

Startup GUIDE 2018/19



Edition

startupguide.online

Startup INVEST



The Leading
Financing
Platform for
Investors and Startups

www.startupinvest.ch

Introduction by Startup INVEST

XV Years – Startup INVEST

Startup INVEST, still the leading financing platform for Deep Tech Startups, is now in its 15th year of activities. As a non-profit association we were able to engage a considerable number of new partners and sponsors to support our efforts in 2018.

Our match-making **Venture DAYS** took or will take place in Zurich, in Lausanne and also in Lugano. The format includes the highly successful concept of the 1:1 meetings. In addition, the pitching time for the start-ups is now between 3–4 minutes with a max of 7 slides. This allows our investor members to see more start-ups on stage at one event.

In November 2017 we launched the **IPO DAY** in close collaboration with Euronext and attracted more than 100 participants for the first event in Zurich. In June 2018 we held the second IPO DAY in Lausanne to attract more than 80 participants.

At the **Startup DAYS** on 24 and 25 October 2017, we welcomed a **new record of 750 participants** to the Stade de Suisse in Berne. For the second time we had the pleasure of welcoming Federal Council Johann Schneider-Ammann to the event for his keynote. Sixty start-ups pitched on three stages to the investors and corporates. With a mindblowing record of more than 1,200 1:1 meetings in the afternoon. The event closed with the final of the Pitching Battle for each track.

It is already the **XV Edition** of the reference event for Startups, Supporters, Investors and Corporates in Switzerland with the following content:

DAY 1: 25.9.2018 (Stade de Suisse Berne)

- Pitching Battle Qualification with 200 Startups (5 tracks, 17 countries)
- Supporter on Stage
- 10 Masterclasses (70 min each)
- 3 Keynotes & 6 Panels
- 1:1 meetings (330, bookable during the day)

DAY 2: 26.9.2018 (Kursaal Berne)

- Startup Pitching Battle Semi- & Final
- Investors & **Corporates** on Stage
- 2 Workshops (90 min each)
- Q&A with Federal Council Johann Schneider-Ammann
- Video Keynote by Peter Diamandis (Singularity University)
- 4 Keynotes & 3 Panels
- 1:1 meetings (1'000, bookable in advance)

The new format of the **pitching battle** with 200 startups in 5 tracks resulted in having startups from all over the world. In addition the total prize money of **CHF 100'000**, cash and in-kind, made it more attractive.



DR. CHRISTIAN WENGER Chairman (right)
JEAN-PIERRE VUILLEUMIER Managing Director

The **Investor DINNER** with 200 investors, corporates and supporters of the Swiss startup ecosystem will be in the Kornhauskeller. We will celebrate our XV years of shaping the ecosystem.

For the 15. edition 2018 digitalswitzerland and Innosuisse granted us their support for the Startup DAYS.

To close, we publish the **X Edition** of the **Startup GUIDE**, focusing on cover stories and 15 profiles of start-ups on the way to success (print and online).

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

Dr. Christian Wenger
Chairman

Jean-Pierre Vuilleumier
Managing Director

Startup INVEST
Färberstrasse 6
8008 Zürich
vui@startupinvest.ch
www.startupdays.ch
www.ventureday.ch
www.ipoday.ch
www.startupguide.online

digital**switzerland**

Startup INVEST
Startups meet Investors & Corporates

digital**switzerland**

More than 125 members – One shared mission

Making Switzerland a Leading Digital Innovation Hub. Worldwide!



Politico-Economic
Environment



Corporate
Enablement



Education
& Talent



Public
Dialogue



Startup
Enablement



International
Connectivity

Join now!

www.digitalswitzerland.com

X edition of the Startup GUIDE

Impressum

Publisher

Startup INVEST
Färberstrasse 6
8008 Zurich
vui@startupinvest.ch
www.startupinvest.ch

Realisation

Edition Manager: Jean-Pierre Vuilleumier
Edition Assistant: Veronika Riggauer,
Clara Baumhauer
Graphic Design: Ursi Anna Aeschbacher, Biel,
www.diebrotsuppe.ch

Copyright

All texts and photos are copyright free.
Mentioning of source mandatory:
©Startup GUIDE 2018/19

Order or Download the Startup GUIDE 2018/19

www.startupguide.online
By mail: vui@startupinvest.ch
Price: free of charge

Startup GUIDE online

www.startupguide.online

Dear Reader

This is already the **X** edition of the Startup GUIDE and again available as hardcopy but also online,
www.startupguide.online.

The Startup GUIDE's intention remains to give

- future and actual entrepreneurs
- investors and industrial companies
- students
- politicians and civil servants and
- the general public

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

In the Startup GUIDE 2018/19 edition you will find again

- interesting Cover Stories
- 15 Startups we believe are on the way to success.

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

Jean-Pierre Vuilleumier



JEAN-PIERRE VUILLEUMIER
Managing Director Startup INVEST

Content

Introduction by Swiss Startup Invest

Cover Stories

- 9 **Making Switzerland a Leading Digital Innovation Hub. Worldwide!**, Digitalswitzerland
- 11 **Simulators for surgical interventions**, Innosuisse
- 13 **A New Boost for Deep Tech Spin-Offs**, Gebert Rüt Stiftung launches "InnoBooster"
- 15 **Unlocking the Potential of Entrepreneurially Minded Students**, ETH Entrepreneur Club
- 17 **Interview: Dominique Mégret, Head of Swisscom Ventures**, Swisscom Ventures
- 19 **The new accelerator program made in Ticino**, boldbrain.ch
- 21 **A growing innovation-hub to start a new business**, Canton Ticino
- 22 **A vibrant location to move your innovation forward and strengthen your business**, Canton of Vaud
- 25 **Using augmented reality to help first responders save lives**, Darix
- 27 **We invest in the next generation of startups**, be-advanced AG
- 29 **Welcome to a true engine for your R&D projects**, Switzerland Innovation Park Biel/Bienne
- 31 **A dynamic and innovative entrepreneurial ecosystem**, Startups in Italy
- 33 **Earn-out in an exit – Can an earn-out solution save the deal?**, Wenger & Vieli Ltd.
- 37 **Partner for innovative Start-ups**, Zürcher Kantonalbank
- 38 **Euronext launches IPO educational program TechShare in Switzerland**, Euronext
- 43 **Investing in Swiss Entrepreneurship**, SVC Ltd. for Risk Capital for SMEs
- 47 **Who supports young entrepreneurs at ETH to take off?**, ETH Zürich
- 49 **Getting new ideas off the ground**, Post
- 51 **IP strategy to achieve business plan targets is the new black**, P&TS
- 54 **Startfeld on track**, Startfeld
- 57 **Working together to shape the energy market of the future**, Energie 360°
- 59 **Neuchâtel Startup and Innovation Hub is moving on**, Neode → Microcity
- 60 **Enabling funding with "CORNERSTONE startup value stack"**, Technopark Lucerne
- 62 **Thriving Corporate Venturing in Switzerland**, Swiss Startup Factory
- 65 **An Integral Part of Empa's Knowledge and Technology Transfer**, Empa
- 66 **Where start-ups take off**, Technopark Winterthur
- 67 **Term Sheet Basics: Do you really know what "fully diluted" means?**, Kellerhals Carrard
- 69 **Startup DAY 2017**
- 71 **Launch ideas – push gravity!**, ESA BIC Switzerland
- 73 **Employment – Penalty Clauses (Konventionalstrafen) under Threat**, WalderWyss
- 74 **Watson Studio**, IBM Corporation
- 75 **Where Science Meets Business**, Technologiepark Basel
- 77 **Start it up in the Basel region**, BaselArea.swiss

Content

- 79 **UPC is supporting start-ups with its new Accelerator platform, UPC**
- 80 **Bridging Innovation between Europe and China, ENRICH**
- 81 **A fast track to innovate living spaces, Swiss Prime Site**
- 83 **Join >>venture>> 2019 Switzerland's leading startup competition, venture.ch**
- 85 **Switzerland in the global spotlight, Startupticker.ch**

15 Startups on the Way to Success

- 87 **Swiss wearable innovation to stop bruxism, Aesyra**
- 88 **Activating agriculture for sustainability, AgroSustain**
- 88 **A world's first in stroke prevention, Artiria Medical**
- 89 **The ultra-bright turn signal vest for cyclists and runners, CLARA**
- 89 **Bringing non-invasive treatment for Arrhythmia, EBA Med**
- 90 **Empowering a safer smarter sky for all, Involi**
- 90 **A platform enabling retailers to offer tailored last mile delivery services, LuckaBox**
- 91 **Microcaps brings precision and control to microencapsulation, Microcaps**
- 91 **Traditional cables break – nanoleq cables don't, Nanoleq**
- 92 **Revolutionizing live cell exploration, Nanolive**
- 92 **Freedom – a wheelchair that climbs stairs, Scewo**
- 93 **An assistant device to enable a better life, SwissProsthetics**
- 93 **Chemical-free solution to bee mortality – heat is the sustainable answer, Vatorex**
- 94 **Enter the smart flooring revolution, Technis**
- 94 **Swiss Technology for Smart Outdoors, Safe Adventures, WeGaw**

Digitalswitzerland

Making Switzerland a Leading Digital Innovation Hub. Worldwide!

Startup Invest and digitalswitzerland are happy to present the 2018 Startup DAYS to you. digitalswitzerland is a cross-industry association created from the shared vision of its over 125 members to strengthen Switzerland's position as a digital hub. As a sign of personal commitment and dedication, the members launched several initiatives and activities, focusing on the following six pillars:



**Corporate
Enablement**



**Politico-Economic
Environment**



**Startup
Enablement**



**Education
& Talent**



**Public
Dialog**



NEW

**International
Connectivity**

Political Framework: Pursuing a political framework for innovation

We seek to combine – and to amplify – the voices of many of these important participants in the digital transformation in order to promote and to help shape political conditions and regulatory frameworks that are conducive to the development of new technologies, new business models and the respective influx of capital and talent.

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

We aim to embed computational thinking in and digital education of young people and promote lifelong learning for all adults. It is never too early or too late to learn about computational thinking, technology, digital innovation, computer science, coding, etc. We create awareness, create partnerships and promote activities, among which we offer several digital platforms in the fields of digital education and transformation.

Startup Enablement: Fostering the Swiss startup ecosystem and accelerating its growth by linking entrepreneurs, corporates, hubs and investors

We are supporting the startup ecosystem to enable growth and become a solid and globally well-known innovation ecosystem. We provide an aligned portfolio of projects and activities such as the Market Entry and the Scale up Bootcamps, the Investor Dinner and Summit as well as the Startup DAYS.

Corporate Enablement: Bundling forces and fostering cross-sector collaboration to enable innovation

The digitalswitzerland challenge enables interdisciplinary and cross-sector teams to implement their innovative ambitions within a competitive framework. The ambitious programme puts Switzerland, its companies, the local academia and politics at the heart of digitalisation.

Public communication: Leading a meaningful dialogue with the public

Digitalisation is a fact. It is our mission to contribute to sensitising the public to digital technologies and highlighting the chances for our economy and society. Join the dialogue on 25th of October for our second Digitaltag. There will be even more partners, people and regions included in our second iteration. More information under www.digitaltag.swiss.

International Visibility: Raising Switzerland's visibility in the international innovation and technology ecosystem

We want to foster the international awareness of Switzerland as a global model for sustainable innovation. Just as Tel-Aviv, Berlin and Silicon Valley trigger associations, Switzerland must also be able to develop its own identity regarding the digital future. Therefore digitalswitzerland will connect with other hubs in order to generate a profitable exchange for the Swiss ecosystem.

digitalswitzerland

Digitalswitzerland



MARKET ENTRY BOOTCAMP AT THE KRAFTWERK, ZÜRICH

The digitalswitzerland Bootcamp Series – A Tinder for startups and corporates

Matching the right people at the right time can be challenging, especially in the startup ecosystem. That's why digitalswitzerland launched the Bootcamp Series. The goal is to foster the collaboration between high quality startups and Swiss corporates in a lean and efficient way. We bring the co-founders and innovation managers into one room where they see each other pitch and are able to deepen their mutual understanding in the subsequent one-to-one sessions. After less than one day the participants know if they have a potential match and want to pursue their collaboration.

4 bootcamps, 4 locations, 400+ one-to-ones and over 60% follow ups

The success of our first iteration was remarkable. In 2018 we started with two different formats – the Scale Up & the Market Entry Bootcamps. In the Scale Up Bootcamp we brought together 20 mature Swiss startups and 20 Swiss corporates who focus on a specific vertical such as fintech & blockchain. In just one day more than 80 one-to-one sessions took place and there were four to seven follow ups per startup. The satisfaction of the young entrepreneurs and corporate representatives was accordingly high. In addition to the three Scale Up Bootcamps we held in Bern, Zu-

rich and Lausanne, the Market Entry Bootcamp focused on international startups who want to do business in Switzerland. Over 50 startups from over 21 countries came for 2 days to Zurich to get a crash course about the Swiss innovation ecosystem and to dive into a speed-dating with our corporate members.

What's yet to come

In 2019 we will grow our Scale Up and Market Entry Bootcamp series and make it even bigger and leaner. For the corporates who would like to join our next Bootcamp Series, I suggest becoming a member of digitalswitzerland; for the startups who believe they have what it takes, feel free to contact me.

Besides the bootcamps, we will focus on intensifying the links in the ecosystem and its accelerators, hubs, startups and investors. Furthermore, we are working on creating a better political framework for startups.

There will be a lot happening in 2019. Stay informed and subscribe to our newsletter on our website:

www.digitalswitzerland.com

About the author

Matthias Zwingli is in charge of the startup pillar @digitalswitzerland. He holds a Master degree in Business Management from the University of St. Gallen and has previously worked @Migros bridging startups with the corporate world. (matthias@digitalswitzerland.com)

Facts and Figures, Contact

Organization	digitalswitzerland
Foundation	2015/2016
Mission	To position Switzerland as a Leading Digital Innovation Hub
Webpage	digitalswitzerland.com
Contact Person	Nicolas Bürer, Managing Director



MATTHIAS ZWINGLI
Project Manager
Startup Enablement
digitalswitzerland



START YOUR INNOVATION PROJECT

Would you like
to start an
innovation project?



START AND GROW YOUR BUSINESS

Would you like
to set up
a company?



GO GLOBAL

Do you want to move
into international markets
or find partners in other
countries?



BE CONNECTED

Are you looking
for the right
innovation partner?

INNOSUISSE IS HERE TO HELP.

www.innosuisse.ch



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

Innosuisse

Simulators for surgical interventions

Surgeons can be trained using robots with the VirtaMed surgery simulators. These Swiss training devices are being used by hospitals and medtech companies throughout the world. In ten years, a small Innosuisse supported start-up has become an SME employing 100 people.

Trainee pilots practise on flight simulators. In a similar way, it is very beneficial for surgeons to practise on virtual systems before operating on real patients. VirtaMed AG, a company based in Schlieren in the Swiss canton of Zurich, manufactures surgical simulators that allow trainee doctors to gain virtual experience of operations. Their products have proved to be highly successful. The company was founded in 2007 and now has an annual turnover of almost CHF 20 million. The founders met during the course of a project run by the Swiss National Science Foundation (SNSF) as part of the "Co-Me" National Centre of Competence in Research, which involved 16 PhD students. They developed a prototype simulator for removing tumours from the womb, which aroused great interest in medical circles. Six members of the project team then founded a start-up to evaluate the commercial potential of the research results. But how do researchers become entrepreneurs?

Successful search for investors

The start-up submitted an application for coaching to the former CTI, Innosuisse's predecessor, and was accepted. Dr Martin Horst, start-up coach and managing director of the consultancy company Accelerex, advised them to focus on the big picture when defining their objectives and vision, but to make realistic plans. "We worked on the business plan until it was comprehensible and concrete," says Horst. In 2008, VirtaMed completed the start-up coaching, won the privately financed Venture Kick prize and successfully found its first investors in the form of business angels from the StartAngels network and the Zürcher Kantonalbank.

Moving to new markets

VirtaMed began by developing simulators for different applications, including one for arthroscopies, the minimally invasive procedures used to repair joint damage. For surgeons, the simulator creates a virtual reality that comes very close to real life. Innosuisse also supported several of VirtaMed's joint R&D projects. Today, every orthopaedic specialist in Switzerland is tested on the ArthroS simulator and it is also used to provide training throughout the world. VirtaMed has also developed simulators for medtech companies. Tailor-made simulators have to be developed quickly and in small numbers for this industrial sector. The medtech companies use them worldwide to train medical staff and employees.



TRAINEE DOCTORS PRACTISE ON VIRTUAL SURGERY SYSTEMS BEFORE OPERATING ON REAL PATIENTS

VirtaMed has now sold around 800 simulators to more than 300 customers on all continents. The company has been making a profit since 2011 and, because of the successful early development of the business, it has been able to expand using its own resources and without additional financing rounds. The products are made in Schlieren in the canton of Zurich and between 95 and 98 per cent of them are exported. The company currently employs 115 people from 21 countries and plans to increase its workforce to 250 in the near future.

About Innosuisse

Innosuisse is the Swiss Innovation Promotion Agency. With a yearly budget of around CHF 200m, it funds innovation projects, offers training and coaching for entrepreneurs and start-ups and fosters the transfer of knowledge and technology.

www.innosuisse.ch



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

CALL FOR PROJECTS 2018/19

Support programme for UAS graduates

FIRST VENTURES

APPLIED RESEARCH, ENTREPRENEURIAL ACTION

Gebert R f Stiftung supports bachelor's and master's students of universities of applied sciences UAS who are developing an innovative business idea as their thesis topic.

Candidates who present a convincing proposal will receive up to CHF 150,000 to continue working on the business project after graduation. An individually tailored coaching programme will smooth the way to launching a start-up.

Gebert R f Stiftung aims to use "First Ventures" as a vehicle to encourage talented bachelor's and master's students not only to contemplate obtaining a degree, but also to look beyond that and embrace the idea of launching a start-up that turns their idea into new products and services. The goal is to promote a culture of entrepreneurship among students and strengthen business potential at universities of applied sciences.

Submission deadlines:
15 November 2018, 31 May and 15 November 2019

**WISSENSCHAFT.
BEWEGEN**
GEBERT R F STIFTUNG

swissuniversities

Gebert R f Stiftung launches "InnoBooster"

A New Boost for Deep Tech Spin-Offs

20 years, CHF 70 million: With great perseverance, commitment and success, Gebert R f Stiftung worked on the funding gap between research and the market. Now this gap has been closed by the BRIDGE programme established jointly by the SNSF and Innosuisse, allowing Gebert R f Stiftung to reposition itself: With "InnoBooster" it is launching a funding programme that calls for top talents with convincing proposals of how an R&D or design boost can speed up the success of their deep tech business case. The support addresses university-based, high-potential business cases from the Venture Kick programme with the aim of substantially accelerating market entry. The sum of CHF 2.5 million p.a. has been reserved for this purpose, with the first submission deadline on 1 December.

One mission accomplished, and on to the next one

When a goal has been achieved, it is time to refocus the strategy. And Gebert R f Stiftung is no exception. Since it was founded in 1997, the foundation has addressed the long-familiar funding gap between the Swiss National Science Foundation and today's Innosuisse (formerly CTI), known as the "valley of death". This is where the funding chain breaks down for many innovative projects, when no more basic research funding is available and venture capital is not yet accessible.

The "Pilot projects" programme created by GRS in 1998 was a support vehicle with no topic restrictions for particularly original, innovative and surprising projects of a proven pilot nature with Swiss-wide significance. Initial funding was used to realize several small-scale beacon projects offering groundbreaking qualities, major potential and a conduit for developing thematic areas of activity.

The launch of the BRIDGE funding programme jointly managed by the SNSF and Innosuisse marked the closure of this gap after 20 years. GRS has thus met its objective: the bridge has been built. This allows GRS to turn its attention away from promoting pilot projects and instead to channel resources into the "InnoBooster" programme to address a new and promising gap area with huge potential. GRS remains faithful to its role as initial funder: "Wissenschaft.Bewegen" (making science effective) is now also a key feature of the foundation's visual identity.

InnoBooster – Accelerating Market Entry of Deep Tech Spin-Offs

With the InnoBooster support programme, Gebert R f Stiftung is addressing a new gap in the innovation chain. The aim is to bring more innovative ideas to market more quickly. While application-oriented research projects can now be funded by the BRIDGE programme, InnoBooster is positioning itself in the already competitive but still risky pre-seed phase. In addition to the Venture Kick programme focused on business development, Gebert R f Stiftung exclusively supports young, university-based

WISSENSCHAFT. BEWEGEN

GEBERT R F STIFTUNG



Prosperity by innovation

What Heinrich Geberit promoted as an entrepreneur, he also wanted to see implemented as a philanthropist for Switzerland as a top business location and as a place to live. He wanted to make a difference. In line with this vision and after the sale of the internationally successful family business Geberit, he founded the Gebert R f Stiftung, Switzerland's largest private science foundation. As a patron, he proved to be just as innovative as he had been as an industrialist. By establishing the foundation he transferred the concept of entrepreneurship to the not-for-profit promotion of science with a clear mission: translating scientific innovation into job creation as the basis for social and economic prosperity. In their early stages, innovations carry high risks. This phase is an ideal gap for support with great leverage for a private funding commitment.

spin-offs that need a further boost in R&D or design for their rapid market entry.

Only business ideas from Venture Kick are eligible for the new programme. Gebert R f Stiftung seeks to speed up innovative, science-based deep tech business cases with high market potential. Up to CHF 150,000 for a maximum of 1.5 years can be granted to top talents with a clear plan and funding need for accelerated market entry. The new funding line is calling for convincing proposals which show how a further boost in research & development or design can drive business success.

Detailed information: grstiftung.ch

Impact: Facts & Figures

Launched 20 years ago with great expectations, it's now time for Gebert Rüt Stiftung to take stock. And what a success it's been.

Almost 900 projects were financed with an investment of almost CHF 200 million. Donating is worthwhile and makes an impact, as the following figures testify:

- 94% of projects closed a critical gap in terms of innovation/start-up momentum
- 82% had an impact on society and business
- 30% of projects resulted in the launch of a start-up
- 75% helped trigger a partnership with industry/service providers/the public sector
- GRS funding has an average leverage factor of 14

Products from 20 years of support – a selection



Lemoptix

Lemoptix has developed a new paradigm for projection systems based on a single analogue MEMS scanning micro-mirror technology. Lemoptix MVIEW, the world's smallest laser micro-projection system, is ideal for demanding applications such as head-up displays in cars or mobile devices. Lemoptix was acquired by Intel in 2015.



Mindmaze

Mindmaze helps stroke patients with motor rehabilitation. The neurotechnological platform of the EPFL spin-off is a combination of imaging techniques, 3D technology and virtual reality. As the first – and so far only – unicorn, Mindmaze has secured over CHF 100 million in investments.



Pregnolia

Pregnolia has developed a diagnostic device to accurately predict the risk of premature birth during routine pregnancy counselling. The product is about to enter the market.



Swiss Ebony

Swiss Ebony uses native woods, which can be modified and compacted thanks to an innovative technology as a sustainable alternative to tropical woods in musical instrument making. The Swiss replacement for tropical ebony has met with enthusiasm not only in the music scene, but also among sports equipment manufacturers.

Contact Details

Organization	Gebert Rüt Stiftung
Foundation	1997
Mission Statement	Wissenschaft.Bewegen
Employees	4 (3.3 FTE)
Postal Address	St. Alban-Vorstadt 5, 4052 Basel
Contact persons	Dr Pascale Vonmont, CEO/Director pascale.vonmont@grstiftung.ch 061 270 88 24 Dr Marco Vencato, Deputy Director marco.vencato@grstiftung.ch 061 270 88 20
Webpage	grstiftung.ch

ETH Entrepreneur Club

Unlocking the Potential of Entrepreneurially Minded Students

The ETH Entrepreneur Club is a student association from ETH Zürich, founded in 2011 with the goal to foster entrepreneurship among students. Today the non-profit club consists of over 30 volunteer students in the core team. Besides organizing several events, the club runs a coworking space for early stage startups. Since its founding 7 years ago, the club managed to establish a presence in the Startup Scene in Switzerland, through a series of events that have each slowly become their own brand. Mostly it's a platform for students and young entrepreneurs and give them the tools they need to unlock their potential.

One of the signature events is called EC Award and is a startup pitching competition. The event gives students and young graduates an opportunity to work on their idea and present it to their fellow students and a jury. The teams are chosen highly selectively from a great number of applications. In the first part of the event, the selected teams need to deliver an elevator pitch in the Polybahn. Based on their performance and some background information the finalists are chosen. Finalists can win up to 12'000 CHF each, which is ideal for them to work on a prototype. It is incredibly rewarding to follow the people that won prizes in the EC Award after the event.

Besides organizing events the ETH Entrepreneur Club also runs a coworking space, called the Rocket Hub. It is located close to Zürich main station and ETH. With support of several partners regular workshops for the coworkers are organized, where different relevant topics are discussed. Furthermore, it is a great and affordable space for startups to work in. Through the floating desk concept, a creative and ever-changing environment is created where the coworkers interact and share their experience and learnings.

This semester starts off with InCube. From September 20–24 this creative competition of startup-minded student takes place in four cities at the same time! For four days, 5 students live in a large glass cube and work intensively on a given problem. At

the end of the given time they need to present a product which matches the boundaries of the competition. In total there are six teams that are competing against each other, each with their own problem statement and at a different location.

To stay up to date with the club's activities follow its Social Media channels.

Facebook: [ETHEntrepreneurClub](#)

Instagram: [eth_entrepreneurclub](#)

Twitter: [ec_zurich](#)



COMMITTEE MEMBERS



Facts and Figures

Organization	ETH Entrepreneur Club
Foundation	2011
Mission Statement	Foster entrepreneurship amongst students.
Postal Address	Entrepreneur Club at ETH, Rämistrasse 101, 8092 Zürich
Webpage	www.entrepreneur-club.org
Contact persons	Jérôme Strebel (author), Lea Stöckli
Function of contact persons:	Vice President of Marketing, President
Email of contact persons:	Jerome.strebel@entrepreneur-club.org lea.stoeckli@entrepreneur-club.org
Phone number of contact persons:	+41 78 360 68 38



PHOTO FROM EC AWARD 2018

Switzerland – a small country where big dreams come true.

