The Top 100 Startups in Switzerland

INTERNATIONAL
Swiss high-tech startups abroad

INTELLIGENT
Christoph Strecha on drones with 3D sight

INSPIRED
How to make a success of your startup

THE WINNERS: L.E.S.S.
The lights designed by Yann Tissot (left) and Simon Rivier offer sharper vision.
Join the crew...
No fewer than 39 of the 100 most promising startups (established less than five years ago) found their start in the Canton of Zurich. They want to emulate the success of their predecessors in the TOP 100, collect millions in funding from venture capital investors, conquer international markets and create jobs in their canton.

However, they have failed to reckon with the ingenuity of the Zurich tax authorities, which have introduced a new tax practice: the more money startups receive from investors, the closer the founders are to ruin in their private lives. The reason for this is capital taxes, which are calculated according to the share value as of the last round of financing. This is also why many business angels are no longer investing in Zurich-based startups.

Previous TOP 100 winners, such as InSphero, Staff Finder and Climeworks, are currently looking to relocate to another canton or even abroad.

The Zurich cantonal government urgently needs to develop some foresight here. Treasurer Ernst Stocker at least gave cause for hope when he said in the *Neue Zürcher Zeitung* that “Zurich offers startup founders fiscal conditions which are at least as good as in other cantons.”

The startup scene in Switzerland is developing at a rapid pace. New startup associations and initiatives are springing up everywhere. Discussion about the scene is more lively and more controversial than it has been for a long time. And the key questions are: What basic conditions do startups such as those presented in this magazine need to ensure that Switzerland remains a hub for innovation in the future? How can entrepreneurs be convinced to stay here rather than relocating to other startup landscapes such as Berlin? What cooperation options will there be with London as a result of Brexit? Do startups need to record working hours? How can access to foreign talent be ensured? What form do taxation practices take? Many of these questions have not yet been adequately answered. Founders need reliable basic conditions, an environment which is more open to innovation (including in a political sense) and a greater readiness from investors to take risks. The potential for innovation is there, as shown by the ranking list of the 100 best startups in Switzerland. Many basic conditions need to be set in stone so that the dream of Swiss Valley does not remain an illusion.
Success is celebrated by those who achieve their objectives — and we will help you to achieve yours!

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The TOP 100 Startups

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Hit parade of Swiss startups

SWARM INTELLIGENCE 100 experts choose the 100 best startups in Switzerland for the sixth time.

TEXT: CLAUS NIEDERMANN

Will a startup that is well-positioned and may already be making a healthy turnover today continue to be successful in the future? This is the question that startup investors have to ask themselves each day. It depends on developments in the market, the capacity of the founders to manage the company’s growth and adapt technologies to customer requirements and – last but not least – luck. The top 100 startups that made it into this year’s TOP 100 ranking list are no doubt on the right path.

They were selected from all over Switzerland by 100 men and women who regularly analyse startups in their capacity as investors. This year, as in other years, they faced a dilemma: was it best to opt for a very new startup that has not yet achieved much but has great potential, or should they have chosen a more established company that has already won over investors or attracted customers? As each jury member could only highlight ten Swiss startups in the TOP 100 as their favourites and give a specific number of points to each, this made their task all the more difficult. From the TOP 100, the majority of the jurors therefore selected the best enterprises from each year, which is why the list contains around 20 companies from each year between 2012 and 2015. This is a classic case of swarm intelligence.

At the same time, the TOP 100 ranking is a snapshot of the scene as it currently is. It is certainly worth keeping an eye on the 100 startups selected – www.startup.ch is a good resource for this. The creators have set themselves the aim of profiling all innovative and promising new companies in Switzerland on this platform.

TOP 100 STARTUPS 2016

The concept

100 experts have selected the 100 startups with the greatest potential. These experts are true insiders of the startup scene. Many of them are business angels or venture capital investors or have practical experience working with startups on a daily basis. Each expert had the chance to nominate their own top ten startups and award points accordingly, with first place receiving ten points and tenth place receiving one point. The companies with the most points made it into the 2016 ranking list for the TOP 100 Swiss startups.

The ranking list was created in 2011 by Beat Schillig (photo, top) and Jordi Montserrat (photo, bottom) at IFJ Institut für Jungunternehmen. They have been responsible for developing the national training programme venturelab and the international programme venture leaders since 2004. The two men have managed the Venture Kick initiative since 2007. Venture Kick has secured CHF 18 million in starting capital from private institutes for more than 450 spin-offs from Swiss universities. A co-initiator and implementation partner of the ranking list is Lucerne-based journalist agency Niedermann. Conceptual and financial support for the project is provided by Gebert Rüf Stiftung and the Swiss Private Equity & Corporate Finance Association (SECA). Handelszeitung is the media partner for Western Switzerland, PME Magazine for Romandy and www.startup.ch for the English issue.

ALUMNI

Former startups on the fast track to success

Companies that are more than five years old are excluded. Twelve companies from last year’s ranking list are here again this year, including Abionic (rank 2), Trekksoft (rank 7), QualySense (rank 8), ProteoMediX (rank 12), On (rank 23), Hyt (rank 36), Starmind International (rank 49) and Advanced Osteotomy Tools AOT (rank 55). Noteworthy developments: Five alumni have recently completed another round of financing: Trekksoft and ProteoMediX (CHF 1 million each), QualySense (CHF 2.1 million), AOT (CHF 8 million CHF) and watch manufacturer Hyt (CHF 23 million).

WWW.STARTUPTICKER.CH

Highlights – every day

The Swiss startup scene is one of variety, growth and success. The news portal startupticker.ch is putting this scene in the spotlight. Each day, startupticker.ch reports on progress and breakthroughs by startups. It also lists support programmes for company founders and draws attention to trends, events and training courses. The multi-language platform (German, English, French, Italian) covers the whole of Switzerland and all sectors. The newsletter compiles the news of the week in a compact, well-informed issue every Friday.
L.E.S.S. The startup from Lausanne has carved out a strong niche market with its innovative lighting technology. The next step promises to be tougher: taking the automotive industry by storm.

TEXT: KASPAR MEULI
PHOTO: TINA STURZENEGGER
When Yann Tissot describes the benefits of the L.E.S.S. light to his visitors, he pulls out a coin and lays it on a microscope stage. The one-franc coin is illuminated in a recess by a ring-shaped light source – it is completely even and has no shadows whatsoever. And a look through the microscope reveals a razor-sharp Confoederatio Helvetica too.

Just like the two sides of a coin, the company founded by Tissot with Simon Rivier in 2012 has two aspects to it. The first is that L.E.S.S. (Light Efficient SystemS) has made inroads into a niche market on the basis of well-established products. The second is that the company is working intensively to make its technology suitable for the mass market through other applications. “We managed to sell our products while we were still building up our production capacity,” states Tissot. “This is what differentiates us from a conventional startup.”

Located in the EPFL Innovation Park in Ecublens, the company considers its light sources to be in direct competition with LED lights, which use too much space, are less efficient and provide a much less even amount of lighting. The alternative developed by L.E.S.S. is the result of the dissertations written by the two founders on photonics and nonlinear optics. The key innovation is a fibre optic cable based on a single nanostructured glass fibre. The nanofibres that pass through the laser light can be compared to neon tube lighting, with the difference that they are thinner than a human hair and provide bright, homogeneous light.

The concept has been thoroughly trialled and the first batch of products have been successfully sold. L.E.S.S. is a true model company, and 2016 marks the second year in a row in which it has taken the top spot in the TOP 100 Startups. However, Tissot states that the company’s dual obligation towards the niche market and the mass market is an “extremely stressful dynamic”, with the CEO going on to highlight “the emotional dimensions of the project” as a key issue. Tissot explains that he totally underestimated the amount of stress that comes from the constant ups and downs in production development and with customers, and the challenges that arise time and again when it comes to financing and hiring new staff. This is in addition to the fact that he has to conceal this emotional roller coaster from his team. “You have to help people progress,” states Tissot, “and you are always alone when faced with the big decisions.” Still, he says he does not want to complain: “This is how it is to be an entrepreneur.”

But back to the two sides of the L.E.S.S. coin: heads is for quality control, which is essential for watchmakers and medical implants. Whether through natural sight or using a camera, it is critical to be able to see and measure the elements under evaluation as
effectively as possible. And this is why there is currently no better tool to use than a L.E.S.S. light. To demonstrate the superiority of its products, the company recently laid down a challenge for visitors at a trade fair for the watchmaking industry: “Bring your own components with you and rediscover them under the L.E.S.S. light, which offers unparalleled evenness and convergence.” Another sales argument which may be even better is that the Lausanne-based company is able to prove that its product can increase productivity by more than 25 percent. Why? Employees no longer have to turn the element under evaluation in all different directions in order to check it. One glance is all that is required with L.E.S.S., thereby saving time.

