartUp Challenge is a great opportunity to meet visionary founders and profit from the deep insights of the excellent jury.

Yosef Akhtman (Gamaya): We would like to explore the striving ecosystem of Silicon Valley for the chance of getting inspired and finding strategic partners across multiple domains of our activities including sensors, nano-satellites, unmanned aircrafts, AgTech, Big Data, as well as financing.

Lea von Bidder (Ava): We plan to prepare our official launch in the U.S. This includes meetings with key opinion leaders as well as providers such as logistics partners. Furthermore, we plan to initialize our activities to gain regulatory approval and find out which is the best way to set up our customer service.

What are your concrete objectives for the week in the valley?

Simon Heinzle (Crowd): Research, research, research! Identify possible mentors, find a way to get an introduction, and optimize our pitch to their individual story.

Vitus Ammann (Monetas): Work on our pitch. It can always be shorter!

What do your preparations for the week look like?

Simon Heinzle (Crowd): Research, research, research! Identify possible mentors, find a way to get an introduction, and optimize our pitch to their individual story.

Vitus Ammann (Monetas): Work on our pitch. It can always be shorter!
Enjoy your flight at a high altitude!

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

swisscom.ch/startup
IBM Cloud Program boosts young, emerging tech startups

According to more than 300 global venture capitalists, private equity and growth equity investors this year, they’ve largely been investing in tech companies, especially cloud and mobile (source: 2014 Global Venture Capital Confidence Survey). As these areas continue to heat up, IBM is committing to providing startups with the tools they need to build and capitalize on the next generation of apps for the cloud.

“The IBM Global Entrepreneur Program for Cloud Startups provides a comprehensive and strong network of resources to drive collaborative cloud innovation,” said Promod Haque, Senior Managing Partner, Norwest Venture Partners. “By enabling access to IBM’s broad and fast-growing enterprise cloud portfolio and 3rd-party cloud services built around open APIs, startups can now more easily build and monetize their solutions. More importantly, by providing a global path to the enterprise, this program can help accelerate the rate at which cloud startups can get to market and scale.”

Through the global program, qualifying startups will receive up to $120,000 worth of credits to put towards IBM Cloud usage, giving them the instant infrastructure needed to quickly launch their businesses and focus resources on coding, building, scaling and bringing innovations to market. The program will also offer startups invaluable and in-depth connections into IBM’s enterprise client base, many of whom consistently look to the startup community for new approaches to industry challenges.

Entrepreneurs will be given access to the entire IBM Cloud portfolio built on cloud infrastructure from SoftLayer, an IBM company. This portfolio includes Bluemix, IBM’s cloud platform for app development with more than 75 runtimes and services, all of which will help startups to capture and leverage rising volumes of Big Data from growing mobile and social networks, IoT devices and more. Bluemix includes a broad range of services to develop innovative apps for the cloud, including:

- Integration with Twitter to capture global social data insights with analytics;
- Aspera’s high-speed data transfer tools;
- App health and performance monitoring services; and,
- Cloudant’s flexible, high-performing Database-as-a-Service;

Watson, to bring cognitive computing to your app.

Via face-to-face events and CIO and entrepreneur meet-ups, IBM will provide young, emerging tech companies with the exposure, connections and partnerships which are critical in the early stages of growth. As they develop products and scale, entrepreneurs will also be provided with technical support and consulting through IBM’s physical, global network of more than 40 Innovation Centers, new incubator space in NYC’s Silicon Alley, and Bluemix Garage in San Francisco’s Galvanize startup hub, all of which also host local tech community events and meet-ups.

Startups Turning to IBM for Cloud Innovation

As one of the most transformative technologies of the decade, cloud is reshaping how organizations use Big Data, mobile and more to develop everything from interactive mobile apps to biomedical devices. By 2016, over a quarter of all apps – around 48 million – will be available in the cloud, and 85 percent of new software today is built for the cloud (sources: Global Technology Outlook and IDC).

“The IBM Bluemix offering is the industry’s first major step toward connecting the startup community to the power of the cloud,” said Brad Hunstable, CEO and founder of Ustream, a San Francisco-based startup now providing video streaming services to more than 80 million users. “Through Bluemix, Ustream aims to help developers easily incorporate powerful video streaming features into their applications. We are excited to be working with IBM, and can’t wait to begin building innovations with the new tech leaders that will emerge from this IBM Cloud offering.”

To learn more about the IBM Global Entrepreneur Program for Cloud Startups or apply, please visit: http://ibm.biz/cloudstartup

IBM contact for Startups in Switzerland: Michael Neuffer (michael.neuffer@de.ibm.com).
Getting an innovation off the ground? We’re here to help, right from the start.

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

Visit our website at www.zkb.ch/start-ups
Zürcher Kantonalbank is the leading bank in the economic area of Zurich. To complete its product range, the bank launched in 2005 the unique start-up investment programme called PIONIER. Driven by the willingness to help build up young successful high-tech companies, Zürcher Kantonalbank accomplished more than 180 early stage investments in industry leaders including Getyourguide AG, VirtaMed AG, ESBATech AG and Redbiotec AG.

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

**Opportunity versus risk**

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

The preferred investment size per company ranges from 0.3 million up to CHF 1 million, and follow-on investments are possible. Zürcher Kantonalbank does not claim to cover all of the company’s financial needs - rather it welcomes co-investments. Therefore, most of the provided funds are direct equity investments or convertible loans. To start the PIONIER investment process it requires a reasonable business plan in line with the conditions defined by the bank and a prototype or proof of concept. Almost half of the provided funds have been invested in the ICT industry. Life science and medical technology are also well represented. Automation, sensors and materials as well as cleantech are the third and fourth pillars of the portfolio. Overall, Zürcher Kantonalbank has financed 180 companies with a total of more than CHF 100 million.

**Partnership is the key**

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

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

With participations in different Technoparks and incubators and the annual ZKB Technopark Pioneer Award, the bank has underlined its commitment to innovative start-up companies. There’s a lot of talk about investing in the future. Zürcher Kantonalbank does it.
SEEKING SUPPORT FOR SPACE APPLICATIONS?

THE EUROPEAN SPACE AGENCY FUNDS THE DEVELOPMENT OF APPLICATIONS AND SERVICES WHICH USE TELECOM, POSITIONING OR EARTH OBSERVATION SATELLITES.

AP-SWISS HELPS COMPANIES REALIZE THEIR BUSINESS IDEA BY OBTAINING FUNDING FROM ESA TO DESIGN, DEVELOP AND VALIDATE COMMERCIAL APPLICATIONS AND SERVICES RELYING ON EXISTING SATELLITE INFRASTRUCTURE, SUCH AS TELECOM, POSITIONING OR EARTH OBSERVATION SATELLITES.

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Imagine a world …

… where products flow seamlessly across the globe on trucks, trains and ships from the manufacturers to your local supermarket. Transportation is optimized by minimizing the environmental impact.

… where students in rural schools in South Africa benefit from similar technological advancements in e-learning as their European counterparts.

… where farmers and communities receive indications on how to optimize their crop yield by precise watering and fertilization.

… where the traffic flow and parking spaces in major cities are dynamically optimized and the safety at railway crossings is assured.

… where weather forecasts are truly local and the air and water quality are constantly being monitored.

Satellites are key enablers and form an integral part of those advanced services. Besides exact positioning, satellites provide detailed Earth imagery as well as numerous sensor data such as radar, infrared, multi-spectral radiometers, radiation, humidity. In addition, satellites provide truly global data connectivity, even in remote areas and under harsh conditions.

The European Space Agency funds the development of applications and services

AP-Swiss helps companies to realize their business idea by obtaining funding from the European Space Agency to design, develop and validate commercial applications and services relying on satellite infrastructure, such as telecom, positioning or Earth observation satellites.

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Cultivating the Garden of Innovation

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

New businesses

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

Science & technology

6 science and technology parks hosting near 400 high-tech companies

Students and researchers

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

Innovative startups

More than CHF 200 million invested in startups from Vaud in 2014

High-tech companies

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

A vibrant location to advance your innovation and develop your business

A direct connection with world-class academic and research institutes, a dense network of internationally oriented small- and medium-size enterprises (SMEs), 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:
- One-third of the 100 Top Swiss startups are based in the canton of Vaud *
- Highest amount of venture capital funds in Switzerland were raised by Vaud startups in 2014 (over CHF 200 million)
- About 2,000 high-tech enterprises based in the canton

In addition to the innovation-oriented environment, startups in our canton can count on an effective network of partners to help them find:
- appropriate scientific expertise to develop new research, from the laboratory straight to the market
- specific coaching and funding for startups to help them begin from scratch
- a setting to develop their ideas in one of our six incubators and techno-parks

In order to quickly find the appropriate partner to develop your business, feel free to contact the Office for Economic Affairs (SPECo) or Innovaud.

Office for Economic Affairs (SPECo) – advice and financial incentives to entrepreneurs

The Office for Economic Affairs (SPECo) provides advice and financial incentives to entrepreneurs for specific business projects.

Financial incentives are intended to support the creation and growth of startups and SMEs wishing to innovate or expand international operations. These financial incentives are based on the active policy pursued by the Canton of Vaud for over ten years. It is aimed at developing the economic fabric of the canton by promoting innovation and technology transfer.

To apply companies must be based in the canton of Vaud and their projects linked to production or R&D activities. They must contain an innovative component. Please consult www.vaud.ch/businesses for detailed information regarding the financial incentives for which Vaud startups and SMEs can apply. Interested companies are welcome to contact the Office for Economic Affairs (SPECo).

For more information: www.vaud.ch/businesses

Innovaud – Your key to innovation

Innovaud assists new business leaders – free of charge – in every development phase of their company. As the key to innovation in the canton, Innovaud acts as a compass for innovators, helping them to optimize their effort by taking advantage of local support mechanisms.

Are you a startup or 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 – 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 techno parks (EPFL Innovation Park, Biopole, Y-Parc, Tecorbe, Technopole St-Croix, and Ateliers de la Ville de Renens) – HOSTING
- publicize your projects through various channels (articles, videos, newsletters, social media and events) – PROMOTION

Our experienced staff will help you build your future. More than 200 successful startups have already benefitted from the support of Innovaud since 2013. Why not yours?

For more information: www.innovaud.ch

* Based on the Top 100 Start-up Award 2014 and 2015, established by startup.ch in cooperation with the PME Magazine and Handelszeitung. Check the list of winners at: www.startup.ch
The Foundation for Technological Innovation

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.

<table>
<thead>
<tr>
<th></th>
<th>FIT Grant</th>
<th>FIT Seed</th>
<th>FT Early</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount</strong></td>
<td>CHF 100,000 per project to a project leader</td>
<td>CHF 100,000 per project to a company</td>
<td>CHF 300,000 to 500,000 per project to a company</td>
</tr>
<tr>
<td><strong>Form and conditions</strong></td>
<td>Grant to a project principal working in an accredited institute or university</td>
<td>Interest-free loan with a personal guaranty</td>
<td>Interest-bearing loan (5% base + 5% at final repayment), without a personal guaranty</td>
</tr>
<tr>
<td><strong>Age of the company</strong></td>
<td>Prior to company creation</td>
<td>0-12 months</td>
<td>12-36 months</td>
</tr>
<tr>
<td><strong>Objectives of the assistance</strong></td>
<td>Project validation by an accredited institute or university, aimed at creating a new company</td>
<td>Prototyping and proof of concept of a new technology</td>
<td>Industrialisation of the technology, initial commercial development and matching with private investors</td>
</tr>
<tr>
<td><strong>Analysis and coaching</strong></td>
<td>Experte collaboration in an accredited institute or university</td>
<td>Coaching entity (EPFL Innovation Park and CTI)</td>
<td>Venture capital expert (Defi Gestion)</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>The grant recipient must be working in an institute or university based in the canton of Vaud and accredited by FIT: EPFL, HEIG-VD, UNIL/CHUV</td>
<td>The company must be based in Western Switzerland</td>
<td>The company must be based in the canton of Vaud</td>
</tr>
</tbody>
</table>

Y-Parc is one of the six technology parks located in the canton of Vaud. Startups will find here advanced infrastructures, access to the Center for Engineering and Technology Transfer (CETT) of the University of Applied Sciences of Engineering and Management (HEIG-VD) and its incubator YSTART, as well as collaboration opportunities with surrounding companies.

For more information: [www.fondation-fit.ch](http://www.fondation-fit.ch)

**CONTACT**

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Email: info@vaud.ch
Internet: [www.vaud.ch/businesses](http://www.vaud.ch/businesses)
CombaGroup reinvents agriculture for the future

“FIT has been a great supporter of CombaGroup from the beginning, and the FIT Early loan helped us when we needed the most. With the money we were able to increase our production lines, invest more in business development, and close projects worth several millions of Francs in Switzerland and abroad.”

Rodney Reis, CEO of CombaGroup

Future agricultural challenges are considerable in terms of ecology, technology, logistics, and commerce. How can high quality products be produced locally in restricted spaces while minimizing fertilizer use and saving precious resources such as water?

CombaGroup is a young company formulating the next green revolution near Yverdon by growing aeroponic “Smart Lettuce.” It uses a simple principle that greatly conserves resources. Planted in a foam cube, the lettuce roots grow in open air, absorbing precise quantities of sprayed water and mineral salts.

Aeroponics uses only about 10% of the water of an open field irrigated crop, providing environmental improvements, security of supply year round, and great flexibility in crop location.

Since its initial phase in 2012, CombaGroup has received significant support from the Foundation for Technological Innovation (FIT) with a ‘FIT Seed’ loan of CHF 100,000. At that time, the company also obtained direct financial support from Vaud’s Office for Economic Affairs (SPECo). Guided by Innovaud since 2013, CombaGroup has benefited from valuable advice at key stages of progress.

Entering full-scale development, the Vaud startup was granted a ‘FIT Early loan’ of CHF 500,000 in 2014. This funding enabled CombaGroup to build two new production lines and increase its lettuce production, which in turn allowed CombaGroup to establish two large scale joint ventures, one in Switzerland with Sylvain & CO and another in France with a leading salad processing company. With FIT support, the company began its second round of financing from a solid position and took a crucial step into its future.

For more information: www.CombaGroup.com
Do you have an innovative project in mind?

We support your business creation!

Contact us for more informations
www.creapole.ch
Creapole supports swiss start-ups wanting to settle down in the canton of Jura with specific coaching services, according to each customer needs and evolution of its project.

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

Our Services

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.

CONTACT

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www.creapole.ch

Creapole SA

Start-ups and innovation booster

Working in network

Working alone does not guarantee the success of a project. Networking and communicating with other specialists is also a factor of success. Therefore we are able to provide our services thanks to the support of the partners in our network. We have teamed up in partnership with the « Fondation d’impulsion technologique et économique » (Foundation for Technological and Economic Impetus – FITEC) and the « Société jurassienne d’équipement SA » (Jura equipment company – SJE SA) to form an original trio providing support to entrepreneurs and innovators in the form of coaching, financing and suitable premises. By the way, Creapole is the branch of i-net medtech (in the cantons of Basel-Stadt − BS, Basel-Land − BL and Jura - JU) and actively collaborates with the Swiss Innovation Park Northwestern Switzerland (SIP NWCH) to the implementation of its new building in the Canton of Jura, on the activity zone called « Innodel ». Creapole also represents the Canton of Jura by the SIP NWCH and participates to its constitution and development.

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

For more information and eligibility of your project, don’t hesitate to contact us.
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:
StartCup Ticino

Ticino: A hotbed of emerging innovative companies

The Italian-speaking region of Switzerland, and the Canton Ticino in particular, is better known as a tourist destination rather than as the hotbed of emerging innovative companies. In such environment, the launch of the competition StartCup Ticino (www.stratcup-ticino.ch) in 2014 might have been a long shot. The purpose of the competition is, in fact, to foster and reward the most innovative and promising business projects, conceived or realized in Ticino in recent years. Nevertheless, instead to be a failure, the StartCup 2014 had 60 participants, competing to receive the CHF 50'000.- award. In virtue of the high quality of the presented projects, it has been a big challenge to select 10 semi-finalists and, later, the 5 finalists.

The driver of this new innovative impetus can be identified in the foundation of the Università della Svizzera Italiana (USI) in 1996, the establishment of the University of Applied Sciences (SUPSI) in 1997 and the emergence of several Research Institutions such as the Institute for Research in Biomedicine (IRB), the Oncology Institute of Southern Switzerland (IOSI), the Dalle Molle Institute for Artificial Intelligence (IDSIA), the Institute for Computational Science and the Swiss Institute for Regenerative Medicine (SIRM). With the advent of this new scientific environment geared to research and formation, we have seen increasing the entrepreneurial potentiality in Ticino, which was formerly just embryonic. Finally, this resulted in the emergence of new highly innovative entrepreneurial initiatives.

StartCup Ticino contributes to the growth of a new entrepreneurial reality, which is continuously developing thanks to the support given from some institution created in recent years, such as the Centro Promozione Start-Up USI/SUPSI (CP Start-Up – www.cpstartup.ch). After the success of the first edition, the StartCup will be organized also in 2015 and is destined to become a key event in the context of the promotion of the innovation in the Italian-speaking region of Switzerland. Together with the 2014 sponsors (BSI, La Posta, USI and SUPSI), this year the contest, promoted from the CP Start-up, will be supported from the CTI and the Foundation Agire. Furthermore, the StartCup can rely on the collaboration of the Swiss Economic Forum. The five finalists may name-

ly take part to the Swiss Economic Award without going through the pre-selection step. This competition award the best emerging start-ups at national level. Moreover, in 2015 for the first time the CTI Invest will collaborate at the StartCup Ticino. The Swiss Venture Day will indeed be held in Ticino the same day of the StartCup’s award ceremony (3rd of December) and the five finalists will have the opportunity to present their projects.

As well as in 2014, there is a good interest in this event and 55 business ideas are in competition to win the CHF 50'000 award, aiming also to participate at the Swiss Economic Award and at the Swiss Venture Day. The selection procedure is now ongoing and after the choice of the semi-finalists the national Jury, chaired by Jean-Pierre Vuilleumier, will select five finalists. These five start-ups will then take part to the final event the 3rd of December, when Jury and Public will designate the winner.

CP Start-UP
Via C. Maderno 24, 6900-Lugano
Roberto Poretti, Managing Director
poretti@cpstartup.ch
Phone +41 79 620 92 50
www.startcup-ticino.ch
www.cpstartup.ch
Foundation year: 2004
Mission statement: Looking for new innovative entrepreneurial ideas and projects and assist the promoters to turn them into entrepreneurial activities
Bei welcher Frage können wir Ihnen weiterhelfen?

Gibt es dafür ein Kundenbedürfnis?

Findet sich ein Investor?

Ist die Technologie schon marktreif?

Welches ist das geeignete Vertriebsmodell?

Wie gross ist das Geschäftspotential?

**i-net innovation networks switzerland**

i-net innovation networks switzerland ist die gemeinsame Innovationsförderung der Nordwestschweizer Kantone Aargau, Baselland, Basel-Stadt sowie Jura. i-net bietet Unternehmen in den Technologiefeldern ICT, Life Sciences, Medtech, Cleantech sowie Nanotechnologien individuelle Beratung sowie weitreichende Möglichkeiten zum Erfahrungsaustausch und Wissenstransfer. Mit rund 50 Veranstaltungen pro Jahr spricht i-net ein Netzwerk von über 4000 Personen und Unternehmen an – vom Start-up bis zum Weltkonzern. [www.i-net.ch](http://www.i-net.ch)
Successful start-ups, cutting-edge research and a dynamic supporter scene – Switzerland possesses all the ingredients for a start-up nation. The startupticker news platform makes them visible both nationally and internationally.

The basic concept behind startupticker’s news portal is now five years old: between four and six news items on the website every day, intensive activity in social media and a weekly newsletter, which summarises the most important happenings of the week and highlights events and awards.

There was certainly some scepticism at the start. Is the Swiss start-up scene active enough to be able to generate news every day? Today, such doubts have been dispelled – startupticker publishes five news items every day, and more than a dozen bits of current information on social media, such as Twitter, Facebook and LinkedIn.

It’s been enabled by a start-up scene that has gained significantly in quantity and quality in recent years. An indication are the exits of which Switzerland can boast: this year Intel, Pfizer and GlaxoSmithKline have bought in Switzerland. And the IPO – the supreme pinnacle – has been conquered, with the two biotech companies Molecular Partners and Auris Medical in 2014 and now medtech company Symetis in 2015.

Even by international comparison, Swiss start-ups are impressive with invested venture capital per capita relatively high compared with other European countries, including the UK. The canton of Vaud, in particular, stood out in 2014.

The good numbers are due primarily to the life sciences companies, which in 2014 accounted for more than three quarters of the total amount invested.

<table>
<thead>
<tr>
<th>Hotbed</th>
<th>VC investment (USD m) 2014</th>
<th>Investment per capita (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay Area</td>
<td>24,763.10</td>
<td>3,300</td>
</tr>
<tr>
<td>New England</td>
<td>4,787.70</td>
<td>326</td>
</tr>
<tr>
<td>Germany</td>
<td>2,857.63</td>
<td>35</td>
</tr>
<tr>
<td>UK</td>
<td>2,707.45</td>
<td>42</td>
</tr>
<tr>
<td>Israel</td>
<td>1,930.17</td>
<td>241</td>
</tr>
<tr>
<td>Canada</td>
<td>1,357.68</td>
<td>39</td>
</tr>
<tr>
<td>France</td>
<td>1,249.77</td>
<td>19</td>
</tr>
<tr>
<td>Switzerland</td>
<td>546.58</td>
<td>68</td>
</tr>
<tr>
<td>Vaud</td>
<td>203</td>
<td>267</td>
</tr>
</tbody>
</table>

Source: Dow Jones VentureSource / Swiss Venture Capital Report

Showcase of the Swiss start-up scene

The reporting on startupticker.ch provides the basis for the figures, with articles on financing rounds, exits and investor fundraising forming the focus. There are also reports on start-up successes and supporter activities, and background articles on current studies. The portal is used not only as a source of important information, it also serves as a showcase for start-ups and supporters. Thanks to startupticker.ch, young companies can publish their news free of charge and gain access to customers, orders, good staff and the necessary financial resources. In addition, startupticker.ch is accepted by educational institutions, contact points, support organisations, donors and the media as an information channel for the Swiss start-up and innovation scene, and is used not only as a source of information but also as a communication channel.
NOVARTIS
VENTURE FUNDS

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

www.venturefund.novartis.com
Success story

The showcase for the Swiss start-up scene is much respected. More than 1,000 users consult the site daily, with about 18,000 unique visitors a month. Approximately one-third of readers come from abroad. The newsletter, with its weekly review and announcements of important events and training, already has about 7,000 subscribers.

The editorial team is managed by Journalistenbüro Niedermann in Lucerne, tech blogger Eugène Schön is the correspondent for western Switzerland and Ticino is covered by Ryan Vannin.

Several dozen supporters

The portal was started five years ago, with support from the CTI, WA de Vigier Foundation and CTI Invest, as an independent information channel for the Swiss start-up community. It now has the Gebert Rüf Foundation and the Ernst Göhner Foundation as partners, along with Swisscom, patent law firm P+TS and EPFL Innovation Park as contributors. Supporters represent more than two dozen business development agencies, incubators, training institutions, associations, contacts and award institutions from all over Switzerland.

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.

- **Social media**
  The news portal is also active on the social networks – Twitter, Facebook, LinkedIn; startupticker.ch has more than 4,000 followers on Twitter.

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

- **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 website for news and events can be found at www.startupticker.ch.

SPECIALS

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

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

- **Swiss Startup Day**
  More than 600 CEOs of start-ups, managers of venture funds, business angels, coaches and trainers gather at CEO Day in Bern every autumn: startupticker.ch is the exclusive media partner.

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

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Swiss Start Up Factory

Successful launch of the Swiss Start Up Factory

New fast-track acceleration program in Switzerland

Start-up life is tough and young entrepreneurs act and move in a harsh environment. Nevertheless, an increasing number of Swiss choose a career as an entrepreneur. Why? Because it enables them to realize their own ideas and create products and services according to their personal convictions. Unfortunately though, being out there by themselves, also increases the risk of taking wrong decisions. The Swiss Start Up Factory, an independent accelerator in Switzerland, is supporting young entrepreneurs in taking the right decisions and supports them to realize their visions. We believe that young entrepreneurs in Switzerland need a professional execution platform that guides them through a dedicated and business driven process from A to Z with ambitious milestones.

This strong conviction and passion for entrepreneurship was the initial drive that led the founding partners of the Swiss Start Up Factory, Mike Baur, Max Meister and Oliver Walzer, to establish an accelerator with a unique business-driven approach. At the beginning of 2015, they launched the Swiss Start Up Factory (SSUF). The SSUF is privately financed by the founding partners and by further private investors. Due to the private investments in the start-up teams, the Swiss Start Up Factory has an high interest in a rapid development and growth of their start-ups. The entrepreneurs undergo an ambitious 3-months accelerator process, based on the lean start-up methodology, with eight clearly defined milestones, that reduces time to market. During the acceleration process, they receive funding and execution excellence from the Swiss Start Up Factory team in the fields of Strategy, Marketing, Sales, Law, Finance and Technology. An excellent further supportive component is the mentorship program of the accelerator’s 30 top entrepreneurial exponents from different industries, as well as the integration of the entrepreneurs in a fruitful entrepreneurial environment of investors and strategic external partners. Due to this excellent combination of resources and know-how, the start-ups receive valuable input, allowing them to build their business model and to establish their start-ups in the market.

The accelerator provides possibilities not only for start-up teams already working on a concrete start-up project but also for Entrepreneurs in Residence. Entrepreneurs in Residence have not yet found the right business idea but are passionate about founding a start-up. We offer them projects in high-potential fields based on our internal market analysis. Hence, there are two different sources to recruit start-ups. All entrepreneurs applying at the SSuf go through a highly challenging application process, which should prepare them for the exceptional, high-demanding life that is expecting them as an entrepreneur. We accept rolling applications throughout the entire year and with our frequently hosted Recruitment Days, are always looking to find new talented entrepreneurs. We select entrepreneurial talents that are driven by business challenges, rather than money, and that are willing to take ownership to make their start-up project a success.

The Swiss Start Up Factory is continuously interested in new start-up ideas and projects and is curious to discover new high potential projects. Therefore, we host several events to foster networking opportunities and the exchange of ideas and know-how between start-ups, from beginners to experienced founders. The Swiss Start Up Factory organizes a monthly Beer Storming event, where selected external start-ups get the chance to pitch their idea in front of the founding partners and receive valuable feedback. Apply to get a chance to participate at this event via email to info@ssuf.ch.
SSUF has already successfully launched the following start-ups (among others):
- Diplomero: the most successful online learning platform in Switzerland
- Diabird: a smart lifestyle application for people with diabetes
- Hello Vegan: a vegan online food shop delivering inspirational recipes and new products for vegans in Switzerland.

In addition to these success stories, we also have other exciting start-ups in the pipeline and we are looking forward to presenting you further details within the next months.

The ability to establish this unique accelerator process, organizational structures and broad network in Switzerland, as well as abroad, within less than one year, proves the efficiency of our lean start-up approach. The Swiss Start Up Factory looks back at ten exciting months, filled with unforgettable moments and great achievements, which we are very proud of.

Female Founder Network

In August, the SSUF launched the first Female Founders Network in Switzerland, led by Lea von Bidder, a successful Swiss entrepreneur.

The SSUF Female Founder Network initiative aims to build a strong ecosystem for female entrepreneurs in Switzerland. We connect female founders with the start-up eco-system, open doors to personalized mentorship, angel investors and further provide ongoing support through our strong, unique network. The commitment by all members combined with our pledge to provide all tools and resources needed, will create strong synergies to achieve business success. Together, we will achieve consistent growth of the female entrepreneurial ecosystem in Switzerland.

Wenger & Vieli Accelerator

In addition, starting on the 19th of October, together with the Swiss law firm Wenger & Vieli, we offer free legal advise for start-ups every second Monday at the SSUF.

What needs to be considered when incorporating a company? How and by whom can a start-up company be financed? How can you incentivize your employees? What points need to be looked at prior to an exit? Answers to these and many more questions can be discussed in a session of maximum 20’ with a lawyer from Wenger & Vieli, who is offering this service on a pro-bono basis. Wenger & Vieli AG is taking on this project to strengthen the Swiss eco-system and to support start-ups with their extensive know how and network. Time-slots can be requested on the SSUF website.
EPFL support to entrepreneurs

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

The organization of the “venture ideas” events has been important as another encouragement tool.
Role models, successful entrepreneurs such as Edouard Bugnion (VMware) Marc Burki (Swissquote), Eric Favre (Nespresso), Aart de Geus (Synopsys), Pierre Chaopaz (Keikoo) and even Daniel Rosseliat (Paleo Festival) told their daily challenges and will hopefully create vocations among researchers and students. EPFL also began to support the “Lausanne Startup Weekend” in 2011. As a final word, the Innogants would not have been possible without the support of its generous “friends”: Lombard Odier is the original partner of the Innogants. KPMG, Ineos, Helbling, CA Technologies and CTI are its recent sponsors. More on http://vpiv.epfl.ch/innogants
venturelab focuses as a private initiative on the best startup talents with the ambition and the potential to grow internationally. Together with successful founders, key academic and industry partners, we set up an accelerator to support the next startup generation. World-class startups. Swiss made.

The objective of venturelab is to bring selected startup talents through a structured stress test of their entrepreneurial and business readiness, enhancing their entrepreneurial knowledge and skills, and connect them to the community of high value adding founders, mentors and industry experts at the national and international level.

A great number of successful startups such as L.E.S.S., Abionic, BioVersys, Covagen, Climeworks, Doodle, GetYourGuide, In-Sphero, QualySense or Poken have emerged from venturelab programs. Many have expanded internationally, raised several hundred million Swiss francs from investors and created thousands of new jobs. In 2014, 72 venturelab alumni made it to the TOP 100 Swiss startups.

Leading industry partners support venturelab and the best startup talents
Our industry partners are bringing startups to the next level with great programs:

**BKW**

**Level up – BKW’s startup initiative**
BKW develops comprehensive energy solutions for its customers. By supporting startups and participating in research program, BKW is committed to ensuring sustainable and secure energy supply.

**The PostVenture15 program – interested in lateral thinkers**
PostVenture15 is being run by Swiss Post’s Development & Innovation department in conjunction with venturelab. With this program, startups can contribute and develop their business ideas and benefit from Swiss Post’s know-how.

**Supporting the Swiss start-up community**
Swisscom Ventures and Swisscom’s SME division have joined forces to create an Early Stage Fund that supports the Swiss start-up community. In addition to investing, Swisscom supports various initiatives for entrepreneurs, such as venture incubators in Basel, Zurich & Bern, as well as the annual Swisscom Start-Up Challenge.

www.venturelab.ch/partners

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In Lausanne
Phone: +41 21 533 09 80 / office@venturelab.ch
Linking Science and Business

ETH transfer is the dedicated technology transfer office at ETH Zurich

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

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

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

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

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

ETH Zurich has an impressive five-year track record

- More than 1200 new research agreements
- Over 300 new patent applications
- 110 new spin-offs
Discover some of venturelab’ successful startups

The revolutionary lightning system of L.E.S.S. is in many respects far superior to the LED lights that have supplanted conventional light bulbs in the market. If the EPFL spin-off prevails, it might spell lights out for LED lighting before too long and conquer billion dollars markets such as the one of new screens. L.E.S.S. recently closed a CHF 3.0 million financing round to which venturelab contributed through its Founders Cash Pot. L.E.S.S. was part of the venture leaders’ adventure in the U.S. and in China. After being elected Switzerland’s second startup in 2014, L.E.S.S. climbed on the first march of the TOP100 podium in September 2015.

www.less-sa.com

The Zurich based Fintech startup Knip offers a free mobile app allowing users to manage their insurance schemes by always providing them the best prices and services. Knip is already managing insurance policies valued at more than CHF 20 million in Switzerland. In total, 95% of all insurance companies in the country are cooperating with Knip. The app is now being launched in the German market. And as a member of the Swiss national startup team, CEO Dennis Just has already explored business options for the company in the U.S.

www.knip.ch

The farming industry will have to produce as much food in the next 50 years as in the last 10’000 years combined. To sustain this extraordinary level of production, new technologies such as the imaging and analysis system of the EPFL spin-off Ga-maya will be needed. Here’s how it works: a drone flies over a cultivated field with a high-resolution camera; software analyzes the data and provides the farmers with specific information regarding the use of water, fertilization or pest-control.

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Why Switzerland is an Angel Paradise

EuroUS Ventures

Having spent more than 10 years scouring Europe for interesting start-up companies, I have come to the conclusion that Switzerland is literally a paradise for potential entrepreneurial success stories and therefore for Angel investors.

What are the reasons for such a surprising and provocative statement?

