



Award Ceremony

the best Business Plans
and Business Ideas for tomorrow

>> Preface

Dear >>venture>> community,

We are delighted to present the finalists of the 13th edition of >>venture>>. The TOP 5 Business Plan and Business Idea teams who present themselves on stage today have proven to be the most outstanding among the 192 projects that were accepted to enter the competition this year.

Tonight's first award ceremony at EPFL marks a new milestone in the Switzerland-wide presence of >>venture>>. Going forward, the award ceremony will move between Zurich and Lausanne. Another first is the participation of André Kudelski, President of Innosuisse, Chairman and CEO of Kudelski Group, and new board member of the >>venture foundation>>. We look forward to his keynote address.

>>venture>> 2018 would not have been possible without the invaluable contributions of the Advisory Board and the nearly 200 coaches, jurors and experts, who provide pro bono support to the >>venture>> teams. Our thanks go to all our supporters and our congratulations to the fantastic startup teams you will meet tonight. We wish you an unforgettable evening at EPFL!

For the organisers

Prof. Dr. L. Guzzella
President
ETH Zürich

Dr. M. Ziegler
Senior Partner
McKinsey & Company

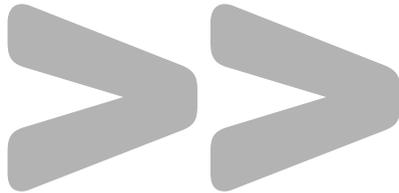
Dr. T. Knecht
Founder of >>venture>>
Chairman Knecht Holding

A. Kudelski
President
Innosuisse

Prof. Dr. M. Vetterli
President
EPFL



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>> Program

18:30	Welcome by moderator Olivier Dominik, Journalist and Anchor at RTS
18:35	Speech by Martin Vetterli, President of EPFL
18:45	Speech by Thomas Knecht, Chairman of Knecht Holding
18:55	Presentation of the Audience Award by Pascal Crittin, Director General of RTS
19:00	Announcement of the >>venture>> 2018 TOP 5 Business Ideas
19:20	Speech by Marco Ziegler, senior partner at McKinsey & Company
19:25	Keynote by André Kudelski, Chairman and CEO of Kudelski SA, President of the Board of Innosuisse
19:45	Announcement of the >>venture>> 2018 TOP 5 Business Plans
20:10	Closing remarks by Lino Guzzella, President of ETH Zürich
20:20	Apéro at Foyer Campus

Keynote speaker:

André Kudelski

Chairman and CEO of Kudelski SA,
President of the Board of Innosuisse



After earning his degree in physical engineering at EPFL, André Kudelski started his career as a Research and Development engineer with Kudelski SA in 1984. After a short assignment in Silicon Valley, André Kudelski became Managing Director of Nagravision, the pay television division of the Kudelski Group that he founded. He succeeded his father as Chairman and CEO of Kudelski SA in 1991.

Under Mr. Kudelski's leadership, the Kudelski Group has become a world leader in security and end-to-end solutions for digital media, Internet of Things, cybersecurity and public access. The commercial activities of the Kudelski Group are rapidly expanding in the US, with the creation of a second headquarters in Phoenix (AZ) in 2016, while the Group maintains a strong R&D base at its historical headquarters in Cheseaux-sur-Lausanne (VD).

André Kudelski is President of Innosuisse, the successor organization of the federal Commission for Technology and Innovation (CTI), which supports science-based innovation in Switzerland. In this position, he is a member of the board of the >>venture foundation>>.

>> Events throughout the year

February



Kickoff

- Get inspired
- Get to know the >>venture>> community



Intro to Intellectual Property

- Learn from an IP expert from the Swiss Federal Institute of Intellectual Property



Speed Coaching

- Meet 5-10 coaches for 10 minutes
- Find your mentor
- Get input and ideas

March



Patent Search Workshop IPI

- Deep-dive into patent search
- Perform your own patent search



Pitch Workshop

- Practice your own pitch
- Learn from others
- Find out dos and don'ts



Business Plan Booster

- Meet 3 coaches for 45 minutes each
- Receive feedback on your Business Plan in a 1-day workshop



Startup Speed Dating

- Pitch in front of candidates
- Find additional team members
- Form new teams



Expert Clinic

- Ask questions to experts from different fields
- Learn more during 1-on-1 meetings

