

## Commission for Technology and Innovation CTI and CTI Invest

# Growing up

It looks like a difficult time to grow up, with crises all around. We apparently just survived the financial crisis and now are deeply worried by what people experience in Japan and how it might spill over to the rest of the world.

Also a good time to take off for new things?

**CTI** has just shed its old clothes and now walks in the new robe of an *"Independent Commission,"* meaning that it now has its own status, a new governance and reports directly to the Federal Council. Of course it still has strong links to the BBT (Federal Office for Professional Education and Technology), whence it emerged. Innovation promotion remains our trade. We are eager to continue the proven instruments and develop new ones.

While the workhorse of CTI remains project funding, start-up support has become the rising star. With the same basic attitude of fostering innovation rather than just distributing money, the start-up branch of CTI has acquired an appreciated place in the start-up ecosystem. It is a vibrant national ecosystem that has evolved tremendously in the past decades. We see smart young people with clever ideas from their research, eager to turn them into real use, hungry for recognition and success, wanting primarily to see their things fly and, rightfully, dreaming to get rich.

However the world is not paradise for those would-be entrepreneurs. There are many aspects to consider and to build when turning an idea into a business. Also, early on, the incubation phase is a barren stretch financially. And later on, shifting from a Start-up company to a high-growth company is again a difficult metamorphosis.

**CTI Start-up's** strategy is not to throw money at things but to connect and arrange players where this does not happen by

itself. It has been done by engaging coaches who act as midwives for ideas to grow into little companies. And by coordinating and training these coaches – as far as they need training yet. The same approach was taken for the problem of early stage financing, in the barren incubation phase: **CTI Invest** was created. An arrangement that would bring together the money-thirsty ideas with the capital looking for promising ideas. A basically simple but highly efficient and apparently effective idea. The trick of course was to activate the right people, thus making it attractive for others to join.

It is exactly this bootstrapping challenge that the people from CTI Start-up and CTI Invest accomplished so masterly. Thus creating an amazing Swiss marketplace for ideas and capital to find each other with different events throughout the year. The formidable *"CEO-Day"* is the annual culmination, where last year close to 350 parties met, discussed and negotiated in about the same total number of bilateral talks. It was as vibrant and ambitious an atmosphere as can be. Go get the groove yourself on [www.b2match.com/ceoday/event/Gallery.html](http://www.b2match.com/ceoday/event/Gallery.html) !!

We are fully aware that this is but a trickle, albeit a very tasty one, in the necessary flow of funding to still the thirst for money of the good ideas. And we are also aware that the thirst is increasing, with more ideas coming into the market, some coached by CTI. And more important yet, our world dearly needs these ideas to turn into solutions, in order to cope with the awesome challenge of a growing population living decently on an earth with limited resources.

CTI Start-up and CTI Invest will work hard to boost this effort of early stage-financing, in proven and new ways, contributing to individual and common success. Ready to grow!



**Walter Steinlin**  
President  
Commission for Technology  
and Innovation CTI



**Dr. Christian Wenger**  
Chairman CTI Invest  
Board Member SECA

Biotech  
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Technology  
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Venture Capital

# CTI Invest

The Leading Financing Platform  
for High Tech Companies in Switzerland

www.cti-invest.ch

## Our achievements in a nutshell since 2003:

> 75 Members, 38 Venture Days, 7 CEO Days  
> 180 companies presented  
approx. CHF 300 Mio. financing volume

### Members

A3 Angels  
Aargauer Kantonalbank  
Acton Capital  
Affentranger Associates  
Aravis  
Aster Capital  
Aventic  
BioBAC  
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EPS Value Plus  
ErfindungsVerwertung AG  
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I-Source  
Jade Invest  
Logitech  
Mountain Club  
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Polytech Ventures  
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Wellington

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Zürcher Kantonalbank  
& more than  
17 Business Angels

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# Third Edition of the Swiss Venture Guide

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By phone: +41 44 269 60 69  
By mail: info@cti-invest.ch  
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Dear Reader

The positive feedback from the Start-up Ecosystem in Switzerland motivated us to do it again.

The Swiss Venture Guide's intention is to give future and actual entrepreneurs, investors, politicians and the general public a better understand of what a great country Switzerland is for Innovation.

In 2011 we are presenting you the Swiss Venture Guide 2011 as a Full Version again.

We added some interesting Cover Stories for you.

Potential Support Organizations for Swiss Start-ups are presented in a more detailed way again.

Of course you will discover the 10 Companies we believe are on the way to success. Not always an easy choice to make!

You will also find the Investor Profiles, all of them members of CTI Invest.

Furthermore an overview regarding Businessplan Competitions for high tech start-ups in Switzerland is provided.

To close see important and helpful Links on your way.

This edition of the Swiss Venture Guide was possible thanks to the great support of the Commission for Technology and Innovation CTI.

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

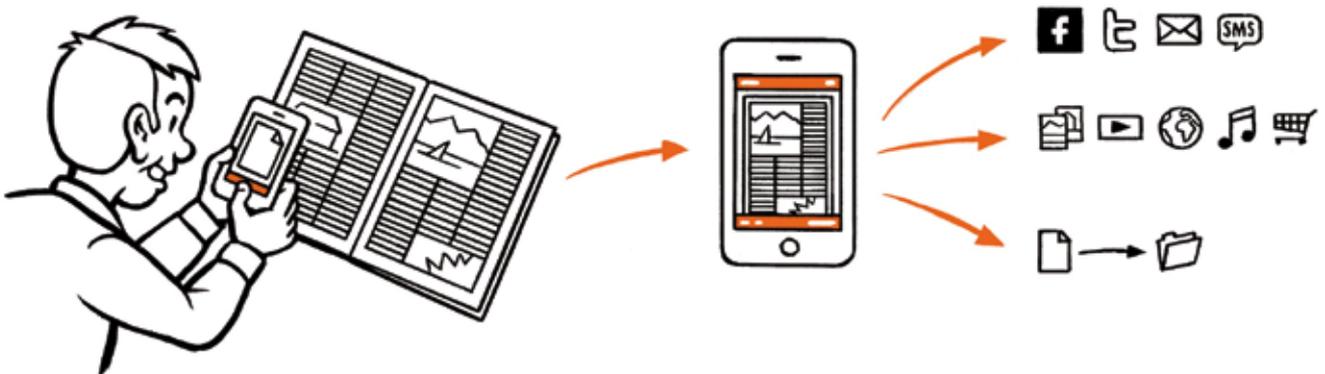


**Jean-Pierre Vuilleumier**  
Managing Director CTI Invest  
Financial Expert CTI Start-up

# Paperboy delivers digital extras from the Swiss Venture Guide

Snap a picture of any page in the Swiss Venture Guide with the free kooaba Paperboy app\* to share and remember your favorite content digitally.

\*for iPhone and Android



Sections and/or single pages with the shutter icon are connected to even more content such as videos or links to related websites.

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A close-up photograph of a man in a white dress shirt and a dark, patterned tie. He is looking down and to the right, focused on his task. He is holding a clear plastic water bottle with a green sleeve in his right hand, pouring water into a dark brown wooden tray. The background is softly blurred, showing warm, bokeh light spots.

# Dear SME. We're there for you.

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**swisscom**

# Cover Stories

## Introduction

This year we decided to add more interesting information regarding the Start-up Ecosystem in Switzerland.

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

Also actual trends and issues are addressed.

We would like to thank the contributors of the Cover Stories for making this edition more valuable.

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Zürcher Kantonalbank (ZKB)

wenger &amp; vieli

# The Swiss VC Market – A Sleeping Beauty?

Switzerland acts as a European entry point for foreign investors, and plays an important role in the VC market for innovation (notably in high-tech industries). In particular, the two Swiss Federal Institutes of Technology in Zurich and Lausanne, and the Universities of Zurich and Basel, develop many high-tech spin-offs. These are excellent pre-conditions for a lively and growing VC market.

However, and in particular compared to other, more mature VC markets, such as in the United Kingdom, Israel or, most importantly, the United States of America, the Swiss VC landscape is still rather fragmented and tender; it is still in its infancy. What is needed in order to close the gaps? What is required in order to kiss a Sleeping Beauty alive?

We consider the following proposals, some of them based on the Venture Capital Manifesto 2010\*, as valuable for a more active VC market in Switzerland, based on our vast experience of transactions in the Venture Capital market:

## 1. Setup of a seed fund

Many start-up companies have difficulties to raise money in their seed phase. Absent any business angels or wealthy family members and/or friends willing to provide the necessary money, the project dies before it could be proven in practice. For such cases, a state-funded seed fund, co-investing either by cash or by granting guarantees similar to its German pendant "High-Tech Gründerfonds" or to some European initiatives, shall bridge the gap and give such start-ups a real chance to reach at least at the proof-of-concept phase.

## 2. Improving the legal environment

Our equity regime in the Code of Obligations ("CO") does not take into account the specific requirements of a start-up company: On the one side, according to art 725 CO, the board of directors is obliged to file for bankruptcy once the equity of the company has been fully used up. On the other side, Swiss company law is rather stiff with a view to any capital changes. Both should be amended in order to give the respective ventures the necessary time to successfully develop and to decrease running costs by avoiding any fees for pure formal capital amendments.

## 3. Introducing further tax incentives

Founders and entrepreneurs should, at least, not be punished while taking the venture. The lawmaker should even introduce further tax schemes to set to right incentives for a prosperous VC scene and to clarify its current practice with respect to unclear provisions. Founders, investors and start-up companies shall benefit from a more tax favourable environment than the current tax schemes.



**DR. CHRISTIAN WENGER**  
Partner

## 4. Establishing a Federal Business Park

Switzerland should promote a business park with international reputation. Such an infrastructure would have the advantage of attracting the world's best researchers, international VC funds and top entrepreneurs. A melting pot of invention, innovation, finance and management is in the best interest of our VC scene. The military airport of Dübendorf, in immediate proximity to the University, the Federal Institute of Technology and the city of Zurich, which will be taken out of service soon, would be a great opportunity to achieve this goal. Closely linked to the "Masdar City" project in the emirate of Abu Dhabi, the Dübendorf airport project is also known as "Abu Dhübi".

## 5. Attracting the best researchers

Switzerland shall do its utmost to attract and retain the best qualified and skilled researchers, i.e. accepting them at our universities, integrate and grant them working and residence visas. In any case a brain drain of talented academics shall be prevented. One shall bear in mind that some of the largest Swiss companies

have been incorporated by foreigners in the past – and we shall welcome them to do so in the future. For the benefit of all of us.

The Swiss VC market has a sound fundament; the pre-conditions are in principle well-established. Taking the above mentioned ideas into account, our VC market – and hence our economy in general – may flourish even more though. VC investment are of paramount importance for mature economies such as ours in order to be re-invented. We see many opportunities to take; we shall just not loose them.

### \* The Venture Capital Manifesto 2010

In 2010, students around Prof. Pedergnana of the Lucerne University of Applied Sciences and Arts have evaluated various measures on how to improve the Swiss VC landscape. Beforehand, Dr. Christian Wenger and Prof. Pedergnana lead intensive talks in which directions the research shall be conducted. The results culminated in the Venture Capital Manifesto 2010, whereby the core findings have been put into 7 theses. The Venture Capital Manifesto 2010 was edited by Maurice Pedergnana and Christoph Banik, and published by SECA, the Swiss Private Equity and Venture Capital Association.



**DR. BEAT SPECK**  
Partner



Name of organization	Wenger & Vieli AG
Foundation Year	1971
Mission statement	We strive for excellence in, among others, the Venture Capital market
Number of Employees	approx. 120
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Swiss Private Equity & Corporate Finance Association SECA

# Successful Growth Strategies of Early-stage Companies

Entrepreneurs are recognized as important drivers of economic and social progress, and rapidly growing entrepreneurial enterprises are viewed as important sources of innovation, employment and productivity growth. A new global study gives well-structured and detailed evidence on the growth paths and growth determinants of early-stage companies. It's the most profound research study ever done on successful growth strategies. Swiss companies can learn a lot from this unique research.

Many key insights can be obtained. A new strategy framework of eight different opportunity and risk factors emphasizes the most important factors in the DNA of many successful entrepreneurs. The report also highlights different growth accelerators and different growth challenges. Another aspect that attracted high interest in interviews is the dark moments that entrepreneurs reported encountering along their journey.

## Evidence on the growth paths

Extensive evidence on the growth paths of early-stage companies from over 380'000 companies covering ten different countries is presented in this report, also with surprises: The norm of most companies in their early years is a combination of up years and down years! The authors labelled this a "ladder and snakes growth path". For example, 42% of companies have a pattern of two positive revenue growth years and one negative growth year in the Year 2 to Year 5 eras.

Systematic evidence highlights also the low probability that companies with high growth rates in their early years will sustain those growth rates over even a subsequent two- or three-year period. Being labelled a high growth company is a de facto label "likely very short-run, high-growth company". Key aspects of successful growth management of early-stage companies around the globe include

- Taking early actions to reduce the magnitude of down years, including reducing the likelihood of a subsequent downward spiral.
- Taking lessons from the down years to build a stronger engine for future growth.

## A lot of interesting case studies

Some excellent case studies are integral part of the report. Additional executive case studies can be found in the online version of the report at: [www3.weforum.org/docs/WEF\\_Entrepreneurship\\_Report\\_2011.pdf](http://www3.weforum.org/docs/WEF_Entrepreneurship_Report_2011.pdf).

The fresh World Economic Forum report on "Global Entrepreneurship and the Successful Growth Strategies" was initiated to provide a better understanding of the genesis of early-stage entrepreneurial companies to compare their growth patterns. The comparison to further explore the impact of these companies on employment and innovation goes across different geographies.

The report is the culmination of an 18 month-long partnership among leading international scholars, industry practitioners, other distinguished experts and stakeholders. The core research team

was led by George Foster, Professor at Stanford University. The report will specifically be useful to

1. Governments seeking to better tailor their initiatives.
2. Young entrepreneurs looking for guidance from successful past experience of growth companies during their first decade.
3. Partners of early-stage ventures wishing to better understand how they can promote the growth of companies with which they are partnering.

## Learnings for Switzerland

In Switzerland, time begins to recognize start-up activities as the foundation of the country's future growth. The Government should actively promote entrepreneurship through various forms of tailored support. The support certainly needs to go beyond the modest level of direct venture capital support. It has to include indirect encouragement through tax concessions, co-investments and subsidies. This can augment the performance of young companies and their economic impact.

Maurice Pedergrana / Martin Haemmig

**Key Reference:** World Economic Forum, Global Entrepreneurship and the Successful Growth Strategies of Early-Stage Companies, New York / Geneva 2011. Martin Haemmig has been member of the core project team and is one of the co-authors. SECA participated in the survey.



**DR. MAURICE PEDERGNANA**  
Managing Director SECA

## Gebert RUF Stiftung

# An Entrepreneurially Based Grant-making Foundation

GEBERT RUF STIFTUNG, established in 1997 by successful entrepreneur Heinrich Gebert (1917–2007, Geberit), pursues the objective of enhancing “Switzerland as a place to live and do business” as laid down in its statement of purpose. In keeping with the spirit and intent of its founder, GEBERT RUF STIFTUNG is committed to an entrepreneurially based philanthropic model rather new to Switzerland – not only in the selection of projects with an entrepreneurial bias but also in its approach and mode of operation as a grant-making agency itself: It does not distribute money as if from a watering can, but bundles its engagement where it identifies potential, opportunities and gaps. The goal always is to achieve measurable impact.

With an annual budget of around CHF 10 million, it supports projects mainly based at Swiss universities. In accordance with its mission statement – “WISSENSCHAFT.BEWEGEN” – the foundation fosters innovation by supporting new approaches and selected junior scientists in the so-called “valley of death”.

GEBERT RUF STIFTUNG is not an operational foundation primarily supporting its “own” projects, but acts as a grant-making foundation actively enabling and shaping innovative initiatives. In line with the support criteria, a project must be impact-oriented, entrepreneurially based and of outstanding quality; projects from all scientific disciplines are targeted. At the same time, it initiates projects and interlinks supported projects, with the aim of continually developing new time-limited areas of activities within the overall scheme of its grant-making strategy.

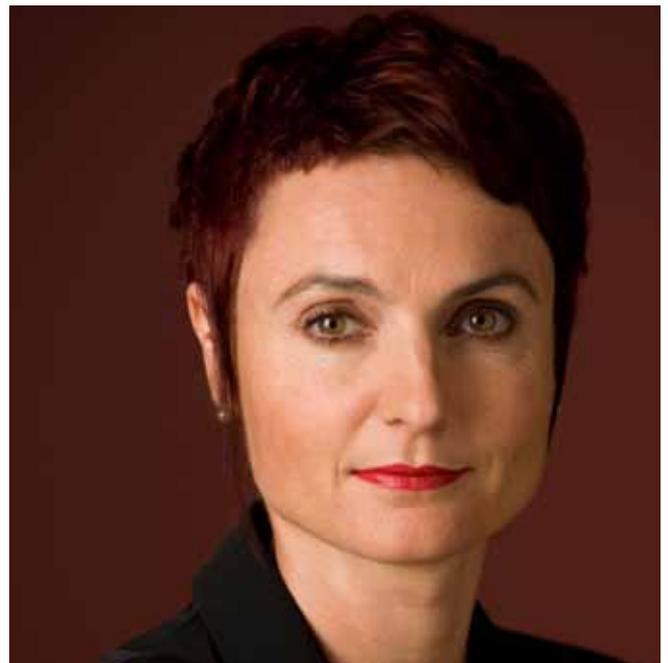
### Areas of Activity

As one of its focal commitments GEBERT RUF STIFTUNG launched the “New Entrepreneurs in Technology and Science” (NETS) programme in 1999. The programme supported early stage entrepreneurship by training some 20 entrepreneurial junior scientists (1 participant nominated by each university) a year. The trainees received an intensive course in entrepreneurship in Switzerland and at Swiss House as well as at Babson College in Boston. In 2004, after successfully running for a number of years, the government-funded “venturelab” programme emerged out of the privately funded NETS. Result of a fruitful private-public partnership.

GEBERT RUF STIFTUNG currently places its programmatic commitments in five active areas of activity: science and entrepreneurship (venture kick), universities of applied science (BREF), life sciences (Rare Diseases), Eastern Europe (ASCN) and specific pilot projects (Pilotprojekte). The foundation’s grant-making cluster is supplemented by passive areas of activity, which focus on education policy (Bildung Schweiz), communication of science (Wissenschaft und Öffentlichkeit) and foundation governance (Stiftung Schweiz). Closed areas of activity relate to new learning technologies (eTeach, outphasing in 2011) and a Swiss-Baltic academic grant-making programme (Swiss Baltic Net, until 2010).



**DR. PHILIPP EGGER**  
Director



**DR. PASCALE VONMONT**  
Vice-Director

## Five active Areas of Activity

### SCIENCE AND ENTREPRENEURSHIP



**VENTURE KICK**  
since 2007

After closing down the NETS programme, GEBERT RÜF STIFTUNG turned to addressing a next gap in the innovation chain: The early-stage financing of business ideas at universities. The goal is to double the number of spin-offs by accelerating the founding processes and by making the spin-offs attractive for investors. Following 3 years in operation, venture kick, now financed by 5 foundations, is presenting some successful figures: With an invested capital of CHF 5.5 million, 151 projects have been funded, 105 companies established and 940 jobs created. The companies have generated a further CHF 100 million in third party financing. [www.venturekick.ch](http://www.venturekick.ch).

### INNOVATION AT UNIVERSITIES OF APPLIED SCIENCES



**BREF**  
since 2009

Universities of applied science are an obvious choice of R&D partners for small and medium-sized businesses. But all too frequently finding the way to one another proves difficult or just does not happen. In collaboration with the "Rectors' Conference of the Swiss Universities of Applied Sciences (KFH)", since 2009 the GEBERT RÜF STIFTUNG has invested some CHF 1.5 million annually on conducting model projects and disseminating their results. The best projects are selected under annual calls for submission. In 2010, 5 out of 56 applications were selected.

### LIFE SCIENCE



**RARE DISEASES**  
since 2009

Rare diseases are underresearched. GEBERT RÜF STIFTUNG has set up a flagship programme designed to fill this gap in the life sciences sector. With an annual call, innovative researchers are addressed who are developing and clinically implementing new technologies or methods for the characterisation, diagnosis or treatment of rare diseases. Of the 48 applications submitted in response to the 2010 call, 5 projects were financed with a total volume of CHF 2 million.

### EASTERN EUROPE



**ASCN  
ACADEMIC SWISS  
CAUCASUS NET**  
since 2009

In accordance with its statement of purpose, GEBERT RÜF STIFTUNG is committed to supporting Eastern Europe exclusively with focal commitments. From 2000 to 2008, under the Swiss Baltic Net programme, the focus was on the promotion of young scientists. Following the integration of Estonia, Latvia and Lithuania into the EU, the support programme was successfully closed.

The new Eastern Europe programme addresses the South Caucasus, a focal region at the edge of Europe, concentrating on Georgia and Armenia. The partnership with the University of Fribourg was launched in 2009. By supporting the social sciences and humanities in the South Caucasus, a key contribution is be-

ing made to the process of democratization in Georgia and Armenia, both societies in a state of transition. The programme focuses on the promotion of young scientists. Young people are changing the world. [www.ascn.ch](http://www.ascn.ch)

## PILOT PROJECTS

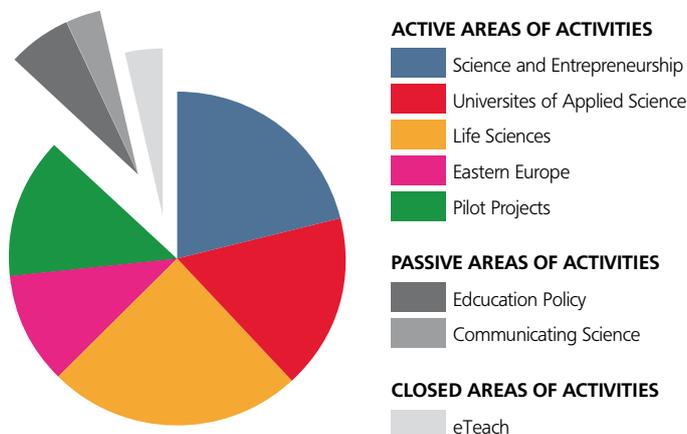


**HIGHLY INNOVATIVE  
PROJECTS**  
since 1998

Even if the grant-making portfolio is based on thematic areas of activity, scope is also to be provided to promote particularly innovative ideas outside these areas. GEBERT RÜF STIFTUNG makes around 30 % of its funds available for pilot projects. Promising projects from all disciplines and from a wide range of contexts are welcome, but they must satisfy the support criteria especially closely.

## Grant-making in Figures

Since its establishment in 1997, GEBERT RÜF STIFTUNG has financed 470 projects overall, providing a total of CHF 101.7 million in grants. The CHF 9.1 million in grants allocated in 2010 were used as follows:



Total foundation expenditure in 2010 amounted to 9.3 % of the funds used, of which 3.2 % were administrative expenses, 6.1 % were direct project expenses for the themes supported.

## GEBERT RÜF STIFTUNG

WISSENSCHAFT.BEWEGEN

Name of organization	GEBERT RÜF STIFTUNG
Foundation Year	1997
Mission statement	WISSENSCHAFT.BEWEGEN
Number of Employees	4
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## Venture Incubator

# The Magic Number 10 – Congratulations

**10 years ago, 10 enterprises provided 10 million Swiss Francs each, in order to secure the early stage financing of hightech start-ups. Despite the initial prophecy of doom, the holding company Venture Incubator has become a success.**

paper.li is an internet platform where everyone can compile their own daily newspaper by using posted Twitter links. Having barely been set up, the website is booming. "paper.li already has more users than Blick Online", reveals Alain Nicod, CEO of VI Partners, the Venture Incubator's management company. Nicod has every reason to be happy as paper.li is run by the software firm Small-Rivers, based in Lausanne, which is one of the Venture Incubator's portfolio enterprises. Nicod obviously has a feel for prospective highflyers. He himself is one of the few Swiss serial entrepreneurs and has, amongst others, helped to found the online supermarket LeShop. He personally invests in start-ups and was elected Business Angel 2008. His success with Venture Incubator indicates a considerable achievement. Since the foundation ten years ago, 35 enterprises were invested in and altogether 59 million Swiss Francs have flowed back into Venture Incubator from 12 exits ( box).

### Highlights

A year ago, the sale of the small, Schlieren based, biotech company Esbatech to the US group Alcon made headlines, especially because of its high acquisition price. The Americans paid 150 million dollars in cash, a further 439 million dollars will follow once the team from Schlieren has attained certain milestones. The Venture Incubator AG also profited from this sensational sale as ,for a long time, they had had a stake in the company which was founded in 1998.