1. Outstanding Engineering Schools and other Universities

The Eidgenössische Technische Hochschule in Zurich (ETHZ for short) has just been confirmed as the best university in continental Europe at position 9 in the latest global QS ranking (2015). Its counterpart in Lausanne is ranked 14th.

The education received at both Polytechnical schools is first rate and still emphasizes traditional engineering skills. As a consequence, the students come up with real engineering solutions for their start-ups, as opposed to the nth variation on social media or apps that seem to have captured the exclusive attention of most American students.

Many other Universities and technical schools are located all over Switzerland and management know-how is easily obtained by adding business school students from acclaimed schools such as IMD, Hochschule St. Gallen, HEC Lausanne, Ecole Hotelière etc. to the team.

2. A prudent approach by business service providers and a conservative legal framework

It takes 25'000 Swiss Francs (currently approx. the same in $ or €) to open an LLC and CHF 50'000 to incorporate. While the funds can be retrieved from the business the next day, this still serves as a reasonable hurdle to discourage the most inept founders.

In addition, lawyers and accountants are quite conservative in their outlook, sometimes frustratingly so. The outcome are companies that survive for 8-9 years on average, significantly more than their counterparts in other countries. More importantly, Due Diligence is usually a breeze, since the corporate files are typically in great shape and there are few, if any, skeletons in the closets.

In recent years, most corporate docs are being drawn up in English to facilitate communication between Switzerland’s various language regions and to help attract foreign capital. Most terms sheets and investment contracts are modeled after US ones and Swiss corporate and tax laws are relatively straightforward (as compared to Germany or France, for example). In particular, there is no capital gains tax for Swiss residents, even though there is a wealth tax in many cantons.

3. An innovation ecosystem that has sprouted many shoots

Ten years ago, it took real courage to start a business in Switzerland. Nowadays, there are so many helping hands that it is almost too easy to get started. Business plan competitions, incubators, accelerators, angel groups, foundations and many others all vie for the attention of the entrepreneur.

A particular Swiss variation is the Federal Commission for Technology and Innovation (KTI) and its various off-shoots and associated organizations such as CTI-Startup and CTI-Invest. CTI awards millions of Swiss Francs worth of R&D contracts, which finance the prototypes of many a struggling company. CTI-Startup follows that up with paid-for coaching and mentoring by industry experts through a process leading to a certification, which essentially proclaims that the company is ready for (semi) professional financing rounds.

The VentureKick initiative is particularly helpful, as it grants up to CHF 130’000 per company in three rounds of competitive presentations to the best teams. The jury is composed of experts from the Swiss start-up ecosystem and the companies profit immensely from the feedback they receive, even if they do not make a particular cut-off (full disclosure: the author is a VentureKick Jury member).

4. An active Angel community

While business angels were a rare breed indeed a few years ago, the successes of a first wave of entrepreneurs and the high salaries of managers in private industry have led to an active angel community, both individually and as part of more organized groups. More recently, the arrival of fundraising platforms such as Investiere has enabled entrepreneurs to reach hundreds of qualified investors, thus speeding up and professionalizing early funding rounds.
Start-up?

Beratung & Coaching
Unternehmerkurse der KTI
Finanzierung
Raum & Infrastruktur
5. Relative ease in recruiting engineering talent at reasonable rates

While Switzerland is a high cost country as such and wages are therefore higher than in the rest of Europe, fringe benefits are lower and the quality of life in Zurich or Geneva regularly tops global surveys. The workweek is still about 41.5 hours and there are fewer holidays than in many other countries. Berlin might beat Switzerland from a manpower availability and cost perspective, but it is still much easier to find talent in Switzerland than in Silicon Valley or Boston. In addition, once on board, employees tend to be a lot more loyal, so churn is much lower. This partially explains why Google’s largest R&D center outside of the US is in Zurich.

Furthermore, for software companies, Eastern Europe with its many qualified software experts is just a short flight away, further keeping costs down.

6. Investment terms that are much more favorable to investors than in the US

The current overheated conditions in the US have not “infected” Europe and in particular Switzerland (yet). For comparable companies, valuations are probably 1/3 or 1/4 of what they would be in the Bay Area. Liquidation preferences are common and other terms are similar to the US.

What’s the downside?

European companies (and Swiss ones in particular) often lack the Marketing and Sales pizzazz of their American colleagues. This is a CRITICAL shortcoming and we need to work as a community toward alleviating that situation.

Beyond the seed rounds, fundraising is also quite tedious and often a CHF 1-2 million Series A and a CHF 5 million Series B investment is seen as a great success. When compared to the US equivalents of maybe $5 and $20-25 million, it quickly becomes apparent why US companies end up dominating their European competition. This is where help is needed from our politicians in Berne to provide the regulatory framework for increased venture investments by Swiss pension funds.

A related gripe is that the corporate governance resulting from a timid global vision by both entrepreneurs and VCs will lead to small $30-50 million exits, which, while quite lucrative for investors, do nothing to uphold the value of the underlying technology.

In short, while Switzerland has long been recognized as an Innovation Champion, it is slowly climbing in the rankings of global startup ecosystems as well. It is difficult to find better opportunities in Europe than the ones we find right outside our doors in Lucerne, Lausanne or Lugano.

CONTACT

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Businessangel
EuroUS Ventures
Dolderstrasse 14
8032 Zürich
lwagner@eurousventures.com
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Yan Berchten
Snowpulse 2007 (sold to Mammut)

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

Colin Sanctuary, Simone Rizzi
QGel 2012
Medtech startup 1Drop Diagnostics is developing a groundbreaking microfluidic chip that can diagnose cardiovascular disease at the patient’s side.

Luc Gervais is a Doctor in microsystems from the EPFL who has worked on biotechnology at IBM Research in Zurich. He has a passion for transforming biology into an information science. While conducting research in the field of biosensors, Luc Gervais had the idea of the microfluidic chip being developed at 1Drop Diagnostics, a startup he created in 2012.

With 1Drop Diagnostics, Luc Gervais has the vision to revolutionize medical diagnostics by delivering easy to use tests of laboratory quality at an affordable price, directly at the patient’s side. To get there, the team is developing an innovative device made of an injection molded microfluidic chip and a portable opto-electronics diagnostics reader. Smaller than a credit card and fully automated, the chip created by 1Drop Diagnostics has the ability to detect biomarkers of cardiovascular disease.

In practice, a doctor or a paramedic just needs to put a drop of blood of a patient with symptoms of cardiovascular disease on the microfluidic chip. The chip is inserted in the diagnostics reader and within ten minutes a detailed analysis of the health condition of the patient is uploaded to a database. These diagnostics results can then be used in the hospital to provide the best treatment and save lives.

The diagnostics device could be used in the future to detect infections (virus, bacteria), dementia, cancer, or to monitor health conditions (thyroid, liver, kidney function). 1Drop Diagnostics is developing companion diagnostics with a large pharmaceutical company. These multiple applications are proof of considerable potential.

1Drop Diagnostics is working on a National Institute of Health (NIH) research project with Harvard University and Massachusetts General Hospital. The company is also working on a research project with the Center for the Advancement of Science in Space and the National Aeronautics and Space Administration (CASIS, NASA). Astronauts will perform the first experiments of capillary-driven microfluidics in space in the unique microgravity environment of the International Space Station (ISS).

The company based at the Parc Technologique Neode Microcity in Neuchâtel made significant progress on product development these last months. It has also founded a subsidiary 1Drop Diagnostics USA in Boston Massachusetts and raised a total of CHF 2.75 million in financing. The company employs 7 people full time. 1Drop Diagnostics is providing rapid and easy to use medical diagnostics, greatly improving health outcomes for patients and saving healthcare costs.

1Drop Diagnostics

A chip to revolutionize medical diagnostics

LUC GERVAIS CEO

The line of business Medical diagnostics
Foundation 2012
Employees 7
Financing n.a.
Web address www.1DropDx.com

CTI Invest Pitch Yes
CTI Coaching Yes
CTI Projects Yes
Venture Leader Yes

Additional Awards: Helsinn BioBusiness Award, IMD EMBA Start-Up Prize, Volkswirtschaft Stiftung, Venture Leaders, MassChallenge Finalist, Prix BCN Innovation
IBM Global Entrepreneur
Innovate a New Way

Go-to-Market Support
Exposure to our global network of enterprise clients and ecosystem

Business Mentorship
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Ava focuses on reproductive medicine: ovulation can be predicted safely by means of a bracelet that automatically and accurately measures the relevant parameters.