May



Meet the Supporters

- Get to know more support organisations

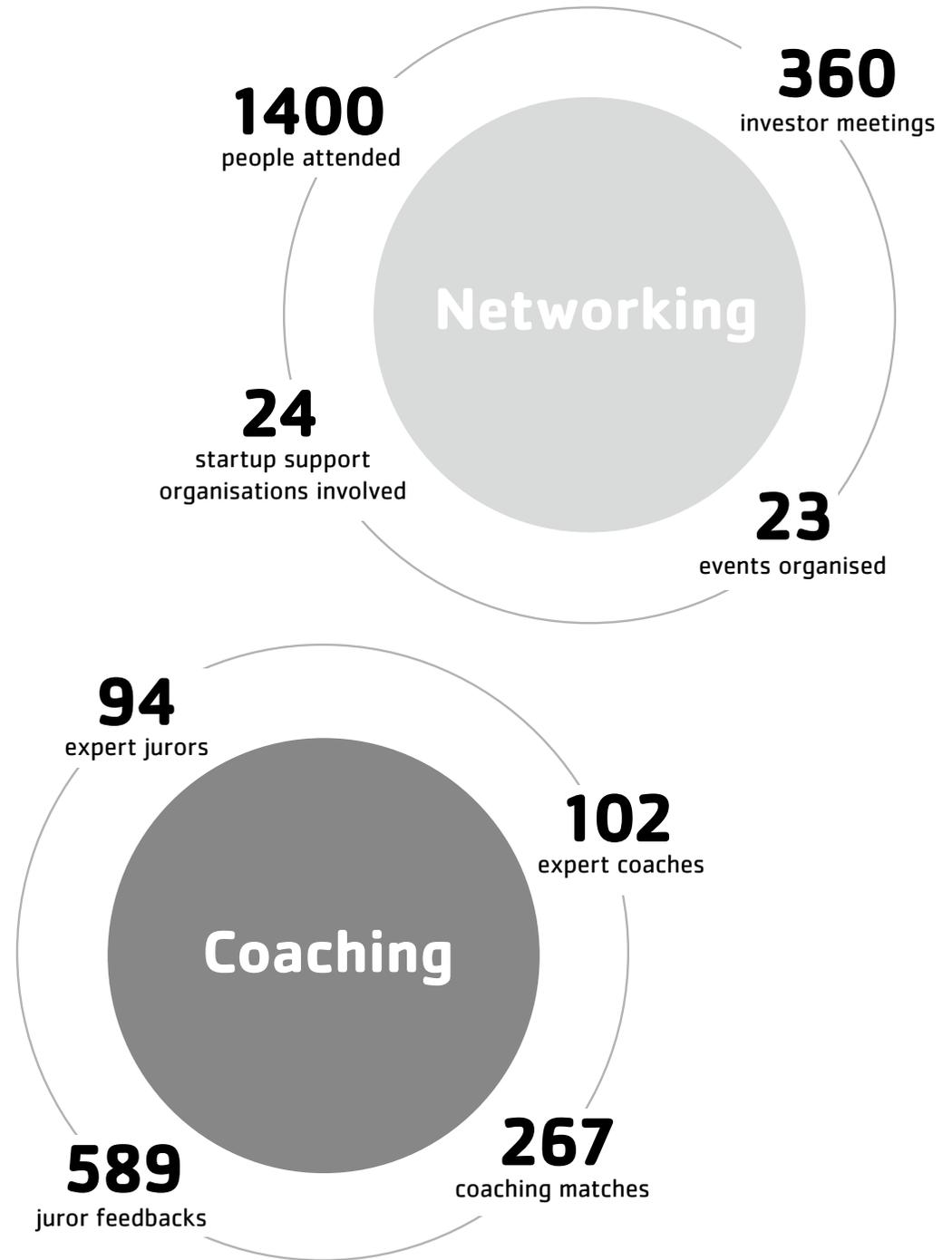
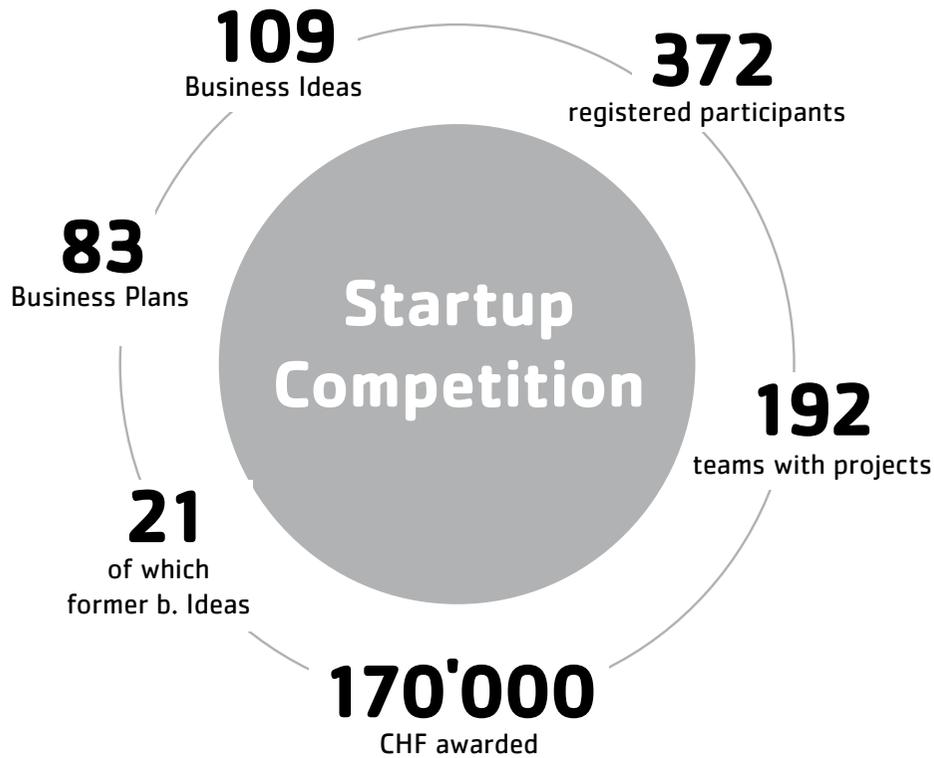
June



Investor Day & Award Ceremony

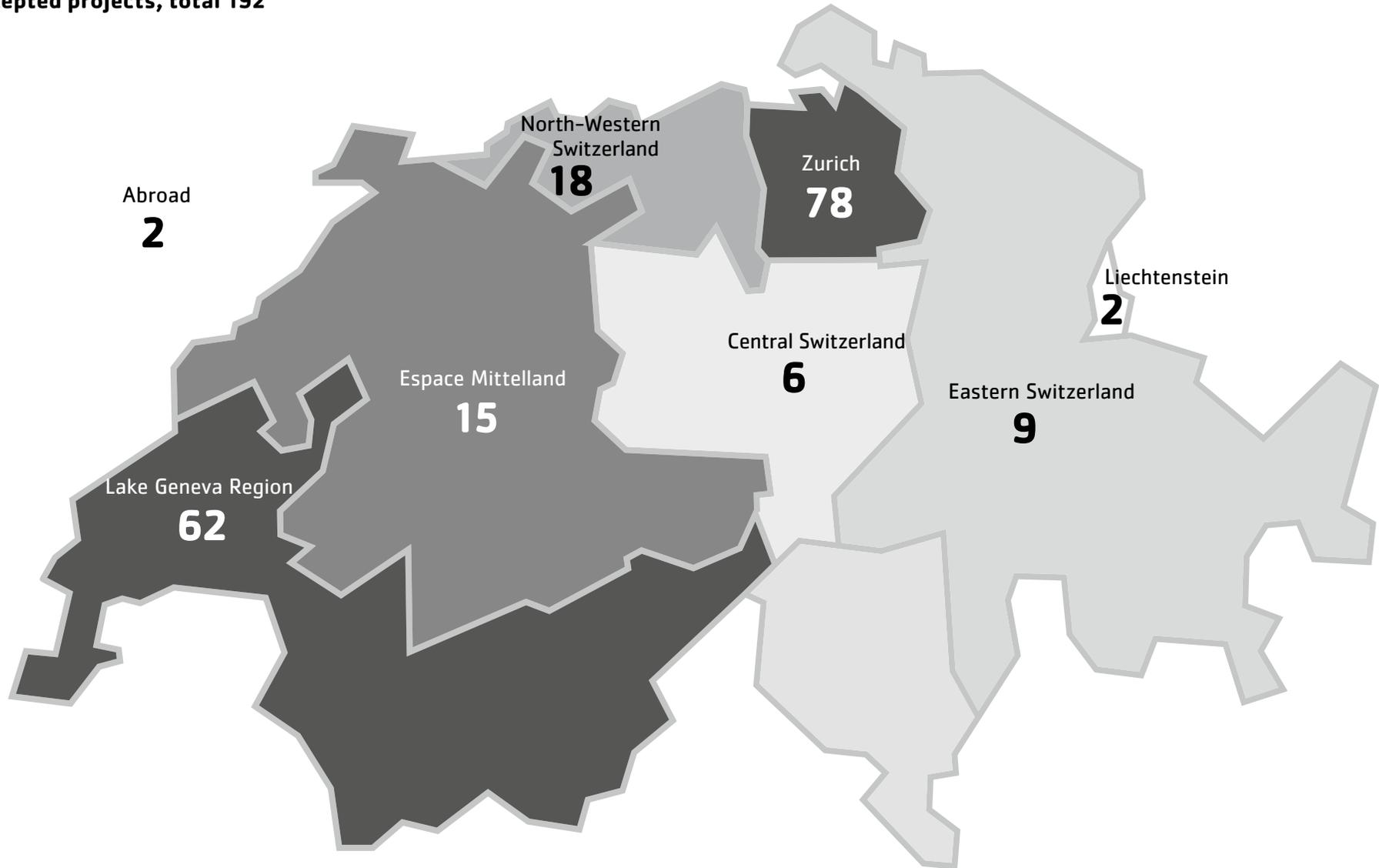
- Pitch your plan in front of investors
- Meet investors 1-on-1
- Celebrate the >>venture>> winners

||| Key facts 2018



Geographic location of projects

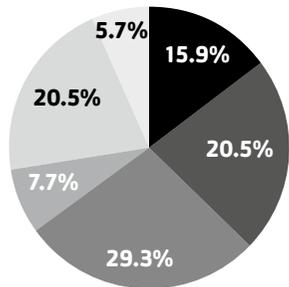
Accepted projects, total 192



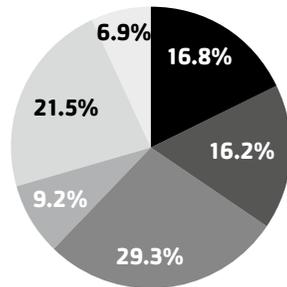
|| Diversity

Most recent participant affiliation to institutes of higher education

2017
(100% = 355)



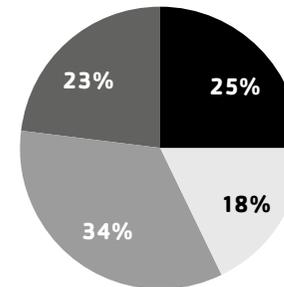
2018
(100% = 372)



- EPFL
- ETH Zürich
- Other Swiss universities
- Swiss universities of Applied Science
- Foreign universities
- None

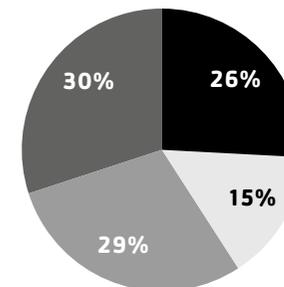
|| Projects by industry (as selected by teams)

All submitted projects
(100% = 192)

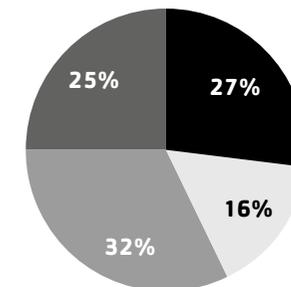


- Consumer Goods & Services, other
- High Tech, Industry
- ICT
- Life Sciences

Business Ideas
(100% = 109)

