conquering global markets
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Innovation is a priority on economic and political agendas; initiatives are multiplying around the world to accelerate the emergence of new startups. This is also the case in Switzerland, which provides an inspiring environment for startup creation.

If many things are evolving, one thing remains constant: entrepreneurs are at the heart of innovation. Visionary founders and their dedicated teams are the key to success. Impacting their mindset and their ability to execute continue to be the main focus of venture leaders since its inception in 2000.

Supporting entrepreneurs is essential and a team effort. In 2013, EPFL and EPFL Innovation Park joined Gerbert Rüf Foundation and the Swiss Commission for Technology and Innovation, the original supporters, as partners of the venture leaders program. With a common goal to inspire the minds of the future, these organizations offer budding entrepreneurs the opportunity to nurture ideas into innovations.

The reach of the venture leaders is not only continuing, but expanding. As of 2014, the venture leaders program will include a visit to New York in addition to Boston, as well as the launch of a new program in China.

Whether going West or East, setting sail towards success will remain the key learning passed on to our entrepreneurs.

“Entrepreneurs need the right mindset to make a big impact”

Adrienne Corboud Fumagalli
Adrienne Corboud Fumagalli is Vice-President for Innovation and Technology Transfer at the EPFL and chairs on the board of two foundations that support startups. She previously spent her 13-year industry career in executive Business Development with various companies.
VENTURE LEADERS CREATED JOBS APPLICATIONS PER YEAR

253 3,500+ 100+

MILLION RAISED VENTURE LEADERS WEBSITE VIEWS TRIPS TO THE US

$525 24,000 13

BABSON TRAINING HOURS SPONSORS EATEN LOBSTERS

565 11 130

venture leaders

REPRESENTED SECTORS (%)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Biotech</td>
<td>26%</td>
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<tr>
<td>Software</td>
<td>23%</td>
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<tr>
<td>Medtech</td>
<td>15%</td>
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<tr>
<td>Electronics, Mechanics</td>
<td>9%</td>
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<tr>
<td>Internet, Mobile</td>
<td>7.5%</td>
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<tr>
<td>Micro-, Nano Technology</td>
<td>7.2%</td>
</tr>
<tr>
<td>Other</td>
<td>4.3%</td>
</tr>
<tr>
<td>Cleantech</td>
<td>4%</td>
</tr>
<tr>
<td>Materials, Chemicals</td>
<td>4%</td>
</tr>
</tbody>
</table>

LOCATIONS

NYC BOS SHG BJ
NEW MARKET OPPORTUNITIES

For the past 13 years, the Swiss national startup team traveled to Boston to discover the exciting entrepreneurial scene of the United States of America. In 2014, in addition to Boston, the 20 entrepreneurs are going to New York, extending the program's exposure in a rising entrepreneurial hub.

By interacting with peers and discussing their experience, the participants benefit from a group learning environment. The entrepreneurs share their challenges, develop ideas and motivate one another, returning to Switzerland with a new outlook and drive to succeed.

For Swiss entrepreneurs, China is a key market to explore. While obstacles remain, the size of the opportunities will grow and offer interesting market prospects. With this in mind, we launched venture leaders China. The 10 selected entrepreneurs will travel to Shanghai and Beijing to better analyze the Chinese market and plan effective development strategies.

“...No entrepreneur can ignore Asia anymore, especially at a time when China and other countries’ economic growth shift to an innovation-driven model. While remaining a challenging and complex environment, China offers market opportunities, world class expertise in production and supply chain as well as a competitive talent pool. venture leaders China will guarantee that you will learn how to make the best of this fast moving region.”

Pascal Marmier, Swissnex China CEO

VENTURE LEADERS – TEN INTENSE DAYS IN USA OR CHINA

- Presentation to experts and investors per industry sector
- Startup visits
- Knowledge workshops with experts in business development, IP, corporate affairs…
- Advanced Entrepreneurship training
- “Execution workshops” focusing on developing your company “hands on”
- Group feedback sessions
- Multiple networking events with the high-tech entrepreneurs’ scene
- Flexibility for personal business development activities during the whole stay
**INSPHERO: FOR BETTER AND SAFER DRUGS**

Testing drugs on conventional tissue samples yields little useful information, because the samples consist of just a single layer of cells and only vaguely resemble human organs. InSphero has developed a technology for the automated production of the three-dimensional cancer tumors and micro-organs that behave similarly to mature organs. “InSphero’s 3D microtissues enable companies to address diseases in novel ways for better and safer drugs,” says InSphero CEO Jan Lichtenberg.

InSphero’s mission is to develop integrated solutions for customers, providing an efficient, easy-to implement method for replacing current technologies by more predictive, reliable and organotypic 3D cell-based assays. The company is also dedicated to educating the academic and industrial community about the options for replacing existing drug-testing strategies – including animal testing – by these more advanced methods.