Although the visual and automated quality control business is a niche market, it is a huge one, states Tissot. The sale of light sources in this market generates revenue of CHF 1 billion per year. After getting off to a successful start in the watchmaking industry, L.E.S.S. now supplies products to around 50 customers in various branches – from glass production and the diamond industry to electronics and aerospace.

Thanks to this “initial market”, as Tissot refers to it, the new company now has twelve employees.

The team is expected to at least double by the middle of next year. This is also around the time when Tissot wants to achieve break-even.

**Tails on the L.E.S.S. coin is for the mass market** or, more specifically, the deployment of the new technology in cars and all manner of screens. This is what Tissot stated a year ago – and there is not much more he can reveal today. Development cycles in the automotive industry are long, and as long as the use of L.E.S.S. components has not yet been rubber-stamped, everything continues to be strictly confidential: “There is only so much I can say – our partnership with an automotive manufacturer has reached the stage where our products will be integrated into the brand’s models over the next five years.”

The startup is not just attracted to the automotive industry because of its capacity to produce a large number of units – Tissot reveals that the company’s partner is prepared to co-finance the development of new technologies until they are ready for the market. And this is the next hurdle faced by L.E.S.S. in its quest for growth.

“L.E.S.S. is an industrial project. We are not developing new algorithms,” stressed the CEO. “We are working to change the face of an entire industry.” And this requires a huge pot of money. Of the CHF 3 million generated by L.E.S.S. during its first round of financing, half of it was used in the development and construction of customised machines. To make an impact in the mass market, Tissot believes the company will need an investment of CHF 20 million over the next five years.

**An amount this large can make Swiss financial backers feel uncomfortable.** “It is extremely difficult to get our strategy across to local investors,” states the entrepreneur. Tissot believes that Switzerland is the best country in the world in which to found a startup, but it is not ideal for companies that wish to grow quickly. And this is the aim that Tissot and Rivier, Head of Research and Development at L.E.S.S., are pursuing. “If we were to cease our efforts today, we would have created a stable SME,” says the CEO in closing. “But we want to become a large company. Although that may not seem exceptionally ambitious, there are risks associated with it.”

**“We are building up our capacity for industrial production using the money from the angels.”**— YANN TISSOT

YANN TISSOT  
**BEST IDEAS:** During sleepless hours.  
**GREATEST SOURCE OF IRRITATION / WORRY:** Not having enough time. It goes much too quickly.  
**SOCIAL MEDIA:** Very little. If I have to, I use LinkedIn and Twitter, because this is where our customers are.  
**BEST FORM OF RELAXATION:** Playing with our baby.  

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“**We are working to change an entire industry.**”— YANN TISSOT

“We are building up our capacity for industrial production using the money from the angels.”— YANN TISSOT
Freeriders, boarders and surfers have been placing their faith in natural fibre-reinforced boards and skis for a while now. Invented by Bcomp, the high-tech material makes sports equipment exceptionally light and lends it excellent shock-absorbing properties.

Founded in 2011 by Christian Fischer (38), Cyrille Boinay (43), Julien Rion (35) and Andreas Brühlhart (35), the startup has made good progress. “We made a profit for the first time in 2015,” states Boinay, who heads the company as co-CEO together with founding partner Christian Fischer. All kinds of certificates adorn the walls of Boinay’s office, as do awards presented to Bcomp, such as Venture Leaders and Swiss Economic Award in the category “high-tech and biotech” from June of this year.

Bcomp has arranged for the natural composite material, which is made of flax and balsa wood and is now being used in ski cores, to be produced via a partner in Ecuador. Over 35 ski manufacturers – from Blizzard and K2 to Nordica and Stöckli – are now using the material. The ultralight composite can also be found in kiteboards, skateboards, surfboards and wakeboards, and is used in the production of hockey and field hockey sticks. “In effect, it is ideal for all applications where the weight of the equipment is critical,” explains Boinay.

Although Bcomp has made a good entry into the market via the sports equipment industry, there is still a huge range of applications to explore where the natural fibre technology could be used. In the Blue Factory on the site of the former Cardinal Brewery in Fribourg, a team of seven engineers is tinkering with new applications in laboratories and on screens. Boinay offers an example, namely the prototype of a watch case which is being designed for a luxury brand. He then goes on to reveal that producers of design and travel items and furniture are also interested in the material.

In addition to these efforts, Bcomp is working on further expanding its range of raw materials for natural fibre-composite materials, such as flax, jute and bio-based plastics. “We are looking for a recyclable solution,” states Boinay. He sounds grounded, almost modest, despite the large-scale plans that the co-CEO reveals next. The startup has been working on projects with the automotive industry for 1.5 years. To be able to meet EU emission regulations by 2020, it is essential for cars to lose weight. After all, lower weight equals lower fuel consumption.

The new materials developed by Bcomp have come along at just the right time. They are half as heavy as carbon fibres and can be produced at a lower cost. Bcomp could therefore provide ultralight components to reinforce the car body and for the interior fittings: door and driver’s area covers, seats, roof liners, etc.
In actual fact, a material developed by Bcomp will be used in an initial vehicle model, an electric car, which is set to enter into series production. And this is just the start. Major well-known car brands have already come knocking in Fribourg and sat down to negotiate with the startup. Boinay states that the company is ready to make the leap from a sports industry supplier to an automotive supplier: “We have already made the necessary modifications to key processes.” Bcomp is outsourcing production to partner companies, while administration, research and development, sales and supplier support will continue to take place at the company headquarters in Fribourg.

Expanding its business as an automotive supplier would quadruple Bcomp’s turnover in no time at all, while the current team of eleven employees would at least double in size. One strategic issue is whether the company should deal with this expected growth organically or seek new venture capital financing. Thus far, the company has been successful with just a single round of financing.

At present, it is almost impossible to predict the next chapter in the Bcomp story. For example, the startup is looking to establish firm ties with the aerospace industry. A project is currently being implemented with the European Space Agency. “The main topic we are discussing is vibration damping in satellites,” states Boinay. It could well be, then, that the natural fibre-reinforced composite materials from Switzerland will soon be in use in outer space.

“We made a profit for the first time in 2015.”
— Cyrille Boinay
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At the end of March this year, 28-year-old Knip founder Dennis Just collected the Swiss Fintech Award at the Dolder Grand Hotel in Zurich. The decision did not come as a big surprise – Knip is one of the first and most successful startups to straddle the IT industry and the finance sector. Not only that, but in December 2014 the company completed the largest round of financing for a fintech firm in Switzerland at that time, bringing in CHF 15 million. The money was used for the development of a platform that enables private individuals to conclude a broker agreement with Knip and to manage current insurance policies via a smartphone app. The platform is based on software that analyses the policies and identifies gaps in the person’s insurance coverage.

**In the beginning, Knip focused on property insurance** – today the company covers the entire range of policies, from health and life to travel and liability to motor and legal expenses insurance. The number of downloads is rising steadily, jumping from 400,000 at the start of the year to 700,000 in autumn. “That makes us number one in Switzerland and Germany,” states Dennis Just.

Born in Germany and living in Switzerland for five years, success has brought the 28-year-old both friends and enemies. In Switzerland in particular, well-known insurance providers such as the health insurance company Hel-sana have blocked the digital up-start and are refusing to cooperate. “This is something we’ll see for another few years yet,” Just estimates.

**But he is not afraid.** The digital transformation, Just believes, will not be stopped by the insurance sector. To reach the self-imposed goal of one million downloads by the end of the year, Knip has been offering the app under a ‘free-mium’ model since June. Customers have the opportunity to familiarise themselves with the system free of charge. If they feel inclined to do so, they can conclude a broker contract to obtain access to features such as a policy comparison tool and chat advice function. And it seems to work: “The conversion rate is good,” states Just.
Inspecting the land with flying robots

FLYABILITY has designed an industrial application for the production of Elios, a drone. These drones inspect facilities and infrastructure from the air.

TEXT: KASPAR MEULI  PHOTO: TINA STURZENEGGER

Flyability has left the garage stage far behind. Just a year ago, the drones developed by the company (founded in 2014) were still being assembled in a windowless back room in the historic centre of Lausanne. Today, the EPFL spin-off is housed in a modern commercial building with splendid façades clad in corrugated sheeting. “Growing from five people to a team of 30 within 12 months involves a great deal of work. It can also cause worries to surface,” states Patrick Thévoz, one of the two founders. “But that’s part of the adventure. And it is a pleasure to witness the growth of our company.”

Flyability was founded on the promise that it would develop drones with all-new flight characteristics. The drone consists of a spherical structure made of composite materials, which encases the flying machine and protects it against collisions with obstacles. Combined with a high-resolution video camera, these flight characteristics allow for previously undreamed-of applications for use, such as inspecting the interior of a power plant boiler, a factory or an oil platform. This aligns with the company’s claim to provide “safe drones for inaccessible places”.