The sale of Esbatech was only one of Venture Incubator's lucrative exits. The investment company also had a stake in the medicinal technique company, Endoart based in Lausanne, which was sold to the US group Allergan for 97 million dollars in 2007. A further success in 2007 was the sale of Venture Incubator shares in the dental implant manufacturer Thommen Medical to private investors.

Portfolio software and technology companies were equally successfully sold. In 2008, the Austrian company Phion, listed at the stock exchange, took over Visonys a supplier of security solutions based in Zürich. And the chemical group Dow Chemical obtained the attractive technology of HPL Lausanne for itself. This start-up develops especially secure and efficient batteries which can, for example, be used in cars.



ETH VENTURE INCUBATOR FEIER

It is unparalleled, worldwide, that miscellaneous enterprises merge with banks and consulting companies in order to found a new company whose core business is investing in start-ups. The whole thing started one morning in 1996 in a motorway traffic jam. When the then director of McKinsey, Thomas Knecht, had the idea for a college business-plan competition, he was stuck in a traffic jam in the 0was able to accomplish the financing of his spin-off at the University of Zürich. The company Esbatech, which specializes in advancing antibody fragments for therapeutic purposes, was a stroke of luck for the holding company. Thanks to last year's sale of the company to the US group Alcon, millions of Swiss Francs flowed back into Venture Incubator.

The latest deal of Venture Incubator took place in mid November 2010. "We have managed to sell the start-up company Picodrill based in Lausanne," announced Alain Nicod at the ten year anniversary. This sale immediately increased the success record by 5 million. Last spring, however, the odds had still been against Picodrill. Bernhard Gander, the person responsible for M&A at the French Swiss company Logitech, was chairman of the board. Within half a year he had achieved the turnaround as well as the exit of Picodrill. This start-up was of interest to its buyer because the enterprise offered a technology which made the manufacture of minute holes at nano level possible. "Businesses with a turnover of less than 20 million Swiss Francs are only bought if they can offer revolutionary technologies and skills concerning the buyer's core business," states Gander. A company offering a clever new product where the market still has to be set up is, apparently, of no interest to Logitech. "A market set-up literally takes us too long, and is too expensive."



**DR. THOMAS KNECHT**, Director  
Emeritus McKinsey Company Switzerland



**PROF. DR. PIUS BASCHERA**  
Chairman of Venture Incubator

So Venture Incubator lies exactly right. They invest in commercializing new technologies developed at universities, which will later revolutionize products and services in individual branches. There is no end in sight for Venture Incubator's success. Originally, the

project was restricted to ten years. But last year, the investors decided to transform it into an evergreen commitment. This means, that as from now, the return flow can continuously be reinvested into new start-ups. Swiss universities still bear a lot of potential. "Although Switzerland, with its population of 8 million, is not half the size of cosmopolitan cities such as New York, London or Shanghai, it generates 10–20 start-ups dealing with world class technologies every year," states Alain Nicod.



**ALAIN NICOD**  
CEO of VI Partners



## CEO DAY

# A Must for Start-ups, Investors and Industrial Companies



**Promising start-up entrepreneurs, seasoned Business Angels, renowned investors, representatives of multinationals and staff of support organizations: Every year it is a colourful mix of people who meet up on the CEO DAY. And for that very reason visitors are bound to profit.**

Time is a rare commodity for entrepreneurs. Especially for those who are in the turbulent seed and development phase. It is all the more surprising that sometimes two or more representatives of one and the same firm attend the CEO DAY. But it is not only the founders who have rated the meeting top priority. "The CEO DAY is an important platform for us, that is why we not only sponsor the event but several of our staff also participate every year," explains Andreas Schweizer from Start-up Finance at the Zürcher Kantonalbank (ZKB).

The attendance at last year's event was correspondingly high. 350 visitors headed for Berne, amongst them 200 promising start-up entrepreneurs, more than 60 investors and approximately 20 representatives of industrial companies. Apart from Swisscom and Novartis, who have made use of the CEO DAY right from the start, IBM as well as Sonova or Synthes were represented this time.

The CEO DAY's success is owed partly to its professional organization and partly to the constant improvement of what is being offered. In order to make specific networking easier, One-to-One-Meetings were on offer for the first time in 2010. Six 20 minute tête-à-têtes could be arranged via the CEO DAY website. This proposition was obviously in great demand as approximately 400 meetings were thus arranged.

"The One-To-One-Meetings are an important milestone for the CEO DAY", states Christoph Heidelberger and others are of the same opinion. Heidelberger himself, is a successful company founder who has been commissioned to coach several young enterprises by CTI Start-up. He accompanied two of them to the CEO DAY and also to their One-To-One-Meetings. Heidelberger revealed that as a result: "We managed to make promising contact to an investor for one of the companies"

Andreas Schweizer from the ZKB also sums this offer up positively, although the investor had not necessarily expected such a result. In advance, he had been sceptical about the outcome especially about whether the young entrepreneurs would, as a consequence, neglect their preparation of the meetings. "However,



**NETWORKING BETWEEN START-UP COMPANIES:** Keren Eldad von Memonic in discussion with Alexander Illic, Dacuda

the majority of the people I talked to, started the meeting with a convincing Three-Minute-Pitch presentation," says Schweizer.

There were also ample networking opportunities outside the One-To-One-Meetings. "On the CEO DAY, I can meet established companies as well as start-ups from different branches and regions," says Keren Eldad from the Zürich based start-up Nektoon (Memonic). However, the most important contacts that she made were from abroad. The meeting point was the US Business Lounge which was run by Swissnex, the Swiss technology hub from the USA. There, Keren talked to a Business Angel from the East Coast and to a staff member of a Silicon Valley based company which has specialized in negotiating between start-ups and



**1TO1 MEETINGS BETWEEN INVESTORS AND START-UP COMPANIES:** More than 400 meetings in the afternoon

venture capitalists. "We will definitely resort to these two valuable contacts," says the obviously pleased representative of Nektoon.

The elements of further education on the CEO DAY were also very much appreciated. Christoph Heidelberger described the conveyance of knowledge at the workshops as "highly effective". Young entrepreneurs especially appreciated the workshops of those speakers who had themselves substantial practical experience. The best example is Patrick Griss from the engineering company Zühlke. He demonstrated how an innovation is systematically developed from product idea to start of production.

Griss had his own reasons for participating in the CEO DAY. Zühlke is not only a much sought-after industrial partner for start-ups, but since the beginning of 2011, the company also operates as investor by the name of Zühlke Ventures. "Our aim is to, annually, make two or three investments of between 200'000 and one million Swiss Francs," explains Griss. The first deal was already settled in January.

"The CEO DAY is a great chance for investors," says Griss. According to the experienced engineer, the start-up entrepreneurs with their pioneering technologies are not only of interest to financial backers but are also potential partners for seasoned industrial enterprises. "I have often recommended a visit to the CEO DAY to my industrial contacts," says Griss.



**WORKSHOPS FOR START-UP COMPANIES:**  
From the prototype to the product

## "Our aim is to build up a community"

**CTI Invest chairman Christian Wenger on the development of the CEO DAY, technology obsessed entrepreneurs and long-term prospects of the Swiss start-up scene.**

**Swiss Venture Guide: Mr. Wenger, on the first CEO DAY in 2004 you counted 150 participants. 2010 there were already 350. Did you expect such a development?**

Christian Wenger: Not to this extent. We hoped that the CEO DAY would attract 200 start-up entrepreneurs within 10 years. Today, we have already reached this aim.

**What was the initial reason behind the CEO DAY?**

In 2003 we had just started CTI Invest. It became obvious that when start-ups presented themselves to investors, they often lacked the know-how. We now convey this know-how at our CEO DAY workshops.



**DR. CHRISTIAN WENGER** Chairman CTI Invest, Initiator of the CEO DAY in 2004

**JEAN-PIERRE VUILLEUMIER** Managing Director CTI Invest, Organisator of the CEO DAYS since then

**Has this type of further education not become obsolete? The founders have, after all, already attended Venturelab courses and have profited from CTI Start-up Coaching before coming to the CEO DAY.**

That is true, but the CEO DAY offers the know-how exactly then, when the enterprises need it. Workshops on funding topics are, therefore, very well attended.

**At the last event you actually demonstrated further education when, in your introductory speech, you called upon the founders to consider selling their companies right from the start. Is this not a natural course of action?**

No, not at all. Too many founders are obsessed with their companies and their products. But real entrepreneurs often have many ideas. Instead of pursuing just the one, they would better set up one company after the other and simultaneously sell the latter.

**Nevertheless we get the impression that the situation amongst the start-up entrepreneurs in Switzerland has improved over the last years. What is your point of view?**

There is still a lot to do. You see, I have given myself 30 years to help build up a start-up entrepreneur scene in Switzerland. 10 years have already passed. During this time there has been a dynamic development. All around, the level of awareness for young entrepreneurs has risen. We are very pleased as it is the aim of the CEO DAY to build up a start-up community.

## CEO DAY 2011

**The next CEO DAY will be held on October 26, 2011 at the Stade de Suisse, Berne. More information: [www.ceoday.ch](http://www.ceoday.ch)**



## Zürcher Kantonalbank (ZKB)

# Capital for Innovative Start-ups

**Start-up companies often have special capital requirements. In response to this, some six years ago Zürcher Kantonalbank (ZKB) launched its PIONIER-initiative for funding innovative start-up companies. As a platform linking science and business, ZKB accompanies innovative new companies on their way to the market. By investing at an early point of the company's life cycle, ZKB thereby fulfills a vital need.**

The success of the Swiss economy relies on innovations. With the Federal Institute of Technology (ETH) and the University of Zurich, the canton of Zurich can boast two excellent research facilities which are outstanding even in an international comparison. However, the transfer of knowledge from universities into a business has potential for improvement. It takes entrepreneurial spirit and managerial know-how to turn knowledge into a successful product. And it takes capital. That is exactly where PIONIER comes in. PIONIER is an initiative started by Zürcher Kantonalbank (ZKB) a bit more than six years ago. In an early phase of a company's life cycle ZKB invests in promising new products and services. With its roots firmly planted in the economic area of Zurich, ZKB focuses on the continual incorporation of successful new companies in the region. Moreover, ZKB is bound by its legal mandate to play a leading role in Zurich's start-up market.

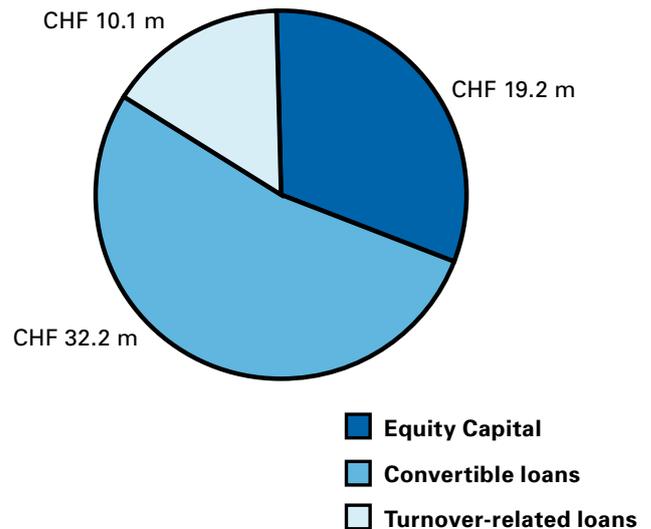
### Covering the needs of start-up companies

The capital needs of innovative start-up companies are often met insufficiently. In particular in the seed phase, i.e. before market entry, liquidity is usually strained. Thus traditional forms of debt financing, such as credit lines and loans, are only suited to a limited extent because interest payments and amortisation instalments become due too early in time. Equity financing and mezzanine forms of financing with low interest payments and a commensurate participation of the capital provider in the company's future success are much more in line with the needs of start-up companies. Equally important are a long-term planning horizon and a reliable partner who understands the start-up company's specific situation. That is why ZKB launched the PIONIER initiative and has invested an average from CHF 10 m annually as a provider of venture capital for innovative start-ups. In addition to providing venture capital, ZKB continues to finance traditional new commercial or industrial businesses, which still outnumber PIONIER start-up companies.

### Broad range of financing

PIONIER gives start-up companies access to funds of up to CHF 0.5 m as early as in the seed phase. ZKB does not claim to cover the company's entire financial needs with this investment – rather, it serves to provide the start-up company with the necessary

**Instruments ZKB Start-up Finance**  
Volume of fundings 2005 to 2010



**Graph 1**

means for developing a prototype into a product which is ready for serial production, and for acquiring initial customers. Once this step from the garage to market has been made, it should be possible to convince further investors of the business idea.

The financing instruments used by ZKB include participation in the company's equity capital or mezzanine forms of financing, in particular turnover-related loans or convertible loans. In the critical early phase, turnover-related loans conserve liquidity because of the low interest payments involved. In return the bank will later benefit from the company's success through a percentage participation on its profit. Hence the provider of capital bears a part of the entrepreneurial risk but will also receive a corresponding return if the company succeeds. Convertible loans give the capital provider the option of converting the loan into equity capital at a later point in time, thus permitting a participation in the company's growth. The stipulated interest rates are usually capitalized and also converted into equity. Approximately half of all PIONIER fundings are granted as convertible loans of which approximately 50% are converted to date into equity. For about a fifth of the fundings, turnover-related loans were used. In all other cases a direct participation in the equity capital was most suitable (see graph 1).

### Management is decisive

Funding by ZKB requires a solid business plan in line with the conditions defined by PIONIER. An initial rough assessment serves, among other things, to fill gaps in the documentation and submit supplementary information. The next step is a detailed assessment. The focus thereby lies mainly on thoroughly analysing the



**ERIKA PUYAL HEUSSER**  
Zürcher Kantonalbank [www.zkb.ch](http://www.zkb.ch)

documentation challenging the business model and evaluating the market potential. The entire due diligence procedure takes approximately eight weeks. An advisory committee including various domain experts from ZKB subsequently decides on the funding.

The main criteria to be analyzed are product, market, management and financial standing. Management thereby is the most important factor by far. Thus ZKB insists that the management team should master the entrepreneurial as well as the technical aspects. Analyzing the market potential is particularly challenging. Given that the products are entirely new, their market potential often can only be roughly estimated. Thus external experts are consulted for judging the product and market dimensions.

### The Portfolio is growing

In December 2010 the PIONIER portfolio consisted of 66 start-up companies. Since 2005 fundings of approximately CHF 61.5 m were granted. Almost half of the investments stem from IT, communications and microtechnology industries. Life science and medical technology are also well represented. Automation, sensors and materials form the third pillar of the portfolio (see graph 2). The quality of the portfolio is above average due to the thorough analysis of the business plans.

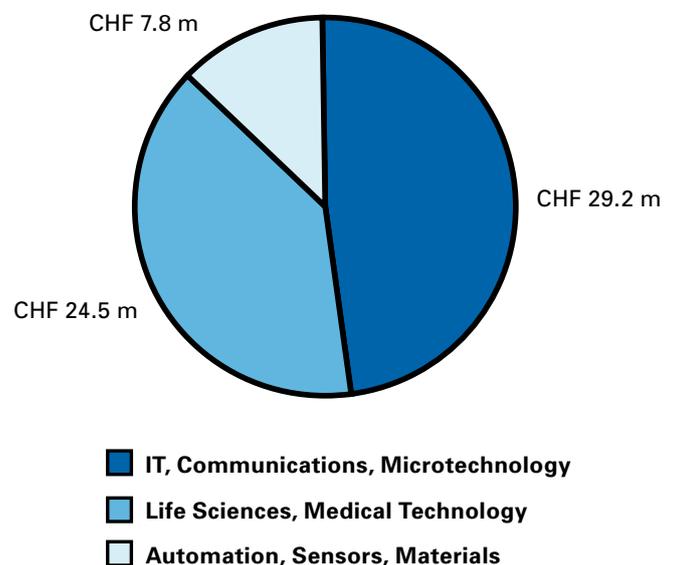
The PIONIER investment history has shown that under certain circumstances it is also necessary to participate in a second round of financing as long as a positive outlook for the company exists. This leads to an enlargement of the financial commitment, if the potential of the business model is still clearly visible. The main fo-

cus of PIONIER is still funding seed companies. During the last years the PIONIER initiative has continued to widen its horizon on managing the current assets and help them grow and prosper. Some of the start-up companies financed with PIONIER received prizes of great renown in the start-up scene and so far nine exits have already been implemented successfully. However, it is in the nature of the business that some of the companies are struggling. Not all of them manage to set up further rounds of funding when necessary. Furthermore, product development sometimes lags behind the schedule, which usually necessitates further investments of time and money. To date approximately 10% of the Start-up's in our portfolio defaulted.

### Valuable network

During the first six years of the PIONIER initiative ZKB has not only funded attractive start-up companies but has also established a large network in the start-up environment. The majority of the companies that received funding have emerged from the network of partners such as CTI, technoparks, incubators or foundation centers. With PIONIER, the participations in the technoparks of Zurich and Winterthur, and the annual ZKB Pionierpreis Technopark, ZKB has underlined its commitment to innovative start-up companies and its intention to serve as a reliable partner linking science and business in the economic area of Zurich.

### Sector Analysis ZKB Start-up Finance Volume of fundings 2005 to 2010



**Graph 2**

Together we can make your  
start-up a success.



Have you got a business idea or are you already in the starting blocks and ready to become one of tomorrow's entrepreneurs? Then it's high time for you to speak to the start-up specialists at ZKB. Providing expertise, commitment and a long-term view, we will accompany you during every phase of setting up your company. As your financial partner we will translate your business idea into a successful company. Speak to our start-up specialists: **0844 843 835**, e-mail: [start-ups@zkb.ch](mailto:start-ups@zkb.ch). **Welcome to ZKB.**

[www.zkb.ch/firmen](http://www.zkb.ch/firmen)

Die nahe Bank



**Zürcher  
Kantonalbank**

# Venture Support



In this section you can get additional content such as videos or links to related websites.

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## CTI Project

# From Science to Market

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

Those are only a few examples of innovations the Swiss Agency for Innovation Promotion CTI supported recently under its applied research and development program. In fact in 2010 no less than 343 projects could be financed by CTI with 100 million CHF public money completed by 135 million CHF private investment.

## Promotion of applied R&D

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

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

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

The benefits for industry are twofold: arising from both the project results and the new generation of researchers with market-tailored training. The work of CTI demonstrates an excellent leverage effect: for every Swiss franc from the federal government, industry invests another 1.4-plus francs. In the past ten years, CTI has considered more than 6000 applications and, of those, supported more than 3,500 projects. More than 5,500 companies were

involved in those as industry partners, 80 % of which SMEs. The projects generated a turnover of nearly 2 billion Swiss francs in research and development, with industry assuming approximately 60 % of the costs, the Swiss government 40 %.

## How does CTI project promotion work?

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

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



Schweizerische Eidgenossenschaft  
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Confederaziun svizra

Swiss Confederation

**Commission for Technology and Innovation CTI**

## CTI Project

(part of the Commission for Technology and Innovation CTI)  
Effingerstrasse 27  
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Mission statement

From Science to Market



## Contact person

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CTI Start-up

# Guiding Science-based Start-ups to Success

**Many innovative ideas are brought to life and put on the market by young entrepreneurs and start-ups. Switzerland urgently needs people with exciting business ideas, who also have the drive to take on the competition and turn their vision into reality. That is why the CTI launched its CTI Start-up initiative in 1996 to promote Swiss science-based start-up companies with high growth potential. The CTI's start-up promotion scheme offers a wide range of training and coaching activities. These activities are modular in structure and enable young entrepreneurs to get the specific support they need.**

What does the CTI scheme offer? Start-up companies are given an initial assessment and feedback on their business plan. Once accepted into the **CTI Start-up** programme the company is assigned a professional business coach. The CTI's coaches have a proven track record in growing start-up companies and are able to draw on a wide network of business contacts. They support the company for up to two years and stay in regular contact with them. Workshops are offered to give companies a specific boost in fields such as intellectual property rights, financing, business modelling, sales, etc. With **CTI Invest** companies are able to benefit from a large network of investors. In collaboration with **swissnex** Boston and San Francisco they have access to a huge business network in the U.S. and could even be provided with temporary office space to conduct business development on-site in the U.S.

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

The process can culminate with the award of the CTI Start-up label. The award is based on an extended assessment of the com-

pany by an independent board of experts and demonstrates the start-up's readiness for sustainable growth, whether independently or with additional venture capital. This award can be a real asset when it comes to securing future financing from the market. Since 1996 more than 250 companies have been awarded the CTI Start-up label. Over 85 % of them are still in business. They are directly responsible for the creation of around 3'500 highly-qualified jobs and have raised more than CHF 1,200m in external financing. A study carried out by the University of Basel in 2010 compared the performance of "CTI label" companies with a test group from the same technology fields that had not benefited from such coaching. CTI label companies showed a substantially higher survival rate. They had also grown twice as fast and had been successful in acquiring more venture capital.

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



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Swiss Confederation

**Commission for Technology and Innovation CTI**

## CTI Start-up

(part of the Commission for Technology and Innovation CTI)  
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Foundation Year	1996
Mission statement	Guiding Science-based Start-ups to Success
Number of Employees	5 internal, 50 external



### Contact person

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## CTI Entrepreneurship

# From Academia to Business

**CTI offers in the framework of CTI Entrepreneurship the consulting and training programme "venturelab". The programme is targeted for potential and existing young entrepreneurs and sensitizes since 2004 students primarily from the technological sectors with tailor-made training modules for the topic of entrepreneurship and trains startups for success.**

The vision of CTI is, to create a relevant contribution to the creation of new jobs in Switzerland in the high-tech environment with high added value. This is done by motivating students in Universities to start their own company as an attractive and rewarding career alternative and the other side to help young entrepreneurs with highly experienced start-up experts in a step by step approach to set up an own company. Venturelab is focusing on the best and most motivated potentials in order to bring promising business ideas into reality which help to strengthen the competitive position and contribute to the future growth of the Swiss economy.

venturelab offers a variety of coaching and training modules. This includes one-day workshops ("venture ideas"), practically-oriented 5 day crash courses ("venture plan"), 5 day courses more advanced start-ups "venture training") and semester courses for students at universities ("venture challenge"). With "venture leaders" 20 young entrepreneurs have the chance to spend 10 days in a business environment in the USA. The winners will have the opportunity to attend an entrepreneurship course at the renowned Babson College in Boston and will have to chance to meet potential investors and business partners. At the end of each training module, a jury of potential investors and business angels judges the individual business idea and give valid recommendation for improvements.

venturelab is active at almost all universities and technical colleges. At the expert level, venturelab also works closely togeth-

er with CTI Start-up. The use of trainers with an entrepreneurial background is undoubtedly one of the success factors.

Young entrepreneur prizes and competitions are an excellent opportunity not only to draw attention to individual start-ups but also to place entrepreneurial independence in the limelight; venturelab graduates are amongst the most outstanding achievers in this regard.

From 2004 up to 2010, more than 18'000 students and start-ups used the opportunity with venturelab to further develop their entrepreneurial ideas. 26 % of the participants have an educational background from ETH/EPFL, 27 % from other universities and 47 % from the universities of applied sciences. 18 % of the participants are female.



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Confederaziun svizra

Swiss Confederation

**Commission for Technology and Innovation CTI**

## CTI Entrepreneurship

(part of the Commission for Technology and Innovation CTI)  
Effingerstrasse 27  
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Mission statement

CTI Entrepreneurship with its national programme "venturelab" organizes project-oriented training modules for students and young entrepreneurs in the technology field.



### Contact person

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CTI Invest

# From Science to Capital to Market

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

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

The number of Swiss high tech companies that are presented to the members at the four Swiss Venture Days at the SIX Exchange in Zurich increased to 25-30 per year. Furthermore all these company pitches are made available on our webpage through our video podcasting service (live take) to all members.

Almost all of the presented investment cases where out of the Swiss coaching program CTI Start-up and almost three quarters of them were spin-offs from ETH Zurich or EPF Lausanne.

At the Venture Days of Swiss Technology we present Swiss high tech companies to foreign investors abroad.

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

The most important networking event of CTI Invest, the CEO Day, attracts more participants every year, for more information read about it in the CEO Day cover story.

The best practice workshops are offered by our members and sponsors, success stories are presented as well as 1to1 meetings with potential investors and industrial partners offered.

Besides the annual membership fee of the investor members, CTI Invest is benefiting from the sponsoring from well-known Swiss institutions and companies and from a very close and fruitful partnership with the Commission for Technology and Innovation CTI.

Last autumn CTI Invest initiated and launched the [www.startupticker.ch](http://www.startupticker.ch) site.