This startup entered the market the hard way. “We wanted to get the big pharmaceutical companies on board first, since they are potentially our largest customers,” explains Lichtenberg. Decision-making processes in large companies are complex and drawn-out, so this phase took longer than anticipated. But now, that strategy has paid off. “The pharmaceutical companies have realized the benefits of our microtissue,” says Lichtenberg. In recent months, InSphero accelerated its activity. The company, headquartered in Zurich, Switzerland, with subsidiaries in the U.S. and in Germany, currently counts all of the top ten global pharmaceutical and cosmetics companies as customers. A spin-off of ETH Zurich and University of Zurich, InSphero has been recognized for its scientific and commercial achievements with a number of national and international awards.

Since venture leaders, the largely automated production operations ramped up, the product portfolio expanded to include other types of microtissues, new employees were hired and a new office opened in the U.S. The next milestones for InSphero are to expand in Asia, as well as into new markets, such as personalized medicine.
venture leaders helped us to build one of the fastest growing biotech companies in the country.
QUALYSENSE: LEADER IN GRAINS, SEEDS AND BEANS SORTING

The startup, based in Dübendorf (CH), is already the worldwide industry leader focused on delivering sorting solutions to achieve optimal processing, quality, and safety of agricultural products in breathtaking speed. They developed efficient technologies for analyzing and sorting grains, seeds, and beans according to biochemical and morphological traits. Breeders, seed producers, food processors, and inspection agencies worldwide can benefit from high-speed non-destructive individual analysis and sorting. The company is currently investing in the development of a larger robot designed to equip large silos.

QualySense was founded by Fransesco Dell’Encice in 2010 and has been awarded for numerous prizes and grants, including the US Department of Agriculture Grant, Swiss Technology Award 2010, EUROSTARS and venture kick.

LIBEROVISION: CLOSER TO THE GAME

LiberoVision was founded in 2006 as a spin-off of the ETH Zurich. With clients around the world, LiberoVision offers 3D content enhancement technology for sports television.

In 2011, the startup was successfully sold to Vizrt, the worldwide market leader in broadcast graphics. Dr. Stephan Würmlin Stadler co-founded LiberoVision and served as its CEO since its incorporation. Stephan has been named finalist of Ernst & Young’s Entrepreneur Of The Year in 2010 and was named a venture leader in 2006.

The LiberoVision product, now rebranded as Viz Libero, is the global leading 3D sports analysis system and de-facto standard in US sports television with clients such as Fox Sports, NFL Network and Univision.

For the 2014 Super Bowl both Fox Sports and the NFL Network used the Viz Libero analysis system to virtually enhance their broadcast and bring the 112.2 million US viewers closer to the game.

venture leaders had a strong influence on my entrepreneurial thinking. It has given me, among others the ability to set priorities and to develop long-term strategies.

I was fortunate to join the venture leaders. The time in Boston was great to kindle the entrepreneurial spirit and was a first stepping stone into the US market.
POKEN: TRANSMIT DATA IN A SIMPLE TOUCH

The Lausanne-based company has spent the past 7 years expanding their digital services platform into a full-blown “Green Event Platform”, used by over 1’500 event clients worldwide. Targeting the events, conferences and trade-shows space, the company hosts a CMS for event managers and produces a unique, patented USB device that allow participants to collect digital documents with a simple touch. Stéphane Doutriaux founded Poken in 2007. It now has offices in Palo Alto (US), Lausanne (Switzerland), and Sibiu (Romania), and a network of franchised teams in 10 countries. Poken has become a market leader in the event technology space.

Their technology has won a number of awards, including the prestigious award from the GSMA for “Innovation in Mobile Advertising”, “Top 100 Start-Ups in Switzerland” award, and “Red Herring 100 Europe”.

“...the trip with the venture leaders to Boston has brought a remarkable amount to me. The contacts with the vibrant startup scene and the excellent course at Babson College have really inspired and motivated me."

COVAGEN: FIGHTING INFLAMMATORY DISEASES AND CANCER

Covagen, an ETH spin-off company co-founded by Julian Bertschinger in 2007, is commercializing a platform for the generation of bispecific antibodies based on proprietary molecules called Fynomers to address unmet medical needs in inflammatory diseases and cancer.

A strong syndicate of investors supports Covagen’s drug development programs, including Novartis Venture Fund, Edmond de Rothschild Investment Partners and Baxter Ventures. In October 2012, Covagen entered into a strategic research collaboration and license agreement with Mitsubishi Tanabe and received € 4 million up front as part of a research collaboration. Furthermore in February 2014, Covagen secured one of the largest private financing rounds for a preclinical-stage biotech company in Europe: CHF 45 million in a tranche of Series B financing.

“...This provided me and the business with a timely boost that helped us overcome some of the key challenges facing an early-stage venture. It was an opportunity to tap into a business network in the United States, and get direct feedback from potential business partners."
venture leaders is a once in a lifetime experience that every Swiss entrepreneur should go through. It will change the way you perceive your own startup and makes you more aware of the dangers and opportunities that lie ahead of your venture.

"I can’t thank venture leaders enough for having helped make HouseTrip a reality.