Flyability’s well-engineered product has been available on the market since May of this year. Forty Elios drones are produced per month in the startup’s production facility, which is nestled in Lausanne’s up-and-coming Sévelin district. CEO Patrick Thévoz considers the development of industrial production capacity to have been the greatest challenge faced by the startup in the past year. The search for and selection of suppliers in particular proved to be a tough nut to crack. As Thévoz states, “Launching Elios on the market was an emotional time for us and drained our energy reserves.”

Financially speaking, the company is looking healthy, with a major investment fund on board as an investor. Thus far, Flyability has secured CHF 5 million in funding from investors. The company has also channelled more than CHF 1.5 million in prize money into its ongoing development. But now the company has to rely on turnover. And the future looks bright: “Elios sales are taking off,” states the CEO, “just a few months after its release on the market.”
Precise analysis thanks to artificial intelligence

The analytical tools for genetic patient data developed by **SOPHIA GENETICS** are world class. Now the Lausanne-based startup’s aim is to consolidate its position within the market of the future.

He is a born communicator, has new ideas and is good-looking: it comes as no surprise that Jurgi Camblong is making more and more appearances in the media. Above all, however, the CEO of Sophia Genetics is an entrepreneur who is a regular bearer of good news.

In January this year, for example, he announced that his company was opening a new laboratory at Campus Biotech in Geneva – the third research and development centre after the ones in Lausanne and Cambridge (UK). In July, the co-founder of the company – which specialises in genome analysis – presented a breakthrough in the use of artificial intelligence in data-driven medicine. With the help of a new, self-learning software suite, Sophia Genetics is able to make forecasts about the risk of breast cancer, 98 percent of which correspond to those made by specialist physicians.

**The business model of the company founded at the EPFL Innovation Park in 2011 is as follows:** the company performs standardised analyses of genetic patient data for hospitals and identifies characteristic mutations for genetic disorders. The data analysis is entirely automatic and the algorithms are refined on an ongoing basis – the broader the growing data pool is, the more precise the results will be. Data-driven medicine makes diagnoses quicker and more accurate. “Data-driven medicine,” states Jurgi Camblong, “is an essential step forward in the move towards personalised medicine.”

Sophia Genetics has experienced a significant degree of success through its strategy of building a community of data suppliers that benefit from an expanding network. In 2015, growth stood at over 400 percent. The network currently has more than 170 members in over 30 countries, with 10 new members joining each month. The number of analyses being performed by the 100 employees at the firm is increasing rapidly, with over 6,000 carried out in July this year. This was something that impressed the jury of the TOP 100. With a ranking of fifth, Sophia Genetics is therefore the best biotech company in the list.

**JURGI CAMBLONG**

**BEST IDEAS:**
My best ideas come during various meetings and when exchanging views with other people.

**GREATEST SOURCE OF IRRITATION/WORRY:**
Anything that represents an obstacle to the democratisation of data-driven medicine.

**SOCIAL MEDIA:**
I mainly use LinkedIn, though I do sometimes log on to Twitter, where I share more personal moments from my life.

**BEST FORM OF RELAXATION:**
I recently went to Crete with my family and was able to switch off entirely.

**Automated diagnosis**
Jurgi Camblong, co-founder and CEO of Sophia Genetics.
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The SME accountants

**BEXIO** 6,000 companies are already using the accounting software from the company in Rapperswil. The startup is now positioning itself to conquer the market in German-speaking Switzerland.

The turbulent period is over for co-founders Jeremias Meier and Stefan Brunner from Bexio. Just under three years ago, the two men founded the company easySYS in order to develop and distribute a business software suite for small companies, startups and self-employed persons. Bexio now employs 40 members of staff and has over 6,000 customers throughout Switzerland. The software designed by Bexio is able to take care of accounting, invoicing, payment transactions and customer and project management all from a single source. Users do not need their own server.

The services can be used directly via the web browser. Receipts and other paper-based documents are scanned with a smartphone, transmitted to the cloud and automatically processed.

Bexio has been active in the market in Western Switzerland since spring. However, the potential in Switzerland is by no means exhausted. For example, the company’s partnership with the trustee association Treuhand Suisse looks to be rather promising. Other irons in the fire include the company’s cooperative partnerships with UBS, PostFinance and Zurich Cantonal Bank, where it has been tasked to connect and automate the accounting software for e-banking purposes.

**AVA** A bracelet shows the wearer’s fertile days.

Reasonably reliable figures are only available for the USA: at any one time, around two million couples in the country want to have children. For one-third of these couples, the conception process requires more time. Of this group, half will make use of medical care. These figures do not include the countless men and women who rely on all manner of alternative practices when it comes to family planning. “We are offering a simple, high-quality alternative,” explains Ava co-founder and CEO Pascal Koenig. He and his team have developed a bracelet that the woman wears at night. The bracelet then measures her vital functions, from blood circulation to quality of sleep. Conclusions can then be drawn from this data regarding fluctuations in the hormones which play a key role in natural conception. A woman has six fertile days in her monthly cycle. The Ava bracelet enables the wearer to accurately calculate 5.3 of those days, equating to a success rate of 89 percent. “Scientific studies show that a woman can double her chance of becoming pregnant with good timing,” states Koenig.

The ovulation tracking bracelet has already gone on sale in the USA (see page 40). It is expected to be released on the Swiss market in 2017. At the moment, the bracelet costs USD 199.00.

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Cancer vaccines on the horizon

**AMAL THERAPEUTICS** The biotech startup already has two vaccines against cancer in the pipeline.

**TEXT:** STEFAN KYORA  **PHOTO:** TINA STURZENEGGER

Four years ago, Amal was founded based on nothing more than an idea and support from Venture Kick. Now, initial promising results from clinical trials have been published. “We are now planning to carry out our first tests on people for an initial agent against intestinal cancer,” states Amal founder and CEO Madhiha Derouazi.

The speed at which the company has managed this is all down to the team, says Derouazi emphatically. “I have a dream team full of top specialists,” she states. The fact that they work together well is not a coincidence. During job interviews, for example, the CEO makes sure that applicants have the chance to speak to the entire team. The team is working on a technology platform for vaccines against cancer based on an element found in the natural immune system, namely T cells. There are multiple types of T cells. Cytotoxic (or ‘killer’) T cells directly destroy unhealthy cells. T helper cells, meanwhile, raise the alarm using soluble messenger substances and trigger additional immune cells. However, T cells are only active for a certain type of unhealthy cell, namely one that matches it like a key in a lock.

The technology platform developed by Amal enables T cells to be taught to activate themselves in the event of the presence of cancer cells. “One key strength of our platform is that we can create killer cells and helper cells at the same time as antagonists of certain cancer cells,” states Derouazi. This means that various types of cancer can be tackled. In addition to the vaccine against intestinal cancer, a drug intended to combat brain tumours is in the pipeline.

**FOUNDED:** 2012  **EMPLOYEES:** 5  **WWW:** WWW.AMALTHERAPEUTICS.COM

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High-tech in the agricultural sector

**GAMAYA** Farms can make huge savings thanks to the image sensors and analysis software from Gamaya.

**TEXT:** STEFAN KYORA

The investors who were financially involved at the Swisscom Startup Challenge finals in May were all well-known individuals. Peter Brabeck, CEO of Nestlé, was one of them. These investors are backing a startup whose aim is to make farming more efficient, more lucrative and more sustainable. Gamaya combines patented image sensors, installed on drones to scan large-scale cultivated areas, with artificial intelligence for evaluating data. This enables plant diseases, nutrient deficiencies and weeds to be pinpointed. The information helps farmers to quickly identify plant diseases and weeds. They can then counteract them in a targeted manner and apply the right amount of chemicals at the right time. Gamaya’s goal is to reduce loss of crops caused by disease and weeds by 50 percent. The startup is currently providing solutions for soybean and sugar cane plantations in Brazil.

**FOUNDED:** 2015  **EMPLOYEES:** 14  **WWW:** WWW.GAMAYA.COM

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The revolution according to plan

**LUNAPHORE** The diagnostics startup has achieved all of its objectives so far.

**TEXT:** STEFAN KYORA

Things are running smoothly at Lunaphore. The startup has already produced nine prototypes. Tests will now be performed with the prototypes in hospitals, research institutes and service laboratories. At the same time, Lunaphore has been able to generate CHF 1 million in funding through cooperation projects with academic partners. “We have certainly reached the goal that we set ourselves to achieve by the first half of 2016,” states co-founder and COO Deborah Heintze.

Lunaphore has developed a piece of technology for analysing tumour tissue. The technology is extremely quick, allowing the effects of certain drugs on patients to be analysed. This constitutes a key step in the journey towards personalised medicine. The plan is for Lunaphore’s device to enter into series production next year.

It would come as no surprise if the startup keeps to its schedule.

**FOUNDED:** 2014  **EMPLOYEES:** 14  **WWW:** WWW.LUNAPHORE.CH
VIU Ventures
Although spectacles have long been a fashion accessory, this aspect is not yet being utilised in their production and sale, with one exception: VIU, which sells handmade designer spectacles over the internet and in flagship stores in Italy. Everything is going according to plan. In the past few months, VIU has even been able to make a breakthrough in the price-sensitive German market. The aim now is to make an impact in other countries as well.

MOVU
MOVU is a platform for removals and move-out/in cleaning services in Switzerland. Since 2014, customers have been able to create a request on MOVU.ch, on the basis of which they receive five quotes with fixed prices from selected partner firms. The services are booked directly via the platform. From a quote search function to bookings and more, MOVU provides a range of services to make moving house easier.

PIQUR Therapeutics
PIQUR is working on the development of novel cancer drugs. The company is focusing on two processes that play a key role in the onset of cancer. With its highly experienced team and support from renowned investors, PIQUR is currently testing the effectiveness of an initial drug as part of clinical trials.

G-Therapeutics
The ETH Lausanne spin-off is taking a novel approach to healing spinal cord injuries. One day, it may be possible for paraplegic patients to learn to walk again. The approach consists of an implant, a new form of physical therapy and the use of a robotic exoskeleton. The implant stimulates special areas of the spinal cord with specific impulses.

RealLook
In 2013, RealLook launched its Selfnation brand, offering tailored jeans for women that can be ordered online using an intelligent soft-
ware suite. A period of evolution followed, during which a line of men’s jeans was launched. Today, the startup generates 50 percent of its turnover from this line. And this figure could be set to increase in the future – a line of men’s Bermuda shorts and chinos has recently gone on sale at Selfnation.

18. **MindMaze**
Lausanne

Like many startups in the medical technology sector, MindMaze pools expertise from various areas. Based in German-speaking Switzerland, the startup has developed a rehabilitation device that combines three disciplines into one: EEG (brain) scans, motion detection and augmented reality, i.e. a real-world environment supplemented by virtual elements. The device is intended for treatment and rehabilitation purposes among stroke patients.

19. **OrbiWise**
Geneva

For the internet of things to become a reality and all manner of everyday objects to communicate with one another, we need low-power networks that enable small data packets to be transferred sporadically. The right software for this has been designed by Geneva-based startup OrbiWise. One major corporation already relying on the solutions from OrbiWise is Tata, which is using the software for its Indian low-power network.

20. **Glycemicon**
Brugg

Around half a million people in Switzerland alone suffer from diabetes. The costs for treating the various manifestations of the disease amount to approximately five percent of the total health care costs in this country. And diabetes is on the rise. Glycemicon is seeking to stop this development in its tracks with a substance that restores the impaired capacity of the fat cells in a diabetic patient’s body to respond to insulin.

21. **Uepaa**
Zurich

Following the development of the Uepaa app for end consumers and business customers, Uepaa is now making its technology available as software as a service. This provides a simple way for developers to integrate proximity services between smartphones into their apps. Uepaa’s technology makes it possible to detect and connect people in the same vicinity without the use of an internet connection or GPS positioning data. There had already been major interest in Uepaa’s new service prior to the launch.

22. **Polyneuron Pharmaceuticals**
Basel

The technology platform developed by the biotech startup enables new drugs to be developed that are able to treat autoimmune disorders. The most advanced project is focusing on a disease where the patient’s own immune system attacks the cells in their nervous system. Polyneuron received financial support this year from both investors and the Venture Kick initiative.

23. **Farmy.ch**
Zurich

Farmy.ch positions itself as an online farm shop that connects regional producers with consumers. Since June, its attempts to achieve this goal have received a major boost. Bakery cooperative Pistor acquired a stake in the startup. The aim now is for the partnered companies to develop a national network of Farmy collection points in bakeries.

24. **Pregnolia**
Zurich

Approximately one in ten babies are born prematurely. Up to now, these premature births could only be predicted with an accuracy of 40 percent. Pregnolia wants to change this by means of a device that measures the stiffness of the cervix. If the current study yields positive results, gynaecologists may soon be able to detect premature births with a much greater degree of accuracy than they can at the moment during routine examinations. After winning the Venture Kick final, the startup will now conduct a round of financing.

25. **Advanon**
Zurich

The startup from the booming fintech sector has reinvented factoring. Advanon’s online platform enables SMEs to have their customer invoices pre-financed by investors. This enables SMEs to quickly achieve liquidity, while investors benefit from an interesting new asset class. To continue its development, the startup is entering into partnerships with various banks.

26. **Teralytics**
Zurich

Teralytics’ speciality is to analyse large, anonymised amounts of mobile phone data. The analyses, which are performed on behalf of companies and government bodies, may, for example, be able to shed light on the travel routes taken by the population. The ETH Zurich spin-off currently employs 50 members of staff and has offices in New York and Singapore.

27. **Leman Micro Devices**
Lausanne

Leman Micro Devices brings together all vital parameters, such as blood pressure, body temperature and pulse frequency, onto a person’s smartphone. This is possible thanks to a reasonably priced miniaturised sensor module developed by the startup which is integrated into conventional smartphones, tablets and other mobile devices.
28. ecoRobotix  Yverdon-les-Bains
The robots developed by the startup in Vaud fight weed growth by spraying them with herbicide or mechanically destroying them. The product is undergoing extensive testing this year – in spring, it was tested in inclement weather conditions. A pre-series will be launched on the market at the start of 2017. The aim is to release the definitive product at the end of 2017. The robot is especially attractive to organic farmers, whose ranks are booming around the world.

www.ecorobotix.com

29. SWISSto12  Lausanne
For telecommunications satellites to achieve a high data transfer speed, they need antennas and other elements. This is exactly what SWISSto12 specialises in. The company is producing these elements as part of a new process that includes the use of 3D printing, thereby cutting production costs, increasing design flexibility and dramatically reducing the weight of the product.

www.swissto12.com

30. Nanolive  Lausanne
The microscope developed by Nanolive enables living cells to be investigated in 3D for the first time without the cells being damaged. Market reception for the device, which is called the 3D Cell Explorer, has been extremely positive. It comes as little surprise that the ETH Lausanne spin-off is being honoured with one award after the next. It was part of Venture Leaders China, won the Viger Award and was one of the winners of the Swisscom Startup Challenge.

www.nanolive.ch

31. Beekeeper  Zurich
There are those Swiss IT startups whose products are used all over the world. Beekeeper is one of them. The company has developed a platform that facilitates communication between companies and employees without access to emails. The startup’s platform is in use in over 100 countries. A round of financing in spring 2016 will now provide the company with fresh impetus.

www.beekeeper.io

32. Codecheck  Zurich
“Codecheck does what the EU can’t do!” This is how the Codecheck app was presented by German TV station ARD in an article about nanoparticles in July 2016. The app enables consumers to find out for themselves whether a particular product contains nanoparticles, controversial ingredients or substances that trigger allergies. The app also shows alternatives to the product in question.

www.codecheck.info

33. FEMToprint  Muzzano
The startup produces 3D microsystems made of glass or other transparent materials. The production of such microsystems has either been impossible or extremely complex up to now. There are numerous areas of application, from watchmaking to medical technology to telecommunications. The startup has an experienced entrepreneur in charge in the form of Nicoletta Casanova.

www.femtoprint.ch

34. Memo Therapeutics  Basel
In humans and animals, antibodies fight against pathogens. Memo Therapeutics has developed a new platform that enables antibodies to be characterised and propagated in order to ultimately be able to develop new drugs. An initial project with a customer was launched in June. The project uses antibodies from hares as its basis.

www.memomab.com

35. Wingtra  Zug
There are many different drones on the market. That said, the product offered by Wingtra is unique. It takes off vertically like a drone with multiple rotors and then flies like a mini aeroplane thanks to a folding mechanism. The drone’s purpose is to collect data, e.g. for use in the agricultural sector. This year, the startup will conduct tests and construct a beta version. Market entry is scheduled to take place next year.

www.wingtra.com

36. Versantis  Zurich
Versantis is working on nanoparticles that are able to remove toxic substances from the body. During its brief existence so far, the startup has already gained support from a range of sources, including the Venture Kick initiative. This year, approval to fast-track the authorisation procedure for a product developed by the company (used in conjunction with liver failure) was given by the competent authority.

www.versantis.ch

37. rqmicro  Zurich
 Legionella is a specific type of bacteria that can cause severe pneumonia. The illness is typically transferred via tap water. Previously, it took more than 10 days to test water for the presence of Legionella. Now, however, a new device developed by rqmicro has cut the time down to less than an hour. In spring, the startup completed a round of financing. It can now increase its efforts to tap into new markets.

www.rqmicro.ch
**16. Battere**  
Battere charges batteries using solar energy on behalf of corporate customers like Microsoft, Zurich and SwissRe and other target groups such as festivalgoers and commuters. At nine train stations in Zurich, for example, users can borrow fully charged batteries, connect them to their phones and bring them back after use. The startup works in cooperation with SBB to provide this service.