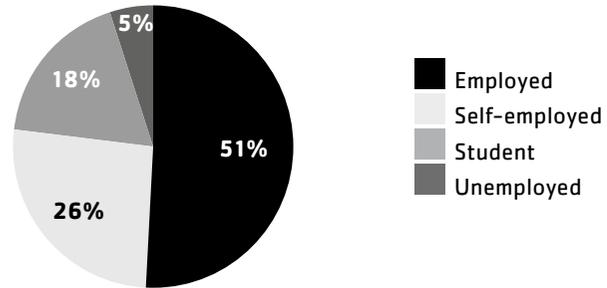


Business Plans
(100% = 83)



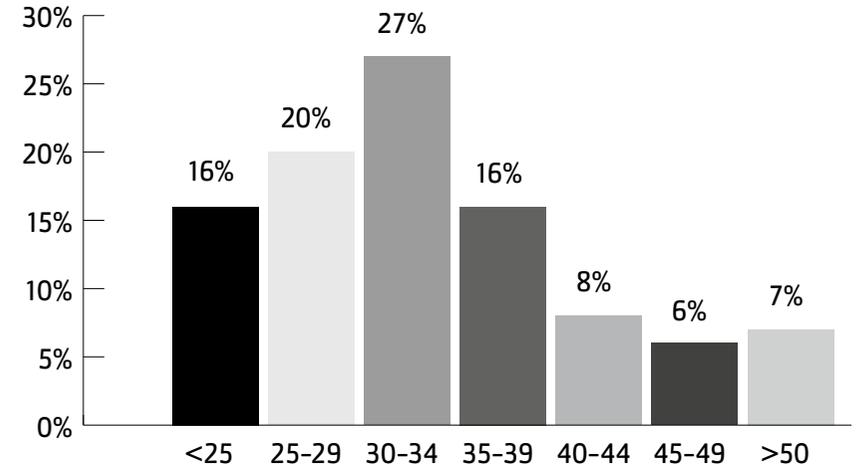
Professional status of participants

(100% = 372)



Age distribution of participants

(100% = 372)



Gender of participants

(100% = 372)



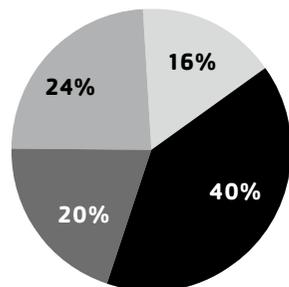
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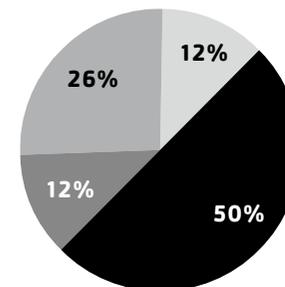
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AgroSustain

Olga Dubey
Sylvain Dubey
Jean-Pascal Aribot

Industry	Food, Beverage & Tobacco
City	Epalinges
Affiliation	UNIL, Agroscope
Contact	olga.dubey@agrosustain.ch

What we do

AgroSustain develops efficient organic treatments to extend shelf life of fruits and vegetables infected with fungal pathogens. Products of AgroSustain promote the reduction of food waste and plastic consumption by extending food shelf life.

What we need

We are opening a seed round of investment in the quantity of CHF 900k to perform the certification of AgroSustain's first product and extend the team.

Why AgroSustain?

Using a novel screening approach, AgroSustain has identified a number of antifungal compounds from plant extracts. Their first product originating from these has been shown to significantly extend the shelf life of vegetables, fruits, berries and cut flowers infected with agronomically important fungal pathogens. No toxic side effects have been found, and application can be performed by spraying. The company already has a strong concept of a supply chain and distribution path.

Ruedi Gyax, member of the Jury Committee



Araris

Philipp Spycher
Claudia Murar
David Muggli

Industry	Pharmaceuticals, Biotechnology & Life Sciences
City	Villigen
Affiliation	PSI
Contact	philipp.spycher@psi.ch

What we do

Araris develops antibody-drug conjugates (ADCs) for targeted cancer therapy. Generating ADCs with current methods is complex and expensive and they often have limited stability and suboptimal efficacy. Without engineering, we can turn any native antibody into an ADC with optimal properties.

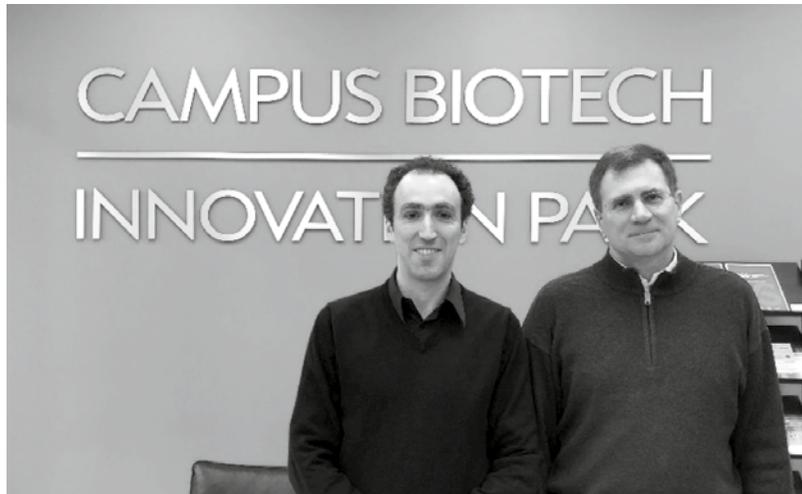
What we need

We are in active discussions with pharma companies which want to test our ADC technology. To further explore collaboration opportunities, to build a powerful team and to start developing own ADCs, we are looking for CHF 2.5M seed investment.

Why Araris?