## CTI Invest

The Swiss Venture Platform

**CTI Invest**  
 Seehofstrasse 6  
 CH-8008 Zürich

Foundation Year	2003
Mission statement	The Leading Financing Platform for Swiss High Tech Companies
Number of Investor members	> 75
Number of presented companies	> 180
Generated Investment volume	> CHF 300 Mio.
Number of Employees	3



### Contact person

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[www.cti-invest.ch](http://www.cti-invest.ch)

## venture kick

# CHF 5.8 Mio. Seed Money “for free”

**By the start of 2011, venture kick supported 161 spin-off projects with amounts ranging from CHF 10'000 to 130'000 – and they are non-refundable! So far the start-up projects benefited from CHF 5.8 million in seed money and generated a financing volume of over CHF 100 million.**

Initial analysis shows: the incorporation of 105 companies has been initiated by the money granted to researchers of Swiss universities as starting capital for innovative business ideas. This has resulted in the creation of about 940 jobs and triggered a total funding volume of approximately CHF 103.5 million by external sources (business angels, venture capitalists, CTI projects, banks, awards etc.).

Each month, 8 prospective entrepreneurs present their projects to a top-class jury consisting of leading startup experts and investors: 4 of them are granted CHF 10'000 each and qualify for level 2 (CHF 20'000). After another six months at the latest, the best teams participate in level 3 (CHF 100'000). Precondition for getting the final CHF 100'000 is the incorporation of the company.

venture kick is an initiative of private donors and financed by the foundations of GEBERT RÜF, ERNST GÖHNER, OPO and AVINA.

The six portrayed startups have been accompanied by venture kick from idea to incorporation. Each project has been supported with CHF 130'000. These startups have convinced further investors and triggered significant financing volumes.

## RouteRank: Google for Travelers

RouteRank selects the optimum route between two places. The clearly and neatly structured web platform takes all means of transportation into consideration, for example also the transit nodes between airplanes and railways. EPFL engineer Jochen Munding offers the services of RouteRank free of charge, however he makes a point of distinguishing information and advertising: «Independence is one of the aces up our sleeves.»

[www.routerank.com](http://www.routerank.com)

## Preclin Biosystems AG

Preclin Biosystems AG offers a comprehensive in vivo preclinical testing platform for the identification and validation of lead can-

didate therapeutics. The company utilizes physiologically relevant disease models to assess in vivo generated human protein-specific antibodies from its preclinical pipeline and provides a customized fee-for-service to test therapeutics from external Biotech companies.

[www.preclinbiosystems.com](http://www.preclinbiosystems.com)

## Poken: Social Business Card

Poken is the market leader in social networking hardware devices. The startup created by founder Stéphane Doutriaux, MBA graduate from IMD in Lausanne, gives a 360-degree experience of people connecting, sharing, and staying in touch on- and off-line! Simply put, Poken is the bridge between your real-world and online identities.

[www.poken.com](http://www.poken.com)

## Optotune: Revolutionary Handy Zooms

Optotune develops and manufactures adaptive optical components based on elastic polymers. Optotune's focus-tunable lenses and laser speckle reducers offer new solutions for several industries including mobile phone cameras, machine vision, laser processing, professional lighting and laser projection.

[www.optotune.com](http://www.optotune.com)

## BioVersys: against Antibiotic Resistance

BioVersys goal is to switch-off antibiotic resistance within bacteria at the most upstream genetic level, which permits to reactivate approved antibiotics to efficiently treat serious bacterial infections again. This new technology to overcome drug resistance in bacteria has been developed at the ETH Zurich.

[www.bioversys.com](http://www.bioversys.com)

## Zurich Instruments: Unique Impedance Spectroscopy

Technology leader Zurich Instruments designs and manufactures high performance dynamic signal analysis instruments for advanced scientific research and high-end industrial applications. The products include lock-in amplifiers, phase-locked loops, instruments for electrical impedance spectroscopy, and application specific pre-amplifiers. Headquartered in Zurich, the customers are scientists and engineers in leading research labs and organizations worldwide.

[www.zhinst.com](http://www.zhinst.com)



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[www.venturekick.ch](http://www.venturekick.ch)



**Marc Gitzinger (CEO and co-founder BioVersys):**  
 "venture kick helped us to create out of a scientific project a valid business model. The feedback from the coaching sessions and the experienced jury takes your project to the next level."



**Jochen Mundinger (founder routeRANK)**  
 "More than the significant financial contribution, venture kick helped establish a number of extremely valuable contacts for routeRANK."



**Sadik Hafizovic (CEO and co-founder Zurich Instruments):**  
 "The 130k were a true boost for our startup as the money and support enabled us to leap ahead of our competition without compromise."



**Bettina Ernst (co-founder Preclin Biosystems)**  
 "venture kick has been of tremendous help in shaping us as entrepreneurs and in guiding our company through the start-up phase."



**Mark Blum (co-founder Optotune):**  
 "The venture kick funds allowed us to hire two engineers in an early stage to accelerate product development and thus reduce time to market."



**Stephane Doutriaux (founder and CEO Poken)**  
 "One of the most valuable elements of the process is the opportunity it provides to pitch an idea to a panel of experienced judges."



**venture kick**

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

Foundation Year	2007
Mission statement	We double the number of spin-offs at Swiss Universities by providing seed money "for free".
Number of Employees	6

# 130'000 to kick your startup

**Explore the business potential of your technology**

Are you doing innovative research? Ever considered exploring the market potential of your application? venture kick provides you with CHF 130'000, support and network of investors to kick-start your own company.

**Get your kick: [www.venturekick.ch](http://www.venturekick.ch)**

venture kick is a fully private initiative supported by:

— **GEBERT RÜF STIFTUNG** —  
WISSENSCHAFT.BEWEGEN

ERNST GÖHNER STIFTUNG

**OPO** STIFTUNG

| **AVINA** STIFTUNG

Venture

# Businessplan Competition

## Companies for tomorrow

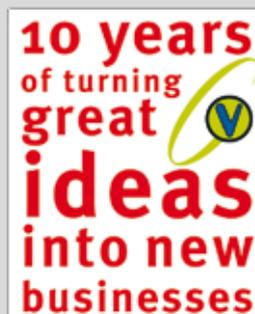
Venture is an initiative of the ETH Zurich and McKinsey & Company, Switzerland. The Switzerland-wide business plan competition supports young entrepreneurs in founding a company. Initiated in 1998 and held every two years, Venture aims to put to use untapped innovation potential by encouraging young entrepreneurs to develop a business idea. A number of renowned companies from Swiss industry and commerce sponsor the competition.

Experienced coaches support competition participants in the preparation of their business plans and in the search for suitable partners and the necessary capital. Participants also receive feedback from a team of highly qualified jurors. The jurors (approximately 80 people) belong to one of two groups: entrepreneurs, who evaluate the formal and business aspects of an idea, and venture capitalists, who evaluate its financial attractiveness. Jury members also act as coaches. Venture 2008 offered total prize money of CHF 150,000 for the winning business ideas and business plans.

Participants receive additional support in the form of various events, e.g., a series of "Founder Knowledge" seminars as well as special workshops. Comprehensive information material is also on offer, such as the business plan handbook "Planen, gründen, wachsen."

Venture is addressed to budding entrepreneurs in Switzerland who have innovative business ideas. Participants may enter the competition as individuals or as a team.

More than



Winners

1998	Sensirion
2000	Xitact
2002	AXSionics (cod-It)
2004	Molecular Partners
2006	Arktis Radiation Detectors
2008	Optotune
2010	Blueshift Pharma



## Venture (ETH, McKinsey, CTI)

c/o McKinsey & Company  
 P. O. Box  
 CH-8060 Zurich-Airport

Foundation Year	1998
Mission statement	Support young entrepreneurs in developing a business plan and create companies for tomorrow

[www.venture.ch](http://www.venture.ch)



McKinsey & Company

### Venture Office

Phone: +41 44 876 67 81  
 E-mail: [office@venture.ch](mailto:office@venture.ch)  
 Webpage: [www.venture.ch](http://www.venture.ch)

# Linking Science and Business

ETH transfer is the dedicated technology transfer office at ETH Zurich

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

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

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

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

View our licensing opportunities at [www.transfer.ethz.ch](http://www.transfer.ethz.ch)

ETH Zurich has an impressive five-year track record

- > More than 1200 new research agreements
- > Over 400 new patent applications
- > More than 100 new spin-offs

ETH Transfer

# Linking Science and Business

**ETH Zurich is a leading global natural science and engineering university. Its technology transfer office, ETH transfer, is linking science and business and has a long tradition of supporting spin-offs.**

The Swiss Federal Institute of Technology (ETH Zurich) has an impressive five-year track record in technology transfer with close to 104 spin-offs, more than 1200 new research agreements and over 400 patent applications. Founding of spin-off companies has been a strong focus of the institution over the last 18 years. A lot of effort has been put into the encouragement and support of such ventures and accordingly the number of newly founded spin-offs has increased significantly over the last few years, with a record of 24 in 2009 alone. And these companies are successful; 88 % of ETH Zurich spin-offs survive the first five years. Various spin-offs have gone through a trade-sale such as Kuros-Therapeutics (Straumann), ISE (Synopsis) or GlycArt (Roche). A few are even listed at the Swiss stock exchange (e.g. Cytos, u-blox). Others, such as Autoform, Sensirion and Supercomputing Systems have kept their independence and are to date established Swiss companies respected in the international markets. A study published in 2008 shows that investments in ETH spin-offs pay off with an average pooled internal rate of return (IRR) of more than 40 %. National and international investors have already recognized this and spent close to 170 M CHF over the last 10 years on ETH spin-offs.

These positive results are based on an exceptional mixture of excellent technologies, highly motivated and educated people and a broad and professional fostering of the entrepreneurial spirit at ETH Zurich. ETH transfer will continue to give its utmost best to prepare spin-offs for a good start, by providing on-campus housing, access to infrastructure, coaching, a wide network of partners and platforms such as the Venture business plan competition to establish local and international visibility.

Switzerland is a champion in generating new technologies. At ETH Zurich we will continue to direct all our efforts to make these available to the market. Spin-offs are an excellent vehicle for this purpose.

**Come and visit ETH transfer!**

**ETH transfer**  
 Eidgenössische Technische Hochschule Zürich  
 Swiss Federal Institute of Technology Zurich

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**ETH Zurich – ETH transfer**

Raemistrasse 101  
 CH-8092 Zurich

Mission statement	<ul style="list-style-type: none"> <li>• 104 Spin-offs founded in 5 years</li> <li>• 24 Spin-offs founded in 2009 alone</li> <li>• Spin-off survival rate of 88 %</li> <li>• &gt; 1200 new research agreements in 5 years</li> <li>• &gt; 400 patent applications in 5 years</li> </ul>
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A detailed study on ETH Zurich spin-offs and their economical impact has been published in 2008.



**Contact person**

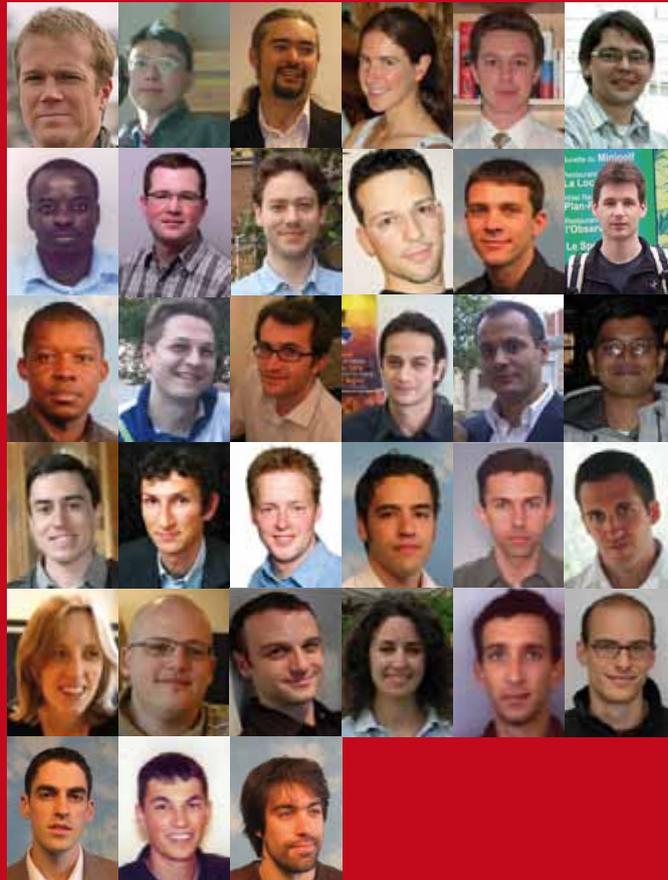
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 transfer@sl.ethz.ch  
 www.transfer.ethz.ch



ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

## Innogrants by EPFL

Some promising people that benefited from it



supported by:

**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH



EPFL

# Support to Entrepreneurs

EPFL is considering innovation and technology transfer as a critical mission of academic institutions. With its Garage, a new building for very early stage start-ups, the close-by PSE (Parc Scientifique) and the newly created Innovation Square for established companies, EPFL has all the tools to welcome innovative companies. EPFL also generated 14 new start-ups in 2010.

The Innogrants are an internal grant mechanism where the school can support its entrepreneurs before they create their company. Since 2005, 41 projects have been funded and despite the obvious risky status of such projects, more than 20 companies have been founded: Aimago, Aleva, Attolight, Daav, Digital Optim, Excellness Biotech, Enairys, Imina Technologies, Inocs, Jime/Jilion, Lemoptix, Madeinlocal, Minsh, Novagan, Ozwe, Prediggo, Routerank, StereoTools. This tool has also an indirect role: encouraging the entrepreneurial spirit. Together with the College of Management of Technology and also with the help of the "innovation ecosystem" including PSE, CTI, venturelab and many others, the Innogrants contribute to encourage young and dynamic people in trying, taking risks in facing uncertainty and sometimes failure.

The organization of the "venture ideas" events have been important as another encouragement tool. Role models, successful entrepreneurs such as Marc Burki (Swissquote), Eric Favre (Nespresso), Aart de Geus (Synopsys), Pierre Chappaz (Kelkoo) and even Daniel Rossellat (Paleo Festival) told their daily challenges will hopefully create vocations among researchers and students. In 2010, Rémi Walbaum (leshop.ch), George Candea (Aster Data), Robin Cornelius (Switcher) were among the speakers. As a final word, the Innogrants would not have been possible without the support of its generous "friends": Lombard Odier is the original partner of the Innogrants and KPMG is the sponsor of "EPFL Tomorrow's Market Award" which celebrates one outstanding EPFL innovation as well as a future sponsor through its Inspiration Grants ([www.growthgenerator.ch](http://www.growthgenerator.ch))



ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

## Ecole Polytechnique Fédérale de Lausanne

CH-1015 Lausanne

Foundation Year	Founded in 1853 as Ecole Speciale de Lausanne
Mission statement	EPFL is one of the two Federal Institutes of Technology in Switzerland. Like its sister institution, ETHZ, it has three missions: education, research and technology transfer at the highest international level.
Number of Employees	10'000 people on campus

Supports



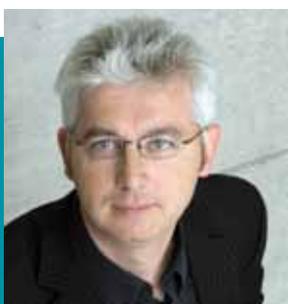












### Contact person

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# W.A. DE VIGIER FOUNDATION

Promoting Young Swiss Entrepreneurs

## Winners



Kurt Schär, Biketec AG (1996)  
(ex-BKTechAG)



Christian Zahnd,  
Molecular Partners AG (2005)



Sacha Cerboni, Matteo Leonardi  
Sensimed AG (2005)



Jörg Meister, G&M E-Filter GmbH (2008)

# 5 x CHF 100.000

## Every Year for Innovative Business Ideas

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

Application deadline: End of September



W.A. de Vigier Foundation  
Support for young Swiss entrepreneurs

[www.devigier.ch](http://www.devigier.ch)

W. A. de Vigier Foundation

# The Most Important Prize for Young Entrepreneurs in Switzerland

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

When he created the W.A. de Vigier Foundation in 1987, canton of Solothurn-born William de Vigier wanted to provide something that young entrepreneurs with good ideas so often lack, something indeed that he had also lacked when setting up his own company Acrow Engineers Ltd: the necessary start-up capital. Despite facing difficult conditions at the outset, the three-man operation founded by de Vigier in London to manufacture flexible metal scaffolding would go to become a respected company with a listing on the London Stock Exchange. It was soon operating on a global basis, and continually expanded. At the peak of his entrepreneurial activity, William de Vigier presided over a global steel conglomerate that employed more than 12'000 people. He was a member of over 30 company boards and received numerous honors, for example he was named a Commander of the British Empire (CBE) in 1978. Throughout, William de Vigier retained close links with his home town of Solothurn right up to his death in 2003.

The W.A. de Vigier Foundation is another success story. So far, more than 70 young entrepreneurs have won the prize, of whom more than 2/3 continue to be active in the market.

Moritz Suter, Chairman of the board of trustees, considers this “an excellent result given the number of entrepreneurs who start off successfully but then fall by the wayside”.

In the meantime the foundation also offers free consulting hours for young entrepreneurs to be, is organizing Alumni events for the former prizewinners and is supporting a number of promising in-

itiatives to foster entrepreneurship in Switzerland, e.g. Startup-Camp, StartupWeekend, Venture Summit, upStart!creation and Inno-Kick.

In 2010 the foundation also supported the launch of the news website [www.startupticker.ch](http://www.startupticker.ch).

The Foundation will celebrate its 25th anniversary in 2012, truly a visionary man, William Alphonse de Vigier!



**W.A. de Vigier Foundation**  
Support for young Swiss entrepreneurs

**W. A. de Vigier Foundation**

Sommerhaus  
Untere Steingrubenstrasse 21  
CH-4501 Solothurn

Foundation Year	1987
Mission statement	To award up to five times CHF 100'000 to young Swiss entrepreneurs every year
Number of Employees	2



**Contact person**

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Assistant  
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[www.devigier.ch](http://www.devigier.ch)

## venture leaders

# The National Start-up Team

## What former venture leaders say about the program:


**Paul E. Sevinç, Co-Founder of Doodle**

"I was worried that we would waste time on chitchatting and sipping cocktails. But venture leaders is an intense business-training program that helps me much better face various challenges that lie still ahead for our company."

[www.doodle.com](http://www.doodle.com)


**Giovanna Davatz, Co-founder of Arktis Radiation Detectors**

"In venture leaders 2007 we were a group of four women. The exchange among us was intense and fruitful. It gave me a real energy boost! venture leaders is crucial to encourage women to become entrepreneurs."

[www.arktis-detectors.com](http://www.arktis-detectors.com)


**Jan Lichtenberg, Co-founder of InSphero**

"Exceeding contacts and Swissnex Boston – I was positive surprised about it! By participating I came in contact with Novartis for a sales pitch. Everybody there walks an extra mile for us!"

[www.insphero.com](http://www.insphero.com)


**Arnaud Bertrand, Founder of House Trip**

"venture leaders is one of the best experience I had since I started HouseTrip.com. Spending two weeks at the heart of the Bostonian entrepreneurial community with other project leaders taught me a lot and also started many friendships."

[www.housetrip.com](http://www.housetrip.com)


**Alexander Ilic, co-founder of Dacuda**

"In sum you get so much inspiration and perceptions in a short period of time. A lot of us did follow-up meetings and took valuable inputs for business development back home."

[www.dacuda.com](http://www.dacuda.com)

**Every year, 20 carefully selected scientific entrepreneurs get a unique chance to give their startup business a boost. As winners of the venture leaders prize, they form the Swiss national startup team and participate in a 10-day business development program in the Boston area (USA).**

The venture leaders program is run by venturelab, a national program of the Commission for Technology and innovation CTI, with the support of the international Entrepreneur of the Year Award by Ernst & Young. Eligible to participate in the venture leaders prize are scientists pursuing a high potential business opportunity based on their research and startup entrepreneurs with global growth ambitions.

**Applications for venture leaders 2012 until March 1st, 2012:**  
[www.venturelab.ch/vleaders.asp](http://www.venturelab.ch/vleaders.asp)

## venture leaders

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

Foundation Year	2006
Mission statement	We offer 20 highly selected startup entrepreneurs (The Swiss National Start-up Team) a unique 10-day business development program in Boston (USA)
Number of Employees	4



## Contact person

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IMD

# IMD Start-up Competition

**IMD is recognized as one of the world’s top business schools. Our MBA is consistently ranked as one of the best in the world.**

Every year in October we search for 20 startups to work with our MBA students. The IMD startup competition provides a unique opportunity for Swiss technology startups to benefit from the help and insights of a team of dedicated, experienced IMD participants from two of our flagship programs, the MBA and the Executive MBA. These participants, screened to participate in one of the most selective business programs in the world, represent some of the sharpest brains around. Do you want to benefit from their concentrated help to crack some of your most resistant business challenges? Do you need some fresh thinking to refine and validate your business model, or provide some new momentum to your fund raising efforts? Do you want outsiders to test your concepts and help you develop the most appropriate development routes? Then consider applying for the IMD startup competition with your company.

## Selection Criteria

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

## Qualities we are looking for

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

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

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

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

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

Previous winners have included: Axsionics, Dartfish, Shockfish, Xigen, Glyc- Art Biotechnology, SourcingParts.com, Exalos, Fastcom, BeamExpress, Flisom, Med-Discovery, Cidway, Kooaba, 4DigitalBooks, Endosense, Xigen, Primequal, Axovan, id Quantique, VisioWave, AC Immune, LyncéeTec, SpinX, Wavecall, Agilium, TheScreener.com, StereoTools, ViSSee, NexThink, Delta Robotics, Doodle, DeskNet, Dacuda, Labseen, Lemoptix, Femtotools, PicoDrill, Poken, Abionic, Hyperweek, Memonic, Preclin Biosystems, Stemergie, QGel and Koemei.



**IMD**

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

Foundation Year	1946
Mission statement	Support for Swiss entrepreneurs from the MBAs and EMBA's of one of the world's top business schools.
Number of Employees	300



## Contact person

**Jim Pulcrano**, Executive Director & Member of the EMBA Teaching Team  
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 Pulcrano@imd.ch  
[www.imd.org/startups](http://www.imd.org/startups)

## Technopark-Allianz

## Technoparks in Switzerland

## Aargau

The Foundation TECHNOPARK® Aargau (TPAG) is the address at the Canton Aargau providing in closed partnership with HIAG Immobilien Schweiz AG dedicated infrastructure and services in particular in the fields of coaching, networking and professional development for start-up companies and nascent Entrepreneurs. TPAG hereby supports the transfer of knowledge and technologies from science to business as well as from company to company in closed partnership amongst others with Canton Aargau, University of Applied Sciences in North-Western Switzerland, Paul Scherrer Institute and Berufs- und Weiterbildungszentrum Brugg.

Rental area: 3'000 m2

Tenants: 21

## Lugano

Since 2009, the Tecnopolo Lugano SA has one simple goal: to bolster the development of biotech and high tech companies in Ticino, making the region attractive internationally. It accomplishes this by: Offering office space in its location at subsidized rate, to high tech companies whose needs go beyond that of an incubator, but nevertheless require further counseling and help:

- Proposing services to its member companies, from telecommunication, to HR, marketing, administrative and legal, in order to make them more competitive.
- Creating and maintaining a worldwide network, for the benefit of all parties involved. Tecnopolo Lugano is member of the Swiss TECHNOPARK®
- Alliance. Its supporters are BSI Bank, Banca Stato and the City of Lugano. It is open to partnership with private and public entities that share the same goals.

Rental area: 2'000 m2

Tenants: 12



## Technopark® Aargau

Dorfstrasse 69  
CH-5210 Windisch



## Technopark® Lugano

Via F. Pelli 2  
CH-6900 Lugano



## Contact person

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## Contact person

**Davide Gai**, CEO  
Phone: +41 91 911 84 12  
info@tecnopolo.ch  
www.tecnopolo.ch

## Technopark-Allianz

## Technoparks in Switzerland

## Luzern

Situated at a central traffic junction, the location is an ideal meeting point and does not lack amenities, such as restaurants and public transportation access. Within record time it established itself as a valuable business incubator for the greater Lucerne area. The Technopark Luzern under the operative guidance of Hansruedi Lingg (CEO) and Jochen Gnädinger (Business Development), actively manages a portfolio of more than forty companies, a number that is constantly growing. Adding eight to ten start-ups a year, the aim is to attract between fifty and sixty companies, a target that should be reached in 2012. Since 2008 Technopark Luzern has a new additional partner, Wachstumskapital AG, a subsidiary of the Luzerner Kantonalbank, joined by selected investors. Its participation increases the yearly equity financing available to between 4 million CHF and 6 million CHF. The branded Luzerner Start-up Model® provides supported companies with guidance through modular coaching programs during their life cycle. Individual targets and strategic developments are defined in close relation with investors, board members and the executives.