**18. DistalMotion**  
Make an effort to gain investors and potential partners or stay under the radar and avoid unwanted attention from the competition – this is the issue faced by high-tech startups. Michael Friedrich, serial entrepreneur and head of DistalMotion, opted for the latter. At present, all that is known about this startup is that the device being developed combines robotics with minimally invasive surgical procedures.

**40. Nomoko**  
Nomoko is developing a camera and software with which to create 3D models. The images taken by the Nomoko camera have a resolution of 1,000 megapixels and contain 50 times more information on average. Market entry is planned for 2017 and will include an all-round service whereby the startup uses both the camera and the software to deliver data to customers in the desired format.

**41. CombaGroup**  
In Molondin, the greenhouse developed by CombaGroup demonstrates what lettuce cultivation may look like in the future. Thanks to innovations such as a mobile spraying robot, which sprays a fine mist consisting of water and nutrients directly on the plant roots, and the recovery of waste heat to heat the greenhouse, the cultivation of the lettuce crop requires 90 percent less space and 99 percent less water.

**42. Fastree3D**  
This startup develops 3D cameras intended to enable vehicles and machines to detect fast-moving objects in three dimensions in real time. The basis for the camera is a unique light sensor platform that allows for cost-efficient production and a high level of precision. The technology could, for example, be used in conjunction with autonomous vehicles or robots.

**43. Equippo**  
Equippo offers used construction equipment such as diggers, loaders, asphalt pavers and work platforms for purchase in its international marketplace. The platform is intended to make international transactions as simple as possible for buyers and purchasers alike. For example, the marketplace shows the final price for a product, which includes logistics and customs clearance costs. The startup’s investors include b-to-v and Venture Incubator.

**44. Intento**  
Each year, one-third of people who have a stroke suffer from severe paralysis afterwards. The therapy system developed by Intento, which consists of an electronic muscle stimulator and easy-to-use control software, could offer hope to these people. In an initial clinical trial, 80 percent of patients demonstrated a meaningful degree of improvement after two weeks. Intento was well received during the trip with Venture Leaders in Boston, winning the Global Pitchfest.

**45. DEPsys**  
Solar energy and wind energy are inconsistent. DEPsys has developed its GridEye solution to balance out the fluctuations encountered. GridEye is a real-time control platform consisting of intelligent sensors and actuators for managing the low-voltage network. The startup has found a major customer in German-speaking Switzerland and is now looking to tap into the market in Western Europe.

**46. Proton Technologies**  
From 2014 to spring 2016, the encrypted email service ProtonMail was available for use by invitation only. Despite this, over one million users were registered during beta stage testing. ProtonMail has been available to everyone since March. With end-to-end encryption, it is virtually impossible to be cracked. The service is financed via a freemium model.
Contovista
Schlieren
Contovista specialises in the evaluation and visualisation of financial data. The fintech startup opens up a wealth of possibilities to the finance industry in the fields of personal finance management and business intelligence. Various banks, including Zurich Cantonal Bank and Schwyzter Kantonalbank, use the service. In March, the Aduno Group invested in Contovista.

Inositec
Zurich
Zurich-based Inositec has designed a technology platform based on molecules which are abundant in nature. This platform facilitates the development of drugs against a range of diseases. The main product counteracts intestinal infection. It is the most common severe infection in affluent countries, affecting around one million people per year in Europe and the USA.

Securosys
Zurich
Hardware security modules, which effectively function as a digital safe, lie at the core of IT security architecture. They generate and manage cryptographic key material and use it to encrypt and authenticate financial transactions. Securosys has encountered great success in providing modules of this kind. The startup’s first major customer was SIX Interbank Clearing, which operates the SIC interbank payment system.

xorlab
Zurich
xorlab provides an innovative solution against sophisticated cyber attacks. Rather than looking for known issues or errors, it makes a comprehensive evaluation of normal application behaviour, on the basis of which it can then identify divergent behaviour (even if it is new). The solution is both quick and accurate, which is why it has attracted a great deal of interest. After winning the Venture Kick final, the startup will now begin to install the system for its customers.

PharmaBiome
Zurich
The ETH spin-off PharmaBiome is taking a new approach to fighting dangerous intestinal infections. At present, the stool of a healthy donor is transferred to the intestines of a patient suffering from an infection of this kind. The future treatment developed by PharmaBiome is an efficient alternative that could significantly reduce the amount of complications involved. PharmaBiome joined the Venture Leaders Swiss National Startup Team in Boston in order to make its first foray into the US market.
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Confederazione Svizzera
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State Secretariat for Economic Affairs SECO
SME Portal
**The Top 100 Startups**

**Top 5**

### BEST BIOTECH STARTUPS

A new tool in the fight against diabetes

Biotechnology does not always involve the development of drugs, as evidenced by Sophia Genetics, a startup that combines biotechnological expertise with proficiency in IT, as well as Glycemicon (rank 20). The company is developing a "medical food" for which the approval conditions are more relaxed than for new drugs. This is possible because THBA – the substance that Glycemicon is using – is present in the human body and in food. THBA restores the ability of fat cells to respond to insulin. This ability is damaged in people who suffer from diabetes. In the last few months, Glycemicon achieved a number of important milestones, including obtaining ethical approval to conduct a clinical study in Germany in which THBA will be tested in humans. At the same time, the team is working on scaling up production to industrial scale. CEO Nadja Mrosek (image) is feeling confident about the company’s progress: “Due to the excellent safety and effectiveness data relating to THBA, we continue to believe that the development of THBA as a dietary food supplement is the right strategy for tackling chronic diseases such as diabetes.”

**Sophia Genetics**
Lausanne, rank 5

**Amal Therapeutics**
Geneva, rank 8

**PIQUR Therapeutics AG**
Basel, rank 14

**Glycemicon**
Brugg, rank 20

**Polyneuron Pharmaceuticals**
Basel, rank 22

**Calciscon**
Bern

Approximately five percent of the population suffers from renal disorders. Vascular calcification is the number one cause of death among these patients. The Bern-based company Calciscon is developing and commercialising a new laboratory test which is the only one of its kind in the world. The test measures the inclination towards calcification in the blood, thereby enabling patients at risk of vascular calcification to be identified in good time and treated accordingly.

**Akselos**
Lausanne

In comparison to conventional computer-aided engineering software, the products developed by Akselos increase simulation speed by a factor of more than 1,000. Hundreds of engineers from the fields of mining, power generation, and oil and gas use the software suite designed by Akselos to simulate large-scale structures such as oil rigs, hoists and port facilities.

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**Peripal**
Zurich

The risk of infection and complexity of the process are currently preventing more patients from performing dialysis at home despite the fact that this would increase their quality of life and reduce costs. This is why Peripal is developing a device that virtually eliminates the risk of infection, with the tubes required for dialysis being connected to the system.

www.peripal.com

**Topadur Pharma**
Zurich

Each year, ulcers on the feet of diabetics and chronic wounds result in treatment costs amounting to tens of billions of francs. The same applies to scars, around which fibrous tissue can form. Topadur is developing new drugs for both areas of application. In the first half of 2016, the startup was able to secure support from investors and the F&E funding programme.

www.topadur.com

**Insightness**
Zurich

Human vision involves limiting itself purely to the quantity of data which is relevant. For example, it would focus on an oncoming vehicle alone, not on the surrounding area. The camera chip designed by Insightness works according to the same principle. This principle saves electrical energy and data processing time. In future, the silicon eye sensor could, for example, enable drones to be manoeuvred more quickly and safely.

www.insightness.com

**Nezasa**
Zurich

Although Nezasa started life as a B2C company, the team is now marketing its IT platform as a white label solution. The platform enables tour operators and travel agencies to quickly and easily create individual travel programmes and offer them to both B2B and B2C customers on their website. The service also includes connecting suppliers from all over the world via the platform.

www.nezasa.com

**Medyria**
Winterthur

Minimally invasive operations with a catheter are performed every day in hospitals and clinics. The position of a catheter is controlled with the help of a contrast agent and X-rays. The Catheter Positioning System developed by Medyria works without the need for a contrast agent or X-ray, which reduces the amount of side effects. This is thanks to a new sensor technology for measuring blood flow, as well as intelligent software.

www.medyria.com

**ActLight**
Lausanne

Light sensors are currently used in smartphones and in portable medical devices in order to measure parameters such as a patient’s pulse rate and to enable the device to be controlled by physical gestures. The new photodiode technology developed by ActLights is targeted specifically at this market. The diodes are cost-efficient, consume less electricity and have a high sensitivity to light.

www.act-light.com

**UrbanFarmers**
Zurich

The roof farms developed by UrbanFarmers are designed to produce fish and vegetables in an environmentally friendly manner in cities. These systems have a closed water cycle and work without the use of pesticides or herbicides. After winning the Venture Kick final, the startup is now active in several European countries and is working to conquer the US market.

www.urbanfarmers.com

**Prodibi**
Geneva

The exceptional quality of photos taken using several dozen megapixels is often lost when posted on the internet. Prodibi wants to change this with a platform that enables high-resolution photos to be shown and shared quickly and easily both on stationary PCs and on mobile devices. In July 2016, Prodibi completed a seed financing round to facilitate the ongoing development of the company.

www.prodibi.com

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**Glycemicon**
Basel, rank 22

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www.glycemicon.com

**Bassion Therapeutics AG**
Basel, rank 14

**PIQUR Therapeutics AG**
Basel, rank 22

**Teneo Therapeutics AG**
Basel, rank 18

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www.nezasa.com

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www.prodibi.com
68. Aerotainment Labs
Zurich

Skye, the product developed by Aerotainment, is a mix between a helium-filled balloon and a drone. Skye is exceptionally safe, which is why it can be used to fly over crowds of people and indoors without any issues. Skye’s languid, floating movements are eye-catching as well. It is already being used – fitted with a camera – for the live reporting of events and to display advertisements.

69. INOFEA
Basel

Enzymes are biocatalysts that can, for example, be used to trigger chemical reactions in the human body. INOFEA has produced a nanotechnological platform technology that protects enzymes and enables them to be enhanced with new properties. These improved agents can be used in the pharmaceutical and healthcare sector and to refine and streamline industrial processes.

70. ScanTrust
Lausanne

The technology by ScanTrust allows consumers to find out for themselves whether a product is genuine (rather than counterfeit). All a shopper has to do is use an app to scan the tamper-proof ScanTrust QR code on the product. The codes can be printed directly on existing packaging, labels or documents, making the solution easily scalable and cost-efficient. ScanTrust is currently receiving support from operations following a round of financing in April. In June, it opened a branch in Shanghai (see page 40) and is on course for global expansion.

71. I believe in you
Bern

The crowdfunding platform ibelieveinyou.ch occupies a promising niche: it is the most successful platform in the world for sports-related initiatives, having successfully financed over 500 projects, collected more than CHF 3 million and recorded a success rate of around 83 percent. The startup is now expanding its operations following a round of financing in April. In June, it opened a branch in Norway.

72. Goodwall
Geneva

The internet platform developed by Goodwall can be used by students and pupils to talk about their skills and achievements outside of school and university. This brings them into contact with like-minded individuals, and allows employees and universities to attract their attention. Goodwall has more than half a million users in 150 countries. At the start of the year, the startup secured funding of over CHF 2 million from notable business angels.

73. flatev
Zurich

Preparing fresh tortillas and other flatbreads quickly and easily using a capsule-based machine – this is flatev’s aim. The technology is almost ready for market launch and is already being well received by consumers. The basis for expansion in the USA was provided following the company’s inclusion in the Venture Leaders trip to Boston. Furthermore, the startup’s target of USD 50,000 was achieved in just three hours during a crowdfunding campaign where customers could pre-order a flatev machine.

74. ZuriMED Technologies
Zurich

Tearing the anterior cruciate ligament is the most frequent clinically relevant knee injury. In Switzerland alone, 6,000 people suffer a cruciate ligament rupture each year. The recovery phase takes six months. And the therapies and treatments on offer have various shortcomings. ZuriMED wants to solve this problem through a combination of biomaterials that accelerate the healing process for the transplant, facilitate more effective integration into the ligament and reduce rehabilitation time.

75. Cellestia Biotech
Basel

Cellestia is the result of 15 years of research. The team consists of experienced industry insiders. CEO Michael Bauer has around 18 years of experience in the business and spent time working for Novartis. The startup is seeking to develop drugs that can be used to combat various forms of cancer.

76. imperix
Sion

Electricity from renewable energies and the localisation of energy production and energy storage represent major technical challenges for the electricity industry. imperix is lending a helping hand to the sector by overcoming these challenges thanks to its laboratory devices for developments in the fields of smart grids and power electronics. The company has been in the market – with a significant degree of success – since 2015. The products are being used in both Europe and Asia.

77. Faveeo
Geneva

The tool by Faveeo is designed to retrieve information from large data volumes. It facilitates these searches by automatically identifying key terms, sources and people associated with a specific topic, helps users to select and analyze information and enables content to be shared easily across social media and in working groups. Groups such as Procter & Gamble and organisations such as UNO are using the tool.

78. N-Dream (AirConsole)
Zurich

The international attention received by the Zurich-based startup in the past twelve months is rather astounding. Newspapers and magazines
such as Der Spiegel, COMPUTER BILD and TechCrunch have all reported on AirConsole. The web service enables computer games to be played collectively on a large screen – without the use of a console. The AirConsole by N-Dream turns smartphones into a fully fledged JoyPad.

**Therapeutics**

Basel

CRISPR is a new biochemical method for cutting DNA into exact segments and changing it. CRISPR Therapeutics is using this technology to develop innovative therapies, some in conjunction with notable partners such as Bayer. Based in Basel, the company has already received well over CHF 100 million in funding from investors.

**MiniNaviDent**

Basel

The 3D navigation system designed by MiniNaviDent makes it easier and safer to insert dental implants. Based on a 3D X-ray, the implant is planned on a tablet computer using a graphic representation. During the implantation phase, an extremely small camera system is placed on the dentist’s drill, which facilitates the exact identification of the desired implant position.

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**TOP 5**

**THE BEST SOFTWARE STARTUPS**

**Worldwide attention**

Since summer 2016, people have had the chance to try out technology of the future in Sion. Two small electric buses operated by PostBus Switzerland are driving around the capital of the Canton of Valais – what is interesting is that the vehicles are being coordinated by software developed by BestMile (rank 13). On the one hand, the EPFL spin-off is a typical Swiss software startup: it employs 25 highly qualified experts, among which 15 R&D engineers and three mathematicians are tasked with working on the software. On the other hand, BestMile is not typical at all – it is using the interest in the topic of autonomous cars to attract attention from around the globe. “This is important, as Switzerland is not exactly known as a nation of car manufacturers, and we are looking for partnerships and investors,” explains BestMile CEO Raphael Gindrat (photo). The plan has succeeded so far: BestMile has concluded partnerships with several US automotive manufacturers and found an investor in Silicon Valley during its last round of financing.

**Bexio**

Rapperswil-Jona, rank 7

**BestMile**

Lausanne, rank 15

**Archilogic**

Zurich, rank 15

**Orbiwise**

Geneva, rank 19

**Teralytics**

Zurich, rank 24

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**STARTUPS BY CANTON**

**Consolidation of locations**

Despite the presence of 39 new companies on the list, distribution of the startups by canton remains stable. Zurich and Vaud lead the way, with Basel-Stadt and Geneva much further back in third and fourth place. Some developments could be observed within the cantons themselves. In Vaud, for example, the area in and around Yverdon-les-Bains is on the list this year thanks to the presence of four startups. Thus, in addition to the nerve centre in Lausanne, the canton now has another compact startup hub in the north.
80. CashSentinel
Lausanne

Paying large amounts of money in real time – until recently, it was only possible to do so in cash. But who wants to carry around a suitcase full of money if they want to buy a car? CashSentinel has an alternative. The system designed by the startup enables larger amounts of money to be paid quickly and without delay. And CashSentinel is expanding. The startup recently entered into a partnership with Société Général to tackle the French market.

www.cashsentinel.com

81. strong.codes
Yverdon-les-Bains

strong.codes wants to make software piracy more difficult. The product developed by the startup is designed to prevent software from being reverse engineered, which is where the specific elements in a software suite are analysed to be copied on a 1:1 scale. The company sells its products all around the world. In June, strong.codes announced a strategic partnership with the listed Japanese IT security firm Intelligent Software.

www.strong.codes

82. recapp IT
Martigny

recapp IT was brought to national attention this spring when it was revealed that the software designed by the startup is being used for the remote control of Swisscom’s new TV box. Thanks to the software, the remote control understands commands in Swiss German dialects. But recapp’s solution can do even more than that. The Valais Cantonal Council is using one of the startup’s solutions to automatically record the minutes of the parliamentary debates, which are held in two languages.

www.recapp.ch

83. noonee
Röti (ZH)

The system designed by noonee is strapped to the hips, knees and ankles and allows production employees to walk and sit at will, thereby providing them with a ‘wearable chair’ that they can use when moving through the production hall. This reduces the amount of strain placed on the knees and ankles and improves posture. The exoskeleton is being tested by renowned companies such as Audi and Volkswagen.

www.noonee.com

84. Fashwell
Zurich

Fashwell is putting high-tech solutions at the service of fashion lovers. An algorithm for image analysis based on machine learning, the Fashwell app identifies blouses, shirts and trousers in images, e.g. on Instagram, and informs the user where they can buy the items. If they are then purchased through a partner store, Fashwell earns money as well.

www.fashwell.com

85. qipp (Allthings)
Basel

The software platform Allthings enables simple digital communication between homeowners, rental companies and tenants. Customers can activate a range of digital services using micro-apps. Based in Basel, the company is aiming to expand its operations in Europe. The financial resources for this were obtained during a round of financing, which the company concluded in May after raising over CHF 2 million.

www.qipp.com

86. Agilentia (Sherpany)
Zurich

Sherpany is a platform that digitalises communication between companies, management boards and investors. The company has been well received in the market thus far. Fifty major companies are already using Sherpany, with a total of 50,000 stakeholders having created a Sherpany user account. The company now employs over 30 members of staff.

www.sherpand.com

87. Youenergy Solar
Lausanne

Youenergy offers solar contracting for private individuals. The Youenergy team is responsible for planning and installing photovoltaic systems completely free of charge. In return, customers pay a price per kilowatt hour for the solar power produced. Excess solar power is fed into the electricity grid and the customer receives compensation.

www.youenergy.ch

88. ES Concept (DigitArena)
Martigny

DigitArena is a solution that is able to exchange perimeter advertising boards in real time during football matches broadcast on TV. During World Cup or Euro matches, for example, the audience in a particular country can view perimeter ads that are tailored to the nation in question.

www.digitarena.ch

89. ShoeSize.Me
St. Gallen

The plug-in by ShoeSize.Me recommends the right shoe size for consumers in online stores. The startup has a number of notable customers, such as Vögele Shoes and Timberland and is now experiencing strong growth abroad. In future, the company wants to analyse the data acquired via the plug-in as a means of helping producers and suppliers refine their range of products and services.

www.shoesize.me

90. Scope Media (Newscron)
Zurich

Scope is a news platform curated by experts. More than 60 curators take charge of their areas of specialisation and compile the best links each day. Scope developed out of the former Newscron, whose software continues to be used to run things in the background at Scope.
Key milestones had already been reached when Newscron became Scope, such as completing a round of financing and gaining numerous corporate customers. The ambitious aim of this Zurich-based startup is to become a leading international company in the field of 3D cell cultures. These cell cultures permit more informative drug tests to be performed, thereby making their development quicker and cheaper. In addition to having a novel product in the pharmaceutical industry, a startup such as CellSpring needs a high degree of credibility. Thankfully, the enterprise was able to make a major step forward this year as far as plausibility is concerned – in May, CellSpring entered into a partnership with Tecan, a major Swiss producer of technology for laboratories.

96. **Karmagenes**

Karmagenes has developed a DNA personality test that provides information about a person’s character traits for various aspects of human behaviour. In doing so, the startup is showing that human behaviour is influenced by the surroundings. The startup brings together both aspects – genetic disposition and psychology – in an online game.

97. **RAW Labs**

The ETH Lausanne spin-off is active in the booming big data sector. A portfolio of products is being developed that enables raw data to be processed and analysed directly from the original files, thereby avoiding changes from having to be made to the existing data environment. The products can also be escalated – they are suitable for laptops and mainframe computers alike.

98. **TestingTime**

TestingTime recruits test customers for all kinds of companies. Thanks to an automated software solution and a growing pool of more than 20,000 test persons, the user experience of a product (for example) can be tested at a lower cost than if one were to recruit testers independently. The startup counts the founders of Doodle and Wuala among its investors.

99. **PB&B**

The technology developed by PB&B is able to make facial wrinkles disappear. A biodegradable material is injected into the site, which leads to a build-up of fat. In spring, the startup was able to secure CHF 2 million from a strategic investor following its triumph in the final of Venture Kick. Clinical trials are planned in 2017 and the first products are expected to be launched onto the market in 2018.

100. **Designergy**

The novel roof element developed by Designergy combines three key functions: insulation, impermeability to water and the generation of energy through photovoltaic cells. All of these functions are integrated and prefabricated within a single component. Based in the Misox valley, the company founded by Daniel Lepori received the national “Watt d’Or” prize in the renewable energies category for its worldwide innovation. In the meantime, the product is already being used as a roof.
Is there an ideal management model for startups? Experts believe that a certain lack of professionalism is the key to success for many startups.

TEXT: JAN VOLLMER AND STEFAN MAIR
ILLUSTRATION: BRIGITTA GARCIA LOPEZ
Professionalism is part of the environment. The amateur is part of the anti-environment,” wrote the Canadian media theorist Marshall McLuhan. When we read McLuhan today, it almost sounds as though he foresaw the rise of startup culture: “The amateur can afford to lose. (...) The expert is the man who stays put.”

If today somebody were to ask which management methods startups use to subvert, or disrupt, the established economy, they may be surprised by the answer: they do not use any at all. And this is exactly where the secret of their success would appear to lie. Successful startups do not become bogged down by managing; their initial priority is simply to work towards their goal.

The basic idea of the founders of Uber, for example, was to share the costs for a car, a driver and a garage. That was it. The first version of Uber that they tested consisted of three cars that the founders arranged to be driven around New York and a handful of people who could contact the cars. From these auspicious beginnings, Uber has since flourished to become the largest taxi service in the world. Many successful startups have similarly modest stories about how they were founded, and they are proud of them: 27-year-old founders Brian Chesky and Joe Gebbia were finding it difficult to pay their rent in San Francisco. Ahead of a design conference, they built a website offering accommodation for three guests on air mattresses in their living rooms, along with breakfast. According to reports, an overnight stay on their air mattresses and breakfast at the time cost USD 80 per person. The company that arose from this idea, Airbnb (the name comes from those original air mattresses), is now the largest travel operator in the world.

The strategy pursued by the two entrepreneurs has become a kind of standard for startups. It is referred to as MVP, or minimal viable product, whereby a test version of a product is implemented which is as simple and cheap as possible.

**Few studies conducted into management at startups**

During the phase in which good ideas appear on paper and are tried out for the first time, there is usually not much to actually manage, as people generally work in very small teams. “Relatively few studies have been conducted into management at startups that have yielded quality empirical evidence,” explains Dietmar Grichnik, Professor for Entrepreneurship at the University of St. Gallen. “However, we have extensive knowledge about functions performed by teams – and teams are what startups generally are in the beginning. For example, there is evidence that heterogeneous teams perform more effectively than homogeneous teams. As a startup grows, its structures gradually take on a more hierarchical form.” Nevertheless, the routines maintained by former startups often become standard practices for the industry as a whole to follow. “Google and Spotify, for example, follow the principle of OKR, or ‘objective and key results’, set monthly targets, and publish weekly reports - many companies in the digital sector adopt these practices.”

According to Professor Grichnik, founders and managers may be so far apart from one another in their approaches that the founders may end up having no interest in managing their own company: “There are some successful founders who find it extremely difficult to deal with the management of hierarchies and the growth of their startup,” states Professor Grichnik. “Take John Osher, the man who brought the first low-cost electric toothbrush, the SpinBrush, into the market – as soon as a company starts to grow, he sells it. He looks for one opportunity after the other. After designing the SpinPop, the first battery-powered lollipop, this led him to develop the SpinBrush, which enables the user to thoroughly clean maltreated teeth. Both are multi-million dollar businesses developed by the same team of nine employees.”

In the Harvard Business Review, Steve Blank, professor at Stanford University, en-
**THREE QUESTIONS FOR ALEXANDER NICOLAI**

"Build, assess, learn"

Mr Nicolai, is there such a thing as a management guide that all startups should follow?

As of yet, a distinctive management style has not yet come to the fore among startups. As you know, startups usually arrive as the result of a team effort, which is why there is less focus on leadership and more on the team during the early stages: composition, team-building, allocation of roles, communication and so on. The management requirements for the team vary depending on the stage that the startup is at, i.e. before it is founded, after it is founded and during the growth phase.

However, working at a startup differs from working at a large company.

What we have seen being used are management principles typical to a startup, such as the Lean strategy. This approach was developed in Silicon Valley. In effect, Lean is a method that startups use to develop their business model and introduce products to the market. The core of the approach is the cycle of "Build, assess, learn". Instead of comprehensive preliminary assessments, a product with minimal requirements is brought into contact with customers at an early stage. The product then continues to be developed on the basis of feedback from the customers. The focus is on performing as many learning cycles as possible in a short time window. This enables a startup to go through the uncertainties presented by new markets again and again.

What are the most significant differences to management structures in established companies?

There is a major gulf between the experimental Lean approach and a conventional business plan. The business-plan approach is based on giving structure and transparency to the future based on extensive analysis. However, the business-plan approach fell apart spectacularly during the new economy bubble. What followed was a move away from this approach in favour of the principles that would later become known as the Lean strategy. Experimentation, iteration and acceptance of uncertainty became the norm instead of planning. A specific form of management has developed in conjunction with the Lean approach, namely the acceptance of errors, the ability to revise decisions and the manner in which responsibility is distributed among individuals. Design thinking is another major influence. As with a design concept, the idea behind this is to consider the product from the perspective of the customer and to stimulate early-stage customer interaction.