Araris has submitted a very interesting Business Plan of outstanding quality. The early stage life-science company is active in the field of an antibody drug conjugates (ADC), addressing an unmet medical need for novel cancer therapeutics. The company has developed a convincing technology that overcomes the limitation of currently used antibody drug conjugates and clearly separates them from competitors. The company is run by a multi-disciplinary management team supported by experienced biotech entrepreneurs.

Michael Wacker, member of the Jury Committee



EBA-Med

Adriano Garonna
Giovanni Leo
Adi Kouadio

Industry	Health Care Equipment & Services
City	Geneva
Affiliation	EPFL
Contact	adriano.garonna@eba-med.com

What we do

300'000 patients in Europe are treated every year for heart arrhythmias using manual surgeries, which are scary, complex and lengthy. EBA-Med's non-invasive solution based on proton beams enables the same treatment in a single session, whilst saving hospitals 5 times the time and 3 times the costs.

What we need

We are seeking investors for our Seed Round to fund the development and animal testing of a full prototype of our heart motion imaging and beam controlling system for protontherapy centers.

Why EBA-Med?

EBA-Med ticks all the boxes and is as solid as a project in this phase can be. The developed technology is appealing and the full implementation is based on other proven building blocks, which gives this venture an attractive technology risk profile. EBA-Med replaces existing procedures in a well-defined market with established price points. The advantages their non-invasive treatment brings is disruptive and makes it plausible both to enter the market in direct competition with incumbents, and to scale the business rapidly. Investors will appreciate the proven team and find the business proposition compelling.

A handwritten signature in black ink, appearing to read 'Ulf Claesson'.

Ulf Claesson, member of the Jury Committee



INVOLI

Manu Lubrano, Melanie Guittet,
Cristina Mihalachiou, Steven Roelofsen

Industry	Technology Hardware & Equipment
City	Renens
Affiliation	EPFL
Contact	melanie.guittet@involi.com

What we do

INVOLI enables the safe integration of drones into the air traffic, thus avoiding collisions with aircraft and permitting new exciting applications (drone delivery, drone taxi). Our system provides the currently missing low-altitude air traffic data to drones, and thus allows a safe and shared sky.

What we need

We are looking for Round A of CHF 4M by the end of 2018, advisors for business development, policy and regulation, industry connections and pilot projects.

Why INVOLI?

The jury liked INVOLI's Business Plan, according to which the four-person management team will attempt to enable the a safer airspace management infrastructure, basically allowing drones into today's aviation world. Through an online platform, which gathers data from a network of Micro Control Towers, virtually everybody shall be able to see the surrounding air traffic (including airplanes, helicopters, drones, parachutists etc.). These intelligent tools will allow low-risk flights for all, unparalleled flight awareness and automatic collision avoidance strategies in a sky fuller of airborne vehicles than today. This need is growing fast and will have to be addressed with sound systems.



Dr. Søren Bjonness, member of the Jury Committee



Vincent Martinez, Luca Hirt,
Flurin Stauffer, Serge Weydert

Industry	Technology Hardware & Equipment
City	Zurich
Affiliation	ETH Zürich
Contact	stauffer@nanoleq.com

What we do

nanoleq is a spin-off of ETH Zürich with strong expertise in robust stretchable electronics. We offer unbreakable cables for critical applications in medical devices, robotics and consumer electronics.

What we need

We are currently raising our seed round. We are especially looking for investors with ties to relevant industries.

Why nanoleq?

The jury liked the product proposed by nanoleq as it solves a problem in the growing markets of robotics, medtech and personal sensors/headphones. The product is tangible, simple to use but complex in its material technology, thus making it protectable. Their advisory board is well rooted in the industry and should keep them focussed on the business. We expect this venture to turn their prototype into a profitable business very quickly.

Michael Watts, member of the Jury Committee

Top 6-10 Finalists

(in alphabetical order)

AVatronics Noise Cancellation Technology is a superior patented HW/SW solution for reducing audio noise in headphones, smart devices & communication systems.

CARU is a communication and information tool that creates smart living spaces and connects generations.

Clemedi is combining genetics with machine learning algorithms to give you the right antibiotic.

Nanogence is disrupting the \$ 1T construction market with ecofriendly, tailored additives that cut the cost over 40% and carbon emission up to 50%.

Fixposition provides low cost, high accuracy navigation with superior reliability. It is the key to make autonomous vehicles available to the greater population.

Equsave is dedicated to solving an animal welfare problem and aims to establish an in vitro production system for PMSG, a hormone used for breeding livestock.

fund2.0 digitizes the value chain of a fast-growing class of structured products called Actively Managed Certificates.

KITRO is the first fully automated food waste management solution.

LuckaBox is an all-in-one on-demand supply chain solution to provide retailers with what their customers increasingly demand: on-demand deliveries.

MPower Ventures offer affordable solar power to 1.3 billion potential customers living off-grid or with an unreliable electricity grid in emerging markets.

myesquare.com is an online platform identifying potential energy savings in its users' buildings and bolstering energy efficiency retrofits.

Pexapark is developing a fintech platform to help renewable energy investors secure their asset revenues in subsidy-free energy markets.

Sevensense is the provider of advanced autonomous navigation systems for the next generation of professional service robots.

Swiss MotionTech has developed a technology that is able to 3D print orthopaedic silicone parts. They now offer products that can be anatomically tailored to anyone.

SwissSource Instruments is a device that allow customers from academia and industry to perform multiple analysis with minimal sample preparation in less than a second.

TWICE develops innovative wearable solutions for people with mobility disorders, which help paraplegic people to walk again and therapists to rehabilitate stroke patients.

Top 11-25 Finalists

(in alphabetical order)

Aesyra develops an innovative smart dental appliance that takes bruxism care to the next level.

Alver Golden Chlorella is addressing the demand for tasty low impact, high protein foods by developing a range of healthy, tasty and sustainable foods with micro-algae.

Biowatch is a wearable device secured by wrist vein pattern recognition that aims at replacing passwords, wallets, keys and biometric solutions.

DispenCell is an enabler of personalized medicine as it allows scientists to isolate single cells reliably and cost-effectively using smart pipetting solutions.



Artiria Medical

Marc Boers
Guillaume Petit-Pierre

Industry	Health Care Equipment & Services
City	Lausanne
Affiliation	EPFL
Contact	info@artiria-medical.com

What we do

Artiria developed a disruptive medical device to help neuroendovascular surgeons to treat stroke-patients. The system allows the surgeon to navigate quickly and safely through the brain arteries thanks to a micro-robotic tool. This device drastically improves the outcome of stroke-related procedures.

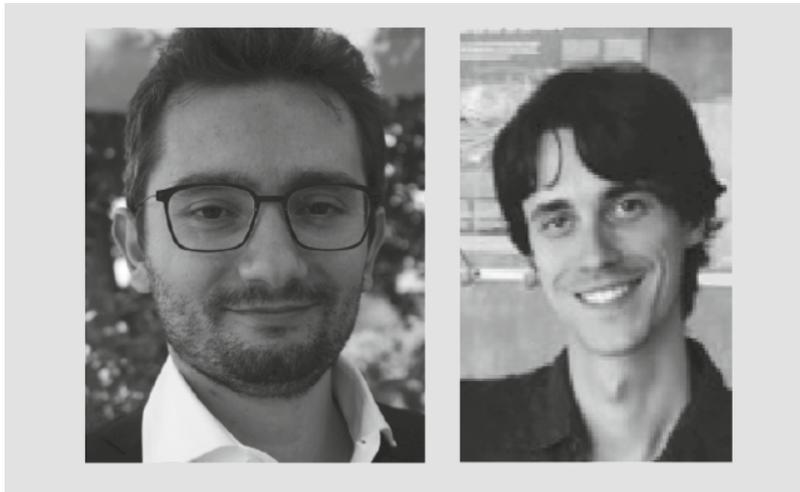
What we need

We are looking for a first investment in order to rapidly bring our solution to the market. We are also interested to collaborate with any clinical specialist in the field of interventional radiology.

Why Artiria Medical?

Worldwide around 150 million people live with undiagnosed cerebral aneurysm which can lead to stroke. The best way to prevent aneurysms is by neuro-endovascular surgery. Artiria Medical has developed a novel guidewire for more cost-effective and efficient brain surgery. The jury was convinced by the simple and clever patent pending technology as well as by the team. Next to their technical skills the founders bring several years of industry experience in Medtech.

Dr. Marjan Kraak, member of the Jury Committee



EmbryoSpin

Marco Grisi
Gora Conley

Industry	Technology Hardware & Equipment
City	Preverenges
Affiliation	EPFL
Contact	marco.grisi@epfl.ch

What we do

EmbryoSpin is the first high-tech hardware company that will offer magnetic resonance instrumentation at the scale of a human embryo. Our long term goal is to market a device for assessment of health and viability of embryos fertilised in vitro.

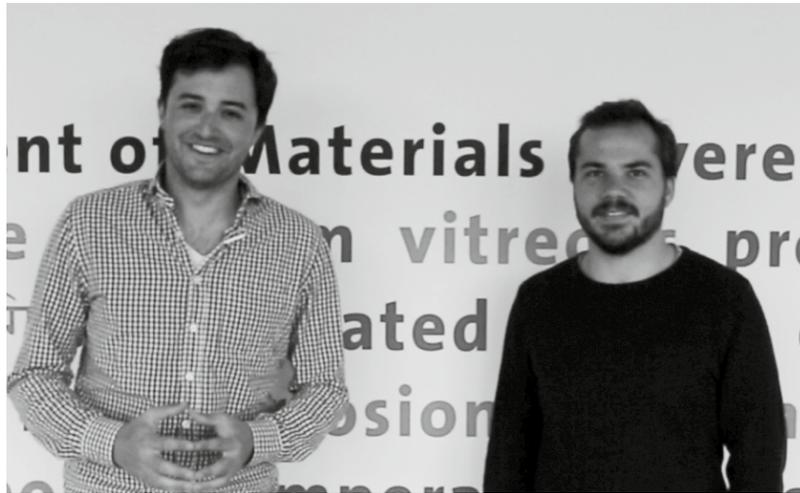
What we need

We are currently looking for seed funding in order to complete those initial steps that will make our company grow. In order to serve initial customers and expand the customer base we also need new members in the technical team.

Why EmbryoSpin?

In vitro fertilization (IVF) is a treatment for infertility or genetic problems. However, only 33% of women get pregnant after the 1st cycle. Still today, suitable embryos are selected using morphological analysis tools, mainly. EmbryoSpin aims at improving the embryo selection process using magnetic resonance read-outs of metabolites that indicate embryo viability. The jury was impressed by the proposed Business Idea that has the potential to increase overall IVF success rate.

Dragan Grabulovski, member of the Jury Committee



Microcaps

Michael Hagander
Alessandro Ofner

Industry	Pharmaceuticals, Biotechnology & Life Sciences
City	Zurich
Affiliation	ETH Zürich
Contact	michael.hagander@microcaps.ch

What we do

Microcaps has developed a versatile method to fabricate Microcapsules with precise size control. This enables our customers to fully control the behavior of such capsules which play an essential role in Pharmaceuticals, Cosmetics, Agrochemicals and many more industries.