It's simply fantastic to help new businesses fulfil their dreams. Our StartUp experts not only offer suitable communication solutions but can also support you with valuable know-how or investment.

Discover more now www.swisscom.ch/dreams



Swisscom Ventures

Interview: Dominique Mégret, Head of Swisscom Ventures

Dominique Mégret on running a mature corporate venturing unit, how it leverages the parent company to deliver strategic and financial value and how the Swiss startup ecosystem is coming of age.

Swisscom Ventures is one of the most active corporate venture capital arms (CVC) in the world and Switzerland's leading early-stage ICT investor. How did you get there?

It all started in Silicon Valley as Swisscom has been there for the last 20 years with the objective to bring external innovation inside Swisscom. Most disruptive innovations in our industry came from startups outside the telecom labs – if you cannot beat them, join them! That is why we started Swisscom Ventures in 2007 and capitalized on those Californian relationships. As we learned from the best VCs, we started to invest in CH as well with our second-generation fund. We saw that the Swiss market had actually great potential with a high quality of proprietary IP at considerably lower valuations than in the US. Building upon that experience from Silicon Valley and Switzerland, we recently closed a third fund of more than CHF 200m that is primarily funded by external institutions alongside Swisscom as anchor investor. About half of this fund will be invested in Switzerland, the other half in the USA/Europe.

What kind of objectives do you pursue with your investments?

We have both financial and strategic objectives: Strategically, we facilitate partnerships between startups and Swisscom. For the startups that means access to a potential customer or distribution channel and for Swisscom access to innovation to reduce our costs or differentiate our products. On the financial side, it is all about delivering top returns. Clearly, it is always a balancing act, to achieve both strategic and financial goals.

Is there a concrete example where working with a portfolio company has created direct value for Swisscom's customers?

A good example is KeyLemon, a Martigny-based company specialized on biometric authentication. Based on their expertise we co-developed a voice recognition feature for our TV platform to innovate and differentiate from our competitors and provide additional value to Swisscom's residential customers. Today, you find this feature in our TV offering as a voice-enabled remote control that even understands Swiss German dialect. Earlier this year, KeyLemon was successfully sold to AMS.

How does Swisscom Ventures collaborate with operating business units at Swisscom?

We introduce startups into the line and try to establish or develop a relationship with Swisscom. We push external innovation top-down and bottom-up: Top-down we work through Swisscom top managers in our investment committee. Bottom-up we closely collaborate with a network of Venture Associates in the line, that



**DOMINIQUE
MÉGRET
HEAD OF
SWISSCOM
VENTURES**

foster business development and establish collaborations with external companies.

What is your view about the Swiss startup ecosystem and how has it evolved?

I think that the ecosystem has evolved positively on the back of world class research institutions and increasingly experienced entrepreneurs, support professionals and investors. But we need to be more ambitious and increase the amount of VC investment (CHF1bn in 2017) to keep up with the rest of the world (USD 155bn). Ultimately, we should aim at catching up with best-in-class innovation countries like Sweden (USD 1.8bn) or Israel (USD 4bn), that have economies of similar size to Switzerland.

What is Swisscom Ventures' role in this market environment?

In the Swiss startup ecosystem, we are increasingly taking a lead role for early-stage A-round investments in ICT companies as a first institutional investor after business angels and other early supporters.



SWISSCOM'S SILICON VALLEY OFFICE

Where do you see the CVC industry in five years from now?

CVC has emerged as an important function in the open innovation ecosystem for large corporates alongside M&A, strategy and R&D. So, the number of CVCs has grown from 250 dedicated units when we first started to about 1'500 worldwide today. In my view, there will certainly be downcycles on the road ahead, which are healthy for the system as a whole, but ultimately CVC

is here to stay as one of the key investor types in the ecosystem. In particular, Asian corporates are driving the trend that will bring CVC to the next order of magnitude. For instance, Softbank has closed their Vision Fund with USD 100bn and deployed USD30bn already, on par with Tencent that has spent upwards of USD30bn between 2015 and 2017.

Exits (2016-2018)	Swisscom Ventures Portfolio (September 2018)
Infrastructure & Cloud	PLUMgrid, Quantenna, exoscale, simplivity, MATRIXIX SOFTWARE, fastly, signifai, 6connect, Onetronics, ASSIA, KUMU NETWORK, Instabridge
IoT	vilant, actility, PIQ, arviem, GEOSATIS TECHNOLOGY, MORPHEAN
Enterprise Solutions	POKEN, beqom, uepaa, BEEKEEPER
Security	KeyLemon, CyberTrap, NetGuardians, SEC Consult
FinTech	cognia, bexio, Advanon, lenditapp, PriceHubble
Media & Advertising	Brandnew, BLOOM, Adello, CROWD, Bring!
eHealth	AVA, SOPHIA GENETICS, NANO LIVE
Other Smart Technologies	ACT LIGHT, H. GLASS, MycoSolutions, insightness



Swisscom Ventures is the venture capital arm of Swisscom AG, the leading telecommunications and IT provider in Switzerland. Since our inception in 2007, we have invested in over 50 IT, digital media and telecommunication companies from our offices in Switzerland (Zurich and Lausanne) and the USA (Silicon Valley). As a strategic investor, we offer entrepreneurs access to our technical infrastructure and market channels in addition to financial support. We focus on sectors of domain expertise such as Telco & IT Cloud, DeepTech and Cybersecurity as well as Big Data & AI related new business models.

Facts and Figures

Offices	Zurich, Lausanne, Palo Alto
Foundation	2007
AUM	CHF 300m
Employees	9
Target Investment Size	1–3MCHF initial commitment at seed / early stage
Target Geographies	Switzerland, Europe, USA, Israel
Target Sectors	ICT & DeepTech, IoT, Enterprise Solutions, Security, Fintech, Media & Ads, eHealth
Investment Style	Active
Deal Structures	5–25% equity stake, minority
Key Investment Criteria	Strategic fit to SC Group, team quality, market maturity & growth potential

boldbrain.ch

The new accelerator program made in Ticino


Boldbrain
STARTUP CHALLENGE

The long-running StartCup Ticino is evolving into the new Boldbrain program, an accelerator that takes place in Ticino for business projects. With a new name and a new brand, Boldbrain aims to become the leading Swiss accelerator for innovative early-stage startups. The new program is organized jointly by Fondazione Agire (foundation) and Centro Promozione Start-Up (the start-up promotion center of the University of Southern Switzerland – USI). It is strongly supported and financed by the Canton Ticino, Division of Economics and with significant support from EFG Bank and other sponsors.

The program

Boldbrain evolved out of StartCup Ticino with the aim of offering every year a three-month training program to 20 startups to help them establish a brand and solidly continue setting up their business. The main features of the new program are the optimization of the acceleration process and opening up applications from outside the canton – for the first time, the program will be presented outside Ticino. Boldbrain fits into the range of similar Swiss programs, distinguishing itself from the others through two important features, the first being that Boldbrain works with startups during their early stage, when there is still much to be built. The second characteristic is the horizontal challenge: Boldbrain is open to all business sectors; the only requirements are innovation and scalability.

Applications must be submitted in early summer and the program runs from the beginning of September to December, when the award ceremony is held at the Aula Magna hall of USI's Lugano

campus, and where the ten most promising ideas are presented. The total cash prizes amount to CHF 120,000 and other benefits are worth up to CHF 50,000. With the support of Start-up Invest, we will also organize an Investor Day in Lugano dedicated to networking with alumni (participants from past programs) and potential investors.

The goals

The objective of this project is to compete with the major Swiss and foreign programs dedicated to startups. Over the next few years, Boldbrain must grow and become recognized as the first national accelerator for the early stage segment. Boldbrain aims, on the one hand, to recover native "brains" who, for example, moved away from Ticino to study and established themselves on the other side of the Alps or abroad and, on the other, to attract good, innovative entrepreneurial ideas to southern Switzerland. The establishment of new startups in Ticino will revitalize the economic fabric with quality companies that create value in terms of motivated, highly skilled local manpower. The program is part of the policy of economic development promoted and implemented in recent years by Canton Ticino's Economic Department, with a strong emphasis on support for entrepreneurship and innovation incentives in Ticino. In this context, a coordinated support strategy dedicated to startups was presented that aims to make Ticino an ideal place for the establishment, development and growth of these highly innovative companies – and the Boldbrain program represents an important step in this strategy.



FONDAZIONE AGIRE

COMPANY PROFILE

The Agire Foundation is the innovation agency for southern Switzerland, a public-private partnership founded in 2011 to promote local innovation, entrepreneurship and economic competitiveness, aiming at creating highly qualified jobs. It coordinates the action of regional strategic players (universities, institutions, business organizations) with the aim of strengthening the innovation ecosystem and providing free consultancy support to innovative startups, directing them to the most suitable contacts according to their needs. The foundation manages 2,600 m² of co-working offices and spaces, which are available to startups. It coordinates a round table of technology consultants whose objective is to promote the creation of joint ventures between industries and academic & research institutions to develop new products and improve production processes.



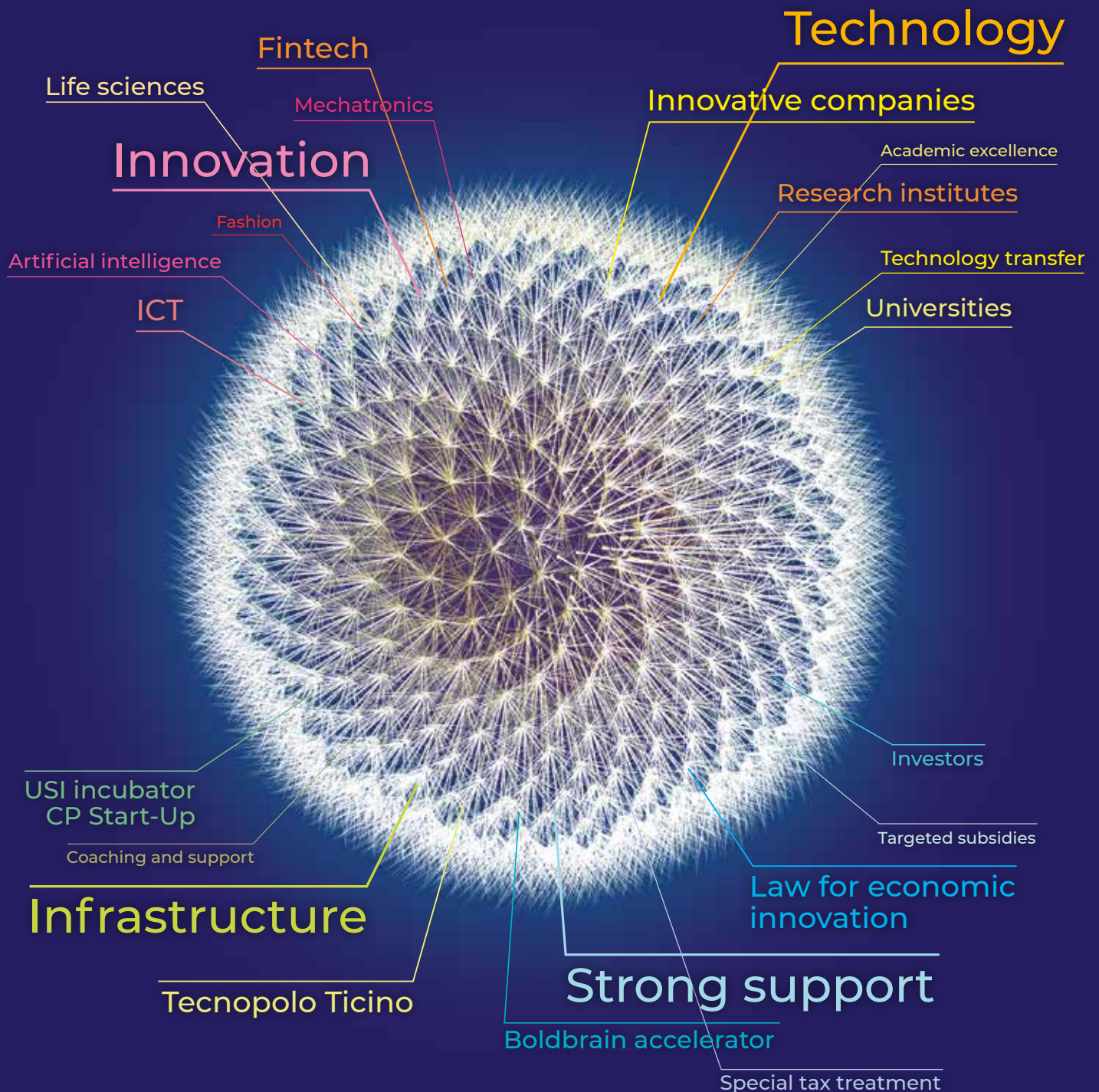
CENTRO PROMOZIONE START-UP USI

COMPANY PROFILE

The USI Start-Up Promotion Center (CPS) provides its services both directly, through consultancy to potential new entrepreneurs, and as an intermediary between the entrepreneurs and the centers of expertise able to address the technical, management and financial questions arising once a proposed idea or project has been analyzed and looked at in-depth. With its incubator, the CPS facilitates and supports the creation of new enterprises by hosting them (and offering them their first headquarters) while they are being established at USI's Lugano campus – which provides all the necessary infrastructure, connections and assistance for the success of each individual entrepreneurial project. For business candidates who promote ideas or projects but still do not have a detailed business plan, the incubator provides workstations in an open plan office free of charge, available 24 hours a day, with internet connection and the use of ICT facilities.

TICINO a vibrant ecosystem for startup

Thanks to its strategic position and a wide range of activities and services to support innovation, Ticino is the ideal place to grow and develop your business.



Canton Ticino

A growing innovation-hub to start a new business

Ticino strongly supports entrepreneurship and start-ups

Thanks to its young universities, a favorable environment for innovation and an advanced ecosystem for start-ups, the Canton of Ticino is the ideal place to develop your business. In Ticino, R&D and state-of-the-art technology are combined with a unique environment, characterized by Swiss quality and a Mediterranean lifestyle.

The presence of internationally renowned research institutes and their strong bond with companies create a vibrant ecosystem that supports innovation in future and export-oriented sectors, such as life sciences, fashion, mechanics and electronics, as well as information and communication technology.

Ticino is one of six Regional Innovation Systems in Switzerland and in the last few years has adopted a specific set of measures for innovative start-ups, aimed at supporting them through the different development phases.

For instance, through a law on economic innovation, the canton financially supports start-ups admitted to the Innosuisse start-up coaching program, as well as those who successfully complete other federal acceleration programs.

Moreover, Ticino is one of the two cantons in Switzerland offering special tax treatment for innovative start-ups and for investors in those companies.

If you want to discover more about general conditions and the support to innovative companies offered by the Canton of Ticino, visit our web portal www.ti.ch/business-portal

KEY-FACTS TICINO

- 1st canton to offer subsidies to start-ups participating in the Innosuisse start-up coaching program
- 2nd canton to offer special tax treatment for innovative start-ups
- 30 institutions and associations sustain innovation
- 70+ research institutes and laboratories located in Ticino
- 2 billion people use a speech recognition algorithm developed in Ticino

KEY-FACTS TECNOPOLO

- 2'600 m2 available for start-ups
- offices from 30 to 100 m2
- 3 meetings rooms and other facilities
- 75% constant occupation with a significant turnover

KEY-FACTS BOLDBRAIN

- 120,000 francs in cash prizes
- Approx. CHF 50,000 in other benefits
- 600 hours of coaching
- 20 selected start-ups every year
- 5 award-winning start-ups
- 4 training workshops



TECNOPOLO TICINO

CONTACT

Fondazione Agire | TecnoPolo Ticino
Via Cantonale 18, 6928 Manno, Switzerland
+41 91 61 02 710
info@agire.ch | www.agire.ch



Dipartimento delle finanze e dell'economia
Divisione dell'economia

Canton of Vaud

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

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

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

- **A unique concentration of leading Swiss academic and research institutions** (EPFL, UNIL-CHUV, HEIG-VD, IMD and ECAL), ensuring appropriate scientific expertise to develop new research from the laboratory straight to the market!
- **One-third of the 100 Top Swiss startups are based in the canton of Vaud** – including 4 among the 10 best ones in 2018*. In total, about 2,000 high-tech companies are established in the canton.
- **Highest amount of venture capital funds in Switzerland** raised by Vaud startups in 2017 (CHF 298 million).
- **An effective network of partners** to provide your company with specialized coaching and business support, networking opportunities with major actors in your field and specific funding for startups.
- **A suitable setting to develop your ideas and business** in one of our six incubators and innovation parks.

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

INNOVAUD – The hub of innovation in Vaud

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

- **find investors and financial support** from the FIT (www.fondation-fit.ch) and SPEI. We offer advice on financing strategy and facilitate contact with various sources of investment.
- **find the ideal location** in incubators and innovation parks. Privileged working relationships can then be established with research institutes in collaboration with the six innovation parks in Vaud.
- **access certified coaches** (eg. Innosuisse, Startup Coaching, platin and Alliance) who can **support** your company in areas such as business strategy and models, partnerships, organization, and financing.
- **connect with the right partner** within a vast ecosystem of companies and organizations, in order to speed up the innovation process.
- **highlight and promote** your innovation projects and your businesses via various channels.

innovaud.ch

vaud.digital: who are the digital innovators in the canton of Vaud?

Find out which labs, startups, SMEs and large corporations are leading the way, whether you're looking for:

- business opportunities,
- investment ideas,
- information about digital services in Vaud

vaud.digital

FIT: financing startups and digital innovation at all stages

The Foundation for Technological Innovation (FIT) offers:

- 3 types of support for financing startups at all stages and supporting the development of innovative technological projects (FIT Tech)

FIT TECH GRANT CHF 100,000	FIT TECH SEED CHF 100,000	FIT TECH GROWTH CHF 300,000 to 500,000
A grant to the project's principal initiator working in an institute or a university located in the Canton of Vaud.	A loan for companies of less than 1 year in Western Switzerland.	A loan for companies of 1 to 3 years old based in the Canton of Vaud.

- 3 types of support for supporting entrepreneurs who develop digital projects in the canton of Vaud (FIT Digital)

FIT DIGITAL GRANT CHF 20,000	FIT DIGITAL SEED CHF 50,000	FIT DIGITAL GROWTH CHF 200,000
A loan for testing the business model's hypotheses.	A loan for validating the value proposal and for acquiring the first customers.	A loan for putting in place and executing the first growth strategies.

fondation-fit.ch

OFFICE FOR ECONOMIC AFFAIRS AND INNOVATION (SPEI): Advice and financial incentives

The Office for Economic Affairs and Innovation (SPEI) advises entrepreneurs and provides SMEs and startups involved in high tech industries with financial incentives for specific business projects:

- Acquiring intellectual property rights
- Developing new products
- Improving or developing plant
- Obtaining certification or homologation
- Attending exhibitions or business conventions
- Developing new markets

In 2017, SPEI has supported 567 projects from 225 Vaud companies, for a total amount of CHF 4.8 mio.

For more information:

invest-vaud.swiss

Contact

Office for Economic Affairs and Innovation (SPEI)
Rue Caroline 11, 1014 Lausanne
Phone: +41 21 316 58 20
Email: info@invest-vaud.swiss
Internet: invest-vaud.swiss



ATELIERS DE RENENS, HOSTING THE SWISS BRANCH OF THE ACCELERATOR MASSCHALLENGE
Masschallenge is located at Les Ateliers de Renens, a very dynamic and startup-friendly accelerator.

INCUBATORS AND INNOVATION PARKS: TAILOR-MADE SERVICES

Six innovation parks and incubators are located in the Canton of Vaud. They are designed to encourage synergies between determined innovative companies within a given geographic area by pooling local infrastructure and technical skills. They are thus an excellent springboard for innovative projects.

- **EPFL Innovation Park and its incubator "Le Garage":** targeted for high-tech companies.
- **Biopôle:** targeted for life sciences companies, offers a start-ups incubator and fosters inter-organisation collaboration and innovation.
- **Y-PARC and its co-working space:** targeted for companies involved with R&D and/or manufacturing.
- **TecOrbe:** targeted for companies active in the cleantech sector or engaged into sustainable development.
- **Technopôle de Sainte-Croix:** targeted for companies active in additive manufacturing, micro manufacturing and micromechanics.
- **Ateliers de Renens:** targeted for companies in Social Innovation, education and design.

Contact

Innovaud
Avenue d'Ouchy 47
1006 Lausanne

innovaud.ch

Mission Statement: Innovaud focuses on innovations in cutting-edge technology or highly novel approaches, and prioritizes support for businesses in the fields of life sciences, precision industry, cleantech as well as information and communication technology (ICT).

We offer free of charge support for high potential, innovative companies and assist new business leaders in every development phase of their company.

Patrick Barbey
Director and ICT Advisor
+41 21 601 64 25
contact@innovaud.ch



ECONOMY HOME OF INNOVATIONS

Innovate, succeed and exceed: challenges are taken up in the canton of Vaud!

As the main research and innovation center within the French speaking area of Switzerland, the canton of Vaud is a highly favorable place to take your ideas and business up to the next level.

Both science and industry interact with one another on a daily basis, allowing major breakthroughs in the field of new technologies.

A unique combination made out of a typical *Swiss Made* know-how alongside the latest scientific discoveries from renowned technology parks is ultimately providing entrepreneurs with endless possibilities for innovation.

invest-vaud.swiss



Darix

Using augmented reality to help first responders save lives

A key challenge firefighters face is being able to locate and rescue victims amid a thick cloud of smoke. The revolutionary new smart glasses developed by Darix – a spin-off of the Ecole Polytechnique Fédérale de Lausanne (EPFL) – allow firefighters to see through the smoke with the help of thermal images in order to quickly bring victims to safety.

Darix's smart glasses use a patented visualization algorithm and a sophisticated thermal sensor to generate the images on a transparent display. Firefighters see the color-coded thermal image as well as what's actually going on behind the image, enabling them to safely orient themselves through structural fires and better identify danger zones in low-visibility situations. The glasses give firefighters a kind of sixth sense – the ability to see temperature. This augmented reality system is designed to fit easily into firefighters' masks and helmets. That makes it entirely hands-free – a huge advantage over existing thermal cameras, which are all hand-held. With those cameras, firefighters have to not only carry the extra gear, but also stop what they're doing and put down their equipment to use it. Darix's system is the only one with a fully-integrated thermal camera, letting firefighters respond with greater agility and keep their hands free for more urgent search-and-rescue tasks.

In addition to the smart glasses themselves, the company also developed all the associated electronics and the mechanical casing around them. The system is designed to be lightweight and robust, with a long-life battery and its own software and streaming protocol. These technological bricks fit together to create a complete solution that can be deployed not just for fighting fires but in any critical environment where hands-free thermal vision and a quick response are essential. For instance, another target market for the firm is remote expert assistance, where its smart glasses can be used in conjunction with a web platform to securely stream video between a technician in the field and an expert back in the office.

The underlying technology was developed four years ago by two engineering students at EPFL. They teamed up with local firefighters to create an integrated thermal-camera system targeted specifically to the needs of first responders. Thanks to this joint development work, along with funding from the Foundation for Technological Innovation (FIT), they soon developed an initial prototype. Today Darix is still working with regional firefighters to continually tweak and improve its technology. The latest user tests delivered excellent results; the next step will be to obtain the CE certification for launch in the EU market. The firm sees numerous applications for its smart glasses in other industries, too. "We believe we can provide real added value to enhance the user experience for critical environments just about anywhere," says Martijn Bosch, CEO of Darix.

"The grant we obtained from the FIT enabled us to build our first prototype. And we're still using the funding from a FIT seed loan to develop strategic partnerships. That support –



DARIX'S SMART GLASSES GIVE FIREFIGHTERS A "SIXTH SENSE"

Fotos: Zuzanna ADAMCZEWSKA-BOLLE

along with the various other forms of assistance we've gotten from other local support organizations like Innovaud and SPEI – has been instrumental to our success." Martijn Bosch, Darix co-founder and CEO

Learn more at

darix.ch

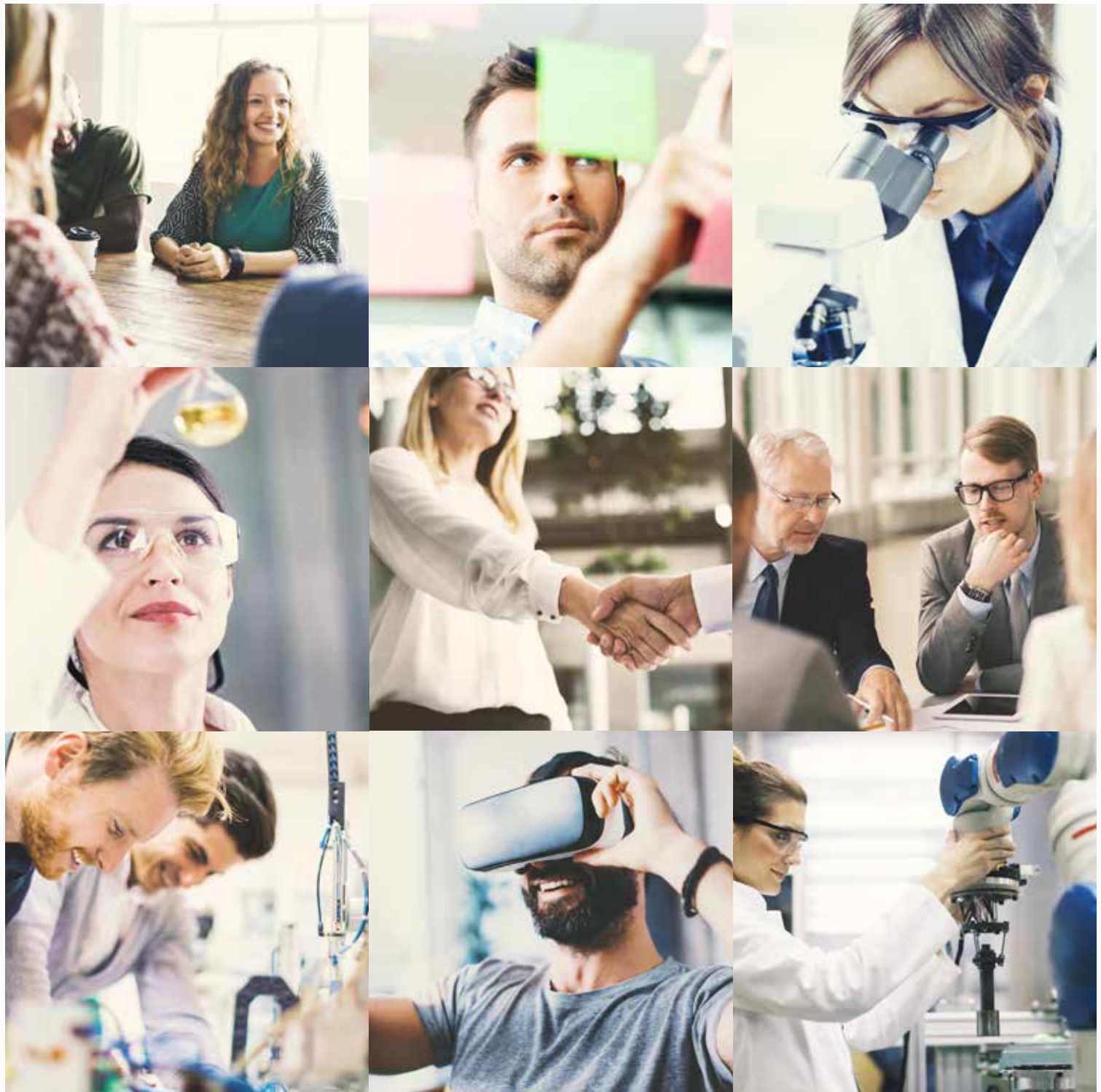


MARTIJN BOSCH
Co-founder and CEO

ADRIEN BIRBAUMER
Co-founder and CTO

Facts and Figures, Contact

Organization	Darix Sàrl
Foundation	2017
Mission	Use the powers of augmented reality to support first responders and professionals in their work
Number of employees	4
Contact Person	Martijn Bosch
Function	Founder & CEO
phone number	+41 76 232 50 77
mail address	martijn.bosch@darix.ch
Website	darix.ch



Your success is launched here!

