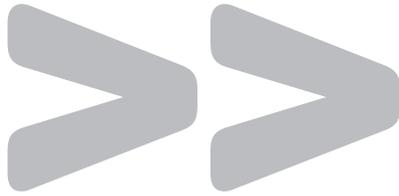


## Advisory Board Summary

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# Turning ideas into businesses





## >> Preface

Having taken its first steps as a startup back in 1998, the >>venture>> business plan competition has developed to one of the major brands and players within the Swiss startup scene. For the last 16 years, we have continuously offered young entrepreneurs an opportunity to gather an important tool kit to master their way to establishing their own business. The key to our success has been our foundation in an unique collaboration of companies, educational institutions, coaches, and investors that resulted in a widely known and highly appreciated platform for visionaries to promote their ideas and plans.

In 2014, >>venture>> is faced with a completely different startup scene than when it started its activities 16 years ago. Today, the Swiss startup scene is vibrant, diverse and highly innovative. >>venture>> has never attracted as many participants as in our 2014 edition. Thus, the mission of >>venture>> to turn ideas into businesses has even gained in relevance. As a prominent motivator, we play an important role for the entrepreneurial community providing know-how, networking and money. Motivating people to found their own company has a big impact on our economy: More than 2'300 teams participated in >>venture>> since 1998. Of those, over 700 have created their own company. And over 550 of these companies are still active and thriving. They have created more than 5'500 jobs, mostly high skill jobs.

# || 2014 – a >>venture>> year of records

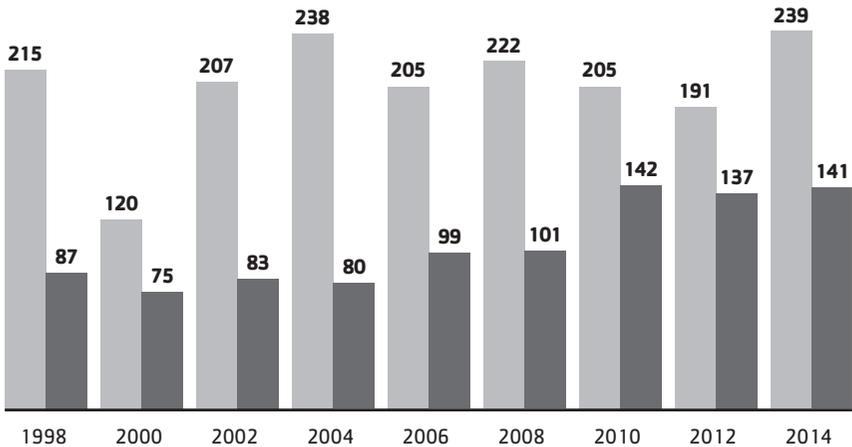
The 2014 edition of >>venture>> set records. In total, 239 teams participated in the business idea phase and 141 teams submitted their business plan. Out of the latter, 50 percent joined the competition only in the business plan phase. In total, 309 teams participated in >>venture>> 2014.

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## Business ideas and plans submitted

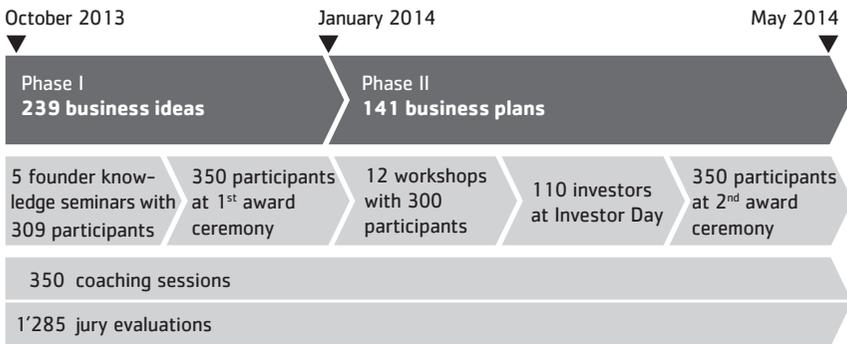
Number of submissions per edition

- Business ideas (Phase I)
- Business plans (Phase II)



During the two phases, 128 coaches held more than 350 coaching sessions to intensively support the participating teams. In the 2014 edition, we developed and organized a matchmaking event format - named "speed-coaching" - to better connect teams and coaches for the first time, which was much appreciated by teams and coaches alike. Our 110 jurors provided participants with feedback in more than 1'200 individual evaluations of business ideas and business plans.

### Timeline and participation numbers of >>venture>> 2014



Around 1'400 people attended our more than 20 events offering participants valuable know-how, training, coaching, networking possibilities and visibility. We held a kickoff event in Lausanne, the aforementioned speed-coaching day, 6 knowledge seminars and a team building workshop, a newly introduced outreach event at the University of Fribourg, 12 workshops and business plan boosters in phase II, one Investor Day and, finally, an award ceremony as a highlight of each phase.

## More than 100 investors attracted by Investor Day 2014

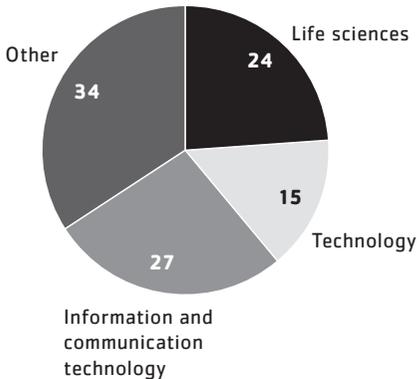
During our already well established Investor Day, our top 25 teams had the opportunity to pitch their business plans to over 100 investors. The event held during the day of the final award ceremony offers a win-win-situation for the attending investors and teams. Investors got the opportunity to learn about promising ideas and establish contacts. The participating teams received valuable feedback from an investor's perspective and could promote their project in order to attract capital. Being co-organised by >>venture>> and CTI invest, the event welcomed a good mixture of investors. All participating teams got trained to hold a pitch by CTI Invest.

## || Diversity in terms of industry and geography

A wide variety of industries was represented in **>>venture>> 2014**. As in previous years, life sciences, information and communications technology (ICT) and technology (e.g. electronics, energy or mechanical engineering) dominated the field of participants. However, almost one third of teams came from other sectors, such as gastronomy, consumer goods, sports and wellness or education.

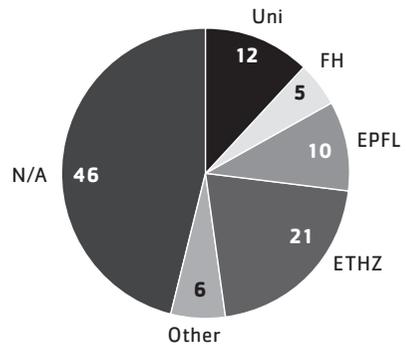
### Industry mix

% (100% = 380 overall submissions)



### Affiliation of teams

% (100% = 380 overall submissions)



Also, **>>venture>> 2014** showed a typical distribution of teams with and without school affiliation, where 55% of teams were affiliated with universities and 45% were not. Out of those teams with a school affiliation, a strong proportion of 31% or 119 teams were affiliated with the ETH Zurich and the EPF Lausanne. Looking at geographical coverage, all regions of Switzerland were well represented with a particularly strong participation of teams from the French speaking part of Switzerland.

## >> Success highlights

The achievements of the winners of past >>venture>> editions are highly remarkable and substantial. During the last 9 editions, many companies founded by former >>venture>> participants have contributed to our main goal: They have created more than 5'500 jobs for the Swiss economy. Here are some of the most impressive examples:

**Sensirion**, our first winner in 1998 has become the world's leading manufacturer of humidity sensors and other sensor solutions. The company currently employs over 550 employees and generated revenues of CHF 150 million in 2013.

**Glycart**, one of our winners in 2000, was acquired by Roche for 235 million USD in 2005. Last November, Roche announced that they got FDA approval for a new drug against chronic lymphocytic leukemia; this drug was discovered by Glycart.

**Molecular Partners**, a >>venture>> winner in 2004, announced that they have entered into a 1 billion USD research collaboration and licensing agreement with Roche to discover, develop and commercialize several proprietary therapeutics for the treatment of cancer.

**Endosome**, a >>venture>> winner in 2004, was acquired by St. Jude Medical for up to CHF 309 million in August 2013.

**Sophia Genetics**, a >>venture>> winner in 2012 closed a financing round to raised CHF 2.8 million in venture capital. Their bioinformatics tool, which allows for taking DNA samples during a medical examination and sending them to a specialized laboratory for extraction, is already being used by a dozen laboratories and hospitals in Switzerland.

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

>>venture>> 2014 enjoyed broad coverage across the Swiss media. The competition and the winners of both phases were featured in print as well as online in national and local media, including the Neue Zürcher Zeitung, Tages-Anzeiger, Basler Zeitung, Le matin dimanche, Bilanz, 20 Minuten, Migros Magazin and Bilan. The broad coverage helped to extend and improve the brand's recognition all over Switzerland.

### **Media partnership**

We were pleased to have been able to continue our media partnership with the Neue Zürcher Zeitung for another edition of >>venture>>. The Neue Zürcher Zeitung regularly reported on >>venture>> events and its participants, both in its print and online editions. Advertisements to announce major events and >>venture>> milestones appeared in the Neue Zürcher Zeitung and NZZ Online.

## Tages Anzeiger

### The women with the skilful hands

"Marie-Christine Fluet is a neuroscientist, Sophie Winkler Payot a banker. Together they have developed a test to assess the motor function of the arm and the hand in neurological patients. Their startup company was awarded yesterday as a winner of >>venture>> 2014."

January 2014 - first award ceremony

## Le Matin

"A record. Never before the >>venture>> jury had received that many applications. 239 teams have dreamt to finish as one of the ten winning projects in phase I of >>venture>> 2014."

January 2014 - first award ceremony

## Neue Zürcher Zeitung

"The winners of the business plan competition >>venture>> **2014** are Yann Tissot and Simon Rivier.

They are both electrical engineers at EPFL and received the first prize in the main auditorium of the ETH Zurich for their project "LESS" ("Light Efficient SystemS") on Wednesday evening."

May 2014 - second award ceremony

DAS SCHWEIZER WIRTSCHAFTSMAGAZIN  
**BILANZ**

"The beautiful story of L.E.S.S. optics continues:  
After winning the Strategis prize on April 15,  
the startup based in the Suisse romande that develops  
an innovative lighting system using fiber  
optics won the >>venture>> **2014** contest."

May 2014 - second award ceremony



## >>venture>> 2014 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. 5'500 people. Also, your logo has been displayed on big roll-ups and a presentation slide at all >>venture>> events and in an introductory movie at the kick-off event and the first award ceremony. In addition, we collaborated with the restaurant chain Hitzberger, a former >>venture>> finalist, to promote our award ceremonies with paper placemats carrying your logo in the Hitzberger branches all over Switzerland.

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

| Medium   | Circulation |
|--|-------------|
| <b>Website</b> (visitors since June 2012)  | 250'000     |
| <b>4 NZZ advertisements</b> (half page size)   | 130'000     |
| <b>Flyers &amp; posters</b> (distributed at universities and universities of applied sciences) | 11'000      |
| <b>Paper placemats</b> (Hitzberger branches)   | 10'000      |
| <b>3 Newsletters, 3 news-Flashes</b> (subscribers each)  | 5'500       |
| <b>Booklets</b> on winners and finalists   | 1'000       |

By supporting >>venture>>, you and your company are associated with fostering entrepreneurship in Switzerland, as well as supporting a dynamic environment for current and future economic development.



# Your support as an Advisory Board member has been crucial

As for previous editions of the competition, >>venture>> 2014 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>> 2014 Advisory Board

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Juhani Anttila

**BCV**

Pascal Kiener

**BUHLER**

Calvin Grieder

**CLARIANT**

Hariolf Kottmann

**CREDIT SUISSE**

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Thierry Léger

**UBS**

Lukas Gähwiler

**VZ VermögensZentrum**

Matthias Reinhart

media partner:

*Neue Zürcher Zeitung*



## >>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 10<sup>th</sup> edition of >>venture>> and are currently analysing options to improve and modify the competition as necessary to make the jubilee edition all new and exciting. We are confident that >>venture>> has a long and bright future, and we would be delighted to have you on board again.

">>venture>> allowed us to access an interesting network and valuable feedback from various coaches. This input resulted in a tremendous boost in the quality of our businessplan."

(Ruben Herrendorff, Polyneuron Pharmaceuticals, winner >>venture>> 2014)

"The feedback of the coaches has helped us tremendously in understanding the business aspects, such as marketing, product positioning, financing, etc."

(Ben Buchli, Henosys, participant >>venture>> 2014)

"Even if you're not a winner, you gain a lot of valuable experience."

(Mark Blum, Optotune, winner >>venture>> 2008)

">>venture>> helps us turning flying robots into real partners for humans."

(Patrick Thévoz, Flyability, winner >>venture>> 2014)

"The >>venture>> competition has helped us to question and verify our key assumptions and to streamline our businessplan for the fundraising campaign."

(Dr. Davor Kosanic, SamanTree, winner >>venture>> 2014)