What we need

We are looking for specific pioneering projects to bring our technology to the market.

Why Microcaps?

Microcaps brings precision and control to microencapsulation. The founders developed a novel microfluidic membrane for the tailored production of microparticles. Microencapsulation is needed everywhere, from pharmaceuticals and cosmetics to nutraceuticals and agrochemicals. As such, it is no surprise that the combined microencapsulation and microparticle market revenue forecast for 2018 is set at \$11.9 billion USD.

Bettina Ernst, member of the Jury Committee



Rapid Graft

Manuel Heckhorn
Marcel Gort
Blaise Jacholkowski

Industry	Pharmaceuticals, Biotechnology & Life Sciences
City	Zurich
Affiliation	ETH Zürich
Contact	info@rapidgraft.ch

What we do

Wounds or defects of the skin can have severe physical and psychological impact on patients. Often, these wounds require a skin transplant. Rapid Graft develops a tool to take precise skin grafts quickly and much more easily than existing techniques.

What we need

We are looking for connections to leading burn and wound centres in Europe, meetings with persons who suffered from severe wounds to learn from their experience and investors with medtech expertise interested to join a future seed round.

Why Rapid Graft?

Rapid Graft addresses two sides of significant and common clinical skin problems with a device that reduces graft procedure to one click and one minute. First, it supports tissue engineering research that could benefit 6 million people per year with injuries resulting from burns or large wounds. Second, it enables outpatient treatment for the 1% of the population affected by chronic skin wounds such as leg ulcers. Researchers and dermatologists waited 60 years for this dermatome!

Claude Florin

Claude Florin, member of the Jury Committee



SwissProsthetics

Lukas von Tobel
Fabian Schollenberger
Andreas Trojan

Industry	Health Care Equipment & Services
City	Zurich
Affiliation	ZHAW, Wyss Zurich
Contact	info@swissprosthetics.com

What we do

SwissProsthetics provides an affordable, modular and robust prosthetic hand solution for children and adults. Our products facilitate better social integration and improve the quality of life for affected people. The project profits from real life experiences from a father and his daughter.

What we need

We are looking for CHF 300k to reach Design Freeze. Furthermore, we are looking for leads to people with the relevant connections and expertise in sales in the prosthetics field.

Why SwissProsthetics?

The story of SwissProsthetics starts with the need to find a solution for a family member with upper limb loss to develop different prostheses in order to enable a variety of leisure activities. The result is an affordable and robust prosthetic device platform, allowing to easily develop different models for different applications. Versatility, robustness and affordability together with a design process on demand will allow for new solutions for people with disabilities and opens up a new way to scale-up the market. This Business Idea goes straight to your heart. Congratulations to the team.

Marco Ruedi, member of the Jury Committee

Top 6-10 Finalists

(in alphabetical order)

MABsolute is a biotech startup with a scalable technology identifying urgently needed antibody-based therapeutics that can get marketed with pharma companies.

NanoLockin is developing instruments for the detection and analysis of nanoparticles in all kinds of products.

Popticlear is a start-up dedicated to bringing the next-generation therapy for systemic lupus erythematosus to the patients in need.

Sleepiz couples novel sensors with intelligent algorithms to measure human vital signs without any physical contact, in order to analyse behaviour and medically screen for sleep disorders.

UNISERS is a water impurity monitoring sensor which will help the semiconductors industry improve the reliability of chips.

hades.ai is applying artificial intelligence to make sewer infrastructure management more sustainable.

ICO Silkroad enables Swiss startups to reach mass Chinese investors at low cost through blockchain technology and provides Chinese investors secure, real time investment opportunities.

immobird enables registered homeowners to freely compare and select real estate agents on our online platform.

Lipidon Analytics offers lipidomic technologies to facilitate lipid profiling, quantification of low concentration lipids as well as sphingolipid analyses.

Mabsense is a diagnostics device that measures therapeutic antibodies in patient serum as a simple and cheap method to guide therapy.

numex is revolutionizing the orthopedic treatment process by a soft-tissue based planning technology for implant surgeries.

ONtrack Diagnostics is a biotech company focusing on the development of non-invasive assays for the screening, diagnosis and monitoring of oncological diseases.

SpheroBiotics has devised a technology platform that re-invents antibiotic discovery from nature's microbial communities.

Swision's software enhances workflows of human-involving tasks through AR glasses, resulting in improved quality, productivity and lower error-rates.

UNISERS is a water impurity monitoring sensor which will help the semiconductors industry improve the reliability of chips

UniSieve has developed a membrane technology allowing cost-and energy-efficient separation of gases in the energy, cleantech, oil & gas and chemical industries.

Vana Businesses is about enabling any successful company to grow online.

Virtual Rails is a revolutionary next generation drone control technique that allows for safe, easy and intuitive usage of drones alongside humans and in challenging environments.

Top 11-25 Finalists

(in alphabetical order)

Abodent is a unique all-inclusive dental subscription at CHF 39.90 per month that includes any upcoming treatments without any selection when subscribing.

advAlsor is an AI that understands emotional states in the entirety of corporate communications, allowing for group-wide emotional leadership and happiness maximization.

Delygate empowers women (and men) to delegate everyday tasks in the domestic field to trusted service providers to regain their time to focus on what matters to them.

DROP is a new generation of electrochemical devices to bring cheap, efficient and reliable water disinfection to low-income countries.