Tenants: approx. 40



## Technopark® Luzern

D4 Platz 4  
CH 6039 Root Längenbold

## Schlieren-Zürich

The BIO-TECHNOPARK® Schlieren-Zurich, in close collaboration with its network partners, offers professional support for life science companies in the setting up and expansion of business activities in the Greater Zurich area. There is a healthy spread of firms at varying stages of business development in Schlieren, which range from recent start-ups to global players. In 2003 these firms joined forces in the non-profit organization formerly named Biotech Center Zurich with the owner of the Wagi site, the town of Schlieren and the Canton of Zurich's Department for Economic Development in order to simplify both their internal and external communication and to identify and maximize synergies. In 2010 the center changed its name to BIO-TECHNOPARK® Schlieren-Zurich to closely co-operate with the TECHNO-PARK® Zurich Foundation.

Rental area: 30'000 m<sup>2</sup>  
Tenants: 33



## Bio-Technopark® Schlieren-Zürich

Jägerstrasse 2  
CH-8406 Winterthur



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## Technopark-Allianz

## Technoparks in Switzerland

## Winterthur

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

Rental area: 10'000 m<sup>2</sup>

Tenants: 36 SME, 3 large institutions

## Zurich

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

Rental area: 44'000 m<sup>2</sup>

Tenants: more than 260



## Technopark® Winterthur

Jägerstrasse 2  
CH-8406 Winterthur



## Technopark® Zurich

Technoparkstrasse 1  
CH-8005 Zurich

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Science Park Foundation on EPFL campus (PSE)

# Science Park Foundation

## Your Partner to launch your High-tech Start-up

Acting as a hands-on incubator, the Science Park supports innovative technology companies and projects in their early years, taking science to market. To date, over 300 projects have been supported, CHF 1 billion funding raised and over 2'000 jobs created. To qualify to join PSE, tenants must have active collaboration with a Swiss academic institution.

PSE hosts approximately 100 companies within its 13'000 sqm site and admits 15 to 20 new projects each year. Tenants have access to flexible office space, extensive coaching services and a network of service providers. The Science Park's proximity to the EPFL, CHUV and UNIL also gives start-ups access to cutting edge technologies (such as MEMS manufacturing; confocal and electron microscopy; high energy MRI) and to faculties of biology, medicine, IT, human and social sciences, economics and management.

PSE provides a professional team for hands-on coaching in business planning, business development, and fund raising. Coaching services are provided free of charge to the start-ups through collaboration with CTI Start-up, the EPFL Innovation and Valorization department, and the Platinn network. Over 70 projects, on-site or in the area, benefit from this service annually.

To help start-ups raise funding, PSE has strong links with several foundations, such as Fondation pour l'Innovation Technologique (FIT) and the Liechti Foundation that provide capital for innovative projects, as well as with several seed and venture capital firms including Defi Gestion, Polytech Ventures, VI Partners and Vinci Capital.

To help companies expand internationally, the Science Park launched the Prix Vittoz in 2010; an annual prize of CHF 100'000 divided amongst 3 start-ups which are ready to enter the US market. This prize may be used to evaluate their market strategy, find

strategic partnerships, and build the team and infrastructure in the USA.

In June 2010, the EPFL inaugurated its Innovation Square with 7 new buildings right next to PSE buildings, where large corporations such as Alcan, Cisco, Debiopharm, Logitech and Nokia have set up 'Innovation cells'. These corporate teams lead research projects in collaboration with the EPFL and other regional institutes. This rich and diverse eco-system provides fertile ground for start-ups to have their technology assessed, find partnerships for new markets or create joint projects.

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



**Science Park Foundation on EPFL campus (PSE)**  
 CH-1015 Lausanne

Foundation Year	1991
Mission statement	The first-choice incubator for innovative high tech companies linked to universities > 300 companies supported
Employees	9



### Contact person

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[www.parc-scientifique.ch](http://www.parc-scientifique.ch)

## Technopark Luzern

# Start and grow your Business with High Success Rate

The companies of Technopark Lucerne clearly demonstrate above average success rate. This is the result of

- admitting only companies with both convincing management team and business case
- coaching the entrepreneurs to systematically increase the value of their company
- providing the necessary network to lead customers, the financial community, expert advice and universities.
- enabling companies to concentrate on their customers and business due to the availability of state-of-the-art infrastructure services.

At present, around 40 selected companies are starting and growing their business in the Technopark Lucerne.

- The blended mix of companies in the different entrepreneurial stages from start-up to early growth to stable on-going business "under one roof" creates an inspiring environment.
- In this environment, Technopark companies are profiting from the active exchange of ideas and experience with colleagues facing the same entrepreneurial challenges.
- Specially valuable to the Technopark community are the experiences of serial entrepreneurs who have already successfully started and sold a business and have chosen Technopark Lucerne to start their new ventures.
- The some 400 active and Alumni companies of the Technopark Alliance enable additional valuable contacts on how to start and grow a business successfully.
- As Technopark Lucerne is embedded in the famous D4-Business Campus with more than 100 established internationally successful companies with more than 2000 people such as Nielsen, Geistlich, Sage, Siemens, Noser, Sealed Air, Zurich Financial Services, Technopark Lucerne companies are not isolated in an only start-up environment, but positively exposed to the reality of daily pulsating business.

Technopark Lucerne companies are successfully serving important customers such as Siemens, Schindler, Swisscom, SBB, Post Finance, Nokia, BKW, Migros, Coop, Bayer, Atel, Securitron, Puma, CSS, etc.

Technopark Lucerne Companies have the advantage to have access to the partner companies supporting the Technopark such as Schindler, SUVA, Maxon Motor, Luzerner Kantonalbank, CKW, Sage, ALSO, B Braun Medical, Bison, etc., be it as potential cus-

tomers or just to get valuable feedback on important business issues.

## Wachstumskapital AG

WK AG as 100 % subsidiary of the Luzerner Kantonalbank delivers early-growth financing for selected companies. The fund has been established as result of a joint initiative of Technopark Lucerne and LUKB. Several Technopark Luzern companies have positively passed the acceptance criteria. Together with other financial stakeholders (CTI Invest, BAS Business Angels, SFN Stiftung für Neuunternehmer, among others), yearly investment level will be several Mio. CHF.

## Luzerner Start-up Model

- Value selling and early proof of quantified customer value.
- Value capturing by actively ensuring sustainable competitive advantages where possible.
- Methodical value & risk management: Identify and systematically eliminate risks in the right order. Each time a risk is eliminated, the company value goes up accordingly, making bootstrap finance possible.
- Balanced Scorecard to actively manage the non-financial value drivers. The nature of value drivers change as the company develops through the seed, start-up and early-growth phase.
- Lifecycle coaching as highly structured process to guide the companies over several years to success, integrating CTI, venturereab, IFJ, etc. offerings when and where appropriate.



## TECHNOPARK® LUZERN

D4 Platz 4  
CH-6039 Root Längenbold

Foundation Year	2003
Mission statement	Start and grow your business with high success rate
Number of Employees	3



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EMPA

# Closing the Gap

## Technology Transfer through Empa's Business Incubators

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

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

For more than 13 years now Empa operates the tebo technology center in St. Gallen ("Technologiezentrum für die Euregio Bodensee"). Meanwhile, tebo houses a total of 19 companies offering employment for more than 90 staff members. Many of the start-ups in tebo have expertise in the field of textiles and fibers. In 2006, due to its outstanding reputation and an increasing demand for offices and lab space by new potential tenants, which Empa's edifices could no longer satisfy, tebo had to expand to a second location in close vicinity. Since 2010 tebo cooperates with the University of St.Gallen (Center for Entrepreneurial Excellence CEE-HSG), the University of Applied Sciences of St.Gallen (Innovation Centre IZSG) and the city of St.Gallen to jointly promote innovative start-up projects. For this purpose they founded the platform "Startfeld" on 2010.

Two years ago, tebo got a "twin sibling" – glaTec, Empa's technology center on its main premises in Dübendorf. Based in the Zurich metropolitan area – the hotbed of science and technology in

Switzerland – glaTec is collaborating closely with the Technopark alliance and other start-up supporting organizations to help scientists-turned-entrepreneurs in "getting started". Besides Empa spin-offs, glaTec is targeted towards external start-ups that are expected to show a significant synergy with Empa's R&D efforts, out-sourced R&D departments of large (inter-)national enterprises and public-private partnerships. The ETH Zurich spin-off "Optotune" is among glaTec's first tenants; the company develops adjustable optical lenses based on electroactive polymers – "artificial muscles", if you wish – a technology, that is also an area of active research at Empa.

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

glaTec is supported by Empa, Eawag, the city and the canton of Zurich, the city of Dübendorf, glow. Das Glattal and the Zürcher Kantonalbank (ZKB).



**Materials Science & Technology**

**Empa**

Überlandstr. 129  
CH-8600 Dübendorf

Foundation Year	1880
Mission statement	The leading use-inspired research institute for materials science & technology
Number of Employees	830



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## Basel Inkubator

# Start-up Center of the University of Basel and the FHNW

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

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

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

Currently the BASEL INKUBATOR houses 7 life sciences companies, 4 ICT projects and one start-up which combines nanotechnology with environmental applications. 8 are spin-offs of the university, 2 come out of FHNW, and two have another background. There is apparently a positive trend to convert research result into an own business. The common infrastructure fosters a productive interaction where the start-up companies from each other's experiences.

Currently the companies in the BASEL INKUBATOR are Advanced Osteotomy Tools AOT AG (laser tools for surgery), BioVersys AG (drug development, breaking antibiotic resistance), Cardiolyxn AG (new drugs for CVS and diabetes), Celtec Biotek AG (bioreactors), Ennar Pharma AG (drugs to treat psoriasis), HighDim GmbH (high performance signal data processing), INOFEA GmbH (environ-

mental analytics using nanotechnology), Joe Security GmbH (IT security), PIQUR (drug development for tumor treatment), RSMSR GmbH (diagnostic kits for pneumonal infections) Vizago Research GmbH (imaging), and useKit AG (internet productivity).

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

Please feel free to contact the BASEL INKUBATOR via [info@basel-inkubator.ch](mailto:info@basel-inkubator.ch).



**BASEL INKUBATOR**  
START-UP CENTER  
DER UNIVERSITÄT BASEL  
UND DER FHNW

**Basel Inkubator**

Hochbergerstrasse 60C  
CH-4057 Basel

Foundation Year	2010
Mission statement	We support high tech spin-offs in Northwestern Switzerland
Employees	1



### Contact person

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[www.basel-inkubator.ch](http://www.basel-inkubator.ch)

**Creapole SA**

# Innovation Centre and Start-up Booster

Issued by a public-private partnership and created in 2008, Creapole SA, the innovation centre and start-up booster from the canton of Jura aims to develop high value-added activities in the region, especially in the fields of ICT, Medtech and Micro-/Nanotechnologies.

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

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

The media-lab, first technology park of the Creapole and the SJE SA is based in Le Noirmont. Dedicated to ICT activities, the building opened its doors in September 2009. As of today, 7 start-up and a Datacenter moved in.

The medtech-lab, second technology park based in Delémont is tailored to medtech activities. Over time, it will become a centre of excellence in the development of medical devices. The building counts 1'550 m2 of surface area available for lease (core and shell and adjustable according to customer needs). This building offers a place for start-up and spin-off wanting to develop medical devices and is part of the unique initiative "medtech process" launched in November 2010 by Creapole.

This initiative aims to support activities related to medical technologies by bringing together majors in the sector within an industrial skills centre and offering targeted services.

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

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



**Creapole SA**

Route de Moutier 109  
CH-2800 Delémont

Foundation Year	2007
Mission statement	Creapole SA (Center for Innovation and start-up creation from the Canton of Jura) aims to develop high value-added activities in the region, especially in the fields of ICT, Medtech and Nanotechnology. Creapole is working in partnership with a seed financing foundation (named FITEC) to help innovative start-up bridge the "valley of death," alongside other seed investors.
Employees	6



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## Eclosion

# From Discovery to Patients

### A Public-private Partnership to translate Science into Products

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

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

### From Proof of Concept to Clinical Trials

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

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

Eclosion was founded in 2004, and in 6 years it has created some of the most promising start-ups in the biotech field. Companies such as GeNeuro or GenKyoTex, which were breakthrough scientific concepts in 2004, made their POC with Eclosion, have developed their drugs with the funding of Eclosion and third party investors, and are now entering clinical trials.

### Working with Eclosion

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

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



### Eclosion

14, chemin des Aulx  
CH-1228 Plan-les-Ouates (Genève)

Foundation Year	2004
Mission statement	Translating Innovations in life-sciences into economic value and jobs
Employees	5



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Euresearch

# Your Swiss-Guide to European Research

**We offer**

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

**Opportunities for Bilateral Technology – and Innovation Cooperation via Enterprise Europe Network**

[www.swisseen.ch/innovation](http://www.swisseen.ch/innovation)

- online database with 5000 European technology cooperation offers and requests
- promotion of Swiss technology offers / requests – proactive search of cooperation partners in 47 countries
- pre-arranged face2face meetings with potential cooperation partners within existing fairs and congresses

**Opportunities for R&D and Innovation Funding via FP7**

[www.euresearch.ch/sme](http://www.euresearch.ch/sme)

- FP7 Cooperation projects
  - Multilateral 3–5 years R&D cooperation projects with 3–20 partners
  - Any company, large or small, active in Research and Development or interested in exploiting R&D results may participate
  - FP7 funding covers 50 % of the costs incurred by industry and 75 % for SMEs
  - R&D topics are predefined for Health – Food, Agriculture, Biotech – Information and Communication Technologies (ICT) – Nanotech, Materials, Processes (NMP) – Energy – Environment – Transport – Space – Security – Socio-economic Sciences and the Humanities
- FP7 projects “Research for the benefit of Small and Medium-sized Enterprises SME” (“European CTI projects”)
  - Multilateral 2–4 years applied R&D projects with 4–8 partners
  - Businesses complying with the EU definition of SMEs as well as SME associations, can “mandate” R&D performing organizations to solve a shared problem
  - FP7 funding covers the costs of the “mandated” R&D performers
  - No predefined R&D topics (bottom-up), but clear focus on market applications for SMEs
- FP7 projects “Marie Curie Actions” (Fellowships for Mobility of Researchers)

- Individual or Multilateral Fellowships for 2–4 years R&D cooperation
- Any company, large or small may participate in a Marie Curie Action, in particular under the „Industry-Academia pathways and partnerships” scheme.
- FP7 funding allows businesses to fund researchers to work for them on a specific subject for a specific period or to participate in exchanges with academia.
- No predefined R&D topics (bottom-up)
- FP7 projects “Infrastructure”
  - No predefined R&D topics (bottom-up)
  - Bilateral or Multilateral 2–4 years R&D cooperations
  - Small or big enterprises owning an infrastructure which is unique in Europe or which would like to access to such infrastructure can participate under this FP7 domain.

**Further Opportunities European R&D and Innovation**

[www.euresearch.ch/opportunities](http://www.euresearch.ch/opportunities)



**Euresearch**  
Effingerstrasse 19  
CH-3008 Berne

Foundation Year	2001
Mission Statement	Euresearch informs and advises how to access European R&D projects and facilitates technology and innovation partnerships in Europe. Euresearch is a non profit association, working on mandates of the State Secretariat for Education and Research (SER) and the Federal Office for Professional Education and Technology (OPET).
Number of Employees	20



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## Swissnex Boston and San Francisco

# “Connect the Dots”

We facilitate strategic dialogue and help anticipate opportunities through our networks of experts. We connect relevant and innovative people. We help develop ideas and partnerships. We host organizations and visitors interested in leveraging the unique dynamism of Silicon Valley/San Francisco and the Greater Boston Area. We organize public events and study tours, provide networking opportunities, and promote Switzerland's excellence in science, education, art and innovation.

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

Our offices are located in the heart of San Francisco (West Coast) and Cambridge near Boston (East Coast), two vibrant crossroads of scientific, entrepreneurial and artistic activity.

The swissnex network is an initiative of Switzerland's State Secretariat for Education and Research (SER), managed in cooperation with the Department of Foreign Affairs. Vital financial support is provided by donors and sponsors.

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

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



Team Boston



Team San Francisco



### swissnex Boston – Consulate of Switzerland

420 Broadway  
Cambridge, MA 02138 (USA)

Foundation Year	2000
Mission Statement	swissnex – Connecting the Dots between Science, Innovation and Higher Education between Switzerland and North America
Number of Employees	7 + interns



### swissnex San Francisco

730 Montgomery Street  
San Francisco, CA 94111 (USA)

Foundation Year	2003
Mission Statement	swissnex – Connecting the Dots between Science, Innovation and Higher Education between Switzerland and North America
Number of Employees	10 + interns

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# Swiss High Tech Companies on the Way to Success

In this section ten Swiss High Tech companies on the way to success will be presented.

The criteria for selection were:

- closing of one or several financial rounds > CHF 1 Mio. and/or
- having paying customers or a product ready for the market entry (except in Biotech).

Of course there are many more Swiss High Tech companies that would qualify for this section.

One other interesting aspect of these companies is, that they took advantage of most Swiss support organizations and got involved with investors related to CTI Invest.

## Remember

### Presented in 2009

AXSionics	axsionics.com
BeamExpress	beamexpress.com
Concretum	concretum.com
Doodle	doodle.com
Glycovaxyn	glycovaxyn.com
HeiQ Materials	heiq.com
Med Discovery	med-discovery.com
NEXThink	nexthink.com
Primequal	primequal.com
Sensimed	senismed.ch

### Presented in 2010

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

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## A benchmark that always fits: the SPI<sup>®</sup> Family

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Aimago

# Subcutaneous Vision

**Visualizing microcirculation in real-time: the innovation of Aimago, based in Lausanne, has a market potential of two to three billion Swiss Francs.**

The capillary blood flow is a medical key factor, as human tissue is only viable if there is circulation and is therefore provided with nutrients. In case of burns or reconstructive surgery of the female breast, regular assessment of the microcirculation can be decisive for successful therapeutic treatment.

So far there exists no clinical method for assessing circulation. Optical scanners, however, have been used for approximately 10 years. The skin is screened by laser and the light which is reflected in this process infers the movement of the red blood cells.

“The medical potential of these scanners is hardly being exploited in clinics”, states the CEO of Aimago, Michael Friedrich. The reason being that these devices need approximately five minutes to provide a correct image of the cutaneous circulation.

Aimago’s EasyLDI has no such disadvantages. Thanks to a patented technology, developed by the Laboratoire d’Optique Bio-

medicale of the ETH Lausanne, it manages to visualize the functional dynamics of the capillary blood flow in real-time. So, for example, a deep burn can not only be routinely supervised during diagnosis, but also during surgery and the ensuing after-care.

“Our technology can be widely applied from diabetes to brain-tumour, in fact, there is hardly an indication where it can not be put to use”, says Friedrich. He estimates the market potential at around 2 billion Swiss Francs. Currently, it is implemented mainly in plastic and reconstructive surgery, which has a market volume of approximately 250 million Swiss Francs.

Hospitals and specialised clinics in Switzerland and its surrounding countries are supplied by Aimago directly and the rest of the world is served by means of intermediary trade. EasyLDI actually arouses great interest. Since the market launch last August, contracts with well-known medtech distributors have been signed and initial sales have been carried out.

In order to expand the marketing organization, Michael Friedrich would like to have completed the second financing round by the end of April. It should provide 2 million Swiss Francs. According to Friedrich, initial backers are still interested but he also welcomes further investors. “We are especially interested in Smart money”, explains the 30 year old.

In the coming year, Aimago anticipates a turnover of 4 million Swiss Francs. An expansion towards the USA, the holy land of medical technique, is planned for 2013. No earlier though, insists Friedrich: “There is no point in going to the United States before we have done our homework”.



**MICHAEL FRIEDRICH**  
CEO of Aimago

**Aimago AG**  
Lausanne



Line of business	medical technology
Foundation	2008
Employees	12
Financing	Industrial investor, bank and Business Angel
Generated capital	3.3 million Swiss Francs
Web address	www.aimago.com
CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture Leader	Yes
Venture (ETH, McKinsey, CTI)	Yes (2006)
De Vigier Prize	Yes (2010)
Additional Awards	Innigrant of the ETH Lausanne

## Attolight

# The Nano World Film Camera

**More efficient solar cells and cheaper LEDs – Attolight's new electronic microscope makes it possible. No wonder great interest is shown in the product of this young enterprise.**

Today, examining objects which are only a few nanometres small is part of everyday life in physics laboratories. Electronic microscopes are the crux of the matter but up to now, the devices only supplied snapshots. Now, however, scientists can supervise processes at nano level thanks to the newly developed microscope of the young enterprise Attolight, based in Lausanne. "To put it in a nutshell, we have developed the nano world film camera," states CEO Samuel Sonderegger.

The initial camera was developed in a laboratory at the EPF Lausanne. It served Sonderegger's own purpose as he examined semiconductors with it for his doctorate. But one day he was visited by an Indian physics professor. "He asked me why we didn't sell this device," the company founder points out. "Why ever not," Sonderegger said to himself and began to follow up on the idea of a spin-off. The first time he attended a course initiated by Venturelab, he immediately knew: "Entrepreneurship is exactly the right thing for me."

Today, he has already overcome the first typical challenges. Attolight is on the last lap of its product development, has an important intellectual property at its disposal and has generated 800 000 Swiss Francs venture capital. "We definitely want to put our film camera on the market before the summer," says the 32 year old.

In a first step, Attolight is planning to focus on research laboratories. "Due to our camera, physicists can, for example, improve their understanding of the processes in solar cells, LEDs or laser diodes," explains Sonderegger. As a result, their respective efficiencies can therefore be improved. Similar research is continuously being carried out worldwide so it is understandable that interest in the Attolight product is accordingly great.

As is usual for developers of new measuring instruments, the second step will then be to gain control of the production testing market. Here again the new camera offers substantial advantages. With this product, for example, LEDs can be tested earlier on in the production process which will clearly decrease reject costs.

"We still have a long way to go," explains Sonderegger frankly. First of all, the young enterprise wants to demonstrate that it can be successful on the research market in the coming year. Once attained, further development steps will be tackled which will also require additional investors. In 2012 Attolight would like to approach the next financing round.

<b>Attolight SA</b>	
Lausanne	
	
Line of business	Measuring instruments
Foundation	2008
Employees	3
Financing	Business Angel from the StartAngels Network and through investiere.ch
Generated capital	800 000 Swiss Francs
Web address	www.attolight.com
CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture Leader	Yes



**SAMUEL SONDEREGGER**  
CEO of Attolight

GetYourGuide

# On the Way to becoming the Global Number 1



**JOHANNES RECK**  
CEO of GetYourGuide

**On GetYourGuide.com travellers can book city-tours, museum visits or even outdoor adventures. The portal is growing by the minute, thanks to the trend towards individual tourism.**

Booking accommodation and flights online has, over the past few years, almost become an everyday routine. Hotel and flight portals have conquered an ever increasing part of the travel market. However, local tours and excursions have been left out by this rapid development. Those of us who wanted to book guided museum tours, city sightseeing or a river rafting trips online, were generally badly disappointed.

In 2008, four students of the ETH Zürich decided to change this. "We studied during the day and programmed at night," remembers Johannes Reck. Today, the biochemist is CEO of GetYourGuide. None of his colleagues started working for large companies, instead, they chose entrepreneurship.

Over the past three years, the four founders have managed to set up a solid young enterprise. The business model, for example, was fundamentally restructured. Inspired by facebook's success, the founders had initially planned a social community where, for example, students could offer tours. But today, GetYourGuide's

business model is similar to a hotel portal. The enterprise does not receive advertising revenues but instead gets a share of every booking – somewhere between 20 and 30 percent of the overall booking price.

Organizers of guided tours, round trips and local tours are happy to pay this contribution. The fast growth of GetYourGuide reflects this fact. Since the definite version of the website was launched in January 2010, 700 local operators have registered over 3500 tours. These range from New York sightseeing tours based on Sex and the City, guided tours through world famous museums such as the Louvre and the Prado, excursions to the Japanese Mount Fuji or the rainforest of Rio de Janeiro, or even a wellness day at the Dead Sea.

The growth will continue. GetYourGuide is profiting from the fundamental change in the travel branch. "A few years ago, travel agents offering package deals contributed largely to the income of museums, citytour guides or excursion organizers. But this income is sinking, as package deals are losing their importance due to the internet," explains Reck.

A financing round with international investors is to allow further growth. The team is in the middle of specific negotiations. Simultaneously, international partners are being sought who are willing to integrate GetYourGuide in their websites and therefore make it, internationally, even more well-known among travelers. "We will make headlines within the next few months," reveals Reck.