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

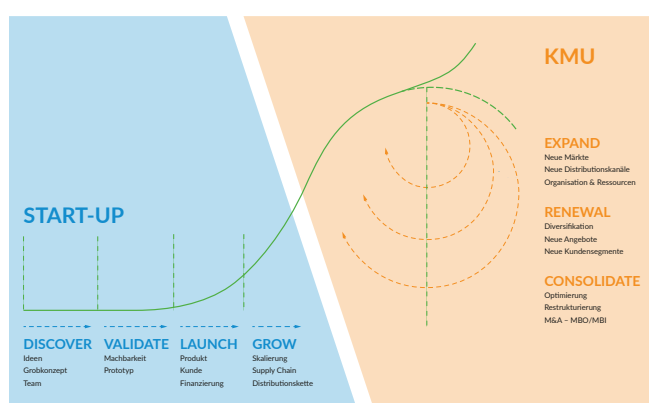
www.berninvest.be.ch


Bern Economic
Development Agency 

be-advanced AG

We invest in the next generation of startups

be-advanced AG is an independent innovation promotion agency and supports startups and SME in the canton of Bern individually in their innovation projects. be-advanced's nationally unique startup program consists of two parts: the "be-advanced Challenge" and the "HighFlyer Program". In combination with the SME Coaching, be-advanced is able to support companies over the entire life cycle.



be-advanced Challenge

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

be-advanced HighFlyer Program

The "HighFlyer" comprises rapid prototyping (research and development), the be-advanced accelerator and industrial-scale product manufacture. For the HighFlyer Program, be-advanced closely collaborates with the Switzerland Innovation Park Biel/Bienne. The program builds on the Challenge and facilitates market entry and industrial-scale product manufacture in three specialist sectors: medtech, ICT and industry.

Upon fulfilling certain requirements, startups can either be accepted to the HighFlyer Program after completion of the Challenge or directly from outside. During the program, HighFlyer startups have the possibility to apply for seed funding by the Foundation for technological innovation (FTI).

INVOLI



INVOLI DRONE/HELICOPTER

INVOLI

INVOLI ensures the drones' safe integration into today's aviation world by providing the missing information on low-altitude air traffic, thus enabling low-risk flights, unparalleled flight awareness and automatic collision avoidance strategies. This data is the missing brick to facilitate exciting drone applications such as drone delivery, drone taxis and much more. As a multi-award-winning technology, notably the W.A. De Vigier Award, INVOLI benefited from be-advanced support since its beginning.

be ▶ advanced

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



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

BEDA works closely with the cantonal innovation promotion agency be-advanced, Switzerland Innovation Park Biel/Bienne and EMPA Thun in order to guarantee an excellent innovation network for Bernese SME and Startups.

Bern Economic Development Agency, Münsterplatz 3a, CH-3000 Bern 8; info@berninvest.be.ch; +41 31 633 41 20; www.berninvest.be.ch

Bring your ideas to life
Achieve excellence together



Switzerland Innovation Park Biel/Bienne

Welcome to a true engine for your R&D projects



Tailored to your needs, for highest performance

Switzerland Innovation Park Biel/Bienne (SIP BB) is part of the network of the Switzerland Innovation Foundation. As a private Swiss non-profit organization, SIP BB operates and supports industrial and primarily applied research and development. We support SMEs and startups in the implementation of innovative ideas and acquisition of research funds, help them identify suitable research partners, and manage quality control of innovation projects.

Offer

SIP BB pursues the following goals:

- Generate investments in research from abroad
- Promote innovation performance of Switzerland
- Accelerate the implementation of research results into marketable products
- Support startups

The competence centers of SIP BB

Our four competence centers are supplemented by an engineering team, depending on the project requirements. This specific bundling of competences and yet close connection of the four centers is unique in Switzerland.

- Swiss Smart Factory (SSF)
- Swiss Advanced Manufacturing Center (SAMC)
- Swiss Medtech Center (SMTC)
- Swiss Battery Technology Center (SBTC)

With the opening of the Swiss Smart Factory (SSF) in May 2017, the Switzerland Innovation Park Biel/Bienne launched the first test and demonstration platform for Industry 4.0 in Switzerland. The SSF's vision is to become Switzerland's leading, internationally-recognized center of competence in application-oriented research and transfer of Industry 4.0, as well as to create an ecosystem of partners, by which unique innovations and activities relating to Industry 4.0 can be developed.

The FABLAB (fabrication laboratory)

The FABLAB is part of SIP BB and is an open workshop that enables our customers to access production equipment and modern industrial production processes. It has been designed for the production of single pieces and is a part of the prototyping



Location of SIP BB, the new building in 2020 and the FABLAB



Canton of Berne State Councillor Christoph Ammann and Swiss Federal Councilor Johann Schneider-Ammann with Felix Kunz, CEO SIP BB, in the Swiss Smart Factory.

service. The FABLAB is accessible to everyone and offers many courses and workshops.

Coworking Space

At the Switzerland Innovation Park Biel/Bienne there is always enough space for companies and projects. The Coworking Space is designed specifically for startups and young companies. Meeting rooms, the auditorium, bistro, open innovation rooms and FABLAB can be used as additional infrastructure as required.

The new Innovationpark (from 2020)

The five-storey building is modern, flooded with light and very adaptable. The centerpiece is the large, open workshop of the Swiss Smart Factory. The new building will be situated right next to the Biel railway station and across from the new campus of the Bern University of Applied Sciences (opening approx. in 2022).



In September 2017 opened the largest and most modern FABLAB in Switzerland.

Opening of the new building in 2020



Contact

Switzerland Innovation Park Biel/Bienne AG

Aarbergstrasse 5 | CH-2560 Nidau b. Biel/Bienne
+41 32 530 88 88
www.sipbb.ch | info@sipbb.ch

Innovation Hub Italy

Grow your business, invest in Italy!



- Access world class research facilities
- Develop your prototypes in dedicated Techparks
 - Nearshore and upscale your manufacturing
 - A market with 60 Million people at your doorstep



ICE/ITA-Bern Office and Italian Embassy in Switzerland
supporting you in accelerating your business in Italy!

Startups in Italy

A dynamic and innovative entrepreneurial ecosystem

For the first time taking part as a Premium Partner in this year's edition of the Swiss Startup Days, Italy is accepting the challenge to introduce itself as a welcoming Country for innovative startups operating in fields such as digital economy, manufacturing, social services, arts & crafts or agriculture. Italy intends to promote in Switzerland that side of its economic ecosystem moved by a new entrepreneurial culture aimed at innovation, sustainable development as well as at technological advancement and employment, especially for young people.

This ecosystem is characterized by unprecedented social mobility and multi-level linkages between research institutions and companies. Talented workers as well as international investors are increasingly discovering Italy as a destination of diversified opportunities.

From a legal standpoint reforms have been pushed forward. The passing of the decree 179/2012, nicknamed "Decree for Growth 2.0", reformed the framework in which companies operate. It has been instrumental in the growing number of Italian startups with high technological value.

Motivated by this success and in view of sustaining the development of investment opportunities that are more than ever international, the Embassy of Italy in Bern and the Italian Trade Agency (ICE-ITA) Country Office in Bern, are proud to present 10 promising Italian Startups to the audience of Startup Days 2018. Get inspired by the dynamism and innovation of the entrepreneurial spirit that drives the so called "Bel Paese".

From organ-on-chip technology to DIY autonomous robotic tools

Agricolus



Agricolus is a web platform for Precision Farming. It supports farmers and agricultural operators in optimizing agronomic practices by using innovative technologies of data collection and analysis: Decision Support Systems, forecast models, smart pest and disease control, remote sensing. A complete solution for any agronomic need. <https://www.agricolus.com/>

Sustainable Technologies : Cleantech, Foodtech, Organic Agriculture, Environmental Economics

BiomimX



BiomimX proposes a revolutionary solution for screening drug toxicity and efficacy based on its unique beating organ-on-chip technology (uBeat). uBeat enables for controlled mechanical stimulation of microscale 3D cell cultures and allows to mimic a wide range of organs/pathologies. uHeart, BiomimX's first product, recreates a human heart tissue and its beating function in vitro. Thanks to the integration of a breakthrough technology (uECG), it allows to record in vitro electric signals of a whole cardiac tissue, making it ideal for early detection of cardiotoxicity. www.biomimx.com/

Healthtech: Medtech, Biotech

DualCam



DualCam is a patented hybrid Audio-Video sensor which aims to overcome the limitations of current security and surveillance systems by combining the information provided by a standard video surveillance stream with an innovative acoustic video stream provided by an optimized array of 256 microphones. DualCam exploits proprietary Machine Learning techniques to reach high sound recognition and localization capability in view of tackling specific surveillance applications such as detecting and localizing flying drones and abnormal behaviors like gun-shots for city surveillance or public events.

<https://pavis.iit.it/index.php/start-up/dual-cam>

Autonomous Systems: Mobility, Smart Cities

Evotion



Evotion provides parents and healthcare professionals with a wearable solution that allows for a reliable and continuous monitoring of body and ambient parameters of newborns and infants. A local hub processes the data through data fusion techniques and big data analysis, thus detecting anomalies in parameters and triggering alarm-signals when critical thresholds are crossed. Alarms are sent out through a dedicated App on mobile devices as well as through audio signals emitted from the hub itself. Design of the wearable device and algorithms used in data interpretation are specific to pediatric uses. www.evotionbiomedicalsolutions.com

Healthtech: Medtech, Digital Health, Wearables

GlassUp



F4 is a hands free augmented-reality eyewear designed to push boundaries in industrial, medical, logistical and every other professional field. It has all the features of a protective mask and allows making use of contents such as videos, images, instruction manuals and any type of content able to back up a work process. Several pre-installed apps are part of the basic suite which comes with the glasses, but GlassUp developers also support companies, IoT platforms and software houses in integration and customization. www.glassup.com/

Autonomous Systems : Augmented&Virtual Reality

HOME3D



HOME3D leverages augmented reality and virtual reality to create real-time interactive three-dimensional environments. You can survey environments using your smartphone, which converts the survey into a 3D environment that can be edited using the cloud editor. With simple and intuitive tools you can create and furnish rooms and entire apartments independently and without technical skills. ARCHITECTS & DESIGNERS will speed up their design process ; REAL ESTATE PROFESSIONALS visualize furnishing simulations to customers ; FURNISHING companies use HOME3D as remarketing tool for furnishing accessories.

http://3dproject.azurewebsites.net/index_desktop.php

Autonomous Systems: Smart Building, Smart Cities

Startups in Italy

Phononic Vibes



Phononic Vibes introduces a new patented technology with unprecedented performances in the vibration and noise control and isolation, with a circular economy approach.

It originates from the research activity in the field of meta-materials carried out by its founders at Politecnico di Milano and Massachusetts Institute of Technology, with the aim of achieving and engineering new and unmatched properties. Phononic Vibes guarantees, with competitive prices, greater performances with respect to products already on the market, in various sectors of application such as industrial, construction and infrastructures. www.phononicvibes.com

Sustainable Technology: Environmental Tech, New Materials & Health Tech: Wellbeing

Sharewood



Sharewood is the leading marketplace in Europe for renting outdoor sports equipment and booking outdoor experiences. +215,000 outdoor offers available in over 1,580 destinations.

Sharewood makes the availability of all the gears and experiences much easier and just few clicks away, with the opportunity to compare prices, typology and availability booking online and in advance personalizing your own trip. Sharewood is a community of outdoor enthusiasts, ready to share useful tips, making each experience as local-like as possible. It's a win-win solution for both Sharewood community and its suppliers. <https://sharewood.io/it>
Content & Channels: Travel & Tourism

Springa



Springa is a startup of designers and engineers developing autonomous robotic tools for digital fabrication. Their mission is to allow everyone being creative and building big projects, wherever they want. They began this adventure creating Goliath CNC, the first portable and autonomous robotic tool that disrupts the way of makers, artisans, and professionals work flat surfaces. The innovative way of working of Goliath CNC solves few problems of traditional CNC machines like the limited work area, high footprint, expensive price, and portability. www.goliathcnc.com

Autonomous Systems: robotics

μEryLo'



μEryLo' (micro Erythrocyte Loading) introduces a compact device for precision medicine and a tolerable chemotherapy, by hiding drugs into patients' red blood cells. The innovative core of μEryLo' is a unique and originally developed method for the entrapment of drug in the RBCs, method based on a bio-mechanical effect. By means of a disposable cartridge including the core technology, the device will work directly on patients' own blood at their bedside. The device is directly connected to the patient circulatory system, minimizing risk of contamination by immediate blood re-infusion. www.merylo.it/

Helthtech: Medtech, Biotech

ITALIAN TRADE AGENCY



ITA – Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. Under the provision of the law and in the context of strengthening initiatives to promote advanced technologies, research and innovation in foreign markets, ICE-Italian Trade Agency has created tools to facilitate the internationalization of firms classified as innovative startups.

For more information: www.ice.it; www.innovationitaly.it/en/; www.sviluppoeconomico.gov.it/index.php/en/202-news-english/2038202-innovative-startups-in-italy-online-two-reports

ITALIAN EMBASSY IN BERN



The Italian Embassy's Economic and Trade Department coordinates the economic promotion of Italy in Switzerland; its purpose is to support trade and investment between the two markets. The department promotes the interests of Italian companies, assisting them in their dealings with Swiss public authorities. The department also maintains dialogue with Swiss public bodies dealing with economic and trade policy and provides regular updates on the economic developments, the government's economic policies and market conditions in Switzerland. For more information: https://ambberna.esteri.it/ambasciata_berna/it/

Do you plan setting up a business or are you looking for distributors for your product in Italy? Do you want to engage in Research and Development activities? Are you looking for Contract Manufacturing Opportunities? Are you looking for investors? Are you interested in investment opportunities in innovative Italian companies? The Italian Trade Promotion Agency and the Italian Embassy In Bern are at your disposal for any enquiry.

Please contact the Director of ICE-Bern, Simona Bernardini at berna@ice.it or by phone +41 31 555 02 14. Or contact the Commercial Office of the Italian Embassy in Berne at berna.commerciale@esteri.it or by phone +41 31 350 07 77. We are also pleased to meet you directly at our booth in the Hall of Fame at Kursaal.

Wenger & Vieli Ltd.

Earn-out in an exit – Can an earn-out solution save the deal?

In case of an exit, the negotiations between the sellers and the buyer on the purchase price of the target are naturally driven by different perspectives of the parties with regard to revenues that the target can generate in the future. With an earn-out, risks and benefits of the future development of the target are borne by the selling shareholder(s) and the buyer and thus the parties may be able to agree on a purchase price which is satisfactory to both sides. In this sense, at least in theory, earn-out solutions can help to find compromises and hence build a bridge between the purchase price expectations of both the sellers and the buyer.

Basic mechanism of an earn-out

An earn-out is a variable part of the purchase price that the parties usually agree on in addition to the fixed purchase price. The amount of the variable component is linked to the achievement of certain milestones in the future, agreed between the parties. Depending on the achievement of the milestone(s), the earn-out payment will be higher or lower.

An earn-out makes particularly sense if some of the sellers continue to work for the target for a certain period of time after the exit. Usually an earn-out is linked to financial parameters, such as the achievement of certain sales, profit or cash flow figures, or the generation of a certain EBIT/EBITDA. However, it is also possible to choose other milestones such as the maintaining of a certain customer base or the acquisition of a certain number of new customers. Furthermore, also the continuance of the sellers in the target for a certain period can serve as such a milestone.

Advantages of earn-out solutions

An earn-out mechanism allows a buyer to ensure that it does not overpay for the target. The sellers on the other hand has the opportunity to profit from a positive development of the target even after the exit in order to achieve what it considers to be the appropriate purchase price. Further, a seller who is willing to agree to an earn-out also signals to the buyer its confidence in the positive development of the target and the accuracy of the business plan. In addition, the buyer does not have to pay the full purchase price immediately. The earn-out payments can potentially be made from future profits generated by the target. The buyer only has to pay if the target actually achieves the milestones and thus eliminates part of its valuation risk. If the agreed milestones are not achieved, the expectations of the parties have not been fulfilled and, consequently, the seller does not receive any or only a reduced subsequent payment of the purchase price.

Drafting of the earn-out mechanisms and protection of the seller

Although the advantages of the earn-out principle seem persuasive, the contractual structuring is crucial and challenging as it is almost impossible to regulate all potential future developments in every detail. Experience has shown that earn-outs can often lead to disagreements and disputes between the parties.



MARC WALTER

If the earn-out is linked to financial parameters, the definition of the relevant revenue is key and should be stipulated in a way which reduces potential manipulation from the outset. In principle, the buyer would be free to restructure the target's business or to transfer assets, sales or profits to another (group) company. Therefore, the seller has to protect itself against any measures taken by the buyer that could adversely affect the earn-out and thus the amount of the purchase price to be paid. At least from the seller's view, it is recommendable to use the EBITDA as calculation basis which may not easily be manipulated by buyer's investment and/or depreciation strategy.

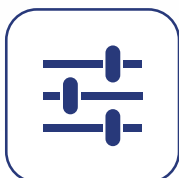
Inspection and audit rights regarding the annual financial statements and other underlying documents regarding the calculation of the earn-out are indispensable for the seller, however not sufficient. Moreover, the earn-out mechanism should correct non-periodical, non-operational and extraordinary elements after the completion of the exit. In order to avoid any further misunderstanding, the parties preferably also include a calculation example in the purchase agreement reflecting the items of the income statement relevant for the agreed earn-out calculation. Finally, it is essential that the parties define the applicable accounting policies.



powered by **wenger & vieli**
Attorneys at law

create your own legal documents

The screenshot displays the Digital Lawyer web application. On the left, there is a sidebar with navigation links: 'Document Templates', 'Changes to the Commercial Register', 'Guidelines and Checklists', 'My profile', and 'Terms of Use and Privacy Notice'. Below these is a 'Support' section with contact information for Stefan Müller. The main content area shows a progress bar with three steps: '01 Personal Information', '02 PERSONNEL CHANGES' (which is highlighted), and '03 COMPANY INFORMATION'. Under step 02, the title 'MUSTER PETER' is visible, followed by a 'NEXT STEPS' button. The form is titled 'Type of Personal Change' and includes a dropdown menu set to 'Election as a Signatory'. The form fields are organized into two columns: 'Surname' (Muster), 'First Name(s)' (Peter), 'Place of Origin (for Swiss Citizens)' (Wetzli SE), 'Citizenship (Foreign Nationals) (Country)' (empty), 'Date of Birth (YYYY-MM-DD)' (11.08.1985), 'Street and No.' (Gartenstrasse 40), 'Postal Code' (8150), 'Place' (Wetzliwil), 'Type of Function' (Proxy Holder), and 'Type of Signature Authority' (Joint signature of two).



Generate commercial register related documents in 3 minutes



Work with professional templates



Gain invaluable know-how



Register now. All for free.

www.digitallawyer.ch

Wenger & Vieli Ltd.

wenger & vieli
Attorneys at law



BEAT SPECK



PASCAL HONOLD

BARBARA
BRAUCHLI ROHRER

Tax risks of earn-out solutions

It is important that the seller has a potential earn-out mechanism reviewed for tax purposes: The gain on the sale of shares which are held as private assets is in principle tax-free. Where an earn-out clause is included in the purchase agreement, such mechanism is generally scrutinized carefully by the tax authorities, provided that it is linked to the seller's employment activity. In such a constellation the tax authorities may regard the earn-out payment as remuneration for performed work, which is classified as employment income (subject to tax and social security) and not as a (tax-free) capital gain.

Conclusion

Earn-out solutions are suitable for start-ups as they can be attractive for both the selling shareholder and the buyer. However, the diverging interests of the parties require careful negotiations and detailed regulations in the purchase agreement. This also includes the procedure for determining the earn-out and dispute resolution proceedings if it is not possible to reach an agreement. In any event, earn-out structures have to be tailored to the individual case. Care should also be taken with regard to the milestones, since certain milestones might lead to a reclassification of the tax free capital gain. As earn-out solutions are prone to discussions if not to say litigation, we propose to find other suitable solutions, without an earn-out structure.

Contact

Beat Speck (M&A Partner, b.speck@wengervieli.ch, 058 958 55 72)
Pascal Honold (M&A Partner, p.honold@wengervieli.ch, 058 958 55 44)
Barbara Brauchli Rohrer (Tax Partner, b.brauchli@wengervieli.ch, 058 958 53 02)
Marc Walter (M&A Senior Associate, m.walter@wengervieli.ch, 058 958 53 58)

Facts and Figures

Organization	Wenger & Vieli Ltd.
Foundation	1971
Mission Statement	Having a strong focus on start-ups and venture capital, Wenger & Vieli strives to contribute to your venture's success by sharing our profound experience and expertise with you.
Employees	Approx. 100 lawyers, tax experts, consultants, paralegals, accountants and assistants
Postal Address	Dufourstrasse 56, 8034 Zürich Metallstrasse 9b, 6300 Zug P.O. Box, 8034 Zurich

Getting an innovation off the ground? We're here to help, right from the start.



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

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

Die nahe Bank



Zürcher
Kantonalbank

Zürcher Kantonalbank

Partner for innovative Start-ups

Zürcher Kantonalbank is the leading bank in the economic area of Zurich. To complete its product range, the bank launched its unique start-up investment programme called PIONIER in 2005. Driven by the willingness to help build up young successful high-tech companies, Zürcher Kantonalbank accomplished more than 200 early stage investments in industry leaders such as Getyourguide AG, Xeltis AG, Ava AG or Topadur Pharma AG.

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

Opportunity versus risk

Banks have the reputation of only financing companies when they show positive cash flows. We prove the opposite and invest in promising early-stage Swiss based Start-ups. Backed by a low default rate, we are willing to invest up to CHF 15 million seed capital per year in ambitious teams working on innovative products in fast growing markets.

The preferred investment size per company ranges from CHF 0.3 million up to CHF 1 million, and follow-on investments are possible. Zürcher Kantonalbank does not claim to cover all of the company's financial needs – rather we welcome co-investments. Therefore, most of the provided funds are direct equity investments or convertible loans. To start the PIONIER investment process it requires a reasonable business plan in line with defined conditions and a prototype or proof of concept. Almost half of the provided funds have been invested in the ICT industry. Life science and medical technology are also well represented. Automation, sensors and materials as well as cleantech are the third and fourth pillars of the portfolio. Overall, we have financed more than 200 companies with a total of more than CHF 120 million.

Partnership is key

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

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

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



Zürcher Kantonalbank



Contact

DANIEL SCHOCH
Head Start-up Finance
Zürcher Kantonalbank
Phone +41 44 292 24 64
daniel.schoch@zkb.ch
www.zkb.ch

Facts and Figures

Organization	Zürcher Kantonalbank Start-up Finance
Foundation	2005 (bank 1870)
Mission Statement	We help transform visions into economic profits
Employees	5
Postal Address	P.O. Box, 8010 Zürich

Euronext

Euronext launches IPO educational program TechShare in Switzerland

Euronext recently launched a wide range of initiatives dedicated to SMEs in the Tech sector including the TechShare program. Inaugurated in September 2015, TechShare is a unique pan-European educational program that helps Tech SMEs leaders to familiarize with capital markets and gives them all the information they need to reach the next stage of their growth and go public within 18 to 30 months. TechShare is a 10-month program already set in France, Belgium, the Netherlands and Portugal with 145 participants in 3 classes since 2015, of which 4 alumni listed on Euronext already: Osmozis, Balyo, Theranexus and the most recent one Oxatis, in April. For this edition, the program will welcome 4 new European countries with Tech companies from Germany, Switzerland, Italy and Spain. The participants selected will receive structured teaching articulated around 3 modules:

- Academic campuses: Twice a year, in September and in March respectively, seminars are organized with leading Academic Partners (HEC Paris & Vlerick Business School this year). The aim is to gather all stakeholders (partners, companies, Euronext staff) and have all top executives work on strategic topics with professors in small groups, in order to create a class spirit;
- Evening sessions: Interactive workshops will be held every month by a different Evening Session Partner to familiarize business leaders (CEO/CFO) with capital markets. Topics will notably include: why to get listed, different steps to IPO, valuation strategy, financial communication, etc. These conferences are hosted by the partners and followed by a networking cocktail;
- Individual coaching: Participants will receive individual training sessions on a monthly basis in four areas by dedicated professionals: Investment Banks, Auditors, Lawyers, and Communication/IR Experts. Those one-to-one coaching sessions are a unique opportunity for participants to be provided with customized advisory on their business.