The Advisory Board


Allianz

Severin Moser


ascam

Holger Cordes


avalog

Francisco Fernandez


BCV

Pascal Kiener


BKW

Suzanne Thoma


BOSCH

Ute Lepple


BUHLER

Calvin Grieder


CLARIANT

Hariolf Kottmann


CREDIT SUISSE

Didier Denat


DATWYLER

Paul Hälg


DIE POST

Dieter Bambauer


EY

Bruno Chiomento


GEBERIT

Christian Buhl


HILTI

Christoph Loos



IGE|IPI

Alban Fischer


Johnson & Johnson

Julian Bertschinger


LEISTER

Christiane Leister


LEM

François Gabella


MOLECULAR

Patrick Amstutz


NAGRA

KUDELSKI GROUP

Mauro Saladini


Nestlé

Frank Lehmann


NOVARTIS

Anja König


orell füssli

Martin Buyle


Roche

Severin Schwan


SIX

Jos Dijsselhof


sonova

Arnd Kaldowski


Swiss Re

Thierry Léger


UBS

Axel Lehmann


VermögensZentrum

Matthias Reinhart

media partner:

RTS

Radio Télévision Suisse

Pascal Crittin


SRF

Ruedi Matter


tamedia

Pietro Supino



The Jury Committee

Selecting the Top 5

Business Ideas

Carole Ackermann

Diamondscull, Zug

Pascal Allot

IBM, Geneva

Martin Bartholet

Celeroton, St. Gallen

Brigitte Baumann

Go Beyond Early Stage Investing, Zurich

Peter E. Burckhardt

EVA, Basel

Dario Caleffi

Darcasl Sagl, Ticino

Carlo Centonze

HeiQ Materials, Zurich

Thomas Dübendorfer

Swiss ICT Investor Club, Schwyz

Bettina Ernst

Preclin Biosystem, Zurich

Nicola Fantini

Spectas, Schwyz

Claude Florin

Venture Concept, Vaud

Dragan Grabulovski

Grabulovski Consulting Services, Zurich

Marjan Kraak

ETH, Zurich

Monika Krüesi

MKP Consulting, Zurich

Stefan Kyora

JNB, Lucerne

Mauro Lattuada

EPFL, Vaud

Jim Lewin

Blackbird Projects, Zurich

Marco Rüedi

Axalbion, Vaud

Business Plans

Kaspar Binz

MolecularPartners, Zurich

Søren Bjønness

Euronext, Zurich

Romain Boichat

Corpus Health, Vaud

Ulf Claesson

BLR & Partners, Clinerion, Zurich

Bart Clarysse

ETH, Zurich

Nicola Fantini

Spectas, Schwyz

Antonio Gambardella

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BioMedPartners, Basel

Corinne John

Redbiotec, Zurich

Arnd Kaltofen-Ehmann

VI Partners, Zurich

Walter Looser

Kistler, Zurich

Donat Matthews

Self-employed, Zurich

Marco Piatti

Piatti Consultant, Zurich

Yves Pitton

VTX Telecom SA, Vaud

Penny Schiffer

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Andreas Schlenker

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Anil Sethi

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Michael Sidler

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Jean-Philippe Tripet

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Michael Wacker

Wacker Biotech Consulting, Zurich

Michael Watts

Alpine Venture Partners, Geneva

A juror's perspective

Corinne John

Corinne John is co-founder and Executive Vice President of Redbiotec AG, a Swiss biotechnology company developing immunotherapies against Herpes and cancer. She holds a PhD in biochemistry from ETH Zürich and an Executive Diploma from HSG. Corinne John is a juror in the Business Plan track of >>venture>> 2018.



There are a high number of life sciences start-ups competing in >>venture>>. Leveraging your own entrepreneurial experiences in this field, how do you select the best?

Based on more than a decade of hands-on entrepreneurship in the field of biotech, I look at Business Plans of life science start-ups from three main angles: - the product, service or technology which should be an innovative, unique, ideally patentable and scalable solution for problems in existing and evolving markets;

- the team – the key to success - whether I believe that they can make the business happen;
- the overall plan and whether it makes sense and is plausible to me.

Since most life science Business Plans are pretty specialized topics, I like to double check my findings either with own research or with second expert opinions in my network. All in all selecting the best Business Plan is a matter of taking time and carefully looking out for the high potential start-ups of the future.

Insights from a coach

Yves Pitton

Yves Pitton is CEO of VTX Telecom, a Swiss-wide private telecom operator providing services to residential and corporate customers, and Board Advisor of Doky Inc., a start-up based in Palo Alto, California, which provides cloud-based workspaces for improved productivity, communication and collaboration. Yves Pitton is coach and juror in the Business Plan track of >>venture>> 2018.



Silicon Valley is often regarded as the ultimate start-up environment. When coaching >>venture>> projects, which insights or lessons from Silicon Valley can you share with them?

There are a lot of myths about the Silicon Valley. After several years living there, I believe the truth is rather simple: If you truly believe in yourself, if you are willing to take some risks, if you are not afraid of swimming against the stream, if you put around yourself people who share the same dream and together have some "muscles", you can achieve unreasonable things! Have a dream, be inspirational and you will create followership. It's not about the Silicon Valley: Switzerland has an amazing potential and is strongly positioned to create impact!



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Lavinia Alberi

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Jan Fülcher

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Antonio Gambardella

Marcos Garcia Pedraza



Many thanks

Luc Gérardin

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>>venture>> 2018 is an initiative of the >>venture foundation>>, governed by ETH Zürich, McKinsey & Company Switzerland, Knecht Holding, Innosuisse and EPFL

Team photos and project descriptions were provided by the participating teams.

Editing: Lea Firmin, Lukas Kauz, Sander de la Rambelje, Aurélien Soccard

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Zurich, June 2018