## GetYourGuide AG

Zürich



Line of business	Travel
Foundation	2009
Employees	15
Financing	Business Angel, Zürcher Kantonalbank
Web address	www.getyourguide.com

CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture Leader	Yes
Additional Awards	Red Herring Global 100, Beste Swiss Web-Shops 2010

greenTEG

## Four Energized Founders



**WULF GLATZ**  
CEO of greenTEG

"Thanks to the new and automatable manufacturing process, we can now produce generators differing fundamentally from the previous models," explains CEO Wulf Glatz. Firstly, the greenTEG products are by far cheaper. Secondly, they are made of thin, pliable foil allowing for many customer specific requests to be carried out, which were previously not possible. The basic principle, developed by Glatz during his PhD at the ETH Zürich, is constantly being optimized.

Parallel to the technical development, the team is promoting the business sector. The young enterprise is carrying out feasibility studies with potential customers. Based thereon, development projects are planned to follow this year. An initial product sales' turnover is scheduled for 2012.

"It was surprisingly easy for us to reach potential customers," states Peter Stein, responsible for the enterprise's finances. Various professional articles as well as the winning of numerous young enterprise prizes, have helped greenTEG to become well known and trustworthy. This will also be of use to the company's planned financing round. In 2012 the objective is to develop the customer specific manufacture and to intensify sales activities. In order to meet this objective, further venture capital is to be invested. "This summer we will start contacting specific investors," explains Stein.

**Waste heat is produced practically everywhere. By machines and motors of course, but also by turbines and solar cells. GreenTEG generators make the conversion of heat to electricity economically interesting.**

The generation of electricity and its use as well as the operation of combustion engines have one common denominator – energy conversion produces waste heat. Often, it is actually the real main product, as only a third of the initial energy can, on average, be used for its desired purpose. The rest, however, heats the environment.

The greenTEG team wants to raise energy conversion efficiency by obtaining electricity from waste heat. They have developed thermo-electric generators which convert heat directly into electricity. The converters are not only suitable for improving the efficiency of machines or vehicles, but they can also provide small gadgets, which are not connected to the mains supply, with electricity. In some cases, even the body heat of human beings is sufficient for this.

The principle, which the generators are based on, is well known. But up to now, the production involved a lot of manual labour as well as material wastage which inevitably led to a corresponding high production cost. As these elements were relatively big and rigid they were predestined to be used in niche applications only.

<b>greenTEG GmbH</b> Zurich		
Line of business	Cleantech	
Foundation	2009	
Employees	7	
Financing	Zürich Kantonalbank, Aargauische Kantonalbank, Berner Partners, Gebert Rüf Stiftung, Volkswirtschaft-Stiftung, AXPO, swisselectric research, Elektrizitätswerke des Kantons Zürich (EKZ)	
Generated capital	more than 1,4 million Swiss Francs	
Web address	www.greenTEG.com	
CTI Projects	Yes	
CTI Start-up Coaching / Label	Yes	
CTI Invest Appearance	Yes	
Venture Kick	Yes	
De Vigier Prize	Yes (2010)	
Additional Awards	IMD Startup Competition, STEP Award, swisselectric research	

Kooaba

# A New Kick for Print Products


**HERBERT BAY UND TILL QUACK**

Co-Founders of Kooaba

**Kooaba Paperboy trims newspapers for the web. In Switzerland, all well-known publishing houses support this tool – and that seems to be just the beginning.**

Because the Kooaba founders Herbert Bay and Till Quack took on several marketing and sales specialists, the old office became so cramped that the team decided to move in January. Their job is to work on the German market. The expansion was made possible by a second financing round over three million Swiss Francs.

Last year, Bay and Quack worked hard to win their investors' trust. Their product Paperboy was launched as recently as April 2010 and has already become a success. Today, as many as 40 publishing houses use it for publications such as 20 minutes, Blick am Abend or the Coop magazine.

Paperboy links newspapers and magazines to the online world. A smartphone photo can be taken of an article or an advertisement by the software user. It is then, automatically passed on to the Kooaba server and compared to the stored data therein. The software recognizes the page and offers the reader appropriate options. Articles and advertisements can be downloaded and saved, they can be sent to friends as PDF versions or further information can be retrieved.

"20 minutes' readers tend to share their articles or watch corresponding videos whereas readers of the Betty Bossi magazine like downloading and saving recipes"; comments CEO Bay the users' behaviour. Advertisements can also be photographed with Paperboy. "A successful advertising campaign can inspire several thousand potential customers to use our service"; explains Bay. Skoda is currently a perfect example. For this car manufacturer, the Kooaba team came up with a specific formula – not only is additional information about the advertised cars accessible, but test drives can also be booked directly via the mobile phone.

At all events, Paperboy supplies advertisers with important information. Significant, statistical data concerning advertising in the print media is thus collected. So far, this was only possible with online advertising. No wonder, advertisers are willing to cover the costs. Neither users nor publishing houses are charged, however.

The crux of Paperboy is the automatic picture identification. "To put it in a nutshell, we have actually developed a picture search machine"; states CTO Till Quack. The technology which is causing a worldwide sensation, is to be applied to other formulas. An offer called Shooting Star is already in the beta phase. It is capable of identifying sights on holiday snapshots, supplying their GPS coordinates as well as suggesting corresponding websites.

**Kooaba AG**

Zurich

Line of business	Digital Imaging
Foundation	2006
Employees	15
Financing	Zürcher Kantonalbank, Hasler Stiftung, Chemolio Management, Corisol Holding
Generated capital	4,9 million Swiss Francs
Web address	www.kooaba.com

CTI Projects	No
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture Leader	Yes
Venture (ETH, McKinsey, CTI)	Yes (2008)
Additional Awards	IMD Startup Challenge, Winner of Red Herring Global 100

## Lemoptix

# The Miniaturized Beamer

**Market researchers are predicting a golden future for microprojectors. Lemoptix, based in Lausanne, is one of the leading companies in this new market.**

Nowadays, every child knows what a beamer is: a bulky device which projects images, usually suspended from the ceiling. The announcement of Marco Boella, CEO of Lemoptix, therefore sounds like science fiction. "We will put a projector on the market which will be roughly the size of a sugar cube". Materialization for this ultra-miniature microprojector is intended for 2012. Until then, the company will be commercializing and selling its current microprojector which is roughly the size of a credit card.

A completely new approach makes miniaturization possible. Up to now an image, made up of hundreds of thousands of pixels, was first produced in the beamer before it was projected. In the Lemoptix-system, however, one single small micromirror reflects a lightbeam generated by three laser diodes, red, green and blue. The mirror oscillates at neckbreaking speed and line by line, draws an image onto the projection surface. Our slow-moving human eye cannot fathom this projection process, it only takes in the final image.

Not only is the Lemoptix-system smaller and more energy-efficient than today's projection technologies, but it is also cheaper. This means that the microprojection display becomes a viable and essential component in many devices and systems where no display could until now be embedded. Market researchers have predicted a rapid growth for microprojectors in the coming years. According to the Display Search institute the shipment forecast for microprojectors is USD 7 billion by 2014. Lemoptix is determined to play an important part in this. "Currently there is no other European player developing similar technology and only 2 or 3 more serious competitors worldwide," explains Marco Boella.

The Lemoptix founders are by no means inexperienced; Marco Boella is 49 years old and has spent the past 24 years working not only in leading positions for companies such as Hewlett Packard and Nokia but also in several start-up companies. Two other founders also have industrial experience.

Production is to start this year. Lemoptix is already working on significant and immediately addressable market opportunities, for example in the area of Head Up Displays for the automotive industry. For 2013 Boella has set his sights on the consumer markets which include microprojectors in mobile devices such as laptops, digital cameras and phones.

However, before this step can be taken this young company needs further capital to finance the industrialization of its flagship ultra-miniature microprojector. A third financing round is planned in 2011.



**MARCO BOELLA**  
CEO of Lemoptix

## Lemoptix SA

Lausanne



Line of business	Optical Microsystems
Foundation	2008
Employees	10
Financing	Private investors & Go-Beyond business angel group, Eidgenössische Stiftung zur Förderung schweizerischer Volkswirtschaft durch wissenschaftliche Forschung, Gebert Rüt Stiftung
Generated capital	2,1 million Swiss Francs
Web address	www.lemoptix.com

CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture Leader	Yes
Venture Kick	Yes
Additional Awards	IMD Startup Competition, Prix Entreprene Region Lausanne (PERL)

## Malcisbo

# A Young Enterprise with a Bulging Pipeline

**When an experienced team such as Malcisbo decides to set up a company, there has to be something behind it. The technology of the young enterprise holds the solution to several urgent medical problems.**

It was an exclusive circle that met at the beginning of 2009 to discuss the company foundation. Amongst them was; Lino Camponovo, a vet with many years of management experience with the worldwide biggest veterinarian vaccine producer; Bruno Oesch, co-founder of Prionics and serial entrepreneur; Irene Schiller, scientist at the federal veterinary office; and of course Markus Aebi, an internationally renowned microbiologist at the ETH Zürich.

The four have known each other since their schooldays and had often thought about setting up a company based on Aebi's research results. A promising technology developed in Aebi's laboratory then lead to the foundation of Malcisbo. "We have the technology to develop a wide variety of vaccines against parasites and bacteria which infest both humans and animals," explains the current Malcisbo CEO Lino Camponovo.

The mode of action is always the same. The agents of Malcisbo's vaccines correspond to the carbohydrates identified in parasites

and bacteria. The vaccine stimulates the production of antibodies in both humans and animals. These, in turn, access the pathogens, dock onto their carbohydrates, the so-called target, and thus manage to kill off the bacteria or parasites. Malcisbo has developed one technology platform to discover targets and one to produce agents.

The first product is to be used against the poultry bacteria *Campylobacter*. The tiniest amount of these bacteria in the human food chain causes diarrhoea. In case of additional complications, *Campylobacter* can even cause death. "In the USA alone, human *Campylobacter* infections are the source of massive annual expenses, of more than 18 billion US Dollars," explains Camponovo. Malcisbo has developed an affordable remedy which can be easily administrated to poultry via their drinking water.

Experiments with the vaccine on live poultry are in process. The second medication which is shortly going to be tested on animals is a vaccine against blood-sucking parasites in ruminant stomachs. Others, for example against the hookworm which infects dogs, cats and humans, are in the pipeline. With these prospects, it is not surprising that Malcisbo is of great interest to investors. Presently, a financing round is in process which will cover the current cash requirements. However, Camponovo is still interested in contacting further investors.



**BRUNO OESCH, IRENE SCHILLER,  
LINO CAMPANOVO, PROF. MARKUS AEBI**  
Co-Founders

## Malcisbo AG

Zurich



Line of business	Pharma
Foundation	2009
Employees	5
Financing	Private Investors, Zürcher Kantonalbank
Generated capital	more than 1,5 million Swiss Francs
Web address	www.malcisbo.com

CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture-Kick	Yes
Venture (ETH, McKinsey, CTI)	Yes (2010)
Additional Awards	Swiss Technology Award

## Memonic (Nektoon)

# Intelligent Data Management



**DORIAN SELZ**  
CEO of Nektoon / Memonic

**The young enterprise Nektoon, from Zürich, offers personal data archives on the internet. Memonic has already convinced more than 20 000 people.**

The International Data Corporation (IDC) has worked out that the amount of data which is freely accessible on the World Wide Web has increased tenfold since 2006, to the almost unfathomable amount of 1.8 trillion gigabytes.

This development is similar to a hyperinflation. In the data world, however, there is no central banking system to oppose the data flood. Everyone who researches or uses online data professionally knows the consequences. Surveys show that people working for universities or the media, or those who specialise in marketing spend up to two thirds of their worktime searching for or organizing digital data.

“Tools such as Memonic are called for here”, explains Nektoon-CEO Dorian Selz confidently. Memonic is a small scale software which is docked onto the internet browser and allows the user to compile password-secure online archives. Users can copy parts of texts and pictures on the internet, transfer them to their Memonic archives, reuse them there or offer them to third parties.

Together with his four founding partners, Selz has big plans – Nektoon is to win over the world market. Not as a free of charge “nice-to-have” but as a premium-rate service based on subscription. Selz realises, however, that a strong, competitive market already exists, especially in the USA, partly pushed by affluent venture capitalists.

“We have to outwit the others”, explains the man who was awarded a doctorate in economic computing science at the HSG. For example, with a software architecture, based on so-called web services, catering for memory space rental and its growth without much hardware investment.

Web services can, at the same time, easily be multiplied and this is the prerequisite for Nektoon’s OEM-business. Selz cooperates with publishing houses which offer digital archives to their online customers. This feature has been available on [www.nzz.ch](http://www.nzz.ch) since the beginning of December 2010. “The feedback is gratifying”, says Dorian Selz.

Currently, 20 000 users are registered directly at [memonic.com](http://memonic.com), most of whom are still using the free basis version. Guiding these people towards the premium offer at cost, is going to be the main task at hand in the coming months.

Further technical and sales investments are necessary to tackle this task. Selz intends to go into a second financing round in late summer. Early-Stage-Investors and Business Angel are the focus of his attention as, together, they would be able to invest between one and two million Swiss Francs.

## Nektoon AG / Memonic

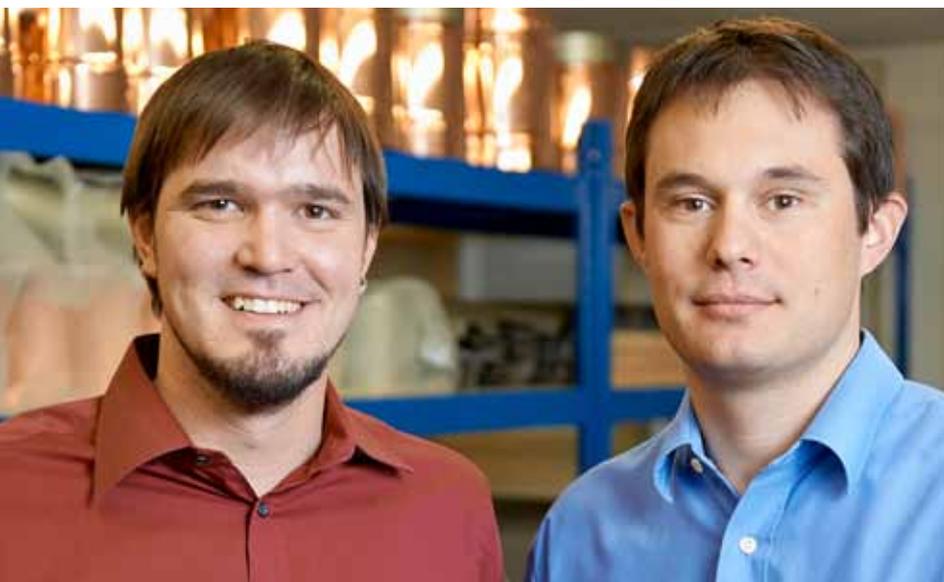
Zürich



Line of business	Internet
Foundation	2009
Employees	9
Financing	Trusts, Zürcher Kantonalbank (ZKB) and Business Angel
Generated capital	1,2 million Swiss Francs
Web address	<a href="http://www.memonic.ch">www.memonic.ch</a>
CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
De Vigier Prize	Yes (2010)
Additional Awards	Red Herring Top 100 Europe Best, Business Award 2010 of Internet World Business

OekoSolve

# A Catalyzer for Timber Chimneys



## DANIEL JUD UND BEAT MÜLLER

Co-Founders of OekoSolve

**Daniel Jud's and Beat Müller's extra fine particle filter astonishes Europe. It is cheap, efficient, easily installed and low in maintenance, in short, it has a lot of potential.**

August de Coulomb lay the foundation for electrostatics in 1785. In the field of electrostatic microparticle separation, revolutionary patents were submitted in the 1930's. Since then, the industry has concentrated on increasing the efficiency of industrial particle filters as, for example, those of waste incinerators. Respirable dust produced by small furnaces was considered irrelevant.

The climate debate, however, changed this course of events distinctively. Timber was recognised as a climate neutral fuel, timber furnaces had a revival and consequently respirable dust, produced by household furnaces, made the headlines in winter 2005 / 2006.

"At that time there was no elegant solution to the problem of private timber furnaces", remembers OekoSolve founder Beat Müller. The electro engineer subsequently concentrated on developing an extra fine particle filter for timber furnaces with a heating capacity of 70 kilowatt.

Five years have passed since then and OekoSolve is now the leader, europewide, when it comes to the fine particle separation of small timber furnaces. "We realised that there was considerable scope for improvement", says Daniel Jud who joined the business at the end of 2008 as a partner and has, since, been managing director.

Oeko Tube 2 is the latest, numerous patent-approved filter model, developed by OekoSolve. Unlike conventional filters, it can be installed on every chimney and can easily be cleaned by the chimney sweeper. Additionally, it has an extremely high separation rate of up to 95 percent and is, nevertheless, purchase competitive despite its low installation and maintenance cost. A well-thought out product design makes this possible. Moreover, the high-voltage power unit along with the system control was radically overhauled.

So far, the school friends Jud and Müller have sold 500 of these appliances and that seems to be just the start. In January 2010 the German Bundestag passed a waste-emission safety regulation resulting in the technical up-dating of millions of German household furnaces over the next few years.

The situation in Eschen has since been hectic. The OEM-contract with one of the largest German furnace manufacturers has been signed and further inquiries are at hand.

"Sometimes you have to be lucky" says a contented Daniel Jud. By the year 2013, OekoSolve is to be in the black. In order to reach this aim, Jud and Müller require approximately one million Swiss Francs additional capital which they mainly intend to invest in further production optimization as well as the international market.

### OekoSolve AG

Eschen (LI)

Line of business	Cleantech
Foundation	2007
Employees	6
Financing	KMU and regional Business Angel
Generated capital	1,8 million Swiss Francs
Web address	www.oekosolve.ch

CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Additional Awards	Winner businessplan competition Liechtenstein 2007

ViSSee

# A Speed Sensor in Microformat



## VALERIA MOZZETTI UND NICOLA ROHRSEITZ

Co-Founders of ViSSee

**Valeria Mozzetti and Nicola Rohrseitz have developed a revolutionary speed sensor. The automobile industry shows great interest.**

“The motion computation of a fruit fly’s visual system.” Such was the title of Nicola Rohrseitz’s PHD theses at the Institute of Neuroinformatics at the ETH Zürich. The young scientist wanted to prove that the *Drosophila melanogaster*, the common fruit fly, was capable of reacting to moving objects in a wind channel. Once the evidence had been provided, the next question arose: How can a fly which only has 100’000 nerve cells measure speed?

Thousands of experiments later Rohrseitz believed to have found an explanation. Based on these initial ideas a passive, visual speed sensor was developed which had no need for external reference systems and only cost a fraction of the existing camera-based speed sensors.

“The spatial and temporal changes in the field of vision of a convex lens are analysed by our software,” explains Rohrseitz. The two variables are then used to calculate the speed by means of the formula “space over time”. The crux of the matter is that the distorted geometry of the fish-eye-lens does not interfere with, but actually simplifies the computation. The patented filtering method only selects incoming data which is relevant to the speed measurement.

Together with Valeria Mozzetti, who has a PHD in biotechnology, Rohrseitz founded the firm ViSSee, domiciled in the center of Lugano. Within a year a prototype of the “Third Eye”, as it is called, was developed in collaboration with the Italian Swiss college (SUPSI) and the university (USI) also from the Canton Ticino.

The founders firstly focused on manufacturers of portable electronic devices as well as medical training equipment. The chance for a further application arose in August 2010; due to an article in the American engineering journal IEEE Spectrum, General Motors took notice of the Italian Swiss start-up.

Behind the scenes the automobile industry has long been looking for a speed sensor which can identify speed independently from axis rotation and also support the ABS system during skidding manoeuvres. “We have visited the United States twice since then,” says Rohrseitz.

The next step now, is the miniaturization of the “Third Eye” from the size of a child’s fist to fingernail format. As a microsystem, the new sensor should only cost a few francs.

So far Rohrseitz and Mozzetti have financed the project out of their own pocket. But they have now reached their limits. An investment round which ought to generate one million Euro is currently under way. Nevertheless, the overall capital investment required is 4 or 5 times larger. The potential is, at the same time, considerable; a turnover of 80 million Swiss Francs has been estimated for the next five years.

<b>ViSSee GmbH</b>	
Lugano	
Line of business	microtechnology
Foundation	2009
Employees	2
Financing	Founders and prizes
Web address	www.vissee.ch
CTI Projects	Yes
CTI Start-up Coaching / Label	Yes
CTI Invest Appearance	Yes
Venture-Kick	Yes
Venture (ETH, McKinsey, CTI)	Yes (2010)
Additional Awards	Best Entrepreneurial Idea of the year of the Canton Ticino; IMD Start-up competition of IMD, Lausanne; CTI US Camp@Swissnex San Francisco of Swissnex, San Francisco

## Investor Profiles

In this section we present portraits of domestic and international venture capital investors and business angel networks. All of them are members of CTI Invest, the leading Swiss financing platform, which regularly organizes match-making but also networking events for Swiss high-tech companies and the investor members.

Today, CTI Invest has approx 80 members, most of them are profiled here.

Individual investors (business angels) are not portrayed for privacy reasons.

More information about CTI Invest, its members and events can be found here: [www.cti-invest.ch](http://www.cti-invest.ch)

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# New Energy New Power New Value

## **Innovations in Cleantech and Medtech create performance and meaningful added value**

New Value understands very well young Swiss enterprises with a bright future and provides them with venture capital. In that respect New Value is very selective and thoroughly tests the candidate innovators. With impact investing New Value creates ethical added value – an entrepreneurial approach based on a unique combination of economical and ethical performance. The current portfolio of eleven Cleantech and Medtech firms has developed outstanding companies. The equity investments have proven of value and create ethical surplus. Since the formation of New Value, EPS Value Plus AG, Zurich, has served as investment manager.

New Value AG  
Bodmerstrasse 9 CH-8027 Zurich  
T +41 43 344 38 38 info@newvalue.ch  
SIX: NEWN  
www.newvalue.ch



Sustainable Swiss Private Equity



Claude Florin  
President

### A3 Angels

EPFL Rolex Center CP 122  
CH-1015 Lausanne  
Phone +41 21 693 20 93  
www.a3angels.ch

**Active since** 2008

**Volume range** (in CHF) 50'000 – 200'000

#### Industry sectors

software, electronics, medtech, cleantech

#### Regional focus

Suisse Romande

#### Latest investments

Lemoptix, Antlia



Rudolf Dellenbach  
Direktionspräsident

### Aargauische Kantonalbank

Bahnhofplatz 1, CH-5001 Aarau  
Phone +41 62 835 75 92  
www.akb.ch

**Active since** 2008

**Volume range** (in CHF) max. 0.5 Mio.

#### Industry sectors

without any limitation

#### Regional focus

Region Aargau – Solothurn

#### Latest investments

greenTEG, Credentis

## The Business Angels and Mentoring Club on EPFL Campus

**A3 Angels was founded in 2008 under the auspices of the Alumni Association from Swiss Federal Institute of Technology Lausanne (EPFL).**

A3 Angels established its trust and seriousness reputation by selecting 60 members with strong motivation and career accomplishments. Benefiting from advice from EPFL, Venturelab, CTI and MIT Venture Mentoring Service we have supported 15 innovating companies.

A3 Angels contributed to raise 2.5 MCHF seed money syndicated with regional business angel networks. A3 Angels sponsors deal flow, due dili-

gence, investment administration and education. We help new investors to pool smaller investments under fiduciary representation by a lead shareholder. From 100 applications we invited 50 companies and performed 200 hours of screening and due diligence.

A3 Angels unique offering is mentoring teams who assist young entrepreneurs by volunteering their experience. Over 500 hours of mentoring were delivered in 2010.

In 2011, we will mobilize some international members and reach out to other business and engineering schools.

## Anchor for Aargau Start-ups

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

The publicly held Aargauische Kantonbank (AKB) offers a plethora of services dedicated to freshman companies, ranging from external training courses to hands-on help in writing business plans. Together with the Swiss Equity media group, a regional casting event selects the most promising start-ups to present themselves at the Swiss Equity fair, where they meet future investors. Last year's winners were Credentis AG, a company that is dedicated to

research and development the production and distribution of a novel tooth regeneration system and heiQ, which is focused on new materials for the textile and medical industry in making fabrics more effective. Besides this, AKB has founded an Argovia branch of business angels formed by regional investors interested in investing new technological startups. Aargauische Kantonbank is the primary sponsor of Technopark@Aargau and GENILEM Argovia in Windisch. The facilities provide the kind of hardware and support young companies need. AKB invests via loans, equity and various types of mezzanine capital. The main driver of all investment decisions made is the support of the local economy. Close collaborations exist with the very active FHNW.