Family planning is an important issue in today’s society and subject to many different influences. A couple’s life planning depends on personal values, career planning, the social environment, childcare opportunities and much more. Natural family planning methods can be used both for birth control and as a means to have children. However, not much has progressed in this area over the past 50 years. Ava’s vision is to change that with an innovative data-driven and patented solution. That this idea is right on target is shown by the fact that the start-up was a winner at Swisscom’s StartUp Challenge and has qualified for TechCrunch Disrupt 2015 in San Francisco, the most important global event for groundbreaking technical innovations.

As the average age for a pregnancy has increased considerably in the last decades and thus also the number of couples who have difficulty in conceiving, it is crucial to know the exact time of ovulation. With age, the probability of becoming pregnant decreases. The global market for the promotion of pregnancy in the coming years will exceed that for contraception.

Ava’s first target group is women in their 30s who want to become pregnant. Thus, the Zurich start-up has developed a natural, reliable and practical application. In contrast to other methods, Ava is fully automatic and requires no manual data entry or measurements.

Aside from rational considerations, the desire for a child is a particularly emotional affair. Therefore, all the parameters are measured precisely in order to make a reliable prediction of ovulation by means of a bracelet that is worn overnight to protect privacy. The data is transferred to a cloud-based back-end and further processed. A mobile app indicates the fertile days reliably and discreetly.

The method’s core technology was registered for patent in February 2015. Recently, a second prototype series with improved sensor technology has become available and has already passed the CE pre-test. A clinical study approved by the Ethics Commission is ongoing at University Hospital Zurich.

“Due to the high market potential, we have succeeded in winning strong research partners for the project, such as CSEM Neuchatel and EMPA, along with University Hospital Zurich,” says Pascal Koenig, co-founder and CEO of Ava.

In recent months, Ava has taken important steps towards expansion of the team and strengthened its presence in the US. “We are nearing a conclusion of seed funding of more than CHF 1.5 million,” says Koenig. His special thanks go to CTI Invest for “opening many doors.”
CUTISS aims at significantly improving the life quality of worldwide patients that suffer from skin defects such as burns and abnormalities such as vitiligo. We bio-engineer customized skin that minimally scars after transplantation and that surgeons can apply using standard techniques.

At CUTISS we bio-engineer human skin for patients that suffer from skin defects and abnormalities. Skin defects originate from burns, scar or tumor resections, congenital diseases, skin necrosis and chronic ulcers. As for today, standard of care wants the surgeons to harvest large quantities of thin, healthy patient skin. These, autografts can be expanded up to 1,5x their original size and then applied on the wounds. At CUTISS we can bio-engineer customized human skin grafts that reach up to 70x the size of the skin biopsy taken to start off. Thus, the biopsy to be harvested can be very small and taken from hidden parts of the body of the patient. But it is not just a matter of size. The standard of care method leaves these patients with disfiguring, discomforting, debilitating, permanent scars. A scar is an unfunctional tissue that is not smooth, not elastic and is not able to grow with the rest of the patient’s body, thus a high number of follow-up surgeries as well as intense home care is required. Indeed, skin is composed of two main layers, epidermis and dermis. When skin is deeply wounded, both layers are destroyed and surgical intervention is required. Surgeons only harvest a thin autograft composed of epidermis and a little dermis for transplantation, hence, the human body induces contraction and scar tissue deposition to shrink the wound area and fill up the dermal gap, respectively. At CUTISS we bio-engineer double layer skin grafts which contain all of the epidermis and all of the dermis, thus the human body has little, if at all, means of inducing contraction and scar deposition. Our grafts are expected to result in a minimally scarring outcome, after transplantation. In 2014 we started pediatric first-in-man studies in Zurich. We have treated the first 9 patients and results are very promising. Interestingly, our skin grafts can be engineered to match the skin colour of the patient and can contain a preformed vascular network that improves regeneration. Burn, plastic and reconstructive surgeons, as well as dermatologists are the target market of CUTISS. These professionals are yearly treating 1 mio patients between USA and EU, for a market for skin substitutes of about half a billion euros. CUTISS will manufacture the skin grafts (starting off from patient biopsies delivered in specialized kits) and directly sell them to the professionals that can apply them using standard techniques. As for today no competitor product is on the market.

CUTISS, personalized skin to treat skin defects and abnormalities

CUTISS
personalized skin

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DANIELA MARINO CEO AND CO-FOUNDER

CUTISS
8000 Zürich

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Walder Wyss is one of the leading Swiss law firms with a team of over 130 legal experts and offices in Zurich, Berne, Basel and Lugano.
The startup Flyability has developed Gimball. Winner of many prestigious awards, the drone has the ability to operate in very inaccessible or hazardous places for man.

Following major disasters, the danger is very high for the rescuers in charge of locating victims and assessing damages. Environments can be unstable, difficult to access, toxic or just plain dangerous. In this type of situations, flying drones come into their own, helping to locate survivors faster and assess damage or examine building structures without risk for humans. The use of robots is in fact highly sought after for industrial inspections, in sectors such as energy or public infrastructures.

As a spin-off of EPFL’s Laboratory of Intelligent Systems, Flyability was founded in 2014 by two engineers: Patrick Thévoz, the actual CEO and Dr. Andrien Briod, CTO of the startup. Back in 2013 the public discovered the amazing abilities of Gimball on an EPFL video viewed more than 550’000 times.

The idea of Flyability Gimball was born during a doctoral research at EPFL (Ecole Polytechnique Fédérale de Lausanne). How can we explore complex environments full of obstacles with robots, mimicking the incredible capabilities of insects? The answer lies in robustness and the team developed a mechanical design capable of withstanding collisions.

Flyability tackles with Gimball one of the most difficult problems in flying robotics: how to navigate reliably in closed, confined or unstructured environments. The main challenge is to have a robot as robust and light as possible. A lot of work has thus been accomplished by the startup in the areas of composite material research, and carbon in particular.

Flyability benefits today from a strong reputation among the flying robotic professionals thanks to the uniqueness of their solution in solving a crucial pain point of the fast-growing market for professional drones. On a practical level, the startup tests every week its robots on the field. The objective is to offer a solution best adapted to experienced industrial clients looking for indoor flying solution. Flyability has already delivered the first products to multiple industrial customers for the inspection of environments such as power plants, water management systems or road bridges to reduce time, costs while improving inspection quality and the security of workers.

The winner of famed UAE Drones for Good Award will be very active in the next months. The Lausanne based startup just finished 3rd in the Top 100 Swiss Startup Awards 2015 competition. The company employing 17 persons – essentially development engineers – is working hard to become the leader in inspection and exploration of complex environments.

Flyability
Gimball, a drone to revolutionize industrial inspection and exploration

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Flyability

ADRIEN BRIOD CTO, PATRICK THÉVOZ CEO

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Meteomatics

High-precision weather services from St. Gallen

The young firm Meteomatics from St. Gallen offers tailored forecasting systems for the weather, energy and trading sectors.

Meteomatics was founded by Dr. Martin Fengler in 2012 in St. Gallen. The small team of mathematicians, physicists and computer scientists can look back on more than 10 years of experience in the meteorological environment. The focus lies on the development of software products that process weather, wind and environmental data, with the company covering the entire process chain of a weather service.

Weather API
The API (application programming interface) provides customers with fast and easy access to weather databases in common data formats. Various meteorological data, such as forecasts, current and historical values and coordinate-exact queries, are accessed worldwide. For example, vehicle manufacturers use such data for weather-based optimisation of route planning. If a storm is predicted for the planned route, the navigation device will suggest an alternative.

Forecast system
With its forecasting system SmartCast, the young business can issue precise forecasts. The basis is a statistical procedure from current AI methods and global and regional numerical weather models. The system is able to learn continuously and thus gives reliable weather, solar and wind power forecasts.

With its vast experience in the development of statistical and dynamic forecast systems, Meteomatics is the ideal partner for the optimisation of forecasting tools, particularly in the area of renewable energies. In energy trading, a precise forecast is an important prerequisite for economic production and transport. Both wind and solar energy are subject to large meteorological fluctuations, which can lead to problems in the power supply. In order to predict these irregularities in advance, SmartCast calculates the forecast based on current European weather models (EURO4, ECMWF) at 15-minute intervals. The highly qualified staff support customers’ specific needs through individually tailored solutions.