In Switzerland more specifically, the TechShare program will start with 12 participants selected among numerous qualified applications received. Admission criteria to join the program include having a Tech business model, solid financial and fundraising path as well as strong motivation and curiosity to learn more about capital markets. The first batch will be composed of 3 Biotech, 3 Medtech, 3 Software, 2 Electronics & Hardware and 1 Fintech, of which 67% of these companies are VC-backed with €25m raised on average, showing the importance of a whole financial ecosystem to prepare a company prior to the IPO. The framework and content of the program is created by Euronext together with 10 local partners that will support the companies through group and individual workshops. Key topics held will be about the IPO process and project management, the legal perspective and corporate governance, listing admission and life once listed on Euronext. With the view of covering Switzerland geographically, the regular evening sessions hosted by partners will be organized in Zurich, Bern, Lausanne, Basel and Geneva. Startup Invest is Selection Partner of TechShare for Switzerland.



HEC 2017



Profile

Euronext is the leading pan-European exchange (and 6th largest globally) with 1'300 listed issuers worth close to €3.9 trillion in market capitalization as of end June 2018, an unmatched blue chip franchise consisting of 24 issuers in the Morningstar® Eurozone 50 Index™ benchmark and a strong diverse domestic and international client base. Its total product offering includes Equities, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext operates the regulated markets, Euronext Growth and Euronext Access, which facilitates SMEs' and Tech companies' access to capital markets. There are 950+ listed SMEs on Euronext markets, of which 348 can be considered as listed Tech companies operating in TMT, Cleantech and Life Sciences. Overall over 5'400 institutional investors provide a deep investor pool; 1000+ institutional investors specialize on SMEs and the tech segment, coming from 40 countries.

Companies can as a rule go earlier to the stock market than what has often been looked upon in continental Europe and especially in Switzerland as the norm.

If you want to know more, contact:

Dr. Søren Bjønness, Director – Swiss Representative of Euronext
Email: sbjoenness@euronext.com



HEC 2017

1st IPO Day 2017: Interview with Martin de Groot, CFO, Xeltis AG



1. How did you find the IPO Day in Zurich in November 2017?

It was fabulous. I think few people really realize how valuable platforms & events like the IPO Day are to CEO's and CFO's of start-up companies. Trying to replicate the 1 on 1 meetings and the overall exposure that is created for the company on your own would be an immense task that would absorb countless days and resource internally.

2. Could you have discussions with investment bankers on that day?

Yes, thanks to the excellent preparation of the IPO Day organisation I had the opportunity to connect and schedule meetings with the banks that I wanted to talk to in the weeks leading up to the event. Fortunately, every bank I had on my wish list was available and showed equal interest in scheduling a meeting.

3. Were you able to enhance your knowledge of IPOs and capital markets that day?

At the time it was less than a year since I had taken the role of CFO of Xeltis and therefore less than a year working in the medical technology industry after many years in software and telecommunications. So even if I had a lot of upfront knowledge and first-hand experience on IPOs and capital markets, the key learning for me was to advance my understanding of how this all applies to Xeltis and the Medical Technology Sector.

4. Does Xeltis have concrete IPO plans?

If I translate the term "concrete" with "starting preparations within the coming 12 months" then the answer has to be "rather unlikely". Xeltis is a company that is in the clinical development phase and still several years away from revenues. Therefore, the company is dependent on raising funding in order to continue developing its technology. And whilst we are constantly exploring all possible sources of dilutive and non-dilutive funding (including a potential IPO in Europe or US) our investors and shareholders are convinced that an IPO is not the most effective funding approach for the near future. But, we keep all options open.

5. How is Xeltis in general foreseeing its progress and timetable/milestones? Does that go hand-in-hand with a potential IPO?

Xeltis is leveraging breakthrough science to develop a treatment of heart valve disease through restoration of endogenous heart valves applying a technology called ETR or Endogenous Tissue Restoration. With its innovative polymer-based RestoreX technology Xeltis has developed the world's first bioabsorbable heart valve, which upon implantation triggers a regenerative response in the patient. Xeltis is unique in its approach and therefore each and every day we find ourselves navigating uncharted waters. Of course, this applies to many start-up technology ventures, but still the amount of visibility the company has beyond the current development programs and ongoing clinical trials delivering tan-

gible results which then are used for the next R&D steps is limited. So even though our long-term strategic ambitions and objectives including the value creation are crystal clear, the way to get there is much less so.

We apply the same approach to our funding strategy, developing alternatives and fall-back positions and going for the most effective source for the immediate next development phases.

6. What did you find particularly good on the IPO Day?

Apart from the overall fact that you have the opportunity to find so many relevant parties and people in one place for a day to meet and interact with, the one thing that I really like about the IPO Day are the 3-minute pitches of the various companies and ventures. You cannot realize how difficult and yet how crucially important it is to be able to explain the core of your ventures' value, how it is created and what it does in terms of responding to your customers' needs or requirements to non-expert third parties in 3 minutes until you have actually done it.

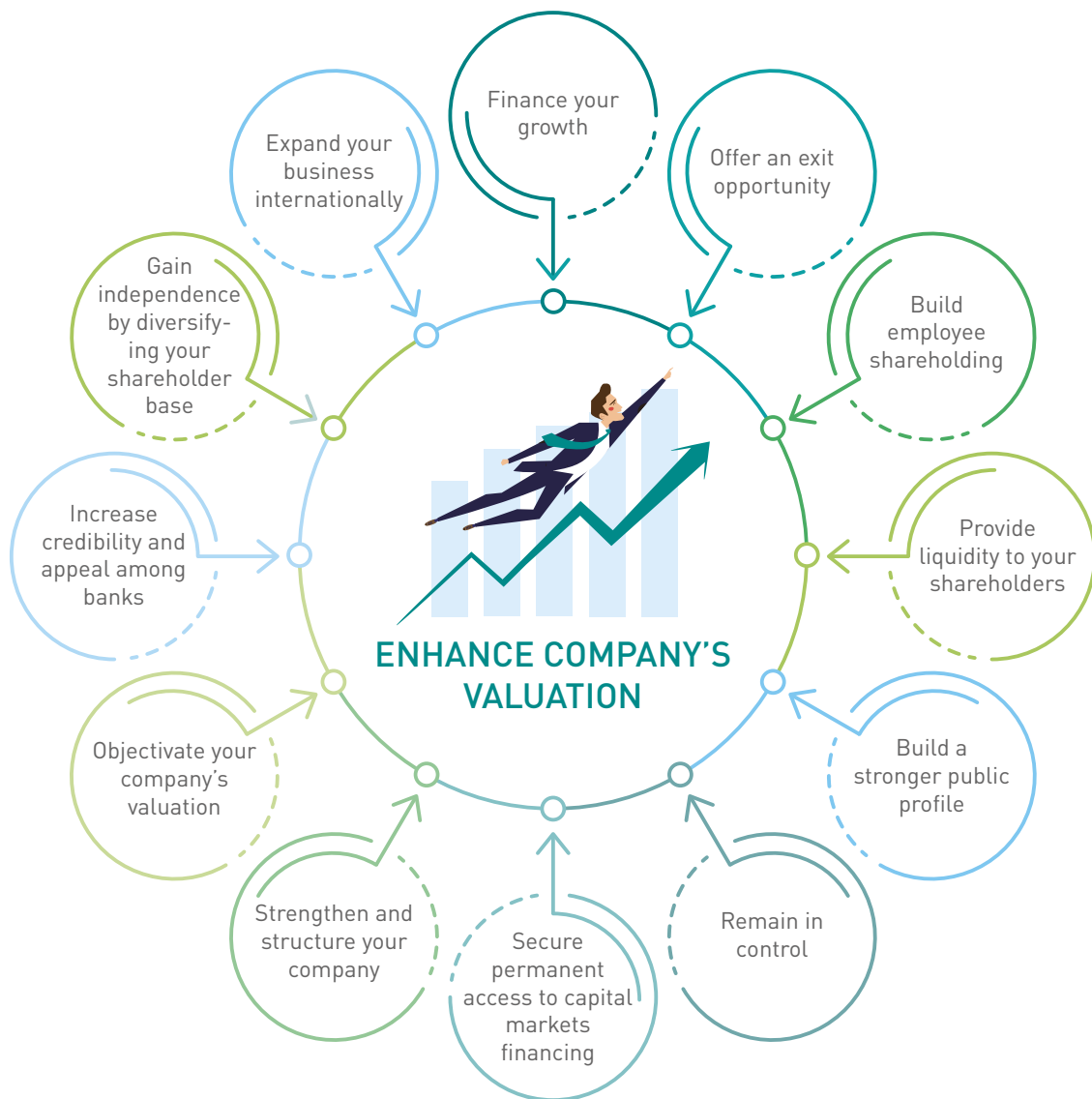
And throughout the day you witness so many of your peers doing it in their own way. This is a great learning experience for me personally.

Background

Martin de Groot's 25-year experience in finance spans over corporate M&A, Investor Relations and Capital Market Transactions in executive and non-executive board roles. Most recently, he co-founded, was Chairman of the Board and CFO at Avalia Systems. Prior to that, Martin was CFO at P&I AG and deputy CFO at Temenos, both sector leading Software Companies. He spent 10 years of his earlier working-life in the Telecommunications industry at Nokia and started his career in the Dairy Industry at Campina Melkunie. Martin is an alumnus from IMD Lausanne and holds an Executive Master of Finance and Control from the Vrije Universiteit Amsterdam.



MARTIN
DE
GROOT



EURONEXT IS THE NO. 1 STOCK EXCHANGE IN CONTINENTAL EUROPE

- **1,300** issuers
- Present in **10** European countries
- Over **\$4.5 trillion** cumulated market capitalisation
- Close to **1,000** institutional investors
- #1 exchange in Europe for Tech companies (**348** listed Tech SMEs; **\$78bn** in market cap)
- Leading exchange supporting family-owned companies (**243** listed family-owned companies worth over **\$1.2tr** in market cap)

Dr. Søren Bjønness
 Director - Swiss Representative
sbjoenness@euronext.com
www.euronext.com



1st and 2nd IPO Day 2017–2018: Interview with Jean-Emmanuel Vernay, CEO, Allinvest

How did you find the IPO Days?

I especially liked the quality and frame of this event. I have been positively surprised by the quality and the numbers of presenting companies both in Zurich and Lausanne. I knew that there were a lot of innovating companies in Switzerland, but it's always more exciting to hear concrete equity stories.

Did you meet and have constructive discussions with promising companies or IPO candidates?

We have had concrete discussions about IPO projects or Pre-IPO rounds, for 3 companies. We started to work with one.

Have you seen IPO Day similar events in other places before? Could they have a merit?

We have organized or participated in different IPO conferences, for example in France, Belgium, Spain and China. In each country, we have found candidates for a listing. For the companies, it's also an opportunity to get to know the stock exchange environment and to consider this means of financing.

What is the ideal timing for an IPO?

The candidates need to have reached significant milestones in their development and still have high potential growth. On the capital market, it's always better to have growth in front of you rather than behind you. It's a balance between achievements and perspectives.

What should Swiss IPO candidates especially bear in mind?

Financial markets are ready to value innovation, growth, margins, ambition. The stock exchange can bring visibility, different forms of financing, liquidity, governance and attractiveness. Being listed is a powerful accelerator in the development of ambitious companies.

Background

Before founding Invest Securities at the end of 2000, Jean-Emmanuel Vernay was responsible for the development of Small cap operations of the Crédit du Nord Group from 1994 to 1998 and then with the stockbroker Pinatton from 1998 to 2000. Under his leadership, Invest Corporate Finance has closed nearly 450 transactions, of which more than 100 stock market listings (75 IPOs on Euronext Markets; 45 international transactions). Jean-Emmanuel has been an independent assessor approved by the French regulator AMF. He graduated from Kedge Business School and is a SFAF Member. The expertise of Jean-Emmanuel especially involves Equity Capital Market and the Tech sector (biotech, med-tech, IT, cleantech) operations.

Allinvest / Invest Corporate Finance

Allinvest is a French financial services group located in Paris with over 120 professionals focusing on Corporate Finance, Brokerage, Private Wealth and Asset Management and Crowdfunding. A strong competence of the company lies in sector financial analysis: Consumer goods, Cleantech, Property, Industries, Health, Technology, Automobiles, etc. As part of the group, Invest Corporate Finance operates in Equity Capital Markets, M&A and Debt Advisory. It specialises in financial engineering for listed or unlisted companies and their family or financial shareholders. It also operates the financing platform "Pre-IPO" for seamless crowdfunding and financing prior to going public.

More information: www.invest-corporate-finance.com/en/ and www.all-invest.com/en




JEAN-EMMANUEL
VERNAY



Best Bank
in Switzerland

CREDIT SUISSE 



**“Our vision for 2025:
To capture 1 % of global
CO₂ emissions from the air.”**

Christoph Gebald and Jan Wurzbacher,
founder team, Co-CEOs of Climeworks AG

Entrepreneurs need vision, innovative spirit and perseverance.
As well as a reliable financial partner.
credit-suisse.com/entrepreneur

SVC Ltd. for Risk Capital for SMEs

Investing in Swiss Entrepreneurship

The presenting partner of the 2018 Swiss Startup Days, founded in collaboration with the Swiss Venture Club as a wholly owned subsidiary of Credit Suisse (Switzerland) Ltd., provides venture capital to small and medium-sized enterprises as well as young entrepreneurs and start-up companies.

For this purpose, SVC Ltd. for Risk Capital for SMEs (SVC Ltd.) is providing a total of CHF 130 million in private capital – with CHF 30 million earmarked for fintech companies. Furthermore, it also supports its investments with advice and expertise from a comprehensive network of partners.

LONG-TERM INVESTMENTS

SVC Ltd. facilitates the development of SMEs in various stages of their life cycle in a quick and straightforward manner. In doing so, it also seeks to make a contribution to competitive advantage in Switzerland. In terms of its investments, SVC Ltd.'s main focus is on long-term financial impact. This also applies to SVC

Ltd. itself: Set-up as an evergreen structure, the profits generated from investments in line with the respective sector's standard conditions are not required to be distributed back to Credit Suisse, but can immediately be plowed back into the investment cycle and thus once more become available as financial resources for Swiss SMEs.

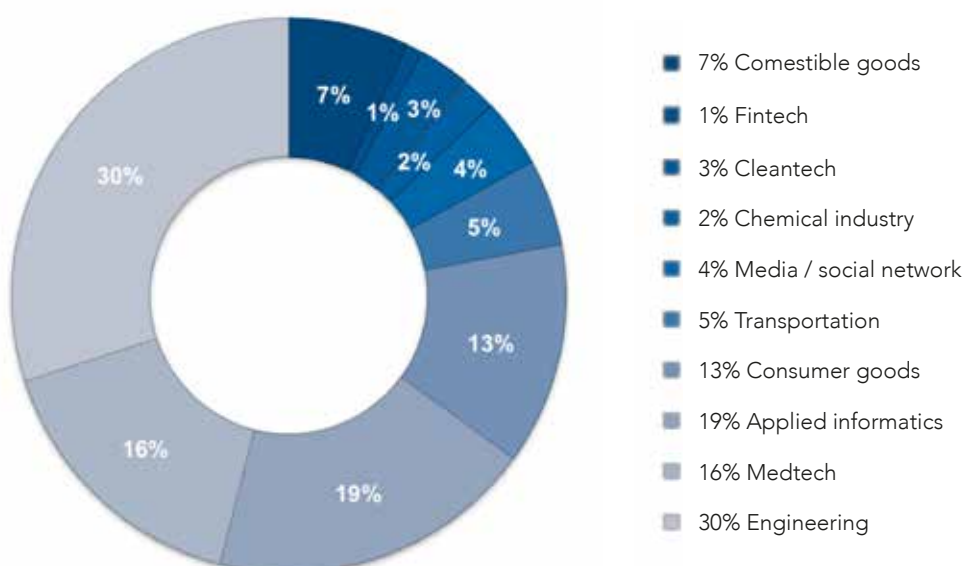
Now in its eighth year of operation, given its investment focus both on established SMEs and early-stage investments within medtech, automation/robotics, and fintech, SVC Ltd. is able to achieve positive returns on its investments and thus continue to grow its investment capital. Due to the status of the investment portfolio, SVC Ltd. made some successful divestments both in 2017 and the first half of 2018, and was able to make a positive contribution to its perpetual investment model.

As per June 30, 2018, SVC Ltd. has held 87 funding rounds for 45 companies. A total of CHF 110 million has been invested – and there are additional funds on hand for further investments.



SVC Ltd. covers a broad portion of the companies' life cycles, with investments ranging from relatively young companies to established SMEs. In the past, the range of sectors has been just as broad, with investments made in the food, high-tech, and transport industries along with many others. This wide scope of activity is reduced for the early-stage investments.

Investments by sector:



"We want to focus our investments on three – for Switzerland – strategic areas that we believe have a promising future," says CEO Elios Elsener. "Based on our team's industry expertise, we aim to be perceived as experts in the field of robotics & automation, the medtech, and the fintech sectors. To achieve this, the geographic focus has been slightly adapted. In the past, companies had to be domiciled in Switzerland – but in a digital, global environment, strong ties to Switzerland will suffice in future."

SVC Ltd. for Risk Capital for SMEs

CHF 30 MILLION FOCUSED ON FINTECH

The fintech sector is a rather new area of investment for SVC Ltd. and is being handled somewhat differently than robotics & automation and medtech. Funding will be provided to companies that develop digital finance-related innovations and bring them to the market. Some of these companies operate in a similar area to Credit Suisse itself or they offer solutions for the bank's value chain. As such, the bank sees an opportunity to be actively involved in the young fintech space and to potentially use these innovations itself or for its clients' benefit. Credit Suisse is providing investment capital of CHF 30 million for this area. The investment decisions are made by a dedicated fintech investment committee, newly established for this purpose and comprising both experts from within Credit Suisse and external members.

GENERAL INVESTMENT CRITERIA:

- Entrepreneurs with complementary skill sets and relevant track records
- Innovative, well-thought-out business model with clear USPs
- Evidence of market acceptance with actual sales generated
- Activity with close ties to Switzerland
- Successful investment realization within maximum four to seven years
- Ability to develop company both organically and non-organically
- No legacy issues (restructuring cases)
- AG or GmbH legal form (with at least CHF 100,000 paid-in capital)

ORGANIZATION & GOVERNANCE

Helvetica Capital AG (Helvetica) has been responsible for investment portfolio management on behalf of SVC Ltd. since September 2015. In general, the portfolio companies are managed by supporting them at a strategic level, usually by joining the respective boards.

SVC Ltd. itself is managed by a broadly-based Board of Directors that is supported by the SVC Ltd. operations team. The invest-

ment decisions are made by an independent investment committee.

PARTNERS

For 17 years, the Swiss Venture Club has single-mindedly pursued its mission to encourage and connect entrepreneurs. As an independent organization with over 3,000 members, it sees itself as a platform for dialogue between entrepreneurs and has created fertile ground for successful entrepreneurial ideas and business opportunities. Through its partnership with SVC Ltd., it is able to identify alternative financing solutions for SMEs, while SVC Ltd. in turn benefits from the club's extensive network.

Helvetica Capital AG was founded in August 2015. It is an autonomous company, and fully independent of SVC Ltd. One of its key responsibilities is to manage and continuously develop SVC Ltd.'s portfolio.

In keeping with its guiding principle of promoting Swiss entrepreneurship over the long term, the company also runs a platform for Swiss entrepreneurs and investors. The new platform aims to bring the best entrepreneurs together with the best Swiss SMEs, thus ensuring active and sustainable development for these SMEs.

Facts and Contact

Organization	SVC-Ltd. for Risk Capital for SMEs
Foundation	2010
Employees	2 (11 advisors)
Postal Address	Europaallee 1, 8004 Zurich
Contact Person	Elios Elsener info@svc-risikokapital.ch +41 (0)44 333 10 63
Webpage	www.svc-risikokapital.ch

SVC Ltd. for Risk Capital for SMEs

Latest investment stories

Medtech – Ava

is a start-up that was founded in Switzerland and has its headquarters in Zurich and San Francisco. The company has developed a wristband of the same name with an associated mobile app which, by recording various physiological parameters, provides women with information about their own cycle and their health in general.



Fintech – Assetmax

is one of the largest and fastest growing providers of IT platforms for independent asset managers and banks in Switzerland. Its software enables repetitive tasks to be reduced by consistently automating and outsourcing business processes.



Automation – ScanTrust

Watches, industrial goods, baby milk – it's hard to find a product that isn't counterfeited these days. This harms companies and endangers consumers. The Lausanne-based start-up ScanTrust aims to put an end to product piracy.

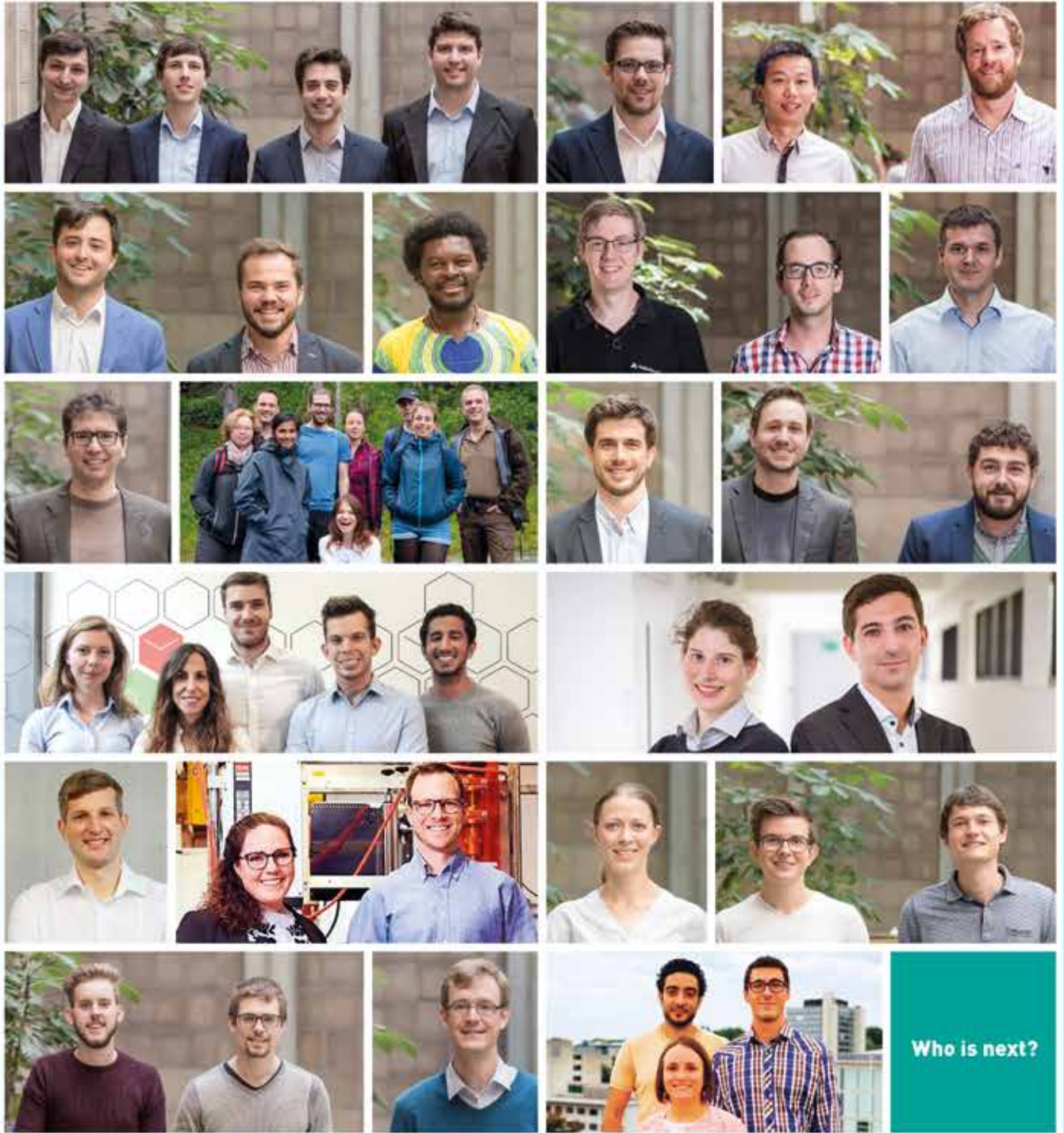


Fintech – Trade Plus24

Loans are only granted to those who can provide security – sometimes difficult for SMEs that cannot offer traditional collateral, such as real estate. The first fintech investment by SVC – Ltd. for Risk Capital for SMEs (SVC Ltd.) aims to revolutionize secured lending using the latest technology.



Pioneer Fellows and Start-ups hosted at the ETH Innovation & Entrepreneurship Lab



ETH Zurich

Who supports young entrepreneurs at ETH to take off?

The ETH Innovation & Entrepreneurship Lab provides the necessary wings.

Promising new technologies and the determination to turn research results into a profitable business is not enough. For sustainable growth of the business, a lot of knowledge and a wide variety of tools are needed.

The ETH Innovation & Entrepreneurship Lab (ETH ieLab) is a unit of ETH transfer and supports young entrepreneurs in the transition phase from science to commercialization. The ieLab assists creating the business case, devising marketing and sales strategies, defining a reliable supply chain and production planning and gives access to a large network with entrepreneurial key players, with experienced partners for financial-, legal-, personnel- and management topics and dedicated and supportive investors. The ETH ieLab is the perfectly stimulating and trustworthy entrepreneurial environment to make the transition from scientific achievement to entrepreneurial brilliance.

In the framework of the ETH Pioneer Fellowship (www.ethz.ch/pioneerfellowship) with seed capital of 150'000 CHF, the ieLab provides individual coaching, free office space and makes the wheels turn. The ieLab is co-located with the ETH Entrepreneur Club, and it is the perfect launch pad for ETH students with entrepreneurial ambitions.

In 2017, ETH entrepreneurs started 25 new spin-off companies; eight of these came from the Pioneer Fellowship program. Max Ahnen and Jannis Fischer (Positrigo; Simple and dedicated PET scanners), two Pioneer Fellows hosted at the ETH ieLab were featured in the Forbes 30 under 30 list. Currently, the lab supports 15 Pioneer Fellowship projects and 5 ETH spin-offs rent office or lab space.