Frank Seehaus  
Managing Partner

### ACTON Capital Partners

Widenmayerstrasse 29  
D-80538 Munich  
Phone +49 89 24 21 88 70  
www.actoncapital.de

**Active since** 1999

**Volume range** (in CHF) 5–25 Mio.

#### Industry sectors

ICT/Internet

#### Regional focus

Europe

#### Latest three investments

Momox, Frontlineshop, Mytheresa

#### Latest three exits

Zooplus (IPO), Abebooks, Holidaycheck



Lukas André  
Investment Manager

### Affentranger Associates

Rue du Rhône 100, CH-1204 Genève  
Phone +41 22 818 01 80  
www.aasa.com

**Active since** 2002

**Volume range** (in CHF) 1–10 Mio.

#### Industry sectors

cleantech, technology, specific areas  
of biotech & life science

#### Regional focus

Switzerland and surrounding countries

#### Latest three investments

SIRS-Lab, SELFRAG, inflaRx

#### Latest exit

Dunes

## Investors in Internet

**Acton Capital Partners is an independent, partner-led investor in internet and mobile businesses.**

**The focus of its current CHF 200 mn growth fund is on consumer-oriented business models in digital media, e-commerce and marketplaces in Europe.**

Since 1999, the Acton team has been a passionate investor into internet entrepreneurs: first as manager of Burda Digital Ventures, the corporate VC of Hubert Burda Media, and since 2008 as manager of a CHF 200mn growth equity fund backed by over 30 international private and institutional investors. With investments in over 40 companies, the team has a unique track record in consumer-oriented digital media, e-commerce and platform businesses. For-

mer and existing portfolio companies include Abebooks, Ciao, Holidaycheck, Elitepartner, and Zooplus.

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

Acton invests into companies that are sizable enough to demonstrate the growth potential and profitability of its business model. Envisaged deal sizes range from CHF 5 to 25mn, for growth equity and share purchase.

## Value Creation is our Business

**Affentranger Associates is a business platform focused on the theme of value creation with its core competency in hands-on management and the ambition to achieve sustainable long term returns through a symbiosis of capital and labour investments.**

Founded in 2002, Affentranger Associates is a value creation hub for companies in transition phase. We believe that the congruence of leadership, financial commitment and day-to-day management – this symbiosis of capital and labour – are necessary contributions to the creation of sustainable corporate value. Affentranger Associates actively drives the value creation

process by defining and implementing a clear business strategy. To that effect our team is a mix of personalities and skills in leadership, management, technology, production, marketing and finance, paired with hands-on mindset and respecting highest professional and ethical standards.

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



Simon Nebel  
Managing Partner

### Aravis SA

Merkurstrasse 70, CH-8032 Zürich  
Phone +41 43 499 20 00  
www.aravis.ch

**Active since** 2001

**Volume range** (in CHF) 1 – 4 Mio.

#### Industry sectors

Biotech, Renewable Energy

#### Regional focus

Europe

#### Latest three investments

Anaphore, Synosia, ImVision

#### Latest three exits

Evolve, Omeros, Panomics



Alexander Schlaepfer  
Partner

### Aster Capital SA

7, rue de Caumartin  
F-75009 Paris  
Phone +33 1 45 61 34 54  
www.aster.com

**Active since** 2000

**Volume range** (in CHF) 0.5 to 5 Mio.

#### Industry sectors

Cleantech, Materials, Chemicals

#### Regional focus

Global

#### Latest investments

Agilence (US), Optireno (FR)

#### Latest exits

CPower (US), Semisouth (US)

## ARAVIS – Creating Value

**Founded in 2001, Aravis is a Switzerland based venture capital organisation managing two funds focused on life science (Aravis Biotech I & II) and a third fund focused on renewable energy (Aravis Energy I).**

Aravis is a venture capital organisation investing in companies with highly promising technologies in the fields of life sciences and renewable energy. Since inception in 2001, the team has invested in over 20 portfolio companies. As well as providing venture capital funds, Aravis also takes a hands-on

approach to their companies offering a unique international network that combines decades of experience in science, operations and financing.

With a disciplined investment process and Aravis' hands on approach in supporting management, the companies that Aravis has invested in have shown a low failure rate and many have grown to become some of the leading companies in their fields.

## Aster Capital

**Early stage capital and business partnerships with large corporates**

Aster Capital is the former Schneider Electric Ventures that has evolved to a multi-corporate venture firm with Schneider Electric, Alstom, Rhodia and other investors in its new EUR 100 million fund ASTER II that it launched early in 2010.

We have a 10 year track record as early-stage investors in technologies and services that find application primarily along the energy value chain.

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

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

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



Alan Frei  
Managing Partner

### aventic partners AG

Schweizergasse 10, CH-8001 Zürich  
Phone +41 44 285 15 85  
www.aventicpartners.ch

**Active since** 1999

**Volume range** (in CHF) 0.5–5 Mio.

#### Industry sectors

Electronics, Microelectronics, Industrial Automation, Industrial Products and Services, Micromechanics, Mechatronics, Optics, Sensorics, Robotics, Precision Mechanics, Surface Technology

#### Regional focus

Switzerland



Gerhard Ries  
General Partner

### BioMedPartners

Elisabethenstrasse 23, CH-4051 Basel  
Phone +41 61 270 35 35  
www.biomedvc.com

**Active since** 2003

**Volume range** (in CHF) 1–10 Mio.

#### Industry sectors

Healthcare

#### Regional focus

Europe

#### Latest three investments

Anergis, Novashunt, Curetis

#### Latest three exits

Esbatech, Evolva, Glycart

## Partner for Swiss SMEs

### aventic partners provides equity and equity-like financings to Swiss SMEs.

aventic partners has been active in the Swiss SME market since 1999 and provides tailor-made debt, subordinated debt, convertible debt and equity financings to SMEs, which have a turnover in the range of 2–40 mio CHF.

The team of aventic partners has a strong technical background and hence, the focus is to work closely with Swiss industrial companies. These can be in a growth phase, in a succession phase or in a difficult situation where additional capital is required.

The partners of aventic partners have also experience in strategic and organizational matters, as well as in restructuring companies. Hence, they are willing to take board responsibilities, as well.

To date, more than 50 companies have been financed, resulting in several IPOs and M&As.

## Investing in Private Start-up Companies in Healthcare

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

BioMedPartners offers an unique positioning:

- Experienced team with multidisciplinary and complementary industry know how and extensive operating experience in biotech and pharmaceutical companies

- World-class Scientific- and Business Advisory Boards with special expertise in transforming basic research into pharmaceutical products
- Pro-active lead investor approach in cultivating promising young companies
- High-quality deal flow through strong networking within academia, industry and finance community



Peter E. Burckhardt  
President

### BioValley Business Angel Club BioBAC

c/o EVA – the Basel start-up agency  
Hochbergerstrasse 60c, CH-4057 Basel  
Phone +41 61 283 84 85  
www.biobac.ch

**Active since** 2007

**Industry sectors**  
Life Sciences



Emmanuel de Watteville  
Founding Partner

### BlueOcean Ventures

18 chemin des Aulx,  
CH-1228 Plan-les-Ouates  
Phone +41 22 884 83 05  
www.blueocean-ventures.com

**Active since** 2007

**Volume range** (CHF) up to 2 Mio.

**Industry sectors**  
ICT, Medtech, Cleantech and  
Interdisciplinary

**Regional focus**  
Switzerland

**Latest three investments**  
Sensimed, Anergis, Official.fm

## Where Business Angels and Life Sciences Start-ups meet

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

Founded in 2007, BioBAC is the only BA-Club in Switzerland focussing exclusively on projects in life sciences (biotech, platform technologies, Med-Tech, etc.). The club meets bimonthly over lunch, usually the first Wednesday of the even months. The meetings start with a presentation of general inter-

est followed by three pitches of start-up companies in an early phase. BioBAC acts as a platform. It unites about 30 business angels. It doesn't perform due diligencies nor forms syndicates.

In the past years over CHF 23 mio. have been invested in 21 start-up companies.

There is no geographical focus for projects, however, Swiss based companies have priority.

BioBAC is open to all interested persons, willing to invest in life sciences projects in a very early phase.

## BlueOcean Ventures

**BLUEOCEAN VENTURES is providing capital, operating and other value adding resources to entrepreneurs in Switzerland. BlueOcean Ventures has offices in Geneva (Switzerland).**

- Primary focus on Swiss high technology: ICT, medtech, environment and engineering sectors with superior international potential.
- Diversification is sought across sectors and maturity stages
- Focus on start-up/first stage investments with exciting future
- First round investment typically 300–600k Swiss Francs

- Pre-money company value (first round) typically 3–10m Swiss Francs
- Total investment up to 2 million Swiss Francs per company

BlueOcean will act as co-investor or syndicator for higher amounts.

Our LPs are private individuals attracted by the potential and reputation of Swiss-made products and achievements and family offices eager to benefit from a high-return asset category in a safer-than-usual environment.

# NOVARTIS VENTURE FUNDS

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



[www.venturefund.novartis.com](http://www.venturefund.novartis.com)



Florian Schweitzer  
Partner

### BrainsToVentures AG (b-to-v)

Blumenastrasse 36, CH-9004 St. Gallen  
Phone +41 71 242 20 00  
www.b-to-v.com

**Active since** 2000

**Volume range** (in CHF) 30m p.a.

#### Industry sectors

internet & mobile, medTech, cleanTech,  
retail & services

#### Regional focus

German speaking Europe

#### Latest three investments

zynga, linguee, eCift

#### Latest three exits

facebook, north, high def



Davide C. Gai  
Managing Director

### BSI Healthcapital

Via F. Pelli 2, CH-6900 Lugano  
Phone +41 91 911 84 15  
www.healthcapital.ch

**Active since** 2009

**Volume range** (in CHF) up to CHF 10 Mio.  
per investment

#### Industry sectors

Biotech, Medtech

#### Regional focus

Worldwide

#### Latest three investments

SEP Pharma (GB), Globeimmune (US),  
Visioncare (US)

## We bring the Smartest Brains to the Best Ventures

**b-to-v and its investors invest in companies from seed stage up to little buy-outs.**

BrainsToVentures AG (b-to-v) invests funds in entrepreneurial teams from investors, who entrust b-to-v with their capital. Further on b-to-v is a firm dedicated to serve private investors who invest their capital, network and know-how in fast growing companies.

Redefining the art of direct investments, it is b-to-v's aim to create value within companies and attractive returns for investors.

b-to-v has a strong global network reaching out to entrepreneurs and investors around the globe. More than 10 investment professionals and 50 highly engaged private investors ac-

tively support the portfolio companies with know-how, contacts and solutions to all kind of problems in addition to the capital invested.

Once a year b-to-v and its investors visit the most successful investors and entrepreneurs in interesting markets. During the last years b-to-v has built up strong relationships in China, Russia, Ukraine, Israel, Silicon Valley and Turkey.

b-to-v is honoured to work with outstanding entrepreneurs with strong visions and high level of energy in order to execute their plans.

## BSI Healthcapital

**BSI Healthcapital is the biotech investment and advisory company of BSI Bank, which in turn belongs to the Generali Insurance Group.**

The company was founded in 2009, by Davide Gai, with the scope of managing Generali's and BSI's investments in the Biotech and Medtech sectors. Since inception it has executed 4 investments for a total of roughly 30 million Swiss Francs.

The company's focus areas are oncology, metabolic diseases, inflammation, CNS, and Medtech. In order to reduce risk, the Company tends to

target later stage investments with a rather short (3 years) lag time between investment and exit. Its focus is worldwide. More information about BSI Healthcapital can be found at [www.healthcapital.ch](http://www.healthcapital.ch).



Jan Fülischer  
Director of BAS

### **Business Angels Switzerland (BAS)**

P.O.Box, CH-8708 Männedorf  
Phone +41 79 358 54 70  
www.businessangels.ch

**Active since** 1997

**Volume range** (in CHF) 0.1–2 Mio.

**Industry sectors**  
All

**Regional focus**  
Switzerland



Michael de Braaf  
Head New Business  
Scouting

### **Clariant International Ltd.**

Rothausstrasse 61  
CH-4132 Muttenz 1  
Phone +41 61 469 51 11  
www.clariant.com

**Active since** 1995

**Industry sectors**  
Interested in investing in Cleantech, Renewables (Energy & Materials), Advanced Materials and Water

**Regional focus**  
Europe, USA, Asia, Latin America

## Smart Money for Smart Innovators

### **The leading business angel club in Switzerland:**

- **20 Dinner Meetings per year**
- **up to 60 start-up presentations per year**
- **70 members**
- **attractive for newcomers to start-up financing as well as experienced investors**

BAS is the largest and most active business angel club in Switzerland. The association was founded in 1997. Its goal is to present attractive investment opportunities to investors. BAS is active in the German-speaking part of Switzerland and in the Romandie, the French-speaking part. The 70 members can participate at up to 20 Dinner Meetings where start-ups are presented.

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

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

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

For further information about the association, please consult [www.businessangels.ch](http://www.businessangels.ch) or contact the management.

## Backing Investment with Know-how

### **Clariant backs investment with know-how for innovative start-ups committed to a sustainable future.**

The announcement of a new innovation center in Frankfurt in December 2010 marked the first step in Clariant's new future of innovation. The specialty chemicals expert has now taken the next step in scouting for young start-up companies to reinforce its commitment to sustainable growth.

Demonstrating its responsibilities towards the environment, the communities in which it operates, and its employees is a fundamental part of Clariant's core values. To that end, Clariant will focus its support on innovative companies in the fields of CleanTech,

Renewables (Energy & Materials), Advanced Materials and Water.

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



Yann Barth  
Director

### Creapole SA

Route de Moutier 109  
CH-2800 Delémont  
Phone +41 32 420 37 40  
www.creapole.ch

**Active since** 2008

#### Industry sectors

ICT, Medtech, Micro and Nanotechnology

#### Regional focus

Jura and jura region

#### Latest three investments

salsaDev SA, Techplants SA, sobees Sàrl



Gert Köhler  
CEO

### Creathor Venture

Fraumünsterstrasse 11  
CH-8001 Zürich  
Phone +41 44 271 13 58  
www.creathor.ch

**Active since** 2003

**Volume range** (in CHF) 0.5–15 Mio.

#### Industry sectors

Hightech & Life science

#### Regional focus

Germany, Swiss, rest of Europe

#### Latest three investments

joiz, Insiteo, zimory

#### Latest three exits

ACtech (Trade-Sale), ITN (IPO)

## Connecting Ideas

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

Creapole SA aims to develop high value-added activities in the region, especially in the fields of ICT, Medtech and Nanotechnology.

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

## Quarter Century Quarterback

**Gert Köhler, formerly the Managing Director of Technologieholding, which merged with 3i in 2000, has been an active venture capitalist for 25 years. He founded his current company, Creathor Venture, with the proceeds of the 3i deal.**

In his career as a venture capitalist, Köhler has made more than 200 investments. As a lead investor, he has made money via trade sales, and brought more than 25 start-ups to the stock exchange, the most prominent of which were Micronas and SEZ, two semiconductor IPOs on the SWX, and e-commerce software company Intershop, which floated on the Frankfurt New Market. The internet agenda scheduler Doodle is his most cited current investment. Gert Köhler has a long histo-

ry of raising capital, his first fundraising dates back to 1987. As a German, he is attracted by Switzerland’s advances and high level of education in life sciences and technology, the sectors that Creathor likes the best. One or two Swiss investments per year are scheduled, with the bulk of investment activity in Germany.

#### Quick Wins

Köhler claims to be “sometimes a little quicker than other venture capitalists.” Financing rounds should take three to five months to close with Creathor. The main investor in Creathor is the management team itself, plus institutional investors from Switzerland, France, Luxemburg and Germany who invest via equity or bridge loans in special situations.



Stefan Tirtey  
Partner

## Doughty Hanson Technology Ventures

Lenbachplatz 3, D-80333 Munich  
Phone +49 89 55 27 93 452  
www.doughtyhanson.com

**Active since** 2000

**Volume range** (in CHF) 1.5–6 Mio.

### Industry sectors

Mobile, Internet, Cleantech

### Regional focus

Europe

### Latest three investments

Megazebra, Soundcloud, Ubidyne

### Latest three exits

Actionality, Tridion, Gomez



Don Plaisted  
Managing Director

## Draper Investment Company (Zurich)

Dreikönigstrasse 31a, CH-8002 Zürich  
Phone +41 44 586 00 92  
www.draperco.com

**Active since** 2001

**Volume range** (in CHF) up to 1 Mio.

### Industry sector

Technology

### Regional focus

Global

### Latest three investments

Imagini, Plista, C2Call

### Latest three exits

Securewave, Marketworks, Plazes

## Doughty Hanson Technology Ventures

**We invest in ambitious entrepreneurs and help them build industry leading businesses in the mobile technology, internet software and cleantech sectors.**

We identify and invest in early stage companies that have the potential to become industry-leading businesses. Our team brings a clear strategic focus, relevant experience and the vision and resources to help accelerate growth.

We invest in companies that are headquartered, or conduct a substantial part of their business in Europe and we focus on three sub-sectors; mobile communications, internet software and cleantech. These are technologies we understand and sectors where we believe Europe occupies a compelling

position in terms of its potential to deliver future growth through innovation.

We provide venture capital funding according to the growth profile of individual companies and support our investments by continuing to commit capital throughout the entire life-cycle of each business.

Once we have made an investment, we support the founders and management of the business and ensure success by leveraging the operating experience and industry knowledge of the team and our network of contacts.

With offices and resources throughout Europe and in Silicon Valley, we have a track record of successfully helping our entrepreneurs to expand internationally.

## Thinking global for Family Offices

**In 2001, the Draper family wanted to capitalize on the success of Draper International, the first US institutional venture fund in India in 1990, by expanding its focus on a global basis. This vision became Draper Investment Company with an emphasis on global markets and emerging technologies, not only in the United States, but around the globe.**

With the internet telecommunications company Skype, Draper had a very prominent exit and demonstrated its know-how in the ICT sector. By moving its headquarters to Zurich from San Francisco, the investment company continues to find global entrepreneurs with new visionary technologies as well as co-investors who share the same mindset to invest in technology companies with global vision and reach. The two-man investment team

comprises Bill Draper and Don Plaisted, a former Deloitte&Touche senior manager. Mr. Plaisted is responsible for the day to day management and has over 12-years experience as an entrepreneur, consultant and VC. Mr. William (Bill) Draper (III) has over thirty-five years of experience as one of America's first venture capitalists. His father, General William H. Draper, Jr. (II), formerly an Army Undersecretary, was responsible for the economic reconstruction of Germany and Japan under the Marshall Plan. In 1958 he founded Draper, Gaither & Anderson. It is clear that with such a dynastic history, trust will be the most valuable asset in its work with entrepreneurs and investees to build-up successful and lasting technology companies. Draper seeks investments in early-stage companies, typically in a company's first round of financing.



Christian Nagel  
Managing Partner

## Earlybird

Van-der-Smissen-Strasse 3,  
D-22767 Hamburg  
Phone +49 40 432 94 10  
www.earlybird.com

**Active since** 1997

**Volume range** (in Euro) 3–15 Mio.

### Industry sectors

Online consumer services, cloud-based IT services, software, communications technology, clean technology, medical technology

### Regional focus

German speaking countries,  
Western Europe

### Latest three investments

B2X Care Solutions, Crowdpark, Ubitricity

### Latest three exits

Amata, Myriad, Alantos



Jesus Martin-Garcia  
Director

## Eclosion

14, ch des Aulx, CH-1228 Plan-les-Ouates  
Phone +41 22 880 10 10  
www.eclosion.com

**Active since** 2004

**Volume range** (in CHF) up to 7 Mio.

### Industry sectors

Life Sciences

### Regional focus

from Lyon to Berne

### Latest three investments

GenNeuro SA, GenKyoTex SA, Arisgen SA

## Earlybird

**Earlybird is one of Europe's leading venture capital technology investors investing in early stage technology companies with a large business perspective. With over 430 million euro under management, Earlybird has achieved an outstanding track record.**

Earlybird's portfolio currently includes 26 companies in seven countries (Austria, Germany, Italy, Netherlands, Switzerland, UK and USA). Since its inception, Earlybird has invested in over 70 companies.

Earlybird has successfully floated six technology companies on four European stock markets: Interhyp, Tipp24 and Wilex (Prime Standard, Frankfurt), Esmertec (Swiss Exchange, Zurich), Entelos (London Stock Exchange) and NoemaLife (Borsa Italiana, Mailand).

Earlybird also sold its participation in element 5 to Digital River, and its shares in Identify were acquired by BMC Software. Alantos was sold to Amgen, abaXX to Cordys, amata to Lonza and Dooyoo to LeGuide.

Rolf Mathies, Christian Nagel, Hendrik Brandis and Roland Manger founded Earlybird in 1997 to back outstanding entrepreneurs to build their own companies. Previously, all have been experienced entrepreneurs with a wealth of operational expertise. The Managing Partners have on average over 17 years of relevant venture capital and private equity experience. Meanwhile, they have been joined by four additional partners, adding their expertise. The Partners are supported by a dedicated team of 11 professionals and an International Industry Advisory Group.

## Transforming Discoveries into Products

**Eclosion offers solutions to transform academic discoveries into products, from the bench to early clinical trials.**

**Eclosion offers management support, financial resources and infrastructure solutions from proof-of-concept to successful start-up.**

Eclosion was created in 2004 to convert breakthrough academic discoveries into disruptive therapeutic products, economic value and jobs. Since its inception, Eclosion selects the promising projects and tests their potential applications in Eclosion's state-of-the-art facilities. The hands-on validation of earlystage projects is an effective selection process, where

Eclosion federates existing resources in the Lyon-Bern area, the leading biotech cluster in continental Europe. The surrounding leading academic and hospital centers provide high-tech infrastructures and medical expertise, while industrial companies contribute their development insights. The State of Geneva supports Eclosion's facilities costs in Plan-les-Ouates. Eventually, Eclosion funds the launch of promising companies and after a first round, co-funds with industrial and financial partners the subsequent development stages. Eclosion team brings complementary entrepreneurial, scientific and financial experience and skills.



Philipp Hasler  
Investment Director

## Emerald Technology Ventures

Seefeldstrasse 125  
CH-8008 Zürich  
Phone +41 44 269 61 28  
www.emerald-ventures.com

**Active since** 2000

**Volume range** (in CHF) 2–15 Mio.

### Industry sectors

Cleantech

### Regional focus

Europe, North America

### Latest three investments

TaKaDu (IL), Azzurro Semiconductors (D), Terralux (USA)

### Latest three exits

Ruggedcom, Pemeas, Ormecon



Jean-Philippe Gendre  
Partner

## Emertec

17, rue de la frise, F-38000 Grenoble  
Phone +33 4 381 23 895  
www.emertec.fr

**Active since** 2000

**Volume range** (in CHF) 0.5–7 Mio.

### Industry sectors

ICT, Clean Tech

### Regional focus

Europe

### Latest three investments

New Imaging Technology, Ethera, Eviagenics

### Latest three exits

Lumilog, Soisic, Tracit

## Cleantech Investor

**Emerald Technology Ventures is a global leader in clean technology venture capital. Founded in 2000, Emerald is focused exclusively on innovative technologies in energy, advanced materials and water.**

Emerald invests in technology-driven companies developing solutions that optimize the use of natural resources while reducing environmental impact in ways that enhance economic value. We invest in early- and expansion-stage businesses, primarily in Europe and North America.

We are committed to helping energetic and passionate entrepreneurs build world-class Cleantech companies. We ourselves are passionate about innovation, but we also under-

stand the need for business discipline to navigate the inevitable challenges facing a rapidly growing new business. We look for exceptional people with a worthy vision and we compliment their skills to build great companies.

Since inception, Emerald managed three venture capital funds and two venture capital portfolio mandates totaling over EUR 300 Mio. Our investors include leading financial institutions and multinational corporations.

We manage one of the largest clean technology venture portfolios across Europe and North America and is proud to have backed companies like Evergreen Solar (Nasdaq: ESLR), Pemeas (acquired by BASF) and RuggedCom (TSX:RCM).

## On Solid Ground in Grenoble

**Microelectronics, micro-systems and advanced materials; monitoring, metrics and robotics; energy and environmental sciences, all sectors on solid ground, are the investment focus of funds managed by Emertec Gestion. Ground-breaking, however, is a must-have feature for the technologies that come from its diverse portfolio companies.**

The Emertec Gestion funds focus on research validation and the financing gap at the seed stage and their duration is 10 years. The company was registered on November 2, 1999. The latest of its funds, Emertec 4, had its closing at 60 million Euro in 2009. Specialist for ICT and clean tech since its

inception Emertec Gestion has been sponsored by CDC and CEA Valorization. It is recognized as a credible investor in the ICT and clean tech sectors, both for the seed and early stage. A mix of public, industry and private investors contribute to the success of its fundraising. Equity financing is nearly always the strategy. Investments are generally significant, between two and five million Euro over one or several rounds of financing. A small team of business and technology professionals oversees the funds process. Given the sum of money at stake, the selection process is strict. Pitching companies must rigorously follow guidelines as a roadmap for the development of a coherent business plan.