Meteodrone
The Meteodrone opens up a new dimension in the measurement of weather parameters and pollutants, and is a revolution in meteorology. The flying weather station measures with innovative technology precisely at the place of occurrence. In July 2015, the drones collected temperature, humidity, wind and air pressure data at five locations in eastern Switzerland. The analysis of 700 air kilometres should lead to improved fog and bad weather forecasting, and is an important step towards a perfect 24-hour forecast. The Meteodrone is FOCA-approved aviation equipment and must be controlled only by a trained pilot, flying at an altitude of about 1.5 km in the base layer – the origin of fog and storms.

Marteomatics GmbH

| Line of business | Meteorological Services using drone technology |
| Foundation       | 2012                                           |
| Employees        | 10                                             |
| Financing        | n.a.                                           |
| Web address      | www.meteomatics.com                            |
| CTI Invest Pitch | Yes                                            |
| CTI Projects     | Yes                                            |
| Additional Awards: | STARTFELD Diamant |
Kellerhals Startup Desk

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You have embarked on a mission with a new and compelling business idea? We congratulate you on your entrepreneurial spirit and are convinced that your idea deserves the best legal assistance. We strongly believe in Switzerland and its entrepreneurs, which is why we want to contribute to your success with the same passion and dedication.

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Contact details
Kellerhals Attorneys at Law, Dr. Karim Maizar, Partner, Rämistrasse 5, CH-8024 Zurich, Phone +41 58 200 39 00, karim.maizar@kellerhals.ch, www.kellerhals.ch

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Mimedis

Custom-made implants

The Basel medtech start-up MIMEDIS designs patient-friendly bone implants through a combination of 3D planning software and 3D printing. The custom-made solutions have an optimal fit, resulting in a shortened recovery period.

In orthopedics, both in reconstructive surgery and traumatology, there is a demand for anatomically and patient-specific solutions. Although formation of the body’s own bone grafts, usually from the iliac crest or fibula, is still the ‘gold standard’, risks remain due to the additional surgical procedures during the removal of these bone fragments and at the sampling points, which can lead to malfunctions. Although synthetic bone replacement materials are currently available, they exist only in standard sizes and shapes. Individual designs for aesthetic and functional reasons are required, in particular in oral and maxillofacial surgery.

Founded in 2013 as a spin-off of the University of Applied Sciences Northwestern Switzerland (FHNW) and University Hospital Basel, MIMEDIS offers a completely new service for doctors. Its founders, all of whom have many years of experience in this field, have developed a process (and applied for a patent) for the planning and preparation of individual bone implants. The process will allow a doctor to ‘design’ personalised implants, using simple planning software, and send the data directly to MIMEDIS for production.

Data from patient CT or MRI scans are used as a basis for preparation of implant planning, with fabrication of the bone substitute based on MIMEDIS’ three-dimensional dataset. The implant is delivered within a few days, which helps to save valuable time in the pre-operative phase. The production of the titanium implant is done through 3D printing.

Since its founding, MIMEDIS has invested a great deal of energy in market preparation. It has built a quality management system based on established medical standards, and has carried out extensive biocompatibility studies. Since summer 2015, the company has been registered as a distributor with Swissmedic and, with its first successful bone implant, is now on the market. It has also developed planning software and for certain procedures can now use its own solutions.

Important milestones have been achieved, but in order to reach further product development and the associated market scaling, MIMEDIS will launch a financing round. “Now we are on the market, and in people, we have taken a major step forwards in developing a medtech company,” says co-founder and CEO Ralf Schumacher.

Mimedis AG
4057 Basel

<table>
<thead>
<tr>
<th>Line of business</th>
<th>MedTech – Bone implants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>2013</td>
</tr>
<tr>
<td>Employees</td>
<td>4</td>
</tr>
<tr>
<td>Financing</td>
<td>Founders, non-dilutive funding</td>
</tr>
<tr>
<td>Web address</td>
<td><a href="http://www.mimedis.com">www.mimedis.com</a></td>
</tr>
<tr>
<td>CTI Coaching</td>
<td>Yes</td>
</tr>
<tr>
<td>CTI Projects</td>
<td>Yes</td>
</tr>
<tr>
<td>de Vigier Prize</td>
<td>Yes</td>
</tr>
<tr>
<td>Venture Kick</td>
<td>Yes</td>
</tr>
<tr>
<td>Additional Awards:</td>
<td>Jungunternehmerpreis NW-CH 2014 – 2nd place</td>
</tr>
</tbody>
</table>

freedom to mime anatomy
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Hire and higher
rqmicro’s vision is that consumers worldwide benefit from water and food which is free from microbiological contamination. A crucial step towards that is to detect contamination in a quick and accurate way. That’s why rqmicro set out to develop a technology that delivers fully quantitative test results at an unmatched speed.

Contaminated drinking water and food causes millions of illnesses and hundreds of thousands of deaths worldwide each year. Water distributors, cooling towers, hotels and hospitals are struck by regular outbreaks of harmful bacteria and have to stop operation until the source of contamination can be located. Food producers face increasing problems as half of all food recalls are caused by microbiological contamination. However, current test methods leave inventory worth millions of dollars stuck in quarantine and do not prevent regular food recalls. The reason is that today’s standard methods for the detection of pathogenic bacteria are based on the cultivation on agar plates in dedicated laboratories, which has remained unchanged since over one hundred years. These methods are very laborious, inaccurate, require specialized personnel and are very slow, requiring 3 to 10 days to deliver test results.

In the ieLab dedicated to Life Sciences at ETH Hönggerberg, drinking water microbiologist Dr. Hans-Anton Keserue and microfluidics expert Dr. Daniel Schaffhauser combined their interdisciplinary knowledge to develop a novel test platform that delivers fully quantitative results in less than 1 hour. The technology is based on immunomagnetic separation of target bacteria on a microfluidic disposable and a laser-based counting module, all integrated into a portable instrument with application-specific test consumables. rqmicro’s team currently uses an existing prototype to offer the world’s fastest test service for Legionella, which is a harmful bacteria found in drinking water. Hospitals, hotels, operators of cooling towers and research institutions are among the startup’s current customers and benefit from the unmatched speed and accuracy of the result.

As Keserue explains, „rqmicro translated different manual lab methods into an automated process and created a microfluidic cartridge that works with our portable instrument. Our technology does not require cultivation or enrichment of the sample – two steps that generally take a lot of time. Rather, we are able to extract the target organisms out of the sample and count them optically on a single-cell level. Furthermore we can determine whether a bacteria is alive or not. The high resolution data you get in short time intervals enables new insights into the works of microbiology and helps to increase safety standards, e.g. in water piping systems or food processing.”

The current test service offering has been a great opportunity to collaborate early with future key customers and collect preorders. At this moment however, rqmicro is ready to launch the production of the first portable instrument that will enable the large scale application of its rapid test technology. In order to start production, accelerate the geographical roll-out in the market, and expand the test menu for customers, rqmicro currently raises CHF 4m in a Series A investment round. Already in 2016, the first customers will be able to conduct their own tests and make the world a little bit safer.
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ScanTrust

A Swiss innovative platform to combat counterfeiting

Based at the EPFL Innovation Park, ScanTrust has developed a platform to fight counterfeiting and help brands restore trust with consumers.

Counterfeiting is a major international flaw. It affects today all types of products ranging from electronic appliances to pharmaceutical products, food and fashion apparel. The International Chamber of Commerce estimates that USD 1.7 trillions worth of counterfeited goods will be sold in 2015. These figures show how serious the phenomenon is. No brand remains untouched, with serious consequences also for consumers such as safety concerns.

For the co-founders of ScanTrust, Justin Picard, Nathan J. Anderson and Paul Landry, every person in the world should be able to know if the products they use are genuine or not. This vision has led ScanTrust founders to spend their careers finding ways to protect products. It is this simple idea that inspired them to invent a truly secure mobile authentication solution so brands can fight counterfeiting and restore trust.

With the world’s first and only copy proof QR code in the market, the startup based in Lausanne protects physical goods from counterfeiting. ScanTrust Secure Codes contain a unique fingerprint, which even the best counterfeiters are not able to reproduce. How does it work? The system developed by ScanTrust relies on a special QR Code. At its center is a unique composition of several thousands of pixels. Any attempt to copy codes results in a significant loss of information. Authentication is made with a mobile phone without the need for a special optic. ScanTrust Secure QR codes are directly printed on existing packaging, labels, or documents enabling a scalable cost structure. No special equipment, ink, paper required.