Arnaud Bertrand, HouseTrip CEO (2009)

venture leaders has opened us the doors to the US market. In 2013, we won the MassChallenge startup competition, a world-renowned competition!

Carlos Alberto Ruiz Preciado, Flatev CEO (2013)
An oxygen bomb for my brain - and the final proof that being a startup entrepreneur is the best profession I could ever have chosen!

Michael Friedrich, Aïmago CEO (2009)

venture leaders is possibly the best startup program to participate in. The 10 days of fulltime entrepreneurial experiences along with a phenomenal group of people had a crucial impact on the success of our venture.

Marc Gitzinger, BioVersys CEO (2008)
OSMOBLUE
The startup based at EPFL developed a patented technology that changes low-temperature heat, as low as 30°C, into electricity. Until now, no technology was able to convert industrial waste heat under 100°C into electricity at an industrial scale. The electricity which is generated, from hundreds of kW to several MW, can be then directly sold to the electrical grid or consumed by the customer.

• Climate-KIC Award 2013 • venture kick 2014 • «venture» 2012

FLATEV
Like Nespresso capsules – except the capsules contain dough, and the appliance is a tortilla machine. Ready-made tortillas are made at the push of a button. The main target market is North America. Flatev, which has a Boston office, is backed by almost $1 million in seed funding from international startup competitions and angels.

• MassChallenge 2013 • venture kick 2012

DACUDA
The internationally patented innovation offers mobile, real-time scanning, editing and archiving of text documents and images. The ETH spin-off has already taken hold in the computer mouse market. Several international brands, including phone titan LG, have product ranges that include mice equipped with Dacuda scanning technology. Early 2014, Wellington Partners invested in Dacuda to further accelerate its growth.

• Red Herring Global Finalist 2011 • E&Y Entrepreneur of the Year 2012

ABIONIC
As a spin-off from EPFL, Abionic uses the most advanced technology to supply physicians with a novel diagnostic tool and thereby provide patients with personal allergy profiles. Abionic has developed a unique system for allergy testing – a billion dollar market and aims to become an important international player in the field of personalized medicine, in particular in allergy detection. The system is set to be launched in 2014.

• W.A. de Vigier 2011 • «venture» 2012 • venture kick 2010
NATIONAL AWARDS

SWISS TECHNOLOGY AWARD

VENTURE
2014: ReHaptix, Bright Sensors, 2012: Abionic, Bcomp, KB Medical, Mabimmune Diagnostics, OsmoBlue, SHERPANY-Agilentia, SwissLitho, SWISSto12, 2010: Compliant Concept, Marmota Engineering, Stemergie Biotechnology

VENTURE KICK
(winners of all three stages)

2007: Poken, routeRANK, VirtaMed

DE VIGIER

HEUBERGER WINTERTHUR JUNGFUNTERNEHMERPREIS

ERNST & YOUNG - ENTREPRENEUR OF THE YEAR®
2012: Dacuda, QualySense, 2010: Vizrt

KPMG TOMORROW’S MARKET AWARD

INTERNATIONAL AWARDS

RED HERRING EUROPE TOP 100
2012: Abionic (winner)
StereoTools (winner)
Terria (winner)
SonicEmotion (finalist)
Biognosys (finalist)
2010: Searchbox (winner)

RED HERRING GLOBAL TOP 100
2011: Dacuda (finalist)
2009: routeRANK (finalist)

GLOBAL MOBILE AWARDS
2012: Poken

THE GET FUNDED SHOW@WORLD TRAVEL MARKET
2009: HouseTrip

CLIMATE-KIC
2013: OsmoBlue
2011: PolyPort
L.E.S.S. - Light Efficient System

MASSCHALLENGE
2013: flatev ag

ACES AWARDS EUROPE
2013: OsmoBlue
2011: Dybuster AG
2009: routeRANK
1. Kick-off event @ EPFL Rolex Learning Center
2. Working in teams @ swissnex offices.
3. High team spirit after Babson graduation.
4. Presentation in front of experts.
5. Networking @ venture Coffee.
8. Having fun during spare time @ soccer tournament.
9. After a good time with a great team, it is always difficult to say goodbye.
Check out the list of Swiss startups and sort your own selection by sector, location, and more criteria. Look at their individual profiles with main highlights on:

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

Follow us and don’t miss any news about venturelab and venture leaders!

[www.venturelab.ch](http://www.venturelab.ch)  [www.venture-leaders.ch](http://www.venture-leaders.ch)

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WE BRING SWISS INNOVATION TO THE WORLD

venture leaders offers a 10-day highly tailored entrepreneurial and business development program to high potential entrepreneurs. The winners, members of the Swiss national startup team, have a clear-cut goal. They envision themselves as global players, addressing global challenges and markets.

Since 2000, a total of 253 venture leaders have been selected. Their startup raised CHF 525 million and created more than 3’500 qualified jobs.

venture leaders was originally launched and supported by Gebert Rüf Stiftung, followed by the Swiss Commission for Innovation and Technology (CTI). Since 2013, the program is offered thanks to several supporters.

Many thanks to all our supporters: