

Advisory Board Summary

Turning ideas into businesses



## >> Preface

For nearly twenty years, and in ten successful editions, >>venture>> has supported aspiring entrepreneurs and fostered innovation. Many of our graduates are now leading highly successful companies, which have created more than 6000 highly attractive jobs and boosted economic growth in Switzerland during the last two decades. Thanks to our unique network, which unites leading Swiss and international corporations, universities and governmental institutions, we have become one of the key players in the Swiss startup network.

While we happily celebrated these achievements on the occasion of this year's tenth edition of the >>venture>> startup competition, we also take the jubilee as an opportunity to look ahead. As ever, we remain committed to nurturing "Companies for tomorrow". Starting with the jubilee edition, we have strengthened >>venture>> even further: The competition now takes place annually instead of biennially, in a new format. The two competition tracks, business idea and business plan, are now held in parallel instead of sequentially, and we have introduced a series of new events to better connect the >>venture>> teams with the support they need. This year's first competition in the new format has been a big success and we are already looking forward to continue our journey with >>venture>> 2016.

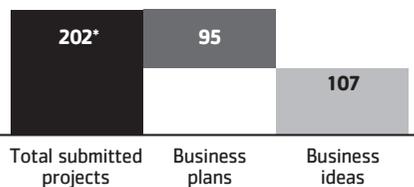
In the meantime, we let ten successful graduates speak for us. To provide aspiring entrepreneurs with inspiring role models, we have portrayed ten former >>venture>> teams, who have grown into thriving companies, in our jubilee book ">>venture>> graduates go to the top". We hope you enjoy their success stories and look forward to welcoming you again to >>venture>> 2016 to discover the next generation of innovators for Switzerland.



## || 2015 – a successful start to the new >>venture>> competition format

The 2015 edition of >>venture>> was the first one held in the new competition format. The new format has been a big success, also in terms of numbers: In total, 202 teams participated in >>venture>> 2015, 95 teams submitted a business plan, 107 teams a business idea.

### Number of submitted projects

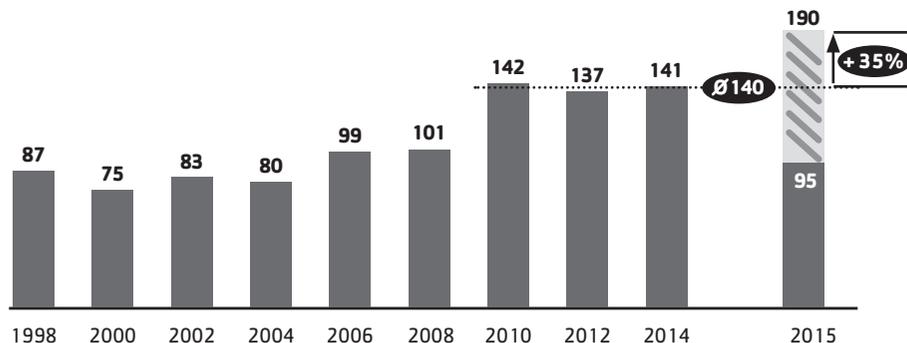


\* 36 additional projects registered but not submitted

### Business plans

Compared to the previous editions, we had a **35% increase** in business plan submissions. In the editions 2010–2014 we had an average of 140 submissions per edition. In 2015 we changed our competition format from biennial to yearly. An **extrapolated comparison** between 2015 and previous editions shows an increase of 35% compared to previous years (from 140 to 190<sup>1</sup>).

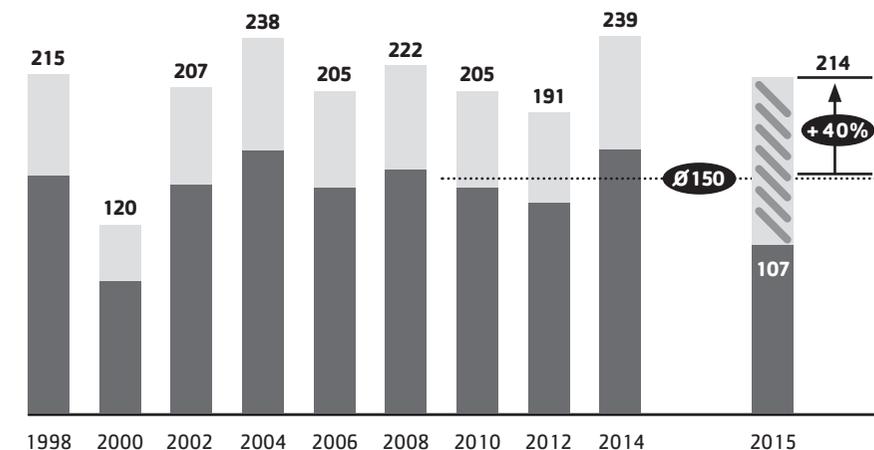
### Number of submitted business plans per >>venture>> edition