ScanTrust’s cloud-based solution gives instant supply-chain visibility and allows full control of the supply and distribution chain. Identify counterfeit hotspots, prevent grey market goods, monitor distributors and gain insights on end-buyer behavior and demographic data.

With their highly innovative technology and unique expertise, the startup from Lausanne founded in 2014 is growing quickly. ScanTrust raised in the spring of 2015 CHF 1.2 million. The company with customers and partners among multinational Fortune 500 companies announced before summer that it had signed contracts with leading label-printing companies. ScanTrust employs today 5 persons in Lausanne and 10 in Shanghai.
ShoeSize.Me makes sure that you always get the right shoe size when shopping online

As E-Commerce in Europe witnesses stable yearly growth rates, branches that were known to always serve their customers through physical outlets now are going online to sell their products. The shoe industry is one of these branches and is growing massively. Only in Europe online shoe sales amounted to 6 Billion € in 2015, which is about 8% of the whole market. Shopping shoes online comes, however, with one inherent problem: sizing. As shoe sizes differ from country to country, from brand to brand and sometimes even in a range of styles, customers who want to purchase shoes online find themselves in a confusing situation. They often avoid buying shoes online simply because they do not know, which size to order. Even worse, ordering the wrong size results in costly and annoying returns both for customers and online shops.

ShoeSize.Me offers a plug’n’play solution to online shops that recommends the right shoe size to online shoppers. The technology behind is a data-driven, self-learning algorithm combined with a data-base of over 1200 brands, which gives any online shopper a recommendation in seconds. All you need to do is to tell the ShoeSize.Me application one shoe that you already wear and fits you well.

Everything started end of 2012 when CEO Timo Steitz turned the experiences he gained in the shoe retail industry into a business plan. In the next 1.5 years the 4-headed founding team worked hard on prototyping, a major technology shift and preparing the launch of a beta version. As a first milestone, ShoeSize.Me was able to acquire the well-known Swiss retailers Voegele Shoes and La Redoute as first lead clients in the end of 2014. The outcome of those acquisition were two successful case studies, proving that ShoeSize.Me decreases return rates by 20% for retailers. With a growing team of today 18 people and a new sales office in Barcelona, Spain, ShoeSize.Me then launched its product in beginning 2015 in Europe. By now, we have over 20 clients in 7 countries including leading shoe brands.

In the future, ShoeSize.Me is not only going to rollout our solution outside of Europe but is also working on launching several other data-driven solutions for both the online- and offline shoe market. “Our is goal not only changing the way how people shop for shoes, but in fact to revolutionize the information flow in the shoe industry” (Timo Steitz, CEO of ShoeSize.Me).

ShoeSize.Me has won several awards, including “Best Swiss Internet StartUp 2015”, “Finalist Startfeld Diamant” and Finalist “Swiss ICT Award”
People put their lives at risk every day through alcohol and medication abuse that damage the liver. By means of dialysis in the abdominal cavity, the young entrepreneurs at Versantis have developed a product to rid the body of toxic substances and thus save lives of liver impaired patients.

The liver plays a key role in the detoxification of metabolic wastes. When the liver is no longer able to remove toxic substances from the blood, there is a rapid accumulation of such toxins, causing brain oedema, coma, and ultimately death. In fact, liver diseases affect more than 30 million Europeans, and kill each year more people than diabetes and road deaths combined. Currently, there are no effective treatments for acute intoxications in patients with liver damages. To fill this unmet medical need, Versantis has developed a revolutionary dialysis fluid that can effectively, safely, and rapidly remove toxic substances from the body, thus preventing the fatal outcome following alcohol and drug poisoning.

Vincent Forster, Meriam Kabbaj, and Jean-Christophe Leroux are the co-founders of Versantis, an ETH spin-off company in Zurich. They have developed a fluid with special vesicles that capture the toxic substances in the body. Similar to the established peritoneal dialysis for kidney patients, the detoxification fluid is administered into the abdominal cavity where it acts as a vacuum cleaner. Small toxic substances are sucked from the bloodstream into the abdominal cavity where they remain trapped. The toxin-loaded fluid is then manually withdrawn using gravity. The cost and technical simplicity of this method makes it suitable for non-specialized medical centres.

With its innovative approach, Versantis is at the forefront in the fight against the growing number of patients with liver disease. Moreover, using a similar technology, it will be able to tackle patients with drug overdose (150,000 in Europe per year!), which represents an attractive market advantage for the company.

Versantis has now completed the proof of efficacy and safety in rats with both acute liver failure and drug overdoses. It is now looking for CHF 3.4 million, to fund the manufacturing scale-up of its product and the non-clinical pharmacology studies required to initiate the first-in-human trials directly in the target patient population.

The team at Versantis is bullish that this straightforward and yet innovative approach will translate quickly into a commercial product with a huge health benefit for patients, doctors, and health institutions. By opening up a new dimension in the field of dialysis, Versantis’ mission is to save lives of liver disease patients worldwide through innovative technologies.
## Startup competitions

<table>
<thead>
<tr>
<th>Name</th>
<th>Prize</th>
<th>Short description / Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>De Vigier Prize</strong>&lt;br&gt;www.devigier.ch</td>
<td>CHF 500,000 p.a.&lt;br&gt;CHF 100,000 each</td>
<td>Support for company founding: feasibility, financing, market opportunity of the product</td>
</tr>
<tr>
<td><strong>IMD</strong>&lt;br&gt;www.imd.ch/startups</td>
<td>Support from MBAs and EMBAs</td>
<td>Technology-based enterprises preferred, commitment of the team</td>
</tr>
<tr>
<td><strong>Innovation Prize Freiburg</strong>&lt;br&gt;www.frinnovation.ch/innovationspreis</td>
<td>CHF 20,000</td>
<td>Only for companies of Freiburg (CH), every two years; reward of creativity and innovation</td>
</tr>
<tr>
<td><strong>Prix Coup de Pouce</strong>&lt;br&gt;(Fondation Liechti)&lt;br&gt;www.fondation-liechti.ch</td>
<td>CHF 50,000</td>
<td>For early stage companies; description of the project, business and financing plan</td>
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<tr>
<td><strong>Heuberger Winterthur Jungunternehmerpreis</strong>&lt;br&gt;www.jungunternehmer-preis.ch</td>
<td>CHF 600,000 (every second year)&lt;br&gt;3 x CHF 150,000 each&lt;br&gt;3 x CHF 50,000 each</td>
<td>For german-speaking swiss entrepreneurs with an idea, product or service with high growth potential</td>
</tr>
<tr>
<td><strong>Swiss Technology Award</strong>&lt;br&gt;www.swisstechnology-award.ch</td>
<td>Booths on important trade Fairs</td>
<td>For students, graduates, researchers; Innovation, Society, Market, Creativity</td>
</tr>
<tr>
<td><strong>Trophée PERL</strong>&lt;br&gt;www.lausannerregion.ch</td>
<td>CHF 50,000</td>
<td>Only for companies of the region of Lausanne</td>
</tr>
<tr>
<td><strong>Venture</strong>&lt;br&gt;(ETHZ &amp; McKinsey/KTI/CTI)&lt;br&gt;www.venture.ch</td>
<td>CHF 150,000 (Total)</td>
<td>The Swiss-wide businessplan competition, includes workshops and coaching; from the business idea to the business plan</td>
</tr>
<tr>
<td><strong>Venture Kick</strong>&lt;br&gt;www.venturekick.ch</td>
<td>CHF 130,000 (max per company)</td>
<td>For college graduates and people with an innovative idea; 3 stages, 3 presentations, the grants increase from step to step</td>
</tr>
<tr>
<td><strong>Venture Leaders</strong>&lt;br&gt;www.venturelab.ch/vLeaders.asp</td>
<td>10 day business development program in Boston (USA)</td>
<td>Scientists pursuing a concrete business opportunity based on their research and startup entrepreneurs with global growth ambitions.</td>
</tr>
<tr>
<td><strong>ZKB Pionier Prize Technopark</strong>&lt;br&gt;www.technopark.ch</td>
<td>CHF 98,696.04</td>
<td>For students, graduates, assistants, scientists and entrepreneurs; innovation, marketability, social relevance</td>
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</table>
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EMPOWERING OPPORTUNITIES

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