ETH IELAB TEAM

From left to right: Tomas Brenner (head ETH ieLab), Anne Mzumara (biosafety lab manager), Sybille Zimmermann (MarCom manager), Samuel Scheer (coach), Dragan Grabulovski (coach), Michael Stucky (coach)

ETH ieLab Innovation & Entrepreneurship Lab

The melting pot for ETH entrepreneurs

The ETH ieLab in a nutshell

- Home of ETH Pioneer Fellows and ETH spin-offs
- Office space and access to brainstorming room, maker space, wet lab, meeting-/ and event facilities
- Individual coaching by seasoned successful entrepreneurs (free for Pioneer Fellows)
- Access to the Swiss start-up network and ecosystem
- Introduction to other entrepreneurs, industry experts, investors, service providers
- Regular trainings, seminars and networking events

ETH zürich



HEAD OF THE ETH IELAB
Dr. Tomas Brenner
Stampfenbachstrasse 52
8092 Zurich
www.ethz.ch/ieLab

swisspost.ch/venture

swisspost.ch/venture



Post

Getting new ideas off the ground



A DRONE OPERATED BY SWISS POST THAT CONNECTS TWO HOSPITALS IN LUGANO SINCE NOVEMBER 2017

Swiss Post has been constantly evolving ever since it was founded in 1849. Even today, its markets are undergoing rapid transformation due to new technologies and changing customer needs. In response to these developments Swiss Post has launched a variety of new digital services such as e-voting, e-health, self-driving Postbuses and delivery by drone.

The journey will continue. Swiss Post's business development areas cover:

- Digital Trust (including e-health, e-voting and e-justice)
- E-commerce
- Digital financial services
- Mobility
- Cross channel communication
- Business process outsourcing

Swiss Post also remains open to new business opportunities in areas such as the collaborative economy, trusted platforms, blockchain, autonomous, analytics or smart cities.

Investments in start-ups

Swiss Post has in the last decade strengthened its position within the innovation space by developing strong relationships with start-ups, innovation hubs, universities and research labs. The company believes in open innovation. It has launched several projects together with start-ups and has started to invest in them if they fit the company's business development areas.

Interview with Thierry Golliard, Head of Open Innovation & Venturing, Swiss Post

Why does Swiss Post want to invest in start-ups?

Swiss Post wants to become better acquainted with new technologies and business models in order to actively use them and ensure access to emerging markets. Investments in start-ups also help Swiss Post to create additional demand for existing or new Swiss Post products.

What kind of start-ups does Swiss Post invest in?

Swiss Post invests in early stage companies that fit well with the Group's business development areas and offer potential for Swiss Post's core competencies to make a significant contribution to their success. In return, Swiss Post aims to take a minority interest. This ensures the ability of the start-up to develop and go to market with agility and autonomy.

Why should a start-up collaborate with Swiss Post?

There are several benefits. The start-up benefits from Swiss Post's core competencies and from existing structures. Swiss Post can bring immediate strategic value as an investor sharing its strong business knowledge and market understanding. It can also connect the start-up with internal and external experts, and with partners or customers to validate market needs. As a strategic investor Swiss Post can take the time needed and has no predefined exit deadline.

With how many start-ups are you in contact with each year?

We have been conducting Open Innovation projects with start-ups since 2012. We get in touch with more than a hundred start-ups per year and this number is growing. We focus on the cases that make strategic sense for the company and always seek the feedback of our business units to increase start-up market understanding. Every year we work with 10 to 20 start-ups to conduct and finance open innovation projects. We have the ambition to make several venture capital investments each year.



THIERRY GOLLIARD
Head of Open
Innovation &
Venture Capital,
Swiss Post

Post

Examples of successful collaboration

Temperature-monitoring for medicinal shipments with Modum

Modum is a Swiss start-up located in Zurich. Swiss Post cooperates with Modum to deliver an industry-leading, temperature-monitoring solution that enables regulatory compliance for shipments containing medicinal and other temperature-sensitive products.



PARCEL
TEMPERATURE
DATA IS STORED IN
A BLOCKCHAIN



Digital brochures with Profital

Swiss Post launched Profital, a platform offering digital brochures to its customers. Profital is the result of our targeted innovation initiative in Berlin and the cooperation between Swiss Post and the German group Offerista.



Drone transportation with Matternet

Swiss Post intends to help shape drone technology and delivery robots from the outset, and to identify at an early stage where these initiatives can usefully be integrated into its processes to improve efficiency. The start-up Matternet was identified by our teams during a pitching session in Silicon Valley. Together we launched the first urban drone logistics network worldwide.



MATTERNET

Do you have any questions about Swiss Post's innovations or would you like to become an innovation partner? Are you interested in Swiss Post as an investor? Do you have questions about start-up investments? Contact us. We would be happy to help.



**HEAD OF OPEN
INNOVATION &
VENTURE CAPITAL**
thierry.golliard@post.ch



**INVESTMENT
DIRECTOR
VENTURE CAPITAL**
olivier.laplace@post.ch



**PROJECT MANAGER –
OPEN INNOVATION**
valerie.riedo@post.ch



**PROJECT MANAGER –
OPEN INNOVATION**
gregory.lukowski@post.ch

SWISS POST

Development & Innovation unit
Wankdorfallee 4
3030 Berne
Switzerland

innovation@post.ch
www.swisspost.ch/venture
www.swisspost.ch/innovation

P&TS

IP strategy to achieve business plan targets is the new black



Many startups secure patents to impress investors – everyone knows that investors will drop you like a hot potato unless you have a patent protecting your technology, right?

Well, this is only half of the truth. A study has shown that in Switzerland, non-patenting start-ups receive an average funding of CHF 374,000 while patenting start-ups receive CHF 954,000 on average. This is a very significant difference, that shows a strong correlation between patenting activities and the amount of investments that start-ups receive.

This study, and other similar ones, have been widely publicized in the start-up scene, so that nowadays nearly every start-up with a new technology wants to have at least one patent – or at least have a provisional patent application – before pitching to investors. While securing patents just for the sake of investors is fine, a lot more can be done. In fact, having a patent may not bring you any closer to achieving your business plan targets.

Naturally you want to protect your technology and know-how, but you want to protect it in the most suitable way to fit your specific situation. The most suitable IP strategy for a startup will depend on many criteria – there is no “one-size-fits-all” IP strategy. Over the past 15 years, we at P&TS have audited more than 400 start-ups on their IP strategy. This gives us an invaluable understanding of the IP landscape among Swiss start-ups, and of some of the common potential pitfalls which start-ups often encounter. We often come across a lack of a suitable IP strategy. Some companies seem to have only a poor understanding of what makes them unique and different from their competitors, and therefore they fail to protect their real USPs. They may end up wasting money on useless patents or failing to protect their differences.

As an example, we often meet start-ups that have developed outstanding products, but where the quality of the solution depends on dozens of small iterative improvements rather than on one sin-

gle disruptive invention. This is often the case with IT; some software companies with the very best software you could imagine; elegant source code, very fast and an attractive interface. This excellent result is often due to one or a group of talented programmers, but not to any unique invention that would be worth patenting. Maybe the product is better than the competition; but none of the improvements is a real USP or is essential for its success.

In such a situation, rather than spending money on protecting each new feature, it might be worth considering alternative forms of protection. An initial step could be, for example, to make sure that the excellent developers who contributed to this amazing result will stay with the company and double-check their employment contract and non-competition clauses. Another step might be to exploit copyright and trade-secrets to protect aspects of the software, and to take all organisational measures to secure these alternative forms of protection. This might include, for example, educating your employees, reviewing your NDAs, and time-stamping your documents.

We also face the opposite situation; for example, highly ambitious start-uppers who have developed a consumer product with which they want to compete against tech giants in a mass market. Or some entrepreneurs who are mainly interested in selling their technology to another company which will take care of the production and marketing. In any of those situations, a single patent might not be sufficient, and you will need many more patents if you want to match the portfolio of your closest competitors, or to base your revenues on sales of IP rather than on sales of product. Of course, filing many patent applications will be expensive, but in any of those situations you do not really have a choice if you want to achieve your business plan objectives.

It is also very important to decide which of the technical features are really important for the success of your product. Patent applica-

You invent the future
We protect it

Patents
Trademarks
Designs
IP roadmaps



P&TS

P&TS

INTELLECTUAL PROPERTY



tions might be difficult to understand, but if you really decide to file one, you should be able to explain exactly what is the core unique aspect of your invention which differentiates it from existing technologies. After all, patent applications are also a marketing tool to impress investors, and you will be much more convincing if you can comfortably pitch the invention for which you have an exclusivity. Having a good patent portfolio, and an effective organisation for handling trade secrets for copyright is very important; but this should not prevent you from monitoring what your competitors are doing. It is bad enough if you forget to file a patent application and so lose out on a growth opportunity in the future. However, it is even worse if you spend months or years developing your own solution, only to discover later that you cannot sell this product because a competitor has already been granted a patent for it. Often, the most effective way to manage your risks in start-ups that invest heavily in R&D is by carrying out a freedom-to-operate search. Start-ups often underestimate trademarks in their strategy. Indeed, a new and lesser-known trademark has no value, therefore why would you spend money on protecting it? However, this is a much too short-term approach; in the long-term, your technology might become obsolete, your patents will lapse, but the value of your trademarks will increase steadily over time, provided the protection was effective right from the start. Start-ups, and even SMEs, do not have unlimited resources and cannot take all the steps that might be recommended to improve their IP situation. Priorities should be defined, within an IP roadmap, in order to set up an IP strategy which is suitable for your start-up.



CHRISTOPHE SAAM
European Patent Attorney
CEO and founder
of P&TS SA

Facts and Contact

Organization	P&TS Ltd
Foundation	1998
Mission Statement	Helping the best companies in Switzerland to protect their Intellectual Property
Employees	25
Postal Address	Av. J.-J. Rousseau 4, 2001 Neuchâtel Nordstrasse 8, 8001 Zurich
Contact Person	Christophe Saam, CEO, Patent Attorney saam@patentattorneys.ch +41 32 72 71 427
Webpage	www.patentattorneys.ch

Startfeld

Startfeld on track

Profound start-up knowledge, seed financing, incubator infrastructure and a broad network of business, education and research – these are the core services of Startfeld.

The support package, worth up to CHF 10,000, enables consulting and coaching by experienced entrepreneurs and experts. The experts are recruited from the broad network of startups at existing companies, the University of St.Gallen, the universities of applied sciences in eastern Switzerland and the Empa.

Startups can apply for funding from the Startfeld Foundation and for participation in the Startfeld Investors Forum. This number one matchmaking platform in Eastern Switzerland offers selected, innovative startups from different sectors in the start-up and growth phases as well as top-class investors the opportunity to meet. Together with the two leading Swiss financing platforms Startup INVEST (formerly CTI Invest) and the Swiss ICT Investor Club (SIC-TIC) this platform made millions of private investments possible. On **26th November 2018 the Startfeld Investors Forum** will take place for the 11th time and startups and investors are cordially invited to participate. (Bild 1: Startfeld Investors Forum)

There is still room for your idea in the Startfeld Innovations Centre. Starting in 2016 with a space of 900 square meters, the Startfeld business incubator expanded to 3'000 square meters and will be extended to 4'500 square meters by the end of 2018. Startups can use modern co-working spaces to get started right away. The Makerspace offers the possibility to work on prototypes and every week there are different events, courses and workshops where everyone is welcome!



INVESTORFORUM



METEOMATICS

One of the many success stories in the Startfeld incubation program: Chasing the storm with Meteomatics.

When a small Swiss company is invited by the US Weather Service to join them storm-chasing in Oklahoma they must have recognized some groundbreaking innovative capabilities. Meteomatics GmbH was founded in March 2012 by Dr. Martin Fengler.

Dr. Martin Fengler, previously worked in one of Europe's leading private weather companies for many years. In his spare time he became a pilot and often encountered the difficulty of forecasting the fog situation for the afternoon and the following day. Currently there is little data recorded in the lower layers of the atmosphere, the planetary boundary layer.

As a pilot, Fengler asked himself how it might be possible to measure the lower critical layers of the planetary boundary effectively and more frequently than weather balloons. In those layers are extreme weather events such as temperature inversions, or warm air layering above cooler air. These events can play a major role in completing weather forecasts. Only with this additional and important information it is possible to improve predictions of local extreme events.

Fengler's other passions in technology led him to research the use of drones and weather predictions. He found like-minded people through the internet and the idea of the Meteodrone was born. From that point on, the drones were continually developed to ascend to altitudes of 1,500m while gathering measurement data and flying under difficult weather conditions such as rain, frost and strong winds.



One step further

Currently a drone pilot is needed at each location to monitor the Meteodrone during flight. The pilot decides when the Meteodrone must be taken out of service due to excessive wind speeds or severe icing on the rotor blades. In addition, the pilot has to change the batteries after each flight. The decision making process in such circumstances will be eliminated in future by further automation. Last year Meteomatics developed the MeteoBase, a landing platform prototype that enables Meteodrones to work independently in different locations. The MeteoBase is waterproof and recharges the drone in a short time so that it can start independently again. The drone pilot can then simultaneously monitor up to 10 drones from the office, intervene from the desk in critical situations and cancel a flight if necessary. Meteomatics will soon rollout the MeteoBase platforms.

Every year, the St. Galler Kantonalbank and Startfeld honor the most innovative company from Eastern Switzerland with the highly prestigious Diamant Award. In June 2015, that honor went to Meteomatics. In addition to the award, the recipients received CHF 50,000.

Today the company has 25 employees, most of whom are from the fields of mathematics, physics, computer sciences, mechanical and electrical engineering.

Smartfeld, the educational program of Startfeld

Communication, critical thinking, creativity and collaboration – these are probably the most important skills that young people need to learn in order to excel in 21st century society. Under the slogan "Technology + Creativity", Smartfeld promotes and fosters these key competences and the enthusiasm for STEM topics. The Smartfeld education program is supported by Empa, the University of Applied Sciences St. Gallen, the University of Applied Sciences Buchs (NTB), the University of Teacher Education St. Gallen and the University of St. Gallen as well as numerous local partners. The anticipatory integration of know-how from education, research and practice creates inspiring learning and experimentation spaces in the Startfeld innovation centre.



**TEAM
SMART-
FELD**



SMARTFELD "TECHNOLOGY + CREATIVITY"

About Startfeld

Startfeld, the network for innovations and startups was founded 2010 by the University of St. Gallen, University of Applied Sciences, the Empa, the city of St. Gallen and the St. Galler Kantonalbank (SGKB). Through this immense network, a strong linkage to research driven entrepreneurship and science has been established from the very beginning. Startfeld can be considering after 8 years as the most important initiative for Start-ups, innovation and entrepreneurship in Eastern Switzerland. In this time more than 900 founders were been supported.



MARTIN FENGLER

Facts and Figures, Contact

Organization	Startfeld
Foundation	2010
Mission Statement	Supporting innovation, startups. SME and education in Eastern Switzerland with all they need
Postal Address	Lerchenfeldstrasse 3, 9014 St. Gallen
Contact Person	Peter Frischknecht, CEO
E-Mail	peter.frischknecht@startfeld.ch
Phone	+41 71 277 20 40
Webpage	www.startfeld.ch



SMART ENERGY INNOVATION FUND

Working together to shape the energy market of the future

Energie 360° actively invests in Start-ups with innovative business models and technologies.



energie360.ch/innovationsfonds

energie360°



START FELD

Entrepreneurship in its purest form.

4'500 square meters for ideas that shape the future.

- Seed financing up to CHF 300'000
- 4'500 m² Innovation Centre
- Technology and creativity for young people

Partners



www.startfeld.ch

Energie 360°

energie360°

Working together to shape the energy market of the future

Smart Energy Innovation Fund

Energie 360° is a Zurich-based utility company that provides natural gas, renewable energy and services to its customers. Not only does Energie 360° supply natural gas and renewables, but also offers new mobility services, such as for electrical vehicle infrastructure.

As a utility company, Energie 360° faces the same potential future business disruptions as do many other industries. Energie 360° actively invests in innovative technologies and services to be prepared for the oncoming digitisation of the energy market. With its corporate venture capital arm, the Smart Energy Innovation Fund, Energie 360° invests in innovative start-ups in the fields of energy, mobility and smart cities.

The fund's objective is to initiate a renewal process and to ensure a technology transfer to business units at Energie 360°. The company seeks to promote new business ideas and drive growth strategy, to generate financial return and to work together to prevail in the energy revolution.

VoltStorage

The Munich-based start-up and spin-off of the Technical University of Munich, VoltStorage, develops reliable and affordable energy storage possibilities for households.

VoltStorage is the first company to provide households with access to efficient storage technology, which was only previously available to industry. The advantage: the vanadium redox flow storage is not only especially durable, but also very safe, because it is non-flammable. This technology has proven itself in industry for years. Storage units till now have been too large and especially too expensive for use in households. VoltStorage now produces such units in refrigerator size – and with its innovative approach, inexpensively.

Distran

Together with Zürcher Kantonalbank, the Smart Energy Innovation Fund has invested in the Zurich-based start-up company, Distran. This ETH spin-off has developed the innovative "Ultra M", a handheld inspection device equipped with acoustic sensors in the ultrasound range for the detection of gas leaks.

Regardless of what type of gas, the sensors operate from a distance of up to 30 metres, and any leaks detected are displayed on a screen in real time. With the Ultra M, line inspections can be performed up to ten times faster and with better results, which is especially interesting to operators of thermal power plants. Ultra M can help them reduce their inspection costs, while early detection of leaks helps prevent costly downtime.

Technology provided by Distran not only makes a direct contribution to the main business of Energie 360°, the company also has worked closely with experts at Energie 360° to further develop its business and technology.

These two companies are not the only start-ups that the Smart Energy Innovation Fund supports and invests in. The fund has also invested in four other start-ups, focusing on start-ups located in Europe that are active in the areas of IT solutions for smart homes, smart grids and smart cities, as well as energy storage and distribution, renewable energy, innovative energy sources and mobility services. The fund seeks business models and technologies that contribute to a sensible energy future. Along with investment by the fund, the start-ups benefit from the expertise and network provided by Energie 360°.

To keep in touch with the start-up community in Switzerland and other European countries, the fund looks after a close network including universities, incubators and accelerators, investors and entrepreneurs. The aim is to foster a sustainable relationship between entrepreneurs and Energie 360° right from the start and on through the international scale-up.



METIN ZERMAN
ENERGIE 360°
(AUTHOR)

Investment
Manager

Facts and Figures, Contact

Organization	Energie 360° Smart Energy Innovation Fund
Foundation	2015
Mission Statement	The Smart Energy Innovation Fund invests in visionary founders with innovative solutions to help master the energy revolution.



RUTH HAPBERSBERGER

Head of Smart Energy
Innovation Fund
Energie 360°
innovationsfonds@energie360.ch
www.energie360.ch/Innovations-
fonds



YOUR INNOVATION MAKES US UNIQUE

Extreme Precision, Micro-Milled from wood (22 μm)
Digital Manufacturing, made in Neuchâtel
Spitzwerk.ch

8000
students
&
researchers

12
new
startups
since 2017

3500
sqm
of surface
available

39
companies
hosted

Neode → Microcity

Neuchâtel Startup and Innovation Hub is moving on

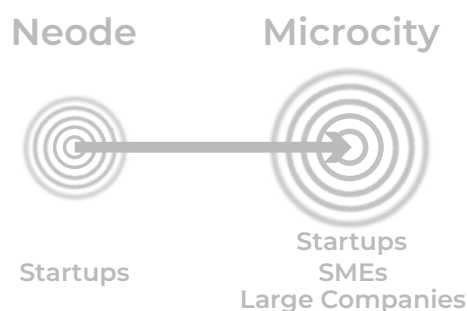
Neode is a semi-public organization created back in 2003 by the Canton of Neuchâtel, various R&D institutions and private stakeholders. It acts as a high-tech business incubator mainly focused on precision industry, industrial processes and advanced manufacturing. After more than 50 startups successfully supported, time is coming to move forward and to enlarge the scope of activities of Neode, turning it into Microcity!

The canton of Neuchâtel has established itself as an internationally recognized center of excellence in ultra-high precision. To make the most of its DNA, the canton is to create Microcity SA, a company offering privileged access to all of its innovation support tools. This will further boost technology transfers between research institutes, startups, regional SMEs and large international companies.

Microcity is an official partner of Switzerland Innovation. To meet the expectations of companies wishing to join this dynamic, the cluster's members are calling for the creation of a structure designed to accelerate exchanges within the ecosystem. To this end, Neode incubator will extend its missions, which are currently focused on startups to:

- support regional SMEs,
- welcome international companies,
- develop the cluster.

The company will be renamed Microcity SA.



As of 1st January 2019, the Microcity Innovation Cluster will be equipped with a proper legal structure responding to multiple needs and offering it more leeway to fulfil its various roles related to the promotion and support of innovation. Moreover, by integrating Neode's current sites in Neuchâtel and La Chaux-de-Fonds, Microcity SA immediately establishes a strong cantonal presence.

Location Neuchâtel: High Tech Campus, Downtown

Surrounding by education and R&D centers worldwide renown, Neode/Microcity is located at the heart of a unique density ecosystem – 8,000+ students and scientists – supporting technology transfer projects. It is the ideal location to kick-off your startup

and to meet your first partners, investors and customers, at the city center of the beautiful town of Neuchâtel.

- EPFL Institute of Microengineering (IMT): 11 chairs and 250+ professors and scientists
- Swiss Center for Electronics and Microtechnics (CSEM): 400+ scientists
- University of Applied Sciences Arc (HE-Arc): 4 domains and 3,000+ students, professors and scientists
- University of Neuchâtel (UniNE): 4 faculties and 5,000+ students, professors and scientists

Location La Chaux-de-Fonds: Cutting Edge Industrial Ecosystem, In the Green

With 4,000sqm. of high-end industrial facilities, hosting part of the R&D teams of HE-Arc, Neode/Microcity is neighboring with prestigious watchmakers and industry players in the medical, electronics and micromechanics fields. In deep nature, mountains and forests, it is the perfect location to create synergies between research, industrial expertise and innovation.

- 3 research groups (medical devices, micro and nanosystems, surface engineering) and 50+ professors and scientists of HE-Arc
- 150sqm. of clean rooms (ISO 10,000 and 100,000)
- Fully equipped industrial workshops (air conditioning, vacuum, gas networks, compressed air, water treatment, etc.)



Microcity
Startup
Incubator

We are

microcity

At the heart
of infinite precision

Facts and Figures, Contact

Organization	Neode SA (→ Microcity SA)
Foundation	2003 (→ 2019)
Mission Statement	Your innovation makes us unique, at the heart of infinite precision
Number of Employees	6 (→ 10)
Number of companies hosted	39



SANDY WETZEL, CEO
+41 78 761 23 36
sandy.wetzel@neode.ch
microcity.ch

TECHNOPARK Lucerne

Enabling funding with "CORNERSTONE startup value stack"

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

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

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

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

1. **Customer value layer** ("luminous green CORNERSTONE", because only the customer can give the green light for success): The main question is: "WHICH problems that are important to the customer (pain point) does the startup solve better than the competition (startup sweet spot)". Focus on a BEACHHEAD market, which can be dominated (NICHE), is decisive.
2. **Value generation layer** ("blue CORNERSTONE" in the colour of the TPL startup): Key questions are "HOW does the startup create value and how can it capture value?", "How does it reach customers?" and "What focusses it on considering the very limited resources (money, time) of a startup?" (Value chain design, Business model canvas).

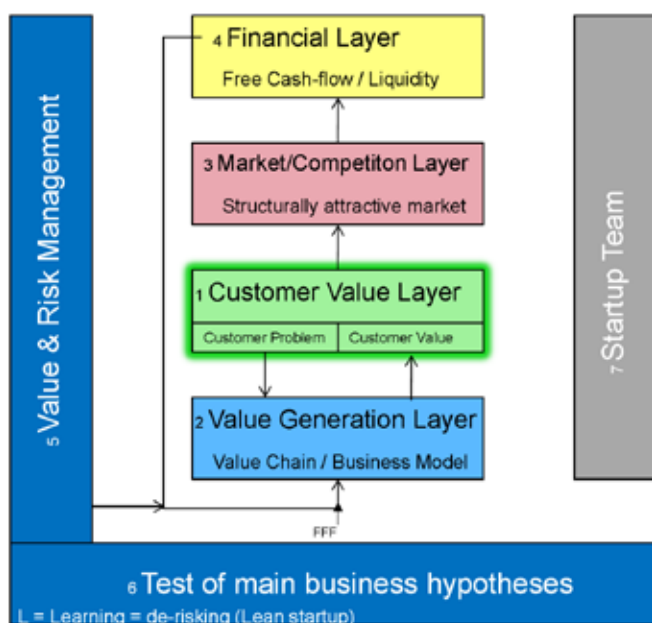
TECHNOPARK® Lucerne – The place to grow



YouTube Video

TPL Quality seal
Network with 50 partners
Lowest corporate tax rate
Professional business address
Startup ecosystem with HQ startups
Specialisation in context high risk & few resources
Enabling funding with CORNERSTONE® startup value stack +

TECHNOPARK Lucerne



3. Competition layer ("red CORNERSTONE" because competitors can act as a red light to the success of startups): The aim is to service a large growing market that is structurally attractive (entry barriers) and in which the startup has a sustainable competitive advantage (IP, critical mass on IT platforms). That is the only way the startup can scale and capture a significant part of the created value (and thereby benefit its investors).

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

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

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

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

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

Hansruedi Lingg,
CEO TECHNOPARK Lucerne



Contact

Hansruedi Lingg
CEO TECHNOPARK® Luzern
Platz 4
CH-6039 ROOT D4

Tel direct +41 41 455 21 24
hansruedi.lingg@technopark-luzern.ch

Swiss Startup Factory

Thriving Corporate Venturing in Switzerland

*by Tamara Savchuk and Max Meister

Agile enterprise... Outside-in innovation... Disruption... Business Model Innovation... Corporate Venturing... These buzz words pop up everywhere, in the media, in research articles, during conversations and so on. However, how do you create an “agile” company? How do you transfer external knowledge inside your corporation? How can you spot disruption? Where do you get an innovative business model? **But most importantly, why is corporate & startup collaboration beneficial and how do you ensure its success?**

Fail alone

Startups typically have flat structures, increasing the speed and efficiency of technological or business model development. However, they lack capital, human resources and market reach. As a result, many projects never reach a product-market-fit or even see the light of day. In contrast, corporations have access to a large pool of resources, customer knowledge and accumulated cash reserves. Nevertheless, risk aversion and bureaucratic structures hinder innovation and market responsiveness. Consequently, several companies have missed profound industry transformations; some traditional players disappeared while new ones entered the market.