Peter Letter  
Managing Director

### EPS Value Plus AG (New Value)

Bodmerstrasse 9  
CH-8027 Zürich  
Phone +41 43 344 38 00  
www.epsvalueplus.ch

**Active since** 2000

**Volume range** (in CH) 1–5 Mio.

**Industry sectors**  
Cleantech, Medtech

**Regional focus**  
Switzerland, Germany, Austria

**Latest three investments**  
Sensimed SA, Silentsoft SA, Qualilife AG

**Latest three exits**  
3S Industries AG, Meyer Burger  
Technology AG, SAF Simulation  
Analysis and Forecasting AG



Peter E. Burckhardt  
CEO

### EVA – the Basel live sciences start-up agency

Hochbergerstrasse 60C, CH-4057 Basel  
Phone +41 61 283 84 85  
Fax +41 61 283 84 86  
www.eva-basel.ch

**Active since** 1996

**Industry sectors**  
Life sciences (incl. med. tech., nano-tech.)

**Regional focus**  
NW-Switzerland

**Latest three investments**  
Covalys, Ennar Pharma, Flamentera

## Impact Investing

**New Value, listed at the SIX Swiss Exchange, invests directly in promising private companies in Switzerland with above-average market potential. The portfolio contains companies in Cleantech and Healthcare.**

Impact Investing is an entrepreneurial model based on the combination of economical and ethical performance. Numerous institutional and private investors liked the idea of investing their money into innovative local start-up companies with an ethical value adding business model. With an unique investment approach, New Value has been initiated in 2000 by EPS Value Plus AG, who serves as investment manager.

Climate change, ecosystem destruction, non polluting energy supply,

efficient energy deployment, availability of clean water, demographical developments and exploding health care costs: New Value strives to provide a significant contribution towards the challenges of the 21st century.

Financial performance is one key indicator among many. True added value combines economical, ecological and social aspects. New Value strives to optimise the ethical usage of resources, e.g. by the reduction of CO<sub>2</sub> emission or water consumption. New Value focuses on the support of innovative company start-ups aiming for a direct or derived contribution in these fields. It makes available both venture capital and management support.

## Enabler not Investor

**Located in the life science cluster of the Greater Basel region, EVA – the Basel life sciences start-up agency was founded by the Cantonal Banks of Basel-Stadt and Basel Landschaft and two visionary entrepreneurs. It helps star-ups to be launched.**

At a time when the life sciences industry consolidated, a coaching partner for start-ups seemed necessary. EVA was founded in 1996 as a limited company, supported by the two Cantonal banks as major shareholders. The focus of EVA is on projects in life sciences who have their base in NW-Switzerland. The first contact is usually established in a very early phase. EVA offers coaching

and brings in its prestigious network to shape the company. Finally EVA can even provide seed funding to a certain extent which is normally given for equity. Since 2010 EVA has in addition the mandate to run the BASEL INKUBATOR, a venture of the University, the FHNW, the Canton BS, and EVA to provide an affordable infrastructure and coaching to spin-offs of the University and the FHNW. “EVA the Basel life sciences startup agency” wants to express with its name, that it is a key enabler for start-ups in one of the world’s most important life sciences cluster. EVA helped 24 companies to be formed and created over 250 jobs in the greater Basel area. 19 of them are still active, 7 are still in EVA’s portfolio.



# Empowering entrepreneurs.

**Starting up a high-tech firm?** Connect with Zühlke Ventures. We provide you with early-phase capital in order to accelerate your success. And the value of our support goes far beyond pure financing: As experienced entrepreneurs in the field of product and software engineering, we can help you avoid product risks, sharpen your business strategy and shorten your time-to-market. And as a leading technology group, we also hook you up with our powerful network of partners.

[zuehlke.com/ventures](http://zuehlke.com/ventures)



## TECHNOPARK® LUCERNE – THE PLACE TO GROW

Technopark Lucerne provides pro-active support for establishing and expanding start-ups. It offers professional support tailored to individual requirements, a modern infrastructure in a good location, focused training, and valuable contacts.

### **Focal point for sustainable financing of start-ups**

We find reliable lenders and investors for young entrepreneurs on the basis of a broad network. We provide start-ups with professional training services, putting them on the path towards a successful entrepreneurial future and making them attractive for investors.



Hansruedi Lingg CEO MSc. Eng. ETHZ/MBA	Janine Wettstein Assistent	Jochen Gnädinger Business Development BSc. Eng./MBA-HSG
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Pierre Strübin  
Manager

### Fongit Seed Invest SA

Chemin des Aulx 18  
CH-1228 Plan-les-Ouates  
Phone +41 44 721 02 33  
www.fongitseedinvest.ch

**Active since** 2005

**Volume range**  
100 kCHF to 500 kCHF

**Industry sectors**  
Mechatronics, Medtech, ICT

**Regional focus**  
Suisse Romande

**Latest three investments**  
Anteis SA, Viroblock SA, Augurix SA

**Latest three exits**  
AutoDose SA, Acqiris SA, Suriasis SA



Brigitte Baumann  
CEO

### Go Beyond

Technoparkstrasse 1, CH-8005 Zürich  
Phone: +41 44 586 44 72  
www.go-beyond.biz

**Active since** 2005/06 Angel Investing Academy & 2007 European Business Angel Network

**Volume range** (in CHF)  
300–700k for Business Angels and up to 5 Mio. for family offices

**Industry sectors**  
All except biotech and pharmaceuticals, and including social entrepreneurs

**Regional focus**  
Europe and US

**Latest three investments**  
Arktis, Sensimed, Shadow Government

**Latest exit**  
Charitic

## Strong Local Player

**Fongit means “Fondation Genevoise pour l’Innovation Technologique.” It is the name of both an idea and an investment vehicle set up by local pension funds and private investors to finance high-tech companies in the Geneva area with the aim of creating jobs.**

Most of the invested capital comes from previous successful exits. The Fongit fund targets seed and early stage technology-driven companies. The areas industrial specialization are medtech, ICT and mechatronics, although it is not exclusively restricted to these industrial segments. FSI is known throughout the Swiss network of universities, venture capitalists, business angels and specialized organizations, both in the private and public

sector. If FSI operates as a coinvestor, it is not restricted geographically to the French-speaking part of Switzerland. If Fongit takes the lead, it is required that the ventures also enroll in a coaching program. Fongit can provide office and laboratory space. Unfortunately, venture capital and private equity investors often refrain from early stage start-ups as due diligence expenses are seen as too high in relation to the investment size. But at Fongit even small investments, those not regularly considered by venture capitalists, will be granted a chance for funding and due diligence. In this way, the company strongly believes it can contribute to the local and national economy. Financing is roughly up to 80 percent in equity and the rest is loans.

## Cross Border Early Stage Investing

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

Go Beyond offers cross border investment opportunities, syndication/pooling, due diligence, investment monitoring services and training/coaching to individual investors, family offices, professional groups/associations and corporations.

The training and coaching services are open to entrepreneurs, but also

to investors if they take part in Go Beyond’s group investing, which for Euro 10’000 or more, allows business angels to pool funds in order to invest in promising start-ups. Half-day training courses are available for Euro 450 without any obligation to invest. Hundreds of new investors have already taken part in the trainings offered by Go Beyond’s Angel Investing Academy and learned how to help start-ups make it through the jungle of the real economy.

Go Beyond funds itself through fees from investors and entrepreneurs. As a company it is passionate about Sustainable Angel Investing, i.e. investing in triple bottom line startups and Go Beyond’s group investing includes chapters with the focus on impact investing.



Eric Harlé  
Managing Partner

### I-Source

11 bis avenue Victor Hugo  
F-75116 Paris  
Phone +33 1 45 01 46 46  
www.isourcegestion.fr

**Active since** 1999

**Volume range** (in CHF) 1–5 Mio.

#### Industry sectors

Information and Communication  
Technologies

#### Regional focus

Western Europe, Canada

#### Latest three investments

Compario, Ijenko, DarQroom

#### Latest three exits

Openplug, Streamazzo, Advestigo Content



Gabriel Gomez  
Principal

### Initiative Capital Romandie (ICR)

Boulevard de Grancy 1  
CH-1006 Lausanne  
Phone +41 21 614 34 44  
www.definvest.com

**Active since** November 2006

**Volume range** (in CHF) 0.2–1.5 Mio.

#### Industry sectors

Biotech, Medtech, ICT, Nanotechnologies

#### Regional focus

French speaking part of Switzerland

#### Latest three investments

Anergis, MyoPowers, Endosense

#### Latest exits

PicoDrill, HPL

## From Lab to Business

**Founded by Eric Harlé and Didier Moret in late 1998, I-Source emerged from the French governmental information technology research lab INRIA-Transfert. The focus was on seed investments in ICT.**

Since its debut, the company has grown, raising 185 million Euro so far. Over seventy start-ups have been sponsored; twenty six of them are still in the portfolio. The investment team's professionals have IT industry backgrounds. The initial investment focus is still early stage. Companies shouldn't be older than five years. Capital for its funds is collected directly by the investment team, mainly from European institutional in-

vestors, and invested in five IT categories: corporate software, software as a service (SaaS), multimedia technology, telecommunication, embedded systems, managed services, eco-technologies.

#### Private Public Partnerships

With its own brand capital-entrepreneurs @, I-Source actively supports its companies through the complete life cycle, even up to the exit. Most of the deals are structured as equity financing. When fundraising, I-Source sees itself as an architect of private and public partnerships. It goes without saying that Eric Harlé, a former naval architect, is staying true to his vocation.

## Initiative for "Seedlings"

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

Initiative Capital Romandie (ICR) is a typical local initiative. Four institutional investors, namely Banque Cantonale Vaudoise (BCV), Retraites Populaires Vie, Centre Patronal and Etablissement Cantonal d'Assurances, wanted to support local start-ups by creating a network around existing academic centers, such as the EPFL, UNIL, CERN, CHUV, and HUG, as well as incubators like the PSE, CSEM, Y-Parc, Eclouion and Biopôle. Within a short time, a group of regular investors formed its

financial basis. ICR now has 15.5 million CHF under management.

#### External management

Following a management buyout at the end of September 2006, the share capital of DEFI Gestion SA is currently held by its management, which is responsible for directing ICR. DEFI Gestion has approximately 200 million CHF under management, including VDCapital LP and DEFI EuroCap III, funds for the buyout sector, while Initiative Capital and BCV are the venture capital funds. The regional banks and pensions funds provide the support for ICR to kick-start young regional enterprises. In French its aim is "donner de l'engrais pour les jeunes entreprises"; to provide enrichment to grow young companies.



Markus Oswald  
Managing Director

### **Innovationfund of the Schwyzer Kantonalbank**

Postfach 263, CH-6432 Schwyz  
Phone +41 58 800 21 22  
www.szkb.ch

**Active since** 2007

**Volume range** (in CHF) 300'000 – 2 Mio.

**Industry sectors**  
Technology

**Regional focus**  
From Schwyz to Zurich

**Latest three investments**  
BoneArtis AG, Dacuda AG, Doodle AG



Frank Becker  
Managing Partner

### **Invision Private Equity**

Grafenastrasse 7, CH-6304 Zug  
Phone +41 41 729 01 01  
www.invision.ch

**Active since** 1997

**Volume range** (in CHF) 10–20 Mio.

**Industry sectors**  
IT, Medtech, Innovative Services/Products

**Regional focus**  
Europe

**Latest three investments**  
SEG, César Ritz, OX Group

**Latest three exits**  
Netviewer, Secure Computing, Datamars

## The Doodler

**With investments in companies such as Doodle, Dacuda or BoneArtis the Innovationfund of the Schwyzer Kantonalbank managed to be part of some of the most compelling entrepreneurial stories in Switzerland.**

The close cooperation with outstanding entrepreneurial teams is driving the investment activity of the Innovationfund. Actively supporting and challenging the entrepreneurs on their path to growth and profit, the Innovationfund is not only facing but also taking the risk of investing at an early stage of the corporate development. Launched

in 2007 the Innovationfund was funded with CHF 20 Mio. by the Schwyzer Kantonalbank and acts independently from the Bank. An entrepreneurial and experienced Investment Board underlines and supports this independence.

Investment highlights so far include the compelling growth of the scheduling service Doodle, the international market launch of Dacuda's Scanner Mouse, the FDA approval and international partnering of BoneArtis bone substitute technology. All investments performed so far managed to attract other venture investors.

## Invision Private Equity AG

**Devoted to growth capital since 1997, the private equity firm Invision has invested 650 million CHF in sixty-four companies across Europe, the US and Asia. Portfolio companies completed 9 IPOs, while 18 were sold in a trade sale.**

Invision was founded in 1997 as the corporate venture capital division of Metro Holding, the German wholesale giant. In 2000, the vc investor carried out a spin-off from Metro and merged with Aureus Private Equity, a two year-old Swiss based Venture Capital firm with its own fund vehicle. Invision raised two funds of 116 million Euro and 21 million Euro. Its third fund, named Invision III, closed with a volume of 90

million Euro, and its latest, Invision IV, is 185 million Euro. The capital is collected from institutional and high net worth private investors through its proprietary network. The growth financing deals are generally structured as direct equity investments, whereas buy-out deals are typically in form of leveraged financing applied to the acquiring company. Invision is known to have a strong proprietary deal flow, an active calling program, and an experienced team of ten investment professionals. Its established network of industry professionals brings valuable input to the portfolio companies. As a result of all this, Invision holds a top-quartile performance ranking within European and US venture capital funds.



Peter E. Braun, Delegate of the Management Board

### Mountain Club

Dufourstrasse 121, CH-9001 St. Gallen  
Phone +41 44 78 38 019  
www.mountain-club.ag

**Active since** 2010

**Volume range** (in CHF) 200'000–20 Mio.

**Industry sectors** all

#### Regional focus

Worldwide

#### Latest three investments

VSEO, Digital Domain Media Group, Lieferando

#### Latest three exits

Lashou, Taishan, Secusmart



Reinhard Ambros  
Executive Director

### Novartis Venture Funds

Forum 1  
P.O. Box CH-4002 Basel  
Phone +41 61 324 32 67  
www.venturefund.novartis.com

**Active since** 1996

**Volume range** (in CHF) 100'000–20 Mio.

#### Industry sectors

biotech, medtech, pharma

#### Regional focus

worldwide

#### Latest three investments

Euthymics, Merus, Ra

#### Latest three exits

FoldRx, Cequent, Neovacs

## Mountain Club – Heaven for Business Angels

### Exclusive member events in combination with the first "e-banking" solution for Business Angel investments

There are loads of communities on the internet for investors and Business Angels. There is a wide range of specialist publications about private equity and the venture capital scene. And there is the Mountain Club, which, for you as a wealthy investor, can really open new doors. For your investments, for your network, for your individual commitment. Exclusively and only upon personal recommendation.

We offer members a range of selected and quality-assessed investment opportunities in companies in various industries and of various sizes. By these means, we provide you with numerous interesting chances to build and expand a diversified investment portfolio.

## Fuel for Growth

**The Novartis Venture Funds was established when Sandoz and Ciba-Geigy merged, with the goal of enabling spin-offs from the merged companies. It developed into a full-fledged venture capital corporate investment fund, and now holds more than USD 700m under management and a diverse portfolio of over 65 companies.**

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

resentation and actively working with the management teams.

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



Philippe Vercruyssen  
Partner

### OCAS Ventures

Pres. J.F. Kennedylaan 3  
9060 Zelzate  
Phone +32 9 345 12 11  
www.ocasventures.com

**Active since** 2007

**Volume range** (in CHF) 0.5 Mio. – 15 Mio.

#### Industry sectors

Materials, Clean Tech, Nanotechnology

#### Regional focus

Western Europe

#### Latest investments

Elytra, Xcelcoat



Enrico Braglia  
CEO

### Onelife Advisors SA

Via Cantonale 1, CH-6900 Lugano  
Phone +41 91 924 24 00  
www.onelife.ch

**Active since** 2006

**Volume range** (in Euro) 1–5 Mio.

#### Industry sectors

High Technology & Life Science

#### Regional focus

Worldwide

#### Latest investment

HeiQ

## In the Material World

**The steel giant ArcelorMittal and the Flemish region founded OCAS Ventures in a joint effort to promote innovation by setting up an investment fund to actively support entrepreneurial initiatives related to materials.**

The original endowment was generous. The private-public partnership invested 100 million Euro into an ever-green fund. OCAS Ventures actively contributes to the success of material sciences, which are of interest to a region historically dependant on heavy industry. Materials play a paramount role in our economic system. Material science is implicated in more than a quarter of the economic output of industrial countries. Wherever devices, nanosystems, electronics, chemical, medical or food products are used, materials sci-

ences bring an additional value to these industries, which are confronted with the need for quick innovation and development cycles, increasing demands for functionality, reliability, and performance, as well as intense pressure for cost reduction. As a result, OCAS Ventures and its research center (OCAS) can play a key role in promoting industrial progress far beyond its first spinoff Elytra, which produces light-weight sandwiched metal and plastic panels that have exceptional rigidity. XcelCoat, the second OCAS Ventures spin-off, is focusing on the industrial deployment of OCAS' know-how in functional coatings. These technologies are used for aesthetic surfaces (design steel), energy management (heat and light reflecting/absorbing) and surface preparation for post-processing (painting, gluing, enameling).

## A New Approach to Investments

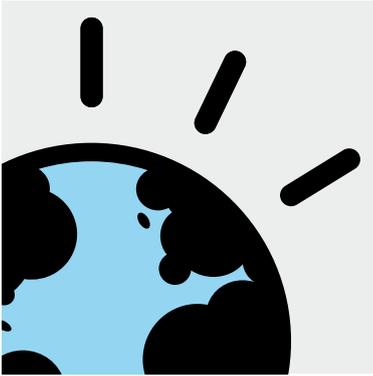
**Onelife is an investment and advisory company offering services to companies, financial institutions and family offices.**

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

Onelife today manages two funds: Prospera Senectute Fund – SICAV-SIF, investing in public Lifescience companies and Bright Technologies Fund investing in high technology private companies.

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

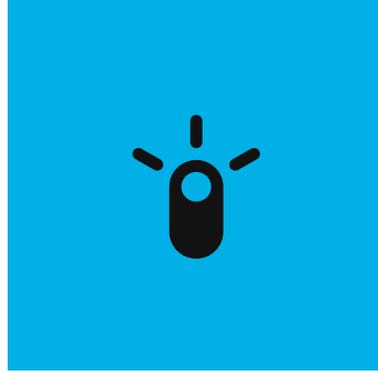
Onelife also manage in-out licensing projects, M&D, Strategic Advisory and is involved in several professional and no profit International (Swissbiotech, UN-PRI, CTI, SECA etc.).



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P25846

## 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](http://www.vipartners.ch)





Per Dybwad  
Chairman & CEO

### Polytech Ventures

c/o Parc Scientifique EPFL  
CH-1015 Lausanne  
Phone +41 21 693 92 10  
www.polytechventures.ch

**Active since** 2008

**Volume range** (in CHF) 0.5–2 Mio.

#### Industry sectors

Technology

#### Regional focus

Suisse Romande

#### Latest three investments

BeamExpress, CommeLesTemps,  
Slyde

#### Latest exit

Picodrill



Nicolas Berg  
Partner

### Redalpine Venture Partners

Pfingstweidstrasse 60, CH-8005 Zürich  
Phone +41 44 271 15 30  
www.redalpine.com

**Active since** 2007

**Volume range** (in CHF) 0.2–3 Mio.

#### Industry sectors

early-stage high tech/high innovation  
(Technology, Life Science)

#### Regional focus

Europe (Germany, Switzerland, Nordic)

#### Latest three investments

Questli, Insphero, Biognosys

#### Latest three exits

Triphunter to Brands4friends/Ebay,  
Genealogic to Netop,  
StudiVZ to Holtzbrink

## Seed / Early Stage Investor

**Polytech Ventures aims to bridge the financing gap between institutional support organizations active in Western Switzerland, such as FIT, Venture Kick, or CTI, and the VC sector. The fund is located in the Parc Scientifique at EPFL, Lausanne (PSE)**

Polytech Ventures is an initiative of EPFL, EPFL+ foundation, Parc Scientifique sur le Site de l'EPFL, FIT and the Sandoz Family Foundation. It is also supported by the Canton of Vaud. Polytech Ventures provides seed funding to local technology start-ups preferably at the very early stages, to help bring them to maturity.

#### Stimulating environment

Being located on the premises of the most dynamic federal university in Switzerland, Polytech Ventures has access to a unique deal flow of innovative technology projects. Polytech Advisors will receive a management fee from Polytech Ventures, along with a contribution during the initial years from the Canton de Vaud, to screen and coach the selected companies. The fund plans to support approximately 10 start-up companies with equity financing. Investors in the fund are local companies and individuals interested in investing in and promoting technological innovation in the region.

## Early Stage Venture Capital by Entrepreneurs

**Redalpine provides venture capital to highly scalable European start-ups. Our mission is to help talented entrepreneurs turn an ambitious vision into reality by providing money, experience, coaching and door opening.**

Redalpine's investment managers have a track-record as successful entrepreneurs and angel investors. They want to share their experience and network with young high potential entrepreneurs and therefore developed a mixture of best practices used by professional business angels and VCs to help start-ups to achieve a successful exit. Consistent to their vocation they call themselves serial entrepreneurs. The founding partners Nicolas

Berg, Peter Niederhauser and Michael Sidler take advantage of the unexploited European early-stage opportunities. Nicolas Berg, who is responsible for investor relations, is a well-known entrepreneur and venture capitalist. He sold his finance platform Borsalino to Ringier, was CEO of Neurotune Pharma and country manager for Xing. Redalpine I had successful closing in August 2007 and in August 2008, Redalpine II plans a first closing in 2011. Redalpine I emerges in scope with expectations and strategy. "The portfolio develops nicely as expected at this stage; Redalpine weathered the financial crisis very well", as Michael Sidler, before involved in corporate investments at Prionics, points it out.



Bernhard Schirmers,  
Reinhilde Spatscheck,  
Hubertus Leonhardt,  
Partners

## SHS Gesellschaft für Beteiligungsmanagement mbH

Bismarckstrasse 12, D-72072 Tübingen  
Phone +49 7071 91 690  
www.shsvc.net

**Active since** 1993

**Volume range** (in CHF) 2–8 Mio.

### Industry sectors

Life sciences/healthcare and related sectors

### Regional focus

Germany, Austria, Switzerland (D-A-CH)

### Latest three investments

4a medicom, phenox, TNI medical

### Latest three exits

ProBioGen, Novosis, Vita 34



Peter H. Müller  
Chairman

## StartAngels Network

Zürichbergstrasse 150, CH-8044 Zürich  
Phone +41 44 820 18 88  
Fax +41 44 820 19 50  
www.startangels.ch

**Active since** 2000

**Volume range** (in CHF) 500K–2 Mio.

### Industry sectors

Medtech, life sciences, industrial high tech, ICT and electronics, cleantech, services

### Regional focus

Switzerland

### Latest investments

Credentis, Attolight, greenTEG

## About SHS

**Three former McKinsey managers established SHS to invest in the growth of small and middle sized technology companies in German speaking countries. In 1997, the third McKinsey man was replaced by a former Arthur Andersen corporate finance manager.**

Legal and economic issues are the core competences of the management team. SHS invests exclusively in businesses with marketable products and technologies. The German limited company currently has EUR 100 million in capital under management. With the current SHS III fund, SHS invests in young innovative companies in German-speaking countries (D-A-CH market) in the life sciences/healthcare

arena. Investors in SHS' funds are institutional investors, typically fund of funds, pension funds, banks, insurance companies, family offices, and high net worth individuals. In general, SHS acts as lead investor and aims for a qualified minority stake (25.1 % to 49.9 %). The financing structure is flexible and adjusted to the situation of the target company. SHS sees itself as co-entrepreneur and investor, offering both management competency and capacity, along with capital.

## Accelerating Start-ups

**The business angels club "StartAngels Network" was founded to provide its members with investment opportunities in early stage enterprises.**

StartAngels Network is a platform for business angel investors. Our mission is to present our members investment opportunities in early-stage Swiss companies. Our network consists of ca. 60 members, who are or were active in various functions and industries. Our angel investors participate directly in the respective start-ups and assist them with coaching and contacts. StartAngels Network is a non profit organisation and does not make any investments.

We organize 3–4 presentation events per year, in part, together with partner organizations such as Bank Vontobel and AKB (Aargauische Kantonalbank). Usually one or two companies per event is financed by lead-investors and/or co-investors from StartAngels Network.

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

Investments/Success stories: Credentis, Attolight, Greenteg, Pearltec, Virtamed, Arktis, Kooaba, CovalX, Virobloc, Idencom, Selexis, Newwave (IPO 2007), Xeltis, Swiss IT Bridge, Col-orant Chromatics, etc.