### Business ideas

Compared to the previous editions, we had a **40% increase** in business idea submissions. In the editions 2010–2014 we had an average of 150 submissions per edition<sup>2</sup>. An **extrapolated comparison** between 2015 and previous editions shows an increase of 40% compared to previous years (from 150 to 214<sup>3</sup>).

### Number of submitted business ideas per >>venture>> edition



- Overlapping business idea and business plan submissions
- Business idea submissions net of overlap
- Extrapolated 2016 business idea submissions

<sup>1</sup> 190 = 95 x 2 through changed competition format from biennial to yearly

<sup>2</sup> In previous >>venture>> editions the business idea and the business competition tracks were conducted sequentially. Consequently a number of teams participated in both tracks are considered in the business ideas as well as in the business plan count (e.g. in 2014, 70 teams participated in the business idea and the business plan track). For comparison of 2015 with previous >>venture>> figures, the overlap of business plan and business idea competitions was eliminated

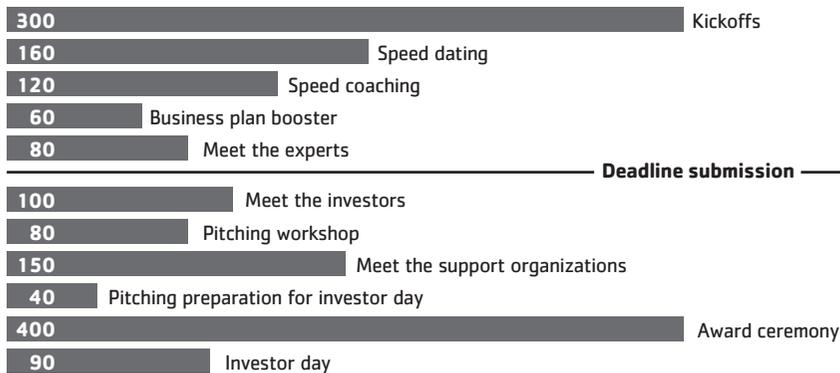
<sup>3</sup> 214 = 107 x 2 through changed competition format from biennial to yearly

## ||>>venture>> 2015 – events & coaching

During >>venture>> 2015, 155 coaches held more than 240 1-on-1 coaching sessions to intensively support the participating teams in addition to the >>venture>> coaching events. Furthermore, we developed and organized a series of new event formats: For example, our "speed dating" events in Lausanne and Zurich connected 20+ co-founders with >>venture>> teams that were looking for team mates. Our 95 jurors provided the participants with more than 600 individual, written evaluations for their business ideas and business plans.

### >>venture>> 2015 events<sup>1</sup>

■ Number of people attending events



**240+ individual 1-on-1 coaching sessions**  
**Jury evaluation incl. 600+ written feedbacks**

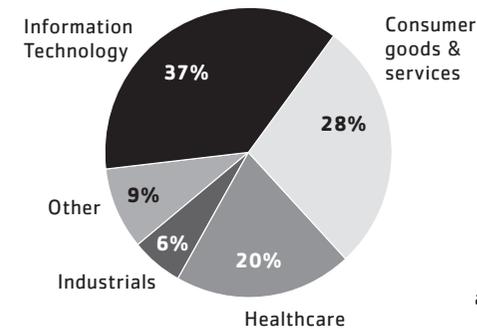
1'400+ people attended our more than 20 events, which offered participants valuable know-how, training, coaching, networking opportunities and visibility. Our events covered many needs of young startups, ranging from the need for partners, coaching, expert inputs, financing and further support. Finally, the Investor Day and the award ceremony were the highlights of this year's >>venture>> edition.

<sup>1</sup>Most events took place in Zurich and Lausanne

## || Diversity in terms of industry and school affiliation

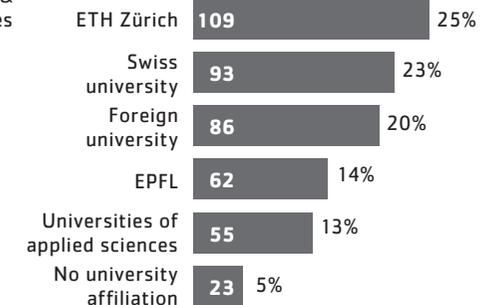
A wide variety of industries was represented in >>venture>> 2015. As in all previous years, the shares of information and communication technology (ICT) and healthcare were prominent. Consumer goods & services including social platforms and projects from e.g. consumer goods, gastronomy, sports, wellness or education was the third "heavy weight" in terms of industry split.

### Industry mix (100% = 202 project submissions)



### Most recent university affiliation of participants

Number of individuals, 428 = 100%



**Most >>venture>> 2015 participants** have an academic background. Besides a combined 40% share of ETH Zurich and EPFL we are very pleased to see an increasing share of universities of applied sciences and foreign universities (such participants are studying abroad and plan to found their companies in Switzerland), indicating an continuously increasingly broad footprint and reach nationally and internationally.

## >> Success highlights

The past year has been very successful for many of our alumni – read on for a few highlights:

**Molecular partners**, a >>venture>> winner in 2004, is the first >>venture>> graduate that went public. The company launched its initial public offering on SIX Swiss Exchange in November 2014; the total offer size amounted to CHF 106 million.

**GlycoVaxyn**, a >>venture>> winner in 2004, sold its shares for USD 190 million to GSK in February. GSK was already a minority shareholder and has collaborated with GlycoVaxyn since 2012.

**Covagen**, a >>venture>> winner in 2006, was acquired by Cilag, an affiliate of the Janssen Pharmaceutical Companies of Johnson&Johnson in August 2014. Covagen will maintain a research presence in Schlieren ZH, and continue to develop their Fynomer technology.

**Swissto12**, a >>venture>> winner in 2012, signed a major contract with the European Space Agency (ESA) in June 2015. The contract is part of an ESA programme aimed at developing high-tech products for space that could also have commercial uses. Thus, Swissto12's ultra-light-weight antennas may eventually contribute to high-speed internet solutions via satellite.

**Flyability**, a >>venture>> winner in 2014, won the first ever UAE Drones for Good Award with its collision-tolerant flying robot Gimball in February 2015. The prize is worth USD 1 million.

## >> Broad media coverage of >>venture>>

>>venture>> 2015 enjoyed broad coverage across the Swiss media. The competition and the winners were featured on TV and Radio print as well as online in national and local media, including the Swiss national Radio and Television (SRF), Neue Zürcher Zeitung, 20 Minuten, Le Temps and L' AGEFI. The broad coverage helped to extend and improve the brand's recognition all over Switzerland.

### Media partnerships

We are pleased to have been able to continue our media partnership with the Neue Zürcher Zeitung and to newly include Swiss national Radio and Television for the anniversary edition of >>venture>>. Both Swiss Radio (six piece series on SRF 3) and Swiss Television (three piece series in SRF 1's Eco Magazine) portrayed >>venture>> and its participants in a series on start-ups. The Neue Zürcher Zeitung regularly reported on the >>venture>> Award ceremony. Advertisements to announce major events and >>venture>> milestones appeared in the Neue Zürcher Zeitung and NZZ Online.

## >> Media reach (Clippings) in alphabetical order

	Reach:
<b>20 MINUTEN</b> (Zürich, June 19, 2015) Frühgeburten: Risiko erkennen.	1'547'000
<b>AARGAUER ZEITUNG</b> (Aarau, June 16, 2015) >>venture>> -Preis geht an Firma mit neuartigen Hauttransplantaten. <small>*The article was published additionally in: Basellandschaftliche Zeitung, bz Basel and Limmattaler Zeitung</small>	340'000*
<b>L'AGEFI</b> (Geneva, June 16, 2015) >>venture>>: deux startups zurichoises primées.	14'000
<b>ICT JOURNAL</b> (Zürich, June 16, 2015) Deux projets zurichoises remportent la compétition >>venture>> 2015.	32'400
<b>DER LANDBOTE</b> (Winterthur, June 16, 2015) Geschäftsideen ausgezeichnet.	53'000
<b>NEUE ZÜRCHER ZEITUNG</b> (Zürich, June 16, 2015) Innovative Jungunternehmer.	263'000
<b>DIE NORDWESTSCHWEIZ</b> (Aarau, June 16, 2015) Jungunternehmer trotzten Frankenstärke.	366'000
<b>DIE NORDWESTSCHWEIZ</b> (Aarau, June 16, 2015) Prestige und Know-How.	366'000
<b>OLTNER TAGBLATT</b> (Olten, June 16, 2015) >>venture>> -Preis geht an Firma mit neuartigen Hauttransplantaten.	40'000
<b>LE TEMPS</b> (Geneva, June 16, 2015) Start-up zurichoises primées.	99'000

**Swiss national Television SRF 1** (Zürich, June 15, 2015) 300'000  
„ECO Magazine“ Four pieces on >>venture>>

**Swiss national Radio SRF 3 and SRF4** (Zürich, June 15, 2015) 69'000  
Eight pieces on >>venture>>

**STARTUPTICKER.CH** (Zürich, June 15, 2015) 2500  
And the winners of >>venture>> 2015 are: CUTISS and Pregnostics.

**STARTWERK** (Zürich, June 16, 2015) 1000  
>>venture>> 2015: In diesem Jahr findet die zehnte Austragung statt - und kommt jetzt jährlich.

**ZÜRCHER OBERLÄNDER** (Wetzikon, June 16, 2015) 63'000  
Geschäftsideen ausgezeichnet.

**ZÜRCHER OBERLÄNDER** (Wetzikon, June 19, 2015) 63'000  
Ein neues Stück Haut aus dem Labor des Kinderspitals.

**ZÜRCHER UNTERLÄNDER** (Dielsdorf, June 16, 2015) 47'000  
Geschäftsideen ausgezeichnet.

**ZÜRCHER UNTERLÄNDER** (Dielsdorf, June 19, 2015) 47'000  
Ein neues Stück Haut aus dem Labor des Kinderspitals.

**ZÜRICHSEE-ZEITUNG** (Stäfa, June 16, 2015) 65'000  
Geschäftsideen ausgezeichnet.

**ZÜRICHSEE-ZEITUNG** (Stäfa, June 19, 2015) 65'000  
Ein neues Stück Haut aus dem Labor des Kinderspitals.

**TOTAL REACH (accumulated):** >3.4m



QR Code TV series on  
>>venture>> Start-ups  
Shortlink Fernsehen:  
<http://goo.gl/7pRMto>



QR Code Radio series on  
>>venture>> Start-ups  
Shortlink Radio:  
<http://goo.gl/kscDxu>

# LE TEMPS

## Zurich Start-ups honoured

Two Zurich based start-ups were chosen as winners of the >>venture>> Zurich competition on Monday. CUTISS, from the University of Zurich, who work with skin grafts, won the business plan price, while Pregnostics, from the Swiss Federal Institute of Technology, who are developing a diagnostic tool that measures the cervical stiffness in pregnant women, won the business idea price.



## Premature Birth: Early Detection of Risks

Researcher from the Swiss Federal Institute of Technology won the first price for their business idea in the start-up competition >>venture>>.

They developed a novel examination method, with which the risk of premature birth can be determined more reliably than with ultrasound.

The method is in its testing phase.

# Neue Zürcher Zeitung

## Innovative Young Entrepreneurs

10 editions in 17 years, more than 2.500 participating teams, more than 650 companies founded, which together employ (or employed) more than 6.000 people: The numbers, that were presented during the jubilee edition of the >>venture>> competition for young entrepreneurs on Monday at the Audimax of the Swiss Federal Institute of Technology, read like one huge success story. The numbers of this year's edition are also impressive. 107 concepts on a few pages each (business ideas), as well as 95 detailed plans for market entry of a new product (business plans) were submitted. This leads to 30 percent more entries than in 2014, as >>venture>>-founder Thomas Knecht contentedly stated.



## Cultivated Skin For The Win

The Children's Hospital Zurich cultivates skin in its laboratory. Daniela Marino established a start-up from her research project. With CUTISS she aims to improve the healing process for burn victims. Her start-up convinced in the >>venture>> competition.

## >>venture>> 2015 marketing

The value of your contribution as a member of the >>venture>> Advisory Board is well recognized and highly appreciated throughout the >>venture>> network. Participants, alumni, coaches, and jurors are aware of your company's commitment to promoting entrepreneurship, and the general public learned of your contributions from the widely circulated promotional material.

Your logo was featured in all advertisements in the Neue Zürcher Zeitung, and it appeared on all promotional material directed at the >>venture>> community, such as the >>venture>> website, posters, flyers and newsletters. The newsletter was distributed to the entire >>venture>> and CTI entrepreneurship community, i.e., to approx. 7'500 people. Also, your logo has been displayed on big roll-ups and a presentation slide at all >>venture>> events. This year we increased our electronic marketing efforts. The optimization and the active community management on Facebook led to a great success: Our Facebook profile is regularly visited and our newsletter recipients pay close attention to the valuable information spread through the electronic channel.

### Circulation of promotional material providing visibility to sponsors (e.g., logos)

Medium	Circulation
<b>Website</b> (unique visitors since July 2014)	22'500
<b>3 NZZ print advertisements</b> (quarter page size)	130'000
<b>Flyers &amp; posters</b> (distributed at universities and universities of applied sciences)	11'000
<b>14 Newsletters (subscribers each)</b>	7'000
<b>Booklets</b> on winners and finalists	1'000
<b>Likes on our Facebook site</b>	1'750
<b>Average Reach per Facebook post</b>	1'500
<b>Maximum Reach per Facebook post</b>	32'000

## Your support as an Advisory Board member has been crucial

As for previous editions of the competition, >>venture>> 2015 was able to count on the generous support of leading Swiss companies and institutions. We wish to thank our Advisory Board for their support and their personal commitment. Without you, >>venture>> could not have taken place. Your generous support and active participation brought substantial resources and credibility to the competition. Young entrepreneurs were not only impressed with your presence at major events, but also motivated by meeting you and getting your feedback on their ideas.

### >>venture>> 2015 Advisory Board

#### ascom

Juhani Anttila



Pascal Kiener



Calvin Grieder



Hariof Kottmann



Barend Fruithof



Paul Hälg



Dieter Bambauer



Markus Kattner



Alexander Zschokke



Christoph Loos



Julian Bertschinger



Christian Zahnd



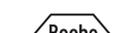
Mauro Saladini



Frank Lehmann



Reinhard Ambros



Severin Schwan



Urs Rügsegger



Lukas Braunschweiler



Urs Schächli



Thierry Léger



Lukas Gähwiler



Matthias Reinhart

#### Medienpartner:



Veit Dengler



Ruedi Matter

#### Technischer Partner:





## >>venture>> – let's make it happen again

### Committed to >>venture>>

The organizers Knecht Holding, ETH Zurich, CTI and McKinsey & Company are committed to >>venture>>.

We invite you to join us again as a member of the Advisory Board. Your knowledge, your expertise, and your contacts are very valuable to the young entrepreneurs we aim to attract. Participation in the competition and all events (seminars, workshops, Investor Days, etc.) and coaching will continue to be free of charge for participants. We are very much looking forward to the upcoming 11<sup>th</sup> edition of >>venture>>. Looking back on 10 editions of success, we are confident that >>venture>> has a long and bright future, and we would be delighted to have you on board again.

>> We wrote a business plan while we were working on our doctoral theses. We probably wouldn't have written it so quickly if it hadn't been for the deadline set by the very first >>venture>> competition. The competition acted like a catalyst for us, and it helped us to think big. >>

Felix Mayer, Moritz Lechner Sensirion

>> >>venture>> helped us write a clear business plan, and winning the prize greatly improved our visibility. This helped us with recruiting and in discussions with investors. >>

Manuel Aschwanden, Optotune

>> Without >>venture>> tibits would not exist today. >>

Andreas, Christian, Daniel and Reto Frei, Tibits

>> We came from an academic research background and had no contact with investors or the pharmaceuticals industry. >>venture>> facilitated those contacts for us and we received some positive feedback. >>venture>> provided the catalyst to found our company. >>

Dominik Escher, ESBA Tech

>> It was very important because that is how we met our seed investor. Covagen would probably never have happened had it not been for >>venture>>. >>

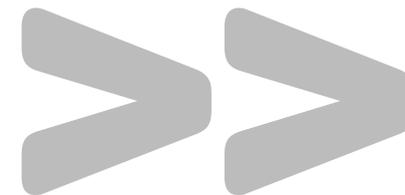
Julian Bertschinger, Covagen

>> >>venture>> was an external confirmation that our entrepreneurial spirit and innovation potential were sound & strong. >>

Carlo Centonze, HeiQ

>> >>venture>> helped us to look more closely at the nitty-gritty of founding a company and business planning. >>venture>> helped us to find our way. >>

Kaspar Binz, Molecular Partners



The testimonials are picked out of our freshly released anniversary book with the title >>venture>> graduates go to the top. The book is available after the award ceremony in our foyer for a special price and on amazon. Except for the tibits testimonial which is quoted from Daniel Frei at the >>venture>> award ceremony 2015.