A hands-on mentality

For a large company to learn from a small one is a challenge. Manuel Gerres is attempting to solve this issue for SBB by pursuing cooperative partnerships with startups. "Usually," states Gerres, the founders with whom he works "first ask, 'What do we need from the customer's perspective?’. This is followed by 'How can we make money from this?’. These are people who only think about regulatory complications later on, thereby enabling them to create something new. At present, corporations are facing a major obstacle in this field," states Gerres.

In its partnership with the startup Park.it, SBB took advantage of the principle of trying the product out. According to Gerres, the primary issue was a case of "What problem can the partnership resolve for SBB's customers" rather than simply thinking about how to make money from it. In addition to being able to find parking spaces, one long-term aim of the app is to enable users to book additional services such as car cleaning as well, thereby providing SBB with another opportunity to generate sales.
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Global presence

High-tech startups have to address global markets. Those who make it into the Swiss National Startup Team gain access to contacts in distant foreign markets.

TEXT: JOST DUBACHER

ascal Marmier’s schedule is full these days. He is currently preparing a visit to China for ten Swiss high-tech startups that have qualified for the “Venture Leaders” programme. “We open doors for those who want it: we put startup entrepreneurs in contact with representatives in the Chinese economy and investors,” explains the Swiss Vice Consul in Shanghai and Head of swissnex China.

One of the companies expected to take part in the visit is the Zurich-based Peripal, whose representative is CEO Sandra Neumann. As an executive at the US medical technology group Baxter, she commissioned a study into renal dialysis. She wanted to find out how to make it easier for kidney patients to undergo the blood filtering process at home. Her curiosity led her to write a Master’s degree at ETH Zurich in which she sketched out a product...
acquiring new customers on an ongoing basis and is strengthening our existing business relationships. However, Brunswick, Maine, is more than just a marketing stronghold. We have also built a cell biology laboratory here. The customs procedures for organic material means exporting such material from Switzerland would have become too laborious sooner or later. In June, we delivered the first liver tissue from Brunswick. I am personally on site every six weeks for a couple of days. This management supervision is essential considering the fact that the US market is more than just a way for us to generate sales. If we succeed in establishing our technology as more or less the standard in the country for testing new substances without the use of animal testing, we will be in a good position to then set our sights on the rest of the world.

Jan Lichtenberg
CEO Insphero
www.insphero.com

This is for two reasons: first, it has a liberal job market, and second, every one in 20 Britons today earns their wage based on a short-term employment agreement. In March, we opened our first office in the City. We now employ 15 members of staff at this site. I take care of negotiations with major potential customers. This was part of the reason that led to me being honoured as the 2014 Entrepreneur of the Year. Receiving this level of recognition in a global entrepreneur competition opens many doors.

Viktor Calabrò,
Owner and Chair of
www.staff-finder.jobs

China is the world’s workbench. According to data from the UNO, just under 14 percent of global exports comes from the People’s Republic. At the same time, though it is not the only country guilty of the practice, China is by far the largest source of counterfeit brand products in the world. In addition to affecting innocent consumers, this problem harms domestic and foreign companies that produce their goods in China and their local partners. As a provider of a digital brand protection solution, the move into the Chinese market was a logical step for us, which we took in our first year of business. Today, we employ 12 members of staff in the Far East, the majority of whom are marketing specialists and project managers. This growth will be further stimulated with our next round of financing. Shanghai is a perfect location for us. It is a futuristic global city with 23 million inhabitants. An unbelievable pioneering spirit can be felt there, primarily due to the wealth of ambitious, talented young people who come from both China and other corners of the world in order to create and develop something.

Justin Picard
CEO ScanTrust
www.scantrust.com
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idea. “A simple development, but an extremely prudent one,” states Neumann. She left Baxter and worked with various specialists from her circle of acquaintances to set up Peripal just over a year ago. “And now,” she says, “we want to see what kind of reception our idea receives in China.”

**Illustrious sponsors**

The Swiss delegation is being led by Jordi Montserrat, the head of the “Venture Leaders” programme. The internationalisation platform is being supported by various sponsors, including the two Federal Institutes of Technology (Zurich and Lausanne), the consulting firm Ernst & Young and private individuals and programme alumni such as InSilico (see box).

“We are supporting the startups primarily through fundraising and facilitating contact with foreign investors,” states Montserrat. The Shanghai trip (along with the accommodation) was publicly advertised, and around 60 fledgling companies applied to take part. A panel of judges assessed the entries and formed a “national startup team” consisting of the top ten enterprises.

Since the start of the Venture Leaders programme in 2001, over 300 Swiss startups have been flown to innovation hotspots, with 30 going to China and the rest taking a trip to the USA, the land of unlimited opportunity. The hotspots include the greater Boston area and – together with Swisscom – San Francisco and Silicon Valley.

In Boston, the host for the Swiss startup national team is Felix Moesner, the economic consul and head of the local swissnex branch. His swissnex team is housed in a two-storey building on Broadway, Cambridge, directly on the route between the campuses of Harvard University and the Massachusetts Institute of Technology (MIT).

Moesner becomes highly animated when he talks about Boston and the opportunities it offers for startups. “We can reach 300 universities, colleges and research institutes in just 90 minutes by car.” The area also includes the branches of countless venture capital investors and major corporations, particularly those from the life sciences sector – these companies are always looking for ideas and worthwhile partnerships. At present, one or two Swiss companies per week are connecting with Moesner and his 20 employees in Boston and New York. These companies use the swissnex premises as a temporary office during their stay in the USA. As many enterprises before them have already done, they then start seeking advice and contacts. One example company is the Lausanne-based IT firm Nexthink, which received CHF 40 million in venture capital in Boston this year and is now experiencing strong growth in the USA.

“In terms of internationalisation when it comes to startups, Switzerland has implemented a pioneering project with the Venture Leaders programme,” states Felix Moesner with conviction. He also believes that this programme has since become an effective example for other countries to follow. German, British, Finnish, South Korean and Japanese representatives have all spent time at the swissnex premises.

**Gateway to the Chinese market**

Boston’s innovation ecosystem is one of the most creative in the world. Shanghai, by contrast, still has a long way to go. Two things have been missing from this ecosystem thus far: internationally linked universities and professional venture capital investors. That said, the economic metropolis that is Shanghai is effectively a gateway to the world’s current second-largest national economy. “The Chinese are catching up quickly in many areas,” states Pascal Marmier, “which is why they are interested in all forms of technology that could specifically help them to resolve social issues.” This is exactly what Peripal founder Sandra Neumann is gambling on. Her device makes peritoneal dialysis easier and may enable more kidney patients to perform dialysis in their own homes. This is around 20 percent cheaper than undergoing the same process in a hospital.

This medical technology innovation will be available in Switzerland by 2018 at the latest. Its launch on the Chinese market is still pending. “First things first,” says Sandra Neumann. “Our priority at the moment is to find a Chinese sales and distribution partner.”
It was not long after you founded Pix4D that you received a takeover bid from Google. What was the story there?

It was actually rather unspectacular. I knew the people there due to my research work. They called me and said they wanted to bring us to the USA.

But?

I declined. We wanted to see what it would be like to develop a startup. Aside from that, neither I nor my family wanted to move to California.

Why was Google so interested in Pix4D?
They wanted our expertise in image processing. To understand why, you have to be aware that computer vision is a relatively new discipline. There were only four research groups in the world working in this field at the dawn of the new millennium. I was part of the University of Leuven at the time.

What were you doing there?
I wrote algorithms that would enable images to be examined for similarities. This is something that is required for facial recognition, but I had a different aim in mind: I wanted to use my software to mimic our eyes. Using the software, two images taken at the same time can be used to create a three-dimensional reality; this is something we do with images recorded with a time delay.

In 2008, you left Leuven as a post-doctoral researcher and joined EPFL Lausanne’s Computer Vision Laboratory.

That’s correct. And this is when I thought for the first time about being able to create a cartographic product from my code. By chance, I met with Jean-Christophe Zufferey, who is now the CEO of Sensely, and we discussed some things. The upshot of it was that we uploaded my software to his drones. And it worked. We produced razor-sharp 3D images of the EPFL campus.

After which you founded Pix4D?
Not yet. I still had my position at EPFL. I initially developed a free cloud service. Drone owners could send us their aerial photographs from which we created 3D images that were true to scale. We only founded Pix4D when a few grateful users wanted to reward us for our work and we needed an accounting entity for these payments.

Who were the first users?
Primarily companies who make money with land surveying.
That doesn’t sound especially impressive. That’s not true. Geodetic engineering is a huge market, encompassing the construction sector, raw material mining and the agricultural industry. Large-scale areas and volumes have to be regularly measured everywhere.

At present, a licence for your software costs CHF 8,000. How do you turn users into paying customers?
The business case of our customers is clear. Allow me to offer an example. To produce cement, you need chalk and clay. Both are mined in Switzerland, and the state orders the cement mills to document their impact on the