Bärbel Selm  
CEO

### Stiftung für Technologische Innovation STI

c/o Hochschule für Technik  
und Informatik HTI  
Seevorstadt 103b, CH-2501-Biel/Bienne  
Phone +41 32 321 62 35  
www.sti-stiftung.ch

**Active since** 2004

**Volume range** (in CHF) up to 500'000

#### Industry sectors

all technology oriented sectors

#### Regional focus

Cantons of BE, SO, NE, FR, JU

#### Latest three investments

WIT AG, Hs technology GmbH,  
Delta Robotics GmbH



Eric Gisiger  
Investment Director

### SVC AG für KMU Risikokapital

IKV Tessinerplatz 7, CH-8070 Zürich  
Phone +41 44 333 43 46  
www.svc-risikokapital.ch

**Active since** 2010

**Volume range** (in CHF) 0.5–3 Mio.

#### Industry sectors

All

#### Regional focus

Switzerland

#### Latest three investments

Stratpharma, HeiQ, Omnisens

## Seed Finance for Technological Innovation

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

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

Early stage decisions influence future success substantially. Therefore, business coaching in technical and financial aspects is essential, especial-

ly when lacking management experience. A personal STI-coach supports the project he/she is responsible for with important questions of innovation potential, market relevance and commercial feasibility. Progress and milestones are discussed regularly. Furthermore, a beneficial network towards a start-up branch in Switzerland is established.

“Stiftung für Technologische Innovation” (STI) was co-founded by the Berner Kantonalbank (BEKB | BCBE) and Berner Fachhochschule – Technik und Informatik (BFH-TI) with a capital base of 3,5 million CHF, which has increased to 5 million CHF. Since 2004 out of 45 requests the STI has selected 13 innovative projects. Financial support is given to founders of start-up enterprises by means of long term credits without interest.

## SME investing

**By founding SVC – Ltd. for Risk Capital for SMEs in 2010, Credit Suisse has put aside CHF 100 million of proprietary money to make sustainable investments into innovative Swiss based SMEs financing growth, expansion and succession planning solutions.**

Founded in May 2010, SVC-Ltd. for Risk Capital for SMEs (SVC) has had a bright start in its inaugural year, making investments into ten later stage and growth companies.

Backed by two strong partners, Credit Suisse and the Swiss Venture Club, combined with investment decisions taken by an independent investment committee (consisting of entrepreneurs and industrialists), SVC strongly believes that it brings a convincing partnership proposition for risk

capital seeking Swiss based SMEs to the table.

Led by clear investment guidelines, SVC covers a broad range of the SME life-cycle starting off with later stage VC investments, through to development/growth capital opportunities and concluding with financing succession planning situations. In all its investments, SVC focuses on sustainability rather than following any specific industry. By bringing in its network and the team's expertise, SVC wants to actively contribute to its portfolio companies' business success.

SVC invests in minority equity stakes, but also offers unsecured, subordinated loans. In a situation where the total investment amount required outstrip SVC's range, co-investments with other investors are possible.



Dominique Mégret  
CEO Swisscom Ventures

### Swisscom

Alte Tiefenastrasse 6, CH-3050 Bern  
Phone +41 31 342 12 42  
www.swisscom.com

**Active since** 2005

**Volume range** (in CHF) 0.5–5 Mio.  
per investment

### Industry sectors

Communications, Internet, Digital Media

### Regional focus

worldwide

### Latest three investments

Quantenna, Amplidata, Asoka

### Latest three exits

Sequans, Kyte, Firecomms



Berthold von Freyberg

### Target Partners

Kardinal-Faulhaber-Strasse 10  
D-80333 München  
Phone +49 89 20 70 490  
www.targetpartners.de

**Active since** 1999

**Volume range** (in CHF) 1–5 Mio.

### Industry sectors

IT, the Web, media, semiconductors,  
telecommunications, cleantech, micro-  
and nano-technologies

### Regional focus

Germany, Austria, Switzerland

### Latest three investments

hetras, Joulex, Scoreloop

### Latest three exits

NaWoTec, Betty Holding, gate5

## Ecosystem for ICT

**Swisscom Ventures is the corporate venturing department of Swisscom Group. It was founded in 2005 within the Strategy and Business Development division. To-date, Swisscom Ventures has invested CHF 75m in 16 companies and 3 Venture Capital funds.**

The purpose of Swisscom Ventures is to create an ecosystem of growth companies in the telecommunications, information technology, media and entertainment sectors, leveraging Swisscom assets, such as its customer base, franchise, partner network and technologies.

Its investment scope is broad geographically (50% outside Switzerland) and sector wise, ranging from telecom to online and digital media companies. The key investment objective is to deliver a strategic contribution to Swiss-

com operations, on top of financial returns. Swisscom Ventures operates as an evergreen fund, reinvesting the proceeds from portfolio exits.

### Door opener

Swisscom Ventures creates a bridge between early-stage companies and Swisscom's research laboratories, product marketing and commercial units. Examples of this cooperative approach include Quantenna (Silicon Valley semiconductor company behind the Swisscom's Wifi Connectivity Kit launched in 2010) and iConcerts (music channel on Swisscom TV). Swisscom Ventures makes both equity and convertible debt investments. Swisscom generally co-invests as a minority shareholder alongside other Venture Capital firms.

## Capital meets Ideas

**With 225 million Euro under management, Target Partners is one of the leading venture capital investors in the German speaking countries.**

The partners of Target Partners have years of collective experience as successful managers, entrepreneurs and venture capital investors in Europe and the USA. We founded or led companies ourselves, developed or sold technology products ourselves. We have seen numerous companies through to IPO and beyond. We understand the challenges an entrepreneur faces and that the road to success often isn't simple and straight. Both in Europe and the USA Target Partners has a large network in industry and venture capital.

We open doors for you to customers, business partners, experienced managers and financial markets. We support you in business development, in international expansion, in closing OEM or distribution contracts, and in acquisition decisions. Target Partners invests predominantly in the German speaking markets. In some cases we already invest when there is little more than an idea or a prototype. But often our portfolio companies already have a finished product or even first customers. All of them target high-growth markets with revenue potential of several hundred million Euro.



Jochen Gnaedinger  
Business Development  
Manager

### Technopark Luzern

D4 Platz 4, CH-6039 Root Längenbold  
Phone +41 41 455 21 21  
www.technopark-luzern.ch

**Active since** 2003

**Volume range** (in CHF) 0.25–0.8 Mio.

#### Industry sectors

IT, ICT, Microtechnology, Energy,  
Environmental, e-Communication, Services

#### Regional focus

Switzerland with a focus of Lucerne

#### Latest three investments

MAYORIS AG, Basisnote AG, Object  
Solutions AG



Lukas Gayler  
Investment Manager

### Verium AG

Seehofstrasse 6, CH-8008 Zürich  
Phone +41 44 269 60 60  
www.verium.ch

**Active since** Chemolio Holding Ltd. in  
1957; Verium Ltd. in January 2011

**Volume range** (in CHF) 1–10 Mio.

#### Industry sectors

Industry, Technology, Consumer Goods,  
Health Care

#### Regional focus

German speaking regions (DACH)

## Branded Start-up Model

**Technoparks are a worldwide success story. They supply the necessary infrastructure to start-ups at fairly reasonable costs. Since the autumn of 2003, Technopark Luzern has been running a top facility, located between the cities of Zug and Lucerne.**

Situated at a central traffic junction, the location is an ideal meeting point and does not lack amenities, such as restaurants and public transportation access. Within record time it established itself as a valuable business incubator for the greater Lucerne area. The Technopark Luzern under the operative guidance of Hansruedi Lingg (CEO) and Jochen Gnädinger (Business Development), actively manages a portfolio of more than forty companies, a num-

ber that is constantly growing. Adding eight to ten start-ups a year, the aim is to attract between fifty and sixty companies, a target that should be reached in 2012. Since 2008 Technopark Luzern has a new additional partner, Wachstumskapital AG, a subsidiary of the Luzerner Kantonalbank, joined by selected investors. Its participation increases the yearly equity financing available to between 4 million CHF and 6 million CHF. The branded Luzerner Start-up Model® provides supported companies with guidance through modular coaching programs during their life cycle. Individual targets and strategic developments are defined in close relation with investors, board members and the executives.

## Verium – The Family Office

**Since 1976 a well-known and entrepreneurial family managed their participations and financial activities through their single family office Chemolio Holding Ltd. Verium Ltd. overtook the management of the portfolio companies and investments of aforementioned single family office and opened the platform independently to a wider circle of selected investors and aligned families.**

#### Investment philosophy and offering

Verium Ltd. supports a small number of entrepreneurs and entrepreneurial families in their integrated and comprehensive wealth management. Our interests, values and visions are aligned with those of our clients. There is a common understanding that sustainable capital growth is achieved primarily

through an entrepreneurial investment approach.

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

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

We provide a state-of-the-art reporting and controlling platform and can consolidate all investments across a variety of asset managers/banks and all asset classes such as liquidity, asset management, direct and indirect private equity, real estate and other assets.

# Hire and higher

As the world of business gets more complex, the business of human resources needs to get simpler. The way to do this is by innovation. We at PwC's Human Resources Services can help you in your efforts. We can draw on more than 6,000 experts worldwide to guide you through staff-related issues, from mobility and compensation packages to your HR organisation, talent and change management.



PricewaterhouseCoopers AG, Birchstrasse, P.O. Box, 8050 Zurich  
Telephone 058 792 44 00, Telefax 058 792 44 10

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www.tavernierschanz.com | Contact: Jacques Bonvin (bonvin@tavernierschanz.com)



Laura Regazzoni  
Managing Partner

### Verve Capital Partners

Zollikerstrasse 44  
CH-8008 Zürich  
Phone +41 44 380 29 35  
www.investiere.ch

**Active since** 2010

**Volume range** (in CHF) 0.5 to 2.5 Mio.  
capital need

#### Industry sectors

ICT, Life Sciences (no drug dev.),  
Other Disruptive, Innovative Non-high-tech

#### Regional focus

Switzerland

#### Latest three investments

SalsaDev, Attolight, Shadow Government



Alain Nicod  
Managing Partner

### VI Partners AG

Baarerstrasse 86, CH-1603 Zug  
Phone +41 41 729 00 00  
Fax +41 41 729 00 01  
www.vipartners.ch

**Active since** 2000

**Volume range** (in CHF)  
100'000 – 7 Mio.

#### Industry sectors

IT, Material Sciences, Software, Biotech,  
Life Sciences, Medtech

#### Regional focus

CH and neighboring regions

#### Latest three investments

Endosense, Jenavalve, deal united

#### Latest three exits

Xigen, Esbatech, Picodrill

## Democratizing Venture Capital

**investiere.ch is a disruptive early-stage & equity gap financier. It provides to selected entrepreneurs access to a network of private investors, and to the latter direct investment opportunities in a previously untapped early-stage asset class.**

Since February 2010, Verve Capital Partners (VCP) operates investiere.ch. Within one year investiere.ch has co-financed four early-stage companies: Attolight, SalsaDev, Shadow Government and Qvanteq.

VCP goes well beyond opening a new source of capital: after a collaborative due diligence, the team supports entrepreneurs in grooming their pitch and facilitates the entire investment process aligning all parties' inter-

ests and following a proven practice process and legal framework. By leveraging the internet, social networks and the growing interest of private investors to invest in innovative startups, the entrepreneur's time to find and manage capital is significantly reduced. Since they are a young company, the "Vervies" speak the entrepreneurs' language. And being an independent intermediary, they aim at fair terms for both, start-ups and investors. VCP receives part of its success-based fees in equity; this underlines its demand for high quality standards.

VCP has a strong footprint in the high-tech and university spin-off space, but its USP is certainly in being able to also attract and present the most innovative start-ups outside the scientific world.

## The Evergreen Fund

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

VI Partners (VIP) is responsible for the management of the fund. The experience of the 4 partners of VIP covers all industries (IT, medtech, biotech, etc.). The investments are done primarily in early stage companies but the fund can accompany the companies throughout their life cycle. Over the last 4 years, VI has generated CHF60m on 12 ex-

its which are reinvested in new portfolio companies. VI operates as an evergreen fund. As of March 2011, there are 21 companies in the portfolio.

Historically, VIP has invested most of its money in the form of equity. In 80% of the cases VIP has been the first institutional investor. If, however, the investment amount required is too large, VIP is not reluctant to work with other private or institutional investors.



Christian Waldvogel  
Managing Partner

### Vinci Capital

PSE, Batiment C, CH-1015 Lausanne  
Phone +41 21 693 92 34  
Fax +41 21 693 92 30  
www.vincicapital.ch

**Active since** 1998

**Volume range** (in CHF) 10–30 Mio.

#### Industry sectors

industry and technology

#### Regional focus

Switzerland

#### Latest three investments

SolvAxis, Schurter Retrofit, Symetis

#### Latest three exits

Evolve, Endoart, Kuros



Bart Markus  
General Partner

### Wellington Partners

Theresienstrasse 6, D-80333 München  
Phone +49 89 219 94 10  
www.wellington-partners.com

**Active since** 1998

**Volume range** (in CHF) 1–25 Mio.

#### Industry sectors

Digital Media, Software, Cleantech,  
Life Sciences

#### Regional focus

Europe

#### Latest three investments

Spotify, Artfinder, GLO

#### Latest exits

eCircle, Aloqa

## No Square Peg in a Round Hole

**Vinci Capital, The Lausanne and Zurich based investor, focuses exclusively on industries for which Switzerland has a long-lasting and well established international track-record. Vinci Capital is located upon the premises of the EPFL, Lausanne.**

In the demure cubical building on the EPFL campus there is no room for extravagance. The Vinci Capital headquarters are looking over Lake Geneva, but as for the investment companies, the vantage stops at the borderline. "Vinci Capital strongly believes in the power of proximity" states Xavier Paternot, Managing Partner. Only Swiss-based technology-focused small and medium sized firms are in the mirror. Over 40 Swiss pension funds have backed

Vinci Capital including Lombard Odier Darier Hentsch, Julius Baer, Retraites Populaires, Geneva and Neuchâtel Cantons and Skyguide are the institutional investors relying upon the strictly regulated investment vehicle Renaissance PME. By only investing in Swiss companies and with an investment team composed exclusively of former high-tech executives and entrepreneurs, hence with the help of a very dense network, Vinci Capital is able to provide its portfolio companies with a quick and reactive coaching on all areas of business, from strategy to team building, marketing and operations. Vinci Capital steps in as active lead investor and mainly through equity participation. Swisscom is acting as its most prestigious strategic and financial partner.

## The Truly Pan-European Venture Investor

**With an international partnership and investment offices in Munich and London, Wellington Partners is a pan-European investor. We support European Digital Media, Software, Cleantech and Life Science companies at the seed, early and growth stages.**

Wellington Partners (www.wellington-partners.com) ranks among the most successful pan-European venture capital firms. With Euro 800 million under management and offices in London, Munich, Palo Alto and Zurich, the firm invests into opportunities throughout Europe that have the potential to become global leaders, mainly in the areas of Digital Media, Information

Technology, Cleantech and Life Sciences. Since 1991, Wellington has established a worldwide network complemented by expert Venture Partners to aid its entrepreneurs in building companies on a global scale.

Wellington Partners has invested in more than 100 companies in Europe and Israel, including publicly traded Actelion, SAF and XING, successful privately held companies like Alando (acquired by eBay) and ImmobilienScout24 (acquired by Deutsche Telekom) as well as current portfolio companies like Adconion, Spotify, Astaro, Questico, Livebookings, Qype, GLO, Azzurro, Enecsys and Truphone.



Patrick Griss, Martin Rutishauser, Walter Hürsch  
Partners

### Zühlke Ventures AG

Wiesenstrasse 10a, CH-8952 Schlieren  
Phone +41 44 722 66 11  
www.zuehlke.com

**Active since** September 2010

**Volume range** (in CHF) 0.2–1 Mio.

#### Industry sectors

IT, Medtech, High-Tech in general

#### Regional focus

CH, DE, UK, AT

#### Latest three investments

DSwiss, Message Automation



Erika Puyal Heusser

### Zürcher Kantonalbank

Bahnhofstr. 9, CH-8010 Zürich  
Phone +41 44 292 24 64  
www.zkb.ch

#### Active since

Bank incorporated in 1870

#### Volume range

 (in CHF)

300'000–500'000

#### Industry sectors

ICT, Life Science, Medtech, Sensors,  
Materials, Automation

#### Regional focus

Greater Zurich Economic Area

#### Latest three investments

Malcisbo AG, Credentis AG,  
ChromaCon AG

## Empowering Entrepreneurs

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

Startup companies in the high-tech sector are the real drivers of innovation in our society. Entrepreneurs make a lasting contribution to the competitive environment in their economic areas. However, they are faced with high financial needs, considerable technical challenges and a complex market environment.

Zühlke Ventures assists startups well beyond financial support. Our experts can also actively help entrepreneurs plan strategies, mitigate tech-

nical risks, structure their businesses and secure follow-up financing. This powerful partnership results in a shorter time-to-market and better chances of achieving success.

Zühlke Ventures works with selected financing, market and technology partners in order to provide optimal assistance. This cooperation further accelerates the startup and co-investors profit from shorter investment cycles, and thus better profitability and yields.

The drivers behind the capabilities of Zühlke Ventures are the execution experience, an entrepreneurial team and the international network of partners of the Zühlke Group, a leading technology and consultancy business with 400 employees in Germany, Great Britain, Austria and Switzerland.

## Freedom to grow

**With its start-up fund PIONIER, the biggest Swiss Kantonalbank ZKB has become one of “downtown Switzerland’s” most active investors by financing the bridge from science to market.**

The fund, incorporated in 2005, invests the bank's own money, which served to quickly enhance the reputation of the Zurich-based financial institution, now ranked number four in Switzerland. Financing instruments range from debt to equity whereas mezzanine capital plays the most important role. The portfolio currently counts about 70 companies in different sectors. Investments usually are made in a very early stage, once the prototyping has been completed. Since venture capitalists are cautious when it comes to seed phase financing in Switzerland, ZKB fills an

important gap. Financing periods may lie between 5 and 8 years. Unlike most other venture capitalists, ZKB does not involve itself in operational issues more take on a board position of start-up companies. Investments must have their headquarters within the Greater Zurich area. Each year the bank awards a Swiss start-up with the ZKB Pionierpreis Technopark, a cash prize that attracts great media coverage.

#### ZKB Pionierpreis Technopark

The prize awarded is worth CHF 98'696.04, which is 10'000 times Pi square, symbolizing science and technology. Selection criteria for winners are creativity, innovation, relevance for society and market plus successful know-how transfer from science to market.

# wenger & vieli

Attorneys at law

## ABOUT US

We are a leading Swiss law firm with about 40 lawyers located in Zurich and Zug. One of our particular strengths is in the area of Venture Capital and Private Equity.

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We advise investors through the whole life cycle of venture capital: on tax efficient offshore and domestic fund structures, acquisition of portfolio companies, exit routes and more. As a one-stop-shop we take care of tax structuring, intellectual property, regulatory, employment, general contract and corporate law. On top we offer the full range of all notarial services needed in the venture capital business.

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We advise our clients in German, English, French, Italian, Czech, Russian and Spanish.

## WENGER & VIELI LTD

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### Interested?

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

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

**EMPA**   
Materials Science & Technology

[www.empa.ch](http://www.empa.ch)

# Businessplan Competitions

Name	Prize	Short description / Eligibility
<b>De Vigier Prize</b> www.devigier.ch	CHF 500'000 p.a. CHF 100'000 each	Support for company founding: feasibility, financing, market opportunity of the product
<b>IMD</b> www.imd.ch/startups	Support from MBAs and EMBA's	Technology-based enterprises preferred, commitment of the team
<b>Innovation Prize Freiburg</b> www.frinnovation.ch/innovationspreis	CHF 20'000	Only for companies of Freiburg (CH), every two years; reward of creativity and innovation
<b>Prix Coup de Pouce (Fondation Liechti)</b> www.fondation-liechti.ch	CHF 50'000	For early stage companies; description of the project, business and financing plan
<b>Heuberger Winterthur Jungunternehmerpreis</b> www.jungunternehmer-preis.ch	CHF 450'000 p.a. CHF 150'000 each	For german-speaking swiss entrepreneurs with an idea, product or service with high growth potential
<b>Swiss Economic Award</b> www.swisseconomic.ch	CHF 75'000 (total)	Yearly award for Swiss entrepreneurs with brilliant achievement, max 6 years old companies
<b>Swiss Technology Award</b> www.swisstechology-award.ch	Booths on important trade Fairs	For students, graduates, researchers; Innovation, Society, Market, Creativity
<b>Trophée PERL</b> www.lausanneregion.ch	CHF 50'000	Only for companies of the region of Lausanne
<b>Venture 2012 (ETHZ &amp; McKinsey/KTI/CTI)</b> www.venture.ch	CHF 150'000 (Total)	The Swiss-wide businessplan competition, includes workshops and coaching; from the business idea to the business plan
<b>Venture Kick</b> www.venturekick.ch	CHF 130000 (max per company)	For college graduates and people with an innovative idea; 3 stages, 3 presentations, the grants increase from step to step
<b>Venture Leaders</b> www.venturelab.ch/vLeaders.asp	10 day business development program in Boston (USA)	Scientists pursuing a concrete business opportunity based on their research and startup entrepreneurs with global growth ambitions.
<b>ZKB Pionier Prize Technopark</b> www.technopark.ch	CHF 98'696.04	For students, graduates, assistants, scientists and entrepreneurs; innovation, marketability, social relevance





# Important Links

## Commission for Technology and Innovation CTI

[www.kti.admin.ch](http://www.kti.admin.ch)

### CTI Projects

[www.kti.admin.ch](http://www.kti.admin.ch)

### CTI Start-up

[www.ctistartup.ch](http://www.ctistartup.ch)

### CTI Entrepreneurship

[www.venturelab.ch](http://www.venturelab.ch)

### CTI Invest

[www.cti-invest.ch](http://www.cti-invest.ch)

### ETH Transfer

[www.transfer.ethz.ch](http://www.transfer.ethz.ch)

[www.spinoff.ethz.ch](http://www.spinoff.ethz.ch)

### ETH Juniors

[www.juniors.ethz.ch](http://www.juniors.ethz.ch)

### EPFL Innograts

[www.vpiv.epfl.ch](http://www.vpiv.epfl.ch)

### De Vigier Foundation

[www.devigier.ch](http://www.devigier.ch)

### Venture

Venture Office

[www.venture.ch](http://www.venture.ch)

### IMD

[www.imd.ch/startups](http://www.imd.ch/startups)

### Venture Kick

[www.venturekick.ch](http://www.venturekick.ch)

### Venture Leaders

[www.venturelab.ch/vLeaders.asp](http://www.venturelab.ch/vLeaders.asp)

### Technopark-Allianz

[www.technopark-allianz.ch](http://www.technopark-allianz.ch)

### Technopark Aarau

[www.technopark-aargau.ch](http://www.technopark-aargau.ch)

### Technopark Lugano

[www.tecnopolo.ch](http://www.tecnopolo.ch)

### Technopark Luzern

[www.technopark-luzern.ch](http://www.technopark-luzern.ch)

### Technopark Winterthur

[www.technopark-winterthur.ch](http://www.technopark-winterthur.ch)

### Technopark Zürich

[www.technopark.ch](http://www.technopark.ch)

### PSE (at EPFL)

[www.parc-scientifique.ch](http://www.parc-scientifique.ch)

### Swissnex Boston

[www.swissnexboston.org](http://www.swissnexboston.org)

### Swissnex San Francisco

[www.swissnexsanfrancisco.org](http://www.swissnexsanfrancisco.org)

### Creapole

[www.creapole.ch](http://www.creapole.ch)

### Empa

[www.empa.ch](http://www.empa.ch)

### Euresearch

[www.euresearch.ch](http://www.euresearch.ch)

(Swiss guide to European research)

### Paul Scherrer Institut PSI

[www.psi.ch](http://www.psi.ch)

### SECA

[www.seca.ch](http://www.seca.ch)

### Stanford Education Corner

[www.ecorner.stanford.edu](http://www.ecorner.stanford.edu)

### StartupCamp

[www.startupcamp.ch](http://www.startupcamp.ch)

### Startups.ch

[www.startups.ch](http://www.startups.ch)

### Startupticker

[www.startupticker.ch](http://www.startupticker.ch)

### Startup Weekend

[www.startupweekend.ch](http://www.startupweekend.ch)

### Startzentrum

[www.startzentrum.ch](http://www.startzentrum.ch)

### Swiss Innovation Forum

[www.ch-innovation.ch](http://www.ch-innovation.ch)

### SwissStartups.com

[www.swissstartups.com](http://www.swissstartups.com)

### Venture Summit

[www.venture-summit.ch](http://www.venture-summit.ch)