Succeed together

Yet, tapping into the complementarities of each player brings unprecedented benefits for both. On the venture side, found-

ers get access to new markets to find an optimal solution for their product and receive capital to grow. On the corporate side, innovation initiators can forego the long and cost-intensive internal developments, thereby increasing market entry speed and flexibility. In fact, firms can quickly test uncertain concepts through startups, observe the market response and internalize successful ideas. Flexibility and speed are crucial for finding new revenue streams and driving sustainable growth, especially in dynamic environments.

Set up the stage

Corporations have four ways of engaging with startups.

- **Intra Innovation** is a set-up to drive initiatives internally but in an agile, entrepreneurship-like way. External talent and startups can be brought in to work on specific tasks with the aim of renewing existing processes, products and services. Thus, the initiative is appropriate for working on projects close to the business’ core and is fully integrated into the company.
- **Corporate Acceleration** is a collaboration with a startup in which a company provides the necessary resources and support to bring a venture’s product to the market. The idea is to diversify a corporation’s value proposition and create a new revenue stream, therefore, both players work closely together. If the project works out, the venture is fully integrated into the company’s ongoing activities.
- The aim of **Company Building** is to develop disruptive projects that are independent from the core business. Since uncertainty is high, the corporations typically takes a minority stake as well as a seat on the board, but the startup operates as a spin-off.
- **Corporate Venture Capital (CVC)** is an approach in which fund managers constantly monitor the startup ecosystem to identify capital gain opportunities and business threats. While the corporation gets a minority stake in the venture, the latter remains completely independent. CVC is one of the traditional Corporate Venturing tools and its popularity is demonstrated by recent statistics. In fact, in 2017, global CVC activities reached 31.2 Billion dollars in funding for 1,791 deals. Between 2014 and 2017, the number of transactions almost doubled, while the total sums invested tripled (CB Insights, 2017).

Despite the CVC’s popularity, it is not appropriate for every case. The choice of the tool depends on the company’s innovation goals, internal set-up, types of technologies and desired outcome. Moreover, the degrees of corporate involvement and capital expenditure vary from tool to tool. A corporation’s innovation strategy, based on an assessment of the company’s internal capabilities and external environment, guides Corporate Venturing activities.

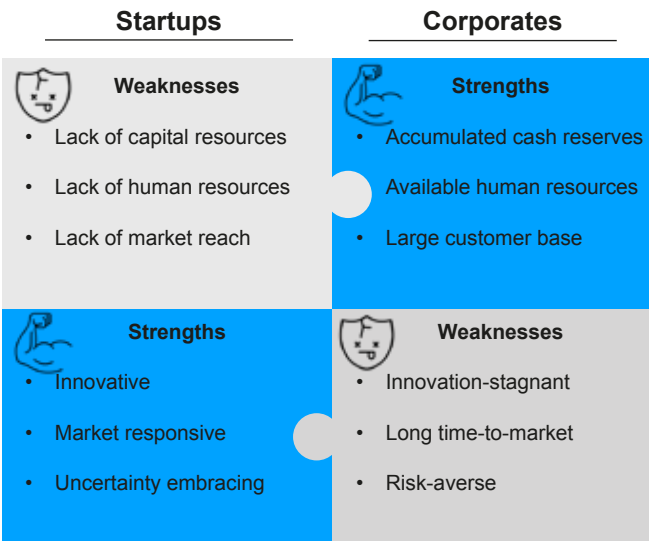


FIGURE 1: CORPORATE AND STARTUP COMPLEMENTARITIES

Swiss Startup Factory

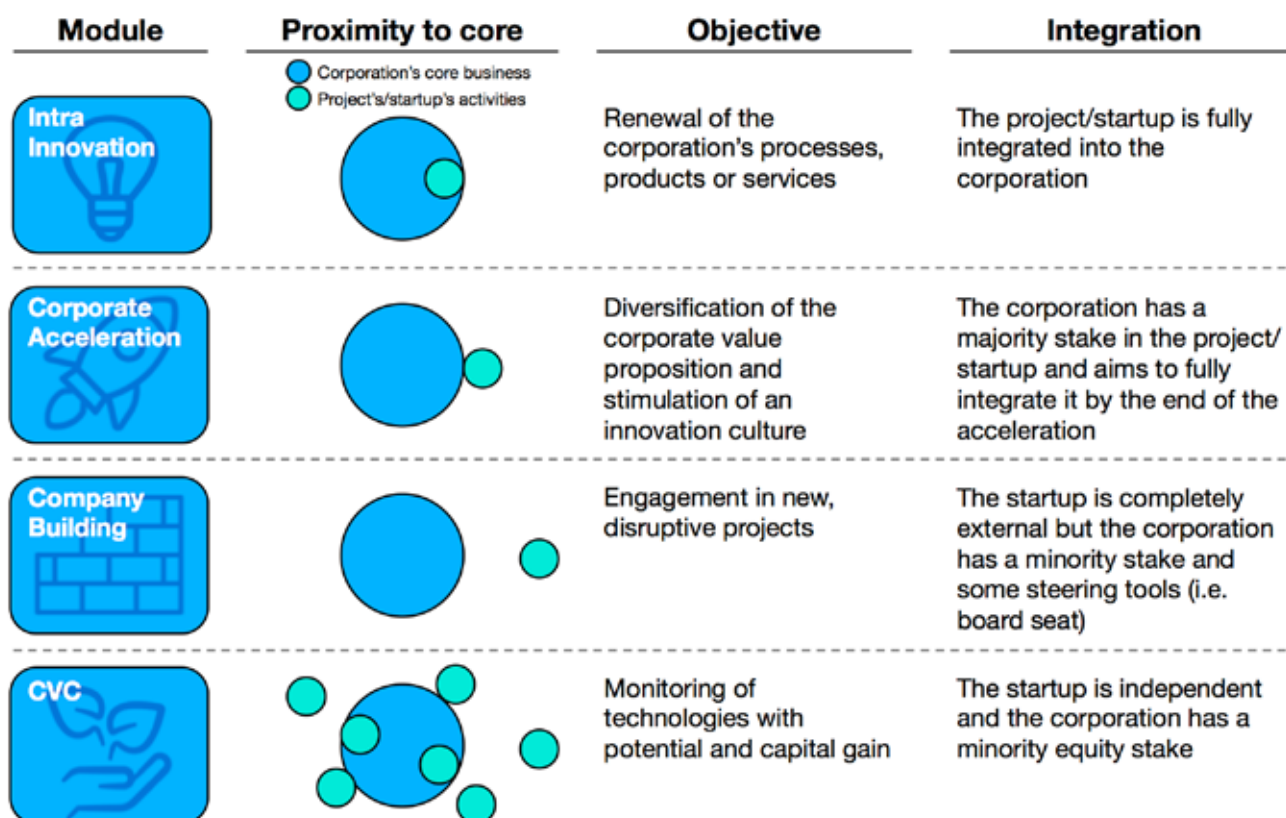


FIGURE 2: FOUR CORPORATE VENTURING TOOLS

Source knowledge and network

The Center for Corporate Venturing Switzerland (CCVS) was created with the aim of helping corporations to navigate the complexity of decisions related to Corporate Venturing and to provide firms with a powerful network of key stakeholders in Switzerland. Initiated by three players highly active in the startup ecosystem – The Swiss Startup Factory, Wenger & Vieli, and the Center for Entrepreneurship from the University of St. Gallen (HSG) – the CCVS is perfectly positioned to integrate knowledge from different worlds: investor, corporate, academic and, last but not least, entrepreneurial. By joining the CCVS, innovation and venture leaders acquire the know-how and individual support to drive successful Corporate Venturing initiatives from start to end, from fixing objectives and choosing the right tools to setting-up innovation structures and executing startup collaborations. Corporate representatives form long-lasting relationships with the diverse startup ecosystem and acquire its DNA to further transmit it to the organization and drive change. For more information, visit the CCVS LinkedIn page below.

* Tamara Savchuk is Business Analyst at BV4, MA Strategy and International Management (HSG)

* Max Meister is Co-Founder at the Swiss Startup Factory and Member of the Board of Swiss Startup Group



CENTER FOR CORPORATE
VENTURING SWITZERLAND

Contact

Organization	Center for Corporate Venturing Switzerland
Foundation	2018
Postal Address	Färberstrasse 6, CH-8008 Zürich
Contact Person	Max Meister
E-Mail	max.meister@ssuf.ch
Linkedin	https://www.linkedin.com/company/center-for-corporate-venturing-switzerland/

AVOCATS | ATTORNEYS-AT-LAW

Your Success is Our Success

We are a fully integrated team of entrepreneurs at the service of corporations and entrepreneurs, with a passion for original, simple and effective solutions



General Corporate | Corporate Transactions | Banking & Finance | New Technologies
Strategic Restructuring | Arbitration | Competition | Tax

11bis, rue Toepffer - CH-1206 Geneva | T + 41 22 704 37 00 | F + 41 22 704 37 77
www.tavernierschanz.com | Contact: Jacques Bonvin (bonvin@tavernierschanz.com)

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



Your point of entry for

- Start-up consultancy
- Access to financing
- Administrative support
- Rooms and infrastructure
- Access to Empa labs and equipment
- Research cooperations with Empa

Interested?

glatec | Empa eawag

mario.jenni@empa.ch



peter.frischknecht@empa.ch

 **Empa**
Materials Science and Technology

www.empa.ch

Empa – Business Incubators

An Integral Part of Empa's Knowledge and Technology Transfer

The Swiss Federal Laboratories for Materials Science and Technology (Empa) is an interdisciplinary research institute for materials science and technology development. It is one of six institutions of the ETH Domain and as such an important element in science, technology and innovation in Switzerland. Empa is pursuing an "integrated" knowledge and technology transfer strategy, that is, it is employing numerous routes to actively transfer its know-how and research results to the market.

One important way are the business incubators on or close to Empa's premises where Empa spin-offs and high-tech start-ups find ideal conditions through, among other things, intense collaboration with Empa scientists, coaching in all things related to entrepreneurship and administration, access to Empa's high-tech infrastructure and professional networks and, last but not least, support in funding through (pre-)seed money. By promoting start-up companies – and entrepreneurial spirit in general – Empa contributes to creating value for the Swiss economy and society alike.

glatec generates winners

Empa's business incubator glatec is located on its main campus in Dübendorf. Based in the Zurich metropolitan area – the hotbed of science and technology in Switzerland – glatec is collaborating closely with start-up supporting organizations to help scientists-turned-entrepreneurs in "getting started". Besides spin-offs from Empa and Eawag, the aquatic research institute of the ETH Domain, glatec is targeted towards external start-ups that are expected to show a significant synergy with Empa's and Eawag's R&D activities. Over the past years more than 30 start-up projects were successfully incubated employing a total of more than 200 staff. A majority of them have already brought their first products to the market and won prestigious prizes (e.g. SEF Award, Swiss Technology Award, CTI Medtech Award, ZKB Pionierpreis, Venture, VentureKick, deVigier, and Heuberger Prize).

Startfeld Innovation Center is growing

The Innovation Center, which opened in 2016 right next to Empa in St. Gallen, is expanding big ways. Its floor area grew to more than 3000m² within two years, three times larger than at its start. More than 140 people work in about 25 start-ups. These celebrated nice successes: Meteomatics AG as well as Online-Doctor AG won the "Startfeld Diamant" award and Advertima AG won a total of five prizes. Among others, the "Coolest Start-up AWARD" at the WorldWebForum 2017.

Events play also an important role for the Innovation Center. The annual Innovation Forum, which deepens the network to existing companies and their innovation projects, is particularly noteworthy. In August 2018, the Startfeld educational program was

launched to promote understanding of new technologies among young people. In addition to the technological orientation, the focus is on business development – whether for start-ups or for existing companies with their innovation projects. Because innovation always also means economic sustainability for Startfeld. In addition to Empa, Startfeld cooperates closely with the University of St. Gallen, the University of Applied Sciences St. Gallen, the City of St. Gallen, the St.Galler Kantonalbank and the cantons of St.Gallen and Appenzell (AI and AR).



Facts and Figures

Organization	Empa
Foundation	1880
Mission Statement	Materials and Technologies for a Sustainable Future
Employees 2015	966
Postal Address	Überlandstr. 129, 8600 Dübendorf



Contact

Mario Jenni
CEO glatec
Phone +41 58 765 40 25
mario.jenni@empa.ch
www.glatec.ch
www.empa.ch



Contact

Peter Frischknecht
CEO Startfeld
Phone +41 58 765 71 85
peter.frischknecht@empa.ch
www.startfeld.ch
www.empa.ch

TECHNOPARK Winterthur

Where start-ups take off

The Technopark Winterthur provides an inspiring environment for innovative minds. Startups and spinoffs work with ZHAW research institutes and established companies under one roof. With the newly defined cluster focus (Smart Energy, Smart Health, Smart Machines), startups profit from various cluster activities and tighter relations to SMEs, corporates and investors in these sectors. A lively community, a coworking space and a large variety of events accelerate their business development.

Infrastructure and services

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

Besides the ZHAW, our preferred academic partner, we work with many organisations in the region, and establish ties between our startups and the business environment. We also host the Entrepreneur Club Winterthur – many of their events take place at our facilities, and are (co-)sponsored by the Technopark.

Ambitious startups can apply for our support packages (three levels) which contain not only rent discounts, but also coaching/mentoring, trainings, legal support and administrative services.

Success stories

We enable growth

Companies which grew up with us and took off in 2017/2018 for even bigger success:

- IPG (ICT)
- Solarville (cleantech)
- ecocoach (energy)
- Leplan (building technology)
- Fluxim (electronics)
- digitalMedLab (digital health)

We attract companies from far and wide

International:

- VST (JP)
- Thinkstep (DE)
- Wöhner (DE)
- Troyer (IT)
- Qualist (TR)



We are proud of your success

Our tenants are winning awards or rank in best practice lists. 2018 highlights:

- Scewo (Winner of the ZKB Pioneer Prize 2018)
- Baker Street (Gold medallist at German Digital Award 2018)
- Medyria (successful series B financing round)
- Prognolite (accredited by Klimastiftung Schweiz)
- Vatorex (3rd at Swiss Innovation Challenge)

We get good grades and feedbacks

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

We want you

We have always been able to make room for truly entrepreneurial teams and startups with ambitious goals. Find out more by visiting our website tpw.ch, or follow us on twitter.

Facts and Figures

Organization	TECHNOPARK Winterthur AG
Foundation	2000
Mission Statement	Where start-ups take off
Surface area	10'500 m ²
Number of startup tenants	>50
Number of Employees	4
Postal Address	Technoparkstr. 2 8406 Winterthur
Contact person	Thomas Schumann
Function	Managing director
Email	thomas.schumann@tpw.ch
Phone	+41 58 934 75 28
Internet	http://tpw.ch



THOMAS
SCHUMANN

Kellerhals Carrard

Term Sheet Basics: Do you really know what “fully diluted” means?

When it comes to term sheets, there will be one key term that you will have to negotiate: the pre-money valuation. It defines the price per share and, therefore, serves as a basis to calculate the shareholding the investors will receive as a result of their investment, hence also the dilution of the existing shareholders. The higher the pre-money valuation, the higher the share price, the lower the percentage of the investors' shareholding and the lower the dilution of the existing shareholders.

Venture capital investors typically calculate the share price on a “fully diluted basis”. The formula to obtain the price per share is as follows: pre-money valuation / fully diluted number of shares. The important detail is that investors will not only consider the current number of shares but add on top the number of shares that are or will be issuable under existing and/or future options. Like that, investors simulate their future dilution and shift the economic effect thereof to the founders. The dilutive effect may come from employee incentive plans (based on stock options, treasury shares or other share plans), convertible loans or other options to subscribe for shares of the company in the future at pre-set conditions.

E.g., if your startup has issued 1,000,000 shares and implemented (or undertakes to implement post-closing) an employee stock option plan (ESOP) under which 200,000 options may be granted to employees, the relevant number of shares for the calculation of the share price would be 1,200,000. If you assume a pre-money valuation of CHF 4 million, the share price on a non-fully diluted basis would be CHF 4.00, whereas on a fully diluted basis it would be CHF 3.33. So the impact is obvious: except if the exercise price of the options is higher than the pre-money valuation, the higher the size of the actual or agreed upon ESOP, the higher the overall number of shares, the lower the price per share and the higher the dilution of the existing shareholders. However, the concept of “fully diluted” is not carved in stone. For instance, the founders could agree with the investors that only 10% of the ESOP will be relevant for the calculation of the fully diluted share price, although the total amount of the ESOP will be actually 20%. A typical argument of the founders in favor of this approach is that the ESOP constitutes an incentive to the good-performing employees which benefits all shareholders (founders and investors).

The concept of “fully diluted” gets more complex when you have convertible loans outstanding that convert into equity as part of the financing round. The issue is, again, to determine who should support the dilution caused by the conversion of the loan, especially if the conversion price includes discount from the share price in the financing round.

How to calculate the share price if you have convertible loans:

1. Pre-money Method (founder-friendly): Here the share price for the new investors and the convertible loan investors (reflecting the applicable discount) would both be derived from the agreed pre-money valuation with the new investors. Accordingly,

both the existing shareholders as well as the new investors will be diluted pro rata by the shares that will be issued to the convertible loan investors.

2. Percentage-Ownership Method (investor friendly): With this approach, the new investors will not be diluted from the shares that are issued to the convertible loan investors. In other words, it is assumed that the shares for convertible loan investors are already issued when you calculate the share price for the new investors.

3. Dollars-Invested Method (compromise): The bridge between the two mentioned methods is to shift the dilutive effects of the convertible loans to the founders only with regard to the extra shares that are issued due to the discount that is typically granted on the share price and otherwise share the dilutive effect of the remaining shares pro rata among the existing shareholders and the new investors.

Bottom line is that you should be mindful of the above when negotiating the valuation of your startup with investors as both, ES-OPs and convertible loans, can have significant effects on your share price.



KARIM MAIZAR
+41 58 200 39 00

NICOLAS MOSIMANN
+41 58 200 30 00

FRÉDÉRIC ROCHAT
+41 58 200 33 00

Facts and Figures

Organization	Kellerhals Carrard
Foundation	1885
Mission Statement	You focus on translating your idea into economic value – we support you with our best legal solutions on your way to the top.
Employees	More than 200
Postal Address	Rämistrasse 5, CH-8024 Zurich +41 58 200 39 00
Webpage	www.kellerhals-carrard.ch



TP **TECHNOPARK®**
WINTERTHUR

WHERE STARTUPS TAKE OFF

We help you turn your business idea into a successful company.

Infrastructure - Services - Community

10 000 m², 50 Startups, 70 Events/Year.
Incubator, Coworking Space, Maker Space.
Trainings, Workshops, Networking Events.
Central Location, Thriving District.

Contact

Thomas Schumann
+41 58 934 75 30
www.tpw.ch



We love the court, because we love assisting entrepreneurs in serving an ace.

As an entrepreneur it's often you on the court out there alone.
We are part of your team and have your back when it comes to all your legal matters.

**Welcome to Kellerhals Carrard.
Welcome to our Startup Desk.**

stronger together
www.kellerhals-carrard.ch



Swiss Startup DAY 2017



PARTICIPANTS



1'200 1:1 MEETINGS



FEDERAL COUNCIL J. SCHNEIDER-AMMANN & CHAIRMAN C. WENGER



JAZZ



ONE OF THE WINNERS
PITCHING BATTLE



ORGANIZERS



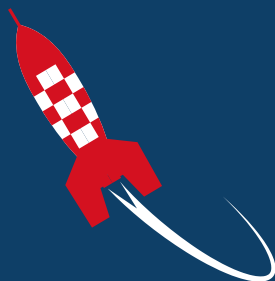
ANOTHER WINNER
OF THE PITCHING BATTLE




WINNER INVESTOR ON STAGE


Launch Ideas Push Gravity

From Space to Earth and back



 ESA BIC Switzerland

 @esaBICch

 ESA BIC Switzerland

ETH zürich

**VENTURE
KICK**



AP-SWISS 
APPLICATIONS AND SERVICES PROVIDED BY SUBSIDIES



Benefits

Why should you apply
as a startup:



Up to 200k Euro in seed financing



Access to broad network of corporate
and research partners, incl. ESA



Business & technical support



Become part of a great and
inspiring community



A Switzerland wide program

Apply now!

www.esabic.ch/application

www.ap-swiss.ch

Corporate Venturing initiatives bridge the innovation gap
between corporations and startups.
Corporate Venturing requires complex decisions.

We help you make the right ones.



**CENTER FOR CORPORATE
VENTURING SWITZERLAND**

Membership Benefits

Venturing Framework

Members have access to an applicable
and tested framework for corporate
venturing.

Online Platform

Members have access to a comprehensive
guide on how to drive successful
corporate initiatives and updated trends
on the topic.

Events

Members can exchange best practices
and experiences with other corpora-
tions, venturing experts and academics.

Support Services

Members benefit from support services
for their individual corporate venturing
needs and strategy.

For more information,
please contact:
ccvs@ssuf.ch

ESA BIC Switzerland

Launch ideas – push gravity!

How much space is hidden in your innovative business idea?

Space no longer is an abstract sphere only associated with astronauts and spaceships; it is increasingly becoming a field interesting to the broader economy and start-ups as well.

We are currently in the Space 4.0 era, a time where space is evolving from being the preserve of the governments of a few spacefaring nations to a situation in which there is an increasing number of diverse space actors around the world, including the emergence of private companies (and start-ups!), participation with academia, industry and citizens, digitalization and global interaction. Space is an incredibly hard environment to work in: weightless, airless and with daunting temperature extremes. The demand for systems that operate reliably for years on end, with no chance of repair, presents a perpetual challenge to scientists and engineers. Existing space infrastructure, including Earth observation satellites, telecommunication and navigation systems, possibly integrated with non-space technologies, offer a multitude of opportunities. They can be used to develop new applications and services for a wide range of users and markets, from tracking vehicles and containers, to supporting agriculture and forestry, to improving safety and enhancing outdoor experiences.

The European Space Agency (ESA) established, together with the

State Secretariat for Education, Research and Innovation (SERI) and ETH Zurich, two sister initiatives to foster innovation and encourage entrepreneurship in this field:

- ESA BIC Switzerland offers start-ups financial, technical and business support in order to develop technologies from space to be used on earth and vice versa.
- AP Swiss focuses on entrepreneurs, SMEs and corporates that want to explore applications powered by space technology.

So, that doesn't mean rocket science, but applies to multiple application fields such as navigation and positioning, communication techniques, earth observation, materials, processes, signals or robotics.

20 ESA BICs exist all over Europe and have supported 663 start-ups thus far. Do you want to become one of them?

ESA BIC Switzerland has a permanent open call for interested start-ups that are registered in Switzerland, are less than 5 years old and have a space connection. Please check out our website or write us an email if you have any further question.



**business
incubation
centre**
Switzerland



Contact

Dr. Nanja Strecker
General Manager
nanja.strecker@sl.ethz.ch
+41 44 633 89 04

Facts and Figures

Organization	ESA BIC Switzerland
Foundation	2016
Mission Statement	Launch ideas – push gravity!
Employees	7 (3.5 FTE)
Postal Address	c/o ETH Zürich, Stampfenbachstrasse 56, 8092 Zürich
Webpage	www.esabic.ch



startup@walderwyss.com
www.startuplaw.ch

Anticipate tomorrow. Deliver today.

At KPMG, we are a leading professional services firm that addresses both today and tomorrow. We offer insights and multidisciplinary expertise in audit, tax and advisory. It's who we are. Around the globe, and right next to you.

Kontakt:

Dietmar Dold, Partner Business Transformation

Tel: +41 58 249 60 77

M: ddold1@kpmg.com

kpmg.ch



WalderWyss

Employment – Penalty Clauses (Konventionalstrafen) under Threat

Many companies, including start-ups, use employer-friendly penalty clauses in their employment agreements to secure performance and compliance of the employee. Such clauses typically provide that the employee has to pay a pre-defined amount (a penalty) to the employer in case of a breach of certain obligations. Depending on the wording, the penalty either replaces the original obligation or is to be paid in addition to any proven damage or performance owed.

This spring, the Swiss Federal Supreme Court (FSC) rendered an important decision on such penalty clauses in employment agreements – with far-reaching implications.

The penalty clause in dispute read: *“In the event of an infringement of this [employment] agreement, particularly of the non-compete clause or confidentiality undertaking, the employee shall owe a contractual penalty of CHF 50,000 per infringement.”*

In essence, the FSC held that this clause lead to a liability without fault and damage, thereby violating mandatory law (art. 321e CO). Said article provides that an employee is only responsible for the damage he/she intentionally or negligently causes to the employer. A deviation to the employee's detriment, i.e. an increase in his/her liability by lowering the liability threshold, is prohibited. Under such circumstances, the contractual penalty violates art. 321e CO and is, according to the latest FSC ruling, null and void (art. 362(2) CO). The employment agreement itself remains in force. Under previous case-law, the penalty was merely subject to a reduction at the discretion of the judge.

The FSC held that a contractual penalty results in an unlawful increase in liability if it is not purely punitive in nature (*Strafcharakter*), but (wholly or partially) aimed at compensating the employer for financial disadvantages – in other words, if it has a compensatory function (*Ersatzcharakter*). If this is the case, the penalty clause is null and void.

Even if the penalty is punitive in nature, for the penalty clause to be valid it must still be verified whether the requirements for disciplinary measures under labour law are met. The relevant offence and the penalty amount must be precisely regulated or quantified (so-called principle of certainty, *Bestimmtheitsgebot*); the amount of the penalty must be proportionate. If the amount is substantial, chances are that the penalty is not only of a punitive nature but has a compensatory function and is at risk of being null and void. What maximum amount a contractual penalty may reach to still qualify as a disciplinary measure remains unclear. A compensatory function may, however, only be excluded if the penalty amount has the effect of a slap on the wrist and does not represent a substantial amount for the employer (e.g. penalty of CHF 50 for smoking in the office).

As far as (widely-used) penalties in connection with post-contractual non-compete clauses with a compensation function are con-

cerned, they are expressly permitted by law (art. 340 CO) and not restricted by art. 321e CO. The case is somewhat less clear for post-contractual confidentiality undertakings, although there are good arguments for dealing with them in the same way. When drafting penalty clauses, contractual and post-contractual obligations should be treated separately to exclude the risk of the latter being affected by the potential nullity.

In light of the above, start-ups are well advised to properly review their existing employment agreements.

walderwyss attorneys at law

Facts and Figures, Contact

Organization	Walder Wyss AG
Foundation	1972
Employees	290
Postal Address	Seefeldstrasse 123, P.O. Box, CH-8034 Zürich
Contact Person	Sarah Schulthess Attorney at Law
E-Mail	sarah.schulthess@walderwyss.com
Phone	+41 58 658 52 74
Webpage	www.walderwyss.com www.startuplaw.ch



SARAH SCHULTHESS
ATTORNEY AT LAW

IBM Corporation

Watson Studio

Build and train AI models and prepare and analyse data, in a single, integrated environment.

What is Watson Studio?

Watson Studio provides you with the environment and tools to solve your business problems by collaboratively working with data. You can choose the tools you need to analyse and visualize data, to cleanse and shape data, to ingest streaming data, or to create, train, and deploy machine learning models.

IBM Watson Studio accelerates the machine and deep learning workflows required to infuse AI into your business to drive innovation. It provides tools for data scientists, application developers and subject matter experts to collaboratively and easily work with data and use that data to build and train models at scale.

Have a look at our video on <https://www.ibm.com/cloud/watson-studio>.

Teach by Example

Empower domain subject matter experts to teach Watson the language of your industry or organization without requiring deep technical skills or coding.

Engage Your Experts

Bring your experts together into a collaborative online environment to teach Watson how to understand the linguistic nuances of your domain.

Use Everywhere

Apply what you've taught Watson in multiple applications by using models from Watson Knowledge Studio in Watson Discovery, Watson Natural Language Understanding and Watson Explorer.

Embedded Watson tools

Train Watson with embedded AI services, including Watson Visual Recognition and Natural Language Classifier. Customize your models and deploy them as APIs with Watson Machine Learning, or CoreML.

Built on open source

Use familiar open source data science and machine learning tools, with Jupyter Notebooks with Anaconda and RStudio. Access the most popular libraries or bring your own.

Intuitive visual modelling

No-code visual modelling with Neural Network Modeller for designing neural architectures using the most popular deep learning frameworks. Train models easily with SPSS.

Easier data preparation

Interactively discover, cleanse, and transform your data with Watson Knowledge Catalog. Understand the quality and distribution of your data with built-in charts and statistics.

Interactive dashboards

Explore data and share compelling visualized results through interactive dashboards created within a powerful drag-and-drop authoring environment.

Elastic compute options

Easily scale your computer resources and customize your package dependencies to create a custom and reproducible environment that can be shared across your organization.

Get started, try Watson Studio today ! Try Watson Studio and Knowledge Catalog Powered by IBM Cloud. Take advantage of machine learning an AI to analyse your data. Catalog your data to make it easy to find. Both applications are free and without time limit!

Free trial on:

<https://dataplatfom.cloud.ibm.com/registration/stepone?apps=all&context=wdp>

About IBM

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



Contact

Pascal Allot
Innovation Ecosystem Director, IBM Global Markets
pascal.allot@ch.ibm.com

Facts and Figures

Organization	IBM Corporation
Regional focus	Worldwide
Postal Address	IBM Schweiz AG, Vulkanstrasse 106, CH-8010 Zürich
Industry sectors	Information & Communication Technology
Webpage	German https://www.ibm.com/ch-de/ French: https://www.ibm.com/ch-fr/?lnk=fcc

Technologiepark Basel

Where Science Meets Business

30+ companies, 180+ entrepreneurs and researchers, 6'400 m² state-of-the-art office and lab space, and access to a unique eco-system – that is the bottom line after seven successful years here at Technologiepark Basel. Located in the rapidly growing Stüchi Park in the dynamic northern part of Basel, our Technologiepark tenants are early-stage tech companies that transform knowledge into marketable products and services. Offering a collaboration-friendly, yet business-driven environment, we carefully select our tenants to ensure a high level of innovation and entrepreneurship.

7 years of continuing success

Bolstered by ongoing demand for serviced office and lab space since its beginnings in 2011, the footprint of Technologiepark Basel has more than doubled in size to currently 6'400 m². Over the past seven years, more than 30 companies with a total of about 180 entrepreneurs and researchers have successfully run their operations out of Technologiepark Basel. Two start-ups' growth even exceeded all expectations, they have since successfully opened their own spaces in the canton of Basel-Stadt. Other tenants have already won numerous prestigious prizes and awards, among them the Swiss Economic Forum Award, the Swiss Technology Award, and the "Jungunternehmerpreis Nordwestschweiz". A collaborative and shared, yet business-driven environment fosters and encourages communications among entrepreneurs. Which is also one of the reasons that this vibrant tech community has already become one of Technologiepark Basel's strongest assets helping to create further development and innovation.

Infrastructure and services

Technologiepark Basel offers modern office space and fully-equipped, state-of-the-art laboratories on favorable terms. Short notice periods for rental agreements and the option to expand the space when required make for an attractive, start-up-friendly business environment. In addition, several customizable services such as a serviced reception and an auditorium for events and meetings are also available to our tenants.



TECHNOLOGIEPARK BASEL

Basel as a business location

The Canton of Basel-Stadt has been recognized as Switzerland's most innovative business location and one of the world's undisputed leaders in life sciences. Due to the local pharma, bio- and medtech expertise, as well as the leading university hospital, Basel is establishing itself as a premier location in the field of precision medicine with new technologies and expertise. Basel's workforce is highly qualified and multilingual. Its research institutions and innovative companies are magnets for young talent. Our business-minded local government knows and serves the needs of both start-ups and large multinationals. This creates an excellent business and R&D environment.



NINA RYSER-ITEN
CEO
Technologiepark Basel
Hochbergerstrasse 60C
4057 Basel
nina.ryser@bs.ch
+41 61 633 22 00
www.technologiepark.ch



Grow your startup with a global network.

Startups can receive up to \$120K IBM Cloud credits, plus a range of other benefits, services and support.

IBM Global Entrepreneur

Participate now : ibm.com/isv/startup



where science meets business

technologiepark.ch



BaselArea.swiss

Start it up in the Basel region

Without a doubt, there is no better place than the Basel region for startups in the life sciences. With a long history of successful companies settling at the Rhine river, nowadays the city is boasting with a over 700 life sciences firms of all sizes. Especially innovation- and research-driven companies will profit from partnerships with likeminded companies and over 200 world leading research institutions.

The Basel region is also known for its openness and international spirit. With over 33'000 life sciences talents, from committed graduates to experienced seniors and from different cultures and educational backgrounds, newly founded companies are bound to find the perfect team. Moreover, startups benefit from the excellent infrastructure: Plug&Play Labs at the Switzerland Innovation Park Basel Area in Allschwil allow companies to be productive right from the start, offering ready-to-use, state-of-the-art commodities. The Technologiepark Basel provides an environment where collaboration is highly encouraged.

Face-to-face consulting and programs for healthcare acceleration

With regard to financing, startups will find a lot of opportunity: Top-tier investors such as Versant Ventures, Bay City Capital, Bio Partners or the Novartis Venture Fund are contributing to the fact that investments in startups are consistently high in Basel-Stadt and Basel-Landschaft, with 122,3 million Swiss francs in 2017, according to the Swiss Venture Capital Report.

BaselArea.swiss, the office for the promotion of innovation and inward investment of Basel-Stadt, Basel-Landschaft and Jura connects ideas, companies and entrepreneurs and supports startups in the making. With its mentoring program "New Venture Assessment", it helps innovation driven startups with a proof of principle evaluate their business plan, find matching mentors and supports them in their founding process. Other services include face-to-face consulting with technology experts as well as dedicated seminars and workshops. Specifically for healthcare startups, BaselArea.swiss established BaseLaunch as an accelerator program dedicated to healthcare projects that not only provides handpicked ventures with access to the Basel region and its network but also with non-dilutive funding. If you plan on making an impact in Basel, we are looking forward to talking to you.

BASEL AREA. SWISS

Did you know that ...

- ... 2 of the top 3 pharma companies are headquartered in the Basel region?
- ... Successful life sciences startups like Polyphor, Idorsia, Nouscom, Strekin, Basilea, Santhera and Cellestia are settled in the region?
- ... the life sciences ecosystem of the Basel region consist of more than 700 life science firms, more than 400 biotech related companies, more than 350 drugs in clinical development and more than 200 research institutions?
- ... Actelion was founded in the region before being acquired by Johnson & Johnson?
- ... with more than 33'000 employees in the life sciences, the Basel region is Switzerland's biggest life science cluster?

Contact

Adrian Sprenger
Project Manager Entrepreneurship
BaselArea.swiss
adrian.sprenger@baselarea.swiss
www.baselarea.swiss



DR. ADRIAN SPRENGER

The Swiss network for

- Venture Capital
- Private Equity & Private Debt
- Long-Term Investment
- Corporate Finance
- Mergers & Acquisitions

SECA

Swiss Private Equity & Corporate Finance Association
Schweizerische Vereinigung für Unternehmensfinanzierung
Association Suisse des Investisseurs en Capital et de Financement

www.seca.ch

TURN UP THE SPEED FOR YOUR START-UP!

Our special offer for new companies

**START-UP
INTERNET**

Up to
30.- /mth*
start-up
discount

upc.ch/business | 0800 678 105



* Start-up discount applies for any company whose entry in the commercial register is not older than 24 months and which also has a valid UID.
Sample calculation: Internet Fiber Power 1000 costs just CHF 99/month for our start-ups instead of CHF 129/month.
Minimum contract period 1 year. Limited geographical availability.

UPC

UPC is supporting start-ups with its new Accelerator platform

With its “Accelerator 2.0” online platform which was launched this year, UPC is supporting start-ups from various sectors. On the platform, young entrepreneurs can find the latest information about setting up a company, receive advice from experts and successful business founders free of charge, and find co-working spaces in their area.

Start-ups inject a welcome fresh wind into the economy, are a hotbed for trends and new ideas and drive digital change. UPC Business is encouraging this creativity among company founders and supporting them on their path to independence. On the Accelerator 2.0 platform, founders of new companies can find out about relevant topics and obtain expert advice free of charge.

Experts on hand to offer free advice

What do I need to consider when setting up my own company? When is the ideal time to enter the market with my business idea? Young entrepreneurs with these or similar questions will find experts on the Accelerator 2.0 platform who can provide competent answers. Marco Quinter, Managing Director Business Services, says: “With Accelerator 2.0 we are bringing together the founders of new companies with experts. The young entrepreneurs can benefit from the valuable knowledge of experienced experts and can seek advice from other start-ups. On the other hand, the experts can expand their network and follow the journeys of new, innovative companies from the very beginning.” The first one or two advice sessions are free of charge. On the platform, young entrepreneurs can select those experts from whom they wish to receive support from a pool spanning the finance, marketing, digital and legal sectors. In addition, those who are

looking for a nearby co-working space for themselves and their team can select their preferred workspace from a list of selected partners and can even benefit from exclusive partner offers in some cases. Not least, useful information such as examples and templates are provided free of charge for company founders on the website.

Unique, tailored and transparent – that’s the UPC start-up offer

Besides Accelerator 2.0, UPC Business is also offering tailored offers for start-ups. A powerful broadband Internet connection including 80 TV channels is available from just 59 francs a month – with free activation and installation. And anyone who also opts for Mobile from UPC will benefit from the Combine & Save deal. Since UPC said “Goodbye Roaming” last year, young entrepreneurs can also browse the web, make calls or send text messages in EU countries at the same rates as in Switzerland.

You can find out more about Accelerator 2.0 and the offers for start-ups at

upc.ch/start-up



upc

ENRICH

Bridging Innovation between Europe and China

BRUSSELS LAUNCH EVENT



China's R&D expenditure grows fast, as the country continued to push for innovation-driven development. In 2017, China spent \$280 billion in R&D, accounting 2.12% of China's GDP. China is on its way to become the global powerhouse of innovation. It is in the long-term interests of both the Europe and China to encourage innovation collaboration.

European Network of Research and Innovation Centres and Hubs (ENRICH) is a global network of centres and hubs that promotes the internationalisation of European science, technology and innovation (STI). Promoted by the European Commission through Horizon 2020, the ENRICH global network is to connect European research, technology and business organisations with three global frontrunner innovation markets: China, Brazil and the USA.

ENRICH in China services

The ENRICH China services cover the needs of European STI organisations for the Chinese market:

- Trainings and workshops
- Tours and events
- Consultancy and coaching
- Research, development & innovation intelligence
- Accreditation and certification
- Soft Landing and Co-working

ENRICH in China Consortium

The Consortium is consisted of 13 organisations in

- Portugal
- Belgium
- Austria
- Germany
- Norway
- Greece
- Switzerland
- China

ENRICH in China Network

- Headquarter in Beijing
- 1st Regional Hub in Chengdu
- Soft Landing Zones in Beijing, Shanghai, Suzhou and other cities

ENRICH Focal Point in Europe

- Brussels



DR. JESSIE ZHANG
 EUrelations AG
 Technoparkstrasse 1
 CH-8005 Zurich
 +41 44 27 13 333
jzhang@eurelations.com
<http://china.enrichcentres.eu>

Swiss Prime Site

A fast track to innovate living spaces

We, Swiss Prime Site together with our group companies – Swiss Prime Site Immobilien, Wincasa, Jelmoli, Tertianum and Swiss Prime Site Solutions –, constantly focus on developing sustainable living spaces and creating added value for all of our stakeholders. Innovation is a fundamental cornerstone of our strategy and through Swiss Prime Site Corporate Ventures, we offer game-changing ideas and start-ups a fast track to match them with the right opportunities in our business ecosystem, from property and portfolio management to service operations.

Success story: CARU, a user benefit-driven idea for senior care ...

One of our success stories evolves around CARU, a smart assistant that looks like a Bluetooth speaker. However, this IoT solution allows Tertianum, the largest private senior care operator in Switzerland, to facilitate its daily resident care services. The device allows the residents to connect to a trusted person or emergency contact directly by voice or button activation as well as it registers normal user routines and detects abnormal inactivity and active alarms any time, while being discreetly in the background. Consequently, CARU represents a prime example of how to leverage modern technologies to improve the three pillars of senior care – safety, autonomy and social inclusion – in an innovative and user benefit-driven way.

...validated through a successful pilot project

Tertianum provided an ideal environment to validate CARU's business idea and helped the start-up to pinpoint the customer pain points. The pilot project with three selected senior care homes allowed CARU to deep-dive into the operational business by shadowing the daily tasks of trained care assistants and nurses, and develop a solution, which has been enthusiastically adopted by all stakeholders.

While the initial use case was to empower the residents to lead a safer and more self-determined life, the solution also opens the door for new customer need-driven service offerings such as concierge services and hence, enable a platform to launch the future of senior care.



"We are excited that our solution was adapted with such ease. It became clear to everyone that CARU can make a difference not only for the residents but also for the personnel at the Swiss Prime Site group company Tertianum."

**SUSANNE DRÖSCHER, CO-CEO
& THOMAS HEBLING, CO-CEO, CARU**
+41 61 633 22 00
www.caruhome.com



THOMAS PAI
Head of Corporate Ventures and Development
thomas.pai@sps.swiss
+41 58 317 17 05



BASTIAN ZARSKÉ BUENO
Corporate Ventures
bastian.zarskebueno@sps.swiss
+41 58 317 17 12



PHILIPP STUDER
Corporate Ventures
philipp.studer@sps.swiss
+41 58 317 17 70

SWISS PRIME SITE

ENRICH is a global network of centres and hubs that promotes the internationalisation of European science, technology and innovation (STI).

With its headquarters in Beijing and a regional hub already open in Chengdu, ENRICH is supported by multiple regional connections across China.



Contact us:

china.enrichcentres.eu
china@enrichcentres.eu



Service portfolio

RDI Consultancy and Coaching

Customised strategic orientation and technical assistance to support clients in their specific STI needs and priorities related to China.

RDI Intelligence

Innovation assessments, feasibility studies, technology vigilance and foresight analysis regarding the Chinese STI landscape.

Soft Landing and Co-working

Localisation guidance, space offer, administrative support and compliance checks for a smooth entrance into the Chinese STI market.

Fostering Open Innovation through Training

Courses, workshops and webinars on innovation management, technology transfer, co-creation and user-driven innovation.

Cooperation Enabling Events

Matchmaking sessions, roadshows, business visits, scientific exchanges and conferences to foster STI and business collaborative opportunities.

RDI Briefings

Briefings, news and alerts on recent trends, drivers and opportunities in the Chinese STI system.

Innovation Support Certification

Certification of innovation service providers, helping European STI organisations to identify and work with the most reliable entities in the Chinese market.

SWISS PRIME SITE

CREATING INNOVATIONS TOGETHER

Together with our group companies we promote innovative start-ups and industry-shaping solutions in real estate, real estate services, retail and assisted living. For the living spaces of tomorrow.

www.sps.ventures



TERTIANUM



venture.ch

Join >>venture>> 2019 Switzerland's leading startup competition

>>venture>> a startup initiative since 1997

>>venture>> is an initiative of the ETH Zurich, McKinsey & Company Switzerland, Knecht Holding, the innovation promotion agency Innosuisse, and École Polytechnique Fédérale de Lausanne (EPFL). >>venture>> 2019 – like previous >>venture>> editions – aims to get untapped innovation potential. A number of renowned companies from Swiss industry and commerce sponsor the competition.

>>venture>> prize money and requirements

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

In order to participate in the business idea competition, you need to develop and submit a business idea in the form of an executive summary, which focuses on customer benefit and on the market. The total prize money is CHF 50'000. The best presentation will be awarded CHF 15'000 and the winner of the audience award (selected among the top 5 teams) will get an additional CHF 10'000. On top >>venture>> 2019 offers a startup consulting package powered by McKinsey & Company to all business idea winners. If you wish to participate in the business plan competition, you need to prepare and submit your business plans. The total prize money is CHF 120'000; the best presentation will be awarded CHF 60'000.

Win more than prize money

In addition to the awards for the winners, >>venture>> 2019 guarantees:

Know-how: >>venture>> 2019 provides access to experienced coaches who support you in the preparation of your business idea or your business plan and in the search for suitable partners and the necessary capital. You'll receive additional support in the form of various events, to widen your network and sharpen your business ideas.



Being a participant you will also receive feedback from the team of highly qualified jurors. The more than 100 jurors belong to one of two groups: entrepreneurs, who evaluate the formal and business aspects of an idea, and investors, who evaluate its financial attractiveness.

Connections: >>venture>> 2019 offers you new and valuable contacts to other young entrepreneurs, to venture capitalists and to senior managers from business and research.

Recognition: the media will follow >>venture>> 2019 closely. Winning a prize will give your business idea and your future company valuable publicity.

>>venture>>

Companies for tomorrow



Contact

>>venture>> Office
Phone +41 58 332 23 30
Office@venture.ch
www.venture.ch

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

Alain Nicod

Arnd Kaltofen

Daniel Gutenberg

Diego Braguglia

Joe Mächler

www.vipartners.ch



www.pwc.ch/hrs

Hire and higher

The world of business is getting more complex. We help you to make it simpler. Our network contains more than 10,000 experts worldwide to guide you through staff-related issues. From mobility and compensation packages to your HR organisation, talent and change management.

Startupticker.ch

Switzerland in the global spotlight

The Swiss start-up scene has already been through numerous trends. While the last few years have been dominated by the increasing interest of large companies in start-up companies, a trend towards internationalisation is now apparent. Behind this is an economic imperative.

Startup DAYS is a good indicator of the development of the Swiss start-up scene. At the event in recent years, one could feel the rising quantity just as much as the increasing quality and professionalisation, and the emergence of serial entrepreneurs. This year, there was a move towards greater internationalisation, and once again the event was at the forefront of developments.

The increasing internationalisation of the Swiss start-up scene has been noticed by startupticker. First, it makes itself felt in the number of visitors: the proportion of our foreign readers had long been about a third, but that has increased significantly over the past two years. In summer 2018, we recorded foreign traffic of 45%. Interest from the US has increased significantly and now more than 10% of total traffic comes from there; in second place is Germany with a good 7%. We are currently working to increase these numbers.

Interest in Switzerland also manifests itself in reporting; for example, we have published several articles about the activities of Euronext in Switzerland – the European stock exchange supports Startup INVEST's IPO Day as a partner. We have already reported on the interest from Israel, and the Start JLM competition looks specifically for Swiss start-ups that want to network with the ecosystem in Israel. An innovation collaboration planned by Innosuisse with its Israeli counterpart, the Israel Innovation Authority, also illustrates the great interest.

At the same time, Swiss support organisations that target start-ups with foreign expansion plans have also increased their offers. For example, venture leaders is constantly adding a programme for a new country, and in 2018 Swiss start-up representatives travelled to South Africa for the first time. Other traditionally strong players are expanding their services: Switzerland Global Enterprise will organise a Swiss Pavilion for the first time in 2019 at the Consumer Technology Show CES in Las Vegas.

Much more is going on with initiatives that want to connect foreign start-ups with the Swiss ecosystem. These include Kickstart Accelerator and MassChallenge Switzerland, industry-specific accelerator programmes, such as F10, and digitalswitzerland's bootcamps. Switzerland benefits from these programmes in several ways: first, start-ups with foreign roots often decide to relocate to Switzerland, such as fintech start-up Enterprise Bot or industry 4.0 company MachIQ. Second, they give Swiss programme participants the opportunity to network internationally, and, third, such initiatives put Switzerland on the map worldwide as a start-up location.



STEFAN KYORA

These initiatives make sense and lead to success, since today start-ups must look for human resources, clients and investors around the world right from the start if they want to succeed in global competition and grow fast. Modern collaboration tools enable start-ups to work across multiple locations. And in addition to Silicon Valley, start-up ecosystems are emerging with specific strengths that can be used by a start-up with distributed locations. The trend towards internationalisation will thus continue. Switzerland will see the emergence of more companies such as Beekeeper, where the head office is in Zurich but the marketing manager is based in San Francisco, or ScanTrust, which has offices in Lausanne, Shanghai, Singapore and Amsterdam, and more start-ups from abroad will consider Switzerland as a location. For Switzerland, which has historically benefited from bouts of globalisation, this is good news.

Stefan Kyora is Editor in Chief of Startupticker.ch and Managing Partner of JNB Journalistenbüro, Luzern.


 The logo for start up ticker .ch is displayed in white text on a red square background. The text is arranged in four lines: 'start', 'up', 'ticker', and '.ch'.

Reliable services and news on startupticker

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.

Directories

Our list of investors includes venture capital companies, corporate VC, business angel clubs and business angels that have invested in Swiss start-ups. The list also includes foreign investors that are regularly active in Switzerland. Each entry is linked to our news, so you can see in which start-up an investor has invested and how frequently it has been active.

Our list of grants and loans focuses on non-dilutive funding. In total, you will find about 70 offers, ranging from à fonds perdu contributions to special risk loans from banks. Most of these are also linked to news articles.

Award alert

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

Social media

We are very active on LinkedIn and Twitter, where we now have more than 10,000 followers. In addition to our own news, we retweet news with a connection to the Swiss start-up scene.

App

In summer 2018, we redesigned our app. Here, you will find all our news and events in adapted presentations, and as a special service our weekly newsletter in German.

Swiss Venture Capital Report

In collaboration with SECA, startupticker publishes the Swiss Venture Capital Report annually with detailed analysis and reports. This year, we were able to obtain an interview with Federal Councilor Johann Schneider-Ammann. The report is presented at two Startupticker Brunch events in Zurich and Lausanne (the latter in collaboration with Innovaud).

Supporter

Innosuisse is startupticker's principal supporter. Its contribution enables operation of the platform on a daily basis, with additional funds from the Startupticker Foundation. Startupticker is also financed by the support of partners from all over Switzerland. We gained new partners this year and now have the support of more than 40 organisations and companies.

Contact

We look forward to receiving input on news, events and anything that may be of interest to our readers.

Editorial team/startupticker.ch
Hirschmattstrasse 33
6003 Luzern
Tel +41 41 226 20 80
Fax +41 41 226 20 89
news@startupticker.ch

Startupticker is an independent news portal operated on behalf of Innosuisse.

15 COMPANIES ON THE WAY TO SUCCESS

Aesyra	87
AgroSustain	88
ARTIRIA Medical	88
CLARA	89
EBA Med	89
Involi	90
LuckaBox	90
Microcaps	91
Nanoleq	91
Nanolive	92
Scewo	92
SwissProsthetics	93
Vatorex	93
Technis	94
WeGaw	94

Aesyra



Swiss wearable innovation to stop bruxism



Aesyra develops a solution to help clinicians and patients better manage bruxism diagnosis, monitoring and therapy, a big market opportunity.

Aesyra SA is a spin-off of EPFL created in close collaboration with medical experts from the Clinique Universitaire de Médecine Dentaire de Genève (CUMD). Aesyra's mission is to develop and commercialize a medical device able to accurately monitor the jaw activity of the patient during sleep and provide an active bio-feedback treatment to reduce teeth grinding (a condition known as bruxism) without waking-up the patient.

Bruxism is a major dental problem, affecting 8% of adults. It is a disorder consisting of teeth grinding and jaw clenching during sleep. If improperly managed or misdiagnosed, the overload on the jaw can cause unaesthetic teeth patterns, teeth fractures, severe dental prosthesis damages, dental implant complications, sleep disruption, headaches and facial pain. Nowadays there are no effective ways to monitor and treat bruxism.

AesyBite is a medical specifically designed to solve this problem. The product consists of a one-size-fits-all smart dental splint. During use, AesyBite detects and measures bruxism episodes and delivers mild vibratory stimuli, known as bio-feedback therapy, in response. These mild stimuli induce the facial muscles to relax, leading to a reduction of grinding or clenching without disturbing sleep. Pilot tests show that AesyBite reduces the bruxism time by 70% since the first night of use.

The company is looking for CHF 1.4 Mio in a seed round funding to industrialize the product conduct the clinical trials and obtain the CE mark. The product will be launched in Switzerland and Europe in 2020.

Aesyra SA | Lausanne, Vaud | Founded in 2017 | Med-tech | Generated capital: non-dilutive funds: CHF 485,000 | Supported by Volkswirtschaftsstiftung, Gerbert Rütli Stiftung, Innovaud, SPECo, MassChallenge, Venture-lab, Innosuisse, winner of StartSummit 2018

www.aesyra.com

AgroSustain

Activating agriculture for sustainability



TEAM
AGRO-
SUSTAIN



Swiss agritech AgroSustain aims to reduce food wastage by developing and bringing to market efficient organic treatments against molds, a major flaw.

AgroSustain develops novel organic treatments with broad anti-fungal properties that extend the freshness of fruits and vegetables during post-harvest by minimum one week, leading to significant food waste reduction.

The start-up is the result of Dr. Olga Dubey's PhD thesis at UNIL where the CEO & founder developed a novel screening approach for the identification of efficient antifungal compounds, followed by one year research at the Agroscope with support of InnoTREK & BRIDGE funding. Jean Pascal Aribot (co-founder, COO) – Strategic Business Developer & Sales Manager and PD. Dr. Sylvain Dubey (co-founder, CTO) – a passionate researcher with strong publication record – complete the founders team.

Food & Agriculture Organization of the United Nations estimates annual food waste at an equivalent of CHF 1.3 trillion, out of which CHF 100 billions of fruits and vegetables get lost every year caused by fungal pathogens. Metabolites & some of the broadly spread fungi in food storage facilities can have additional negative effect on humans e.g. aflatoxin – poisonous carcinogen produced by *Aspergillus* species. To this day, no efficient, cost-effective, organic treatments against molds are available on the market.

AgroSustain is ready to seize this market opportunity. The start-up will be submitting its solution AgroShelf+ for toxicity tests as a pre-requisite for registration in Switzerland & internationally. The company also intends to secure further investment & initiate collaborations with food retailers & distributors to jointly drive waste reduction.

AgroSustain | Epalinges | founded in 2018 | Agriculture technologies | Generated capital: CHF 550k | Supported by: BRIDGE, InnoTREK, Unil HEC accelerator, Venture Kick, Innosuisse, Venture, Prix cantonal Développement Durable Genève, La Forge, Center of Entrepreneurship University of St. Gallen, SPEI

www.agrosustain.ch

ARTIRIA Medical

A world's first in stroke prevention



TEAM
ARTIRIA

(Foto:
Valentin Flauraud)



Artiria develops a disruptive medical device allowing neuroradiologists to navigate in brain arteries faster and safer than any other available solution.

In the world an estimated 150M individuals live with an undiagnosed cerebral aneurysm, a weak spot in the wall of a cerebral artery. This silent killer develops over long time period & provokes most often irrevocable brain lesions when it ruptures (stroke; 51% of mortality/morbidity). The current best approach to prevent aneurysm from rupture (stroke) consists in endovascular surgeries. This minimally invasive image-guided technique allows reaching the brain arteries through the vascular system to fix cerebral lesions. However, the procedure can be drastically challenging to perform as access and navigation is delicate in brain vessels.

Thanks to Artiria innovative product, a long and thin articulated endovascular wire, the surgeon can progress in the cerebrovascular system much faster and safer than with existing solution. This drastically improves the outcome of stroke-related procedures. Artiria's technology is based on a micro-actuation mechanism which allows a precise control over the device tip shape, in real time, when inserted in the patient. The solution has been specifically designed to be well integrated in the current clinical practice, thanks to early partnerships with key opinion leaders in interventional neuroradiology.

Artiria is currently focusing on the preclinical assessment of its product and is therefore preparing an *in vivo* trial by the end of the year. Achieving this milestones will bring the EPFL based start-up to incorporation in order to raise the required 1st tranche (CHF 3.5 M) of financing to proceed with the product industrialization, verification & clinical validation (human).

ARTIRIA | Lausanne | founded in 2017 | Medtech | Supported by: Gebert Ruef Stiftung, EPFL Innograts, BRIDGE, Venture Leaders Life Science, Venture, EPFL ENABLE

www.artiria-medical.com

CLARA

CLARA

The ultra-bright turn signal vest for cyclists and runners

CLARA
HIGH TECH
VEST

CLARA is an extremely useful high tech vest for all traffic participants where visibility is paramount – safety first!

With the ever-growing city traffic the safety of each road user is becoming always more important.

Now, CLARA Swiss Tech Sagl, the Lugano located startup has industrialised a turn signal vest that makes cyclists and runners safer when most of the accidents occur: close to intersections and in darkness conditions. By wearing CLARA

With CLARA you can be visible from hundreds of meters and easily spotted from every angle through the integrated LEDs in the back and the front of the CLARA vest. By pressing the button directly based on the vest you can switch between solid and strobe mode.

Cyclists show their intentions to other road users by activating the indicators via the small and detachable wireless remote located on the handlebar of the bike. The turn signals switch on by pressing the right or left button, very similar to a car blinker. Moreover, the vest device let runners, joggers or pedestrians be visible in the darkness thanks to the solid and strobe modes.

The CLARA vest is a very adaptable clothing that can be worn over anything in every season. It's packable and can be put in the backpack when you don't need it. Not even rain is a problem for the vest. The LEDs are covered by a high-performance resin, extremely shock resistant and guaranteeing an excellent protection from humidity and dust. The vest can be charged with the included USB-cable and the lights last in 8 hours in solid mode, 16 in strobe mode.

Safety is CLARA's paramount but the design is very important for the founders too. Fashion designers from Milan, Italy, focused on functionalities but fashion details at the same time.

Clara Swiss Tech Sagl. | Lugano | founded in 2015 | Wearable Technology

www.claraswisstech.ch

EBA Med

EBA Med

Bringing non-invasive treatment for Arrhythmia

TEAM
EBA MED

EBA Med is a start-up that develops and commercializes a medical device for the non-invasive treatment of heart arrhythmia using proton beams.

600'000 patients in Europe & North America are treated every year for heart arrhythmia using manual surgeries, which are scary, complex and lengthy procedures. EBA Med's non-invasive solution based on proton beams enables a potentially more effective treatment in a single out-patient session, whilst saving hospitals time and staff.

EBA Med (External Beam Ablation Medical Devices) develops innovative solutions for non-invasive & automated treatments of heart arrhythmias using proton beams. The idea was born last year during a meeting with two key opinion leaders in cardiology and proton therapy at CERN. Both co-founders of the medtech realized then that it was just the right time for non-invasive external beam ablation to go from the laboratory to the clinic.

EBA Med's next major milestone is the animal testing of a full demonstrator combining a clinical proton beam with their heart motion tracking system. This is the missing technology link to ensure that heart arrhythmia treatments can be performed in a safe and effective way, taking full advantage of the physical precision of non-invasive proton beams. The resulting product will enable protontherapy centers (today in fast growth) to treat in addition to cancer patients, also cardiology patients.

The founding team is composed of Adriano Garonna, a physicist with 10 years' experience in clinical & research protontherapy and Giovanni Leo, who has 20 years' experience in the industry (co-founder of Endosense). The medtech is based at the Campus Biotech Innovation Park in Geneva and incubated by FONGIT.

EBA Med | Geneva | founded in 2018 | MedTech | Supported by: FONGIT, VentureKick, Venture

www.eba-med.com

INVOLI

INVOLI

Empowering a safer smarter sky for all



INVOLI enables the safe integration of drones into the air traffic, allowing new exciting applications such as drone delivery or drone taxi.

INVOLI provides unique & critically-needed air traffic data to drones, data gathered through a network of in-house developed detection devices, deployed densely & comprehensively on a national-scale. Nothing is added onto the drone as to not reduce its autonomy, but rather detection devices are decentralized on the ground. Currently, a large-scale proof of concept has been deployed in partnership with Swisscom throughout Western Switzerland covering an area of approximately 8,000 km². INVOLI's technology detects aircraft in real-time, especially the ones flying low & at risk of hitting drones (notably in difficult conditions such as cloudy day, sun in the eyes, high-flight of drones). In addition, non-cooperative aircraft detection can be added upon request, as well as various features of relevance to the integration of drones into the airspace, such as local & real time weather data or automatic collision avoidance mechanisms.

INVOLI intends to cover entirely Switzerland by 2020 & deploy its system through pilot projects in targeted European & international countries. This will require the extension of the capabilities of its software & algorithms. The last challenge is regulatory. The start-up wants to take advantage of EU future ground-breaking framework for drones' regulations. To do so, the start-up is currently proving & assessing the usefulness of its system, thanks to the nation-wide spread pilot project in Switzerland. The goal is to showcase internationally & especially among the authorities that INVOLI system is an essential brick in the establishment of a secure framework for drones.

INVOLI SA | Renens | founded in 2017 | Aerospace, Drones | Generated Capital: CHF 500k | Supported by: ESA BIC CH, H2020 SME Instruments, be-advanced, Innosuisse, Paris AI Challenge, Venture, Venture Lab, Venture Kick

www.involi.com

LuckaBox

Lucka
Bo>>>x

A platform enabling retailers to offer tailored last mile delivery services



A logistics startup founded by two women takes a customer-driven approach to shopping deliveries, connecting (e-)retailers, shoppers and independent carriers with a streamlined and flexible shared platform.

Founded in September 2017 in Winterthur, Switzerland, LuckaBox's vision is to become the largest on-demand supply platform for deliveries and warehousing in Europe. Its mission is to enable retailers and e-tailers, particularly in the Fashion, Technology, Pharma and Luxury sectors, to put their customers into the driving seat of their deliveries and hence gain a competitive edge.

The platform, which is integrated as a delivery option into the retailer's webshop or via a mobile tablet at the POS in stores, consolidates shipments from the participating 28 bicycle and express courier services. At the heart of the business model is a specially developed algorithm which speeds up local deliveries to around 90 minutes or within a two-hour time window, while reducing costs and ensuring highest quality and safety. LuckaBox was co-founded by Aike Festini, who previously lead an IT department at Liberty Global, and Maite Mihm, who brings the logistics knowledge. The team currently comprises eight people.

LuckaBox is a winner of various competitions and prizes. It won thanks to its smart use of existing couriers. LuckaBox' key customers include Jelmoli, Franz Carl Weber, STEG and many more. As an upcoming leading European player, LuckaBox closed their pre-seed round over kCHF 500,000 in May 2018. Currently reaching 30 percent of the Swiss population in under two hours, the company has rolled out the solution in Vienna, Austria, and will target Germany on its path to become the leading European player in on-demand supply chain solutions.

LuckaBox Logistics AG | Winterthur | founded in 2017 | On Demand Delivery for (Online-)Retailers | Generated capital: 500k | Supported by: Venture Kick, Kickstart Accelerator, Innosuisse, Venturelab, IMD

www.luckabox.ch

Microcaps

Microcaps brings precision and control to microencapsulation



ALESSANDRO
OFNER &
MICHAEL
HANGANDER



With an especially developed glass device, Microcaps redefines the state of the art in size-controlled microcapsule formulation.

Microcapsules are ubiquitous in our daily life. Microencapsulation is needed to protect, carry, and deliver active materials, such as drugs in medications, fragrances in perfumes or cremes, or aromae in food. Unfortunately, today's commercial products have neither size control on the microparticles nor a uniform size distribution. This results in uncontrolled release profiles and unknown doses.

The ETH Zurich based startup developed a technology that enables to massively upscale the microcapsule production by a factor of 1000 relative to state of the art. The patented prototype enables a scalable encapsulation platform with added values of size-control, high-volume throughput, flexibility of material composition, and certified robustness. Following this value proposition, Microcaps envisions to redefine precision standards in microencapsulation.

The two founders Alessandro Ofner and Michael Hagander are current ETH pioneer and Innosuisse Bridge fellows. Besides, they were awarded Top2 in this year's Venture business idea competition and successfully passed stage 1 at VentureKick. Starting the project in early 2018, the team currently consists of four people. The startup is currently looking for joint development projects with industrial partners. "Our goal is to develop new products or improve already existing solutions. We are convinced that our technology brings significant added value to our partner companies and, most importantly, to their customers."

Microcaps | Zurich | upcoming late 2018/early 2019 | microencapsulation | Generated Capital: 320'000 | Supported by: ETH pioneer, Innosuisse Bridge PoC, VentureKick, Venture, NCCR for bioinspired materials

www.microcaps.ch

Nanoleq

Traditional cables break – nanoleq cables don't



TEAM
NANOLEQ



nanoleq develops a radically new cable technology by using innovative conductive materials for an extremely long lifetime and high mechanical flexibility.

Have you ever had to trash a pair of headphones? Have your headphones ever failed you because you could hear that characteristic crackling noise in one or both ears?

This major issue probably occurred to every single user of headphones. This problem does concern every electronic system where cables move. In even more critical applications such as pacemakers or other medical devices requiring wiring, cable failure can even be life-threatening.

At nanoleq, we want to provide the next generation of highly reliable cables to the market. Based on an industry testing protocol, our cables already show a flex lifetime (lifetime under movement) improved by a factor up to 100 compared with standard cables. The FlexOne cable technology was initially invented by the nanoleq founders during their PhD studies at ETH Zurich and is based on a new cable architecture and the use of new stretchable and conductive materials. Our technology will provide significant benefits such as maximal safety in healthcare, uninterrupted operation in robotics, extended warranty and premium reputation in high-end consumer electronics and high reliability at low weight in aerospace.

Over the last year, nanoleq has been awarded in several startup competitions for the innovativeness of its technology. We are now working for the first pilot projects for customers in different industries (consumer, robotics and medtech applications). Currently closing our first round of investment, nanoleq is growing with a team of 5 employees and one intern to satisfy the request of the first projects. We have high ambitions and believe that our business can rapidly grow after the validation of the first reference projects.

nanoleq GmbH (conversion to an AG in September) | Zurich | founded in May 2017 | Cables & soft electronics | Supported by: ETH Zurich, Innosuisse

www.nanoleq.com

Nanolive



Revolutionizing live cell exploration

TEAM NANO-LIVE



Swiss Medtech Nanolive is revolutionizing live cell exploration with its 3D Cell Explorer, the world's first holo-tomographic microscope.

Nanolive is a fast-growing Swiss company developing and producing 3D live cell imaging microscopes. Nanolive's microscopes allow, for the very first time, exploring living cells in 3D without damaging them. The 3D Cell Explorer was originally developed by Nanolive's CEO Yann Cotte at the physics department at the Swiss Federal Institute of Technology (EPFL) in Lausanne.

Unique dynamics of cellular organelles or highly dynamic and small cellular structures can now be clearly analyzed non-invasively, such as mitochondria, lipid droplets, filopodia, etc. A better understanding of the dynamics and interactions of such organelles will highly advance research in aging, cancer, degenerative diseases, infections or obesity. Nanolive SA has developed this disruptive proprietary technology, which offers the best contrast, resolution and versatility that a label-free microscopic approach can offer today. Last but not least, it's 3D.

Today Nanolive counts customers in all cell-based industries with hundreds of users world-wide. For instance, in the pharmaceutical industry, the Swiss biopharmaceutical company Idorsia Pharmaceuticals Ltd. Idorsia's R&D team recently published a paper demonstrating for the very first time – in live and without markers – the positive effects of a newly developed drug using the 3D Cell Explorer and are since then distributing their product on the market. Nanolive has important strategic partnerships including Harvard Medical School in the USA and the Swiss Federal Institute of Technology (EPFL) in Lausanne.

After a very successful market entry in 2016, Nanolive has achieved year-to-year a 3-digit growth rate and is further winning market traction.

Nanolive SA | Ecublens | founded in 2013 | Industry Medtech | Raised Capital: CHF 5.3 Mio | Supported by: The EPFL Innovation Park, Python & Peter, UV-Industrie, The Vaud Scale Up

www.nanolive.ch

Scewo



Freedom – a wheelchair that climbs stairs

TEAM SCEWO



Scewo is developing an electric wheelchair that is suitable for any surface and can even climb stairs.

Accessibility is a nice buzzword, but unfortunately it is far from implemented everywhere. For healthy people, this is not a problem, but wheelchair users are often reliant on the help of strangers or forced to make a major detour to find an elevator.

Three students from ETH and Zurich University of the Arts wanted to change this and have developed a wheelchair as part of their degree in mechanical engineering. The result is an electric vehicle that, like a Segway, balances autonomously on two big wheels and is therefore very agile. It also has two retractable caterpillars that can climb stairs and other obstacles such as curbs.

The self-balancing chair allows easy manoeuvring on the spot or dynamic driving; a joystick or a shift in body weight controls the chair. Different modes cater for all situations: a driving mode for normal walking, a safe mode for standing still, an elevated mode to raise the seat to a higher position, a climbing mode for stairs and a track mode for slippery surfaces.

The goal of the three founders Pascal Buholzer, Thomas Gemperle and Bernhard Winter is to hit the market next year. It will not be easy, but it is worth fighting for a good cause – to give wheelchair-bound people independence and freedom.

Scewo AG | Winterthur | founded in 2017 | Business development and sale of an electric wheelchair | Generated Capital : > CHF 1 million | Supports and awards : 1M, Seed round 750K | Supported by: ETH Zürich, investors

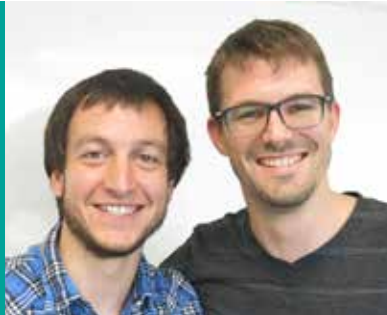
www.scewo.ch

SwissProsthetics



An assistant device to enable a better life

FABIAN
SCHOLLENBERGER
LUKAS
VON TOBEL



SwissProsthetics develops modular hands for children, affordable, robust and easily to produce.

The trend in prosthesis technology is increasingly moving towards expensive and complex high-tech solutions. However, due to high costs, complexity, and usability challenges – especially among children – the acceptance of these prostheses is relatively low.

Andreas Trojan, the SwissProsthetics initiator struggled to find a suitable prosthesis for his 6-year old daughter Sophia, who was born without a left hand (Dysmelie/Amelie). In their experience, the procedure to obtain a first prosthesis was cumbersome, expensive, and solutions to enable playing the violin were not available. In addition, there was no process to change the prosthesis according to activity and finally it lacked a good part of fun factor and did not allow for a feeling of independence.

As a consequence, Andreas sought a collaboration with the ZHAW and later the Wyss Zurich in order to develop and provide a pragmatic solution. The result is a modular system, with exchangeable hand modules for the various activities, which has increased Sophia's quality of life. She can easily attach the biking hand that helps to activate the brakes, and switch to the swimming hand to allow for symmetric breaststrokes. We strive to deliver our assistive device tool kit, as a medical device class 1 product, to all people in need.

This product is a cost-effective, easy-to-use, lightweight and versatile solution for affected individuals with or without prosthesis. We provide a shaft that does not require a long and expensive customization procedure. Each person can choose which hand modules they would need based on their interests, e.g. for biking, swimming, and skiing. Other modules will follow based on customer feedback. In addition, we believe our products will reduce physiotherapeutic interventions and increase fitness for work process in a substantial number of people.

SwissProsthetics | Zurich | not founded yet | medtech | Generated capital: 530k | Supported by: Gebert Rűf Foundation, Appsocial.org Foundation, Venture, Venture Kick, Give Children a Hand Foundation

www.swissprosthetics.com

Vatorex



Chemical-free solution to bee mortality – heat is the sustainable answer

WILLI BRUNNER,
PASCAL BRUNNER,
RENATO CORTESI



Vatorex has developed a chemical-free, sustainable solution for the Varroa mite using heated combs. The mites are killed and the bees enjoy the heat.

Everyone has noticed that there are fewer bees in our environment. Honeybees are responsible for the transport of pollen and are thus indispensable to our ecosystem in the fertilisation of cereals, fruits and vegetables. Unfortunately, more than 20% of the bee population dies each year in Switzerland alone. The main reason for this is the Varroa mite, a tiny 1.6 mm parasite that nestles in the bee brood and damages the colony. Until now, beekeepers had to treat the mite from east Asia with toxic acids, which not only kills the pest, but also harms the bees.

Two Winterthur beekeepers, Willi and Pascal Brunner, together with electrical engineer Renato Cortesi have developed a natural heat-based solution. Similar to a floor-heating, the brood combs are heated briefly to 41°C with a heating wire embedded in the wax. The mites can not stand the heat and die within a few hours. The bees, however, 'sweat healthily' and do not suffer any adverse effects. Thanks to this gentle method, the apiary and the beekeepers again have a vital population and more honey. More than 70 customers from Switzerland and several European countries already use the innovative and patented Vatorex solution.

Meaningful investment

Currently, the start-up is in a financing round. Anyone who thinks sustainably and wants to invest their money wisely has found the right place. And who knows, maybe they will receive a jar of honey as well.

Vatorex AG | Winterthur | founded in 2016 | AgTech | Generated Capital (bisher investiert): CHF 600'000 | Generated Capital (offene Finanzierungsrunde): CHF 1'000'000 | Supported by Innosuisse, Venture Kick, Runway Startup Incubator, SEIF

www.vatorex.ch

Technis



Technis

Enter the smart flooring revolution

WIKTOR BOURÉE



Since 2015, Technis transforms the flooring into an intelligent platform capable of sensing, recognizing and predicting the activity happening at its surface.

Technis develops and commercializes smart flooring solutions for healthcare applications. Fitted with an innovative sensor technology and deep learning algorithms, the system enables, among others, physical activity tracking, monitoring and fall detection. Pioneering Smart Flooring as a Service (SFaaS), Technis addresses several key problems for elderly people and medical houses: security, physical health and monitoring, as well as autonomy. All of it on a 24/7 basis.

By connecting the whole floors of their rooms, Technis technology detects falls very precisely in real-time and gathers significant data about changes in physical activity, without any intrusiveness in their private lives (as opposed to camera systems). It enables quick and real-time reaction from the medical staff for urgent interventions as well as reliable and meaningful data for long term analysis of their patient's physical health and behaviour.

Award winning Technis is continuously improving its product, algorithms as well as developing new products and features. Thus, product development is a key part of its activity with on simple objective: making the most out of its smart flooring technology. On the other hand, Technis attends a lot of healthcare-oriented events throughout the year to meet new b2b customers or partners and keep a vital link with the market needs and innovations. Employing 12 people, the start-up founded by Wiktor Bourée is looking forward to launching its healthcare product by equipping its first rooms in the following months.

Organization Technis SA | Lausanne | founded in 2016 | Services | Supported by: Venturekick, Swiss Start-ups.ch Award, Innogrant, FIT Early, SPECo, Venture Leaders Technology, Venture Leaders China, Mass-Challenge Finalist

www.mytechnis.com

WeGaw



Swiss Technology for Smart Outdoors, Safe Adventures

ION PADILLA



WeGaw processes satellite and ground data to give Outdoors Digital Platforms and Tourism Offices daily terrain status data for more enjoyable & safe experiences.

Tourism start-up WeGaw builds technology for better Outdoor Adventures. Their satellite data powered solution DeFROST monitors terrain status daily to make outdoors safer and enjoyable for anyone, anytime. As WeGaw co-founders Daniel Garcia (CTO) and Ion Padilla (CEO) explain, their start-up is helping outdoors related organizations in having daily delivered terrain status information. Before, these organizations needed to send people or helicopters to the field in order to have these insights. Now the start-up's solution can help tourism offices reduce costs and generate additional revenue sources for Outdoors Digital Platforms. The company's solution is unique thanks to its partnership with the European Space Agency (ESA), their ability to use the latest Earth Observation Satellites, and the exclusive rights they have over the IP used by UZH and Exolabs.

Based at the Ecole Hôtelière de Lausanne, WeGaw has entered a very active phase. The start-up announced this summer a strategic partnership with SBB-CFF-FFS. It has also opened a pre-registration page for its future fundraising. This round will be closed in the form of equity crowdfunding through the platform leader in Europe Seedrs using the funds to finance the 2nd phase of the ESA project & scale-up phase.

Furthermore, WeGaw has currently 4 pilot users: Davos-Klosters, Saas-Fee, FatMap and ViewRanger. At the end of 2018, the start-up will be releasing the latest version of its product and inboarding regular users. 2019 will be the year to scale up the solution, by welcoming 4-5 platforms & 4 Tourism offices.

WeHike SARL | Lausanne | founded in 2016 | Tourism | Generated Capital: 150k private equity, 300k public Grants and Credits | Supported by: Innosuisse, Innovaud, FIT, Fusion, MassChallenge, Ecole Hoteliere de Lausanne, ESA ARTES20

www.wegaw.com

The swiss start-up news channel

You've reached your destination:
News, free newsletter,
events, deadlines & directories –
all in one place!



Create your
personal archive



Get the
weekly newsletter



Follow
companies



Set alarms for
deadlines

Principal Innosuisse – Swiss Innovation Agency

Partner Foundation Startupticker Gebert Rüt Foundation,
Stiftung Natur und Umwelt, Swiss Startup Invest, ETH transfer,
EPFL Innovation Park, Start-up Promotion Centro Ticino

Contributor Swisscom, W.A. de Vigier, EPFL Innovation Park,
GoBeyond, Startup INVEST, Institut für Jungunternehmen IFJ,
Venturelab, digitaliswitzerland

Supporter State Secretariat for Economic Affairs SECO,
Business & Economic Development Canton of Zurich, ETH Zurich,
Venture Kick, Switzerland Innovation Park Biel/Bienne, GENILEM,

School of Management Fribourg, Swiss Private Equity & Corporate
Finance Association SECA, StartAngels Network, Top 100 Start-ups,
STARTUPS.CH, Fongit, BasellLaunch, STARTFELD, Innovaud, Technopark
Luzern, Swiss Economic Forum SEF, Swiss Energy and Climate Forum
swissECS, SEF Growth Initiative for SMEs, Swiss Innovation Forum SIF,
SBB, Zürcher Kantonalbank, StartupCampus, Technopark Zürich, P & TS
Intellectual Property, SwissParks.ch, Fondazione AGIRE, be-advanced,
The Ark, Kanton Aargau, Swiss Prime Site, Switzerland Innovation, F10,
Fri Up, Biopôle, CP Startup

Editor Journalistenbüro Niedermann GmbH, Lucerne
Inputs: news@startupticker.ch

X

startupguide.online

XV

startupdays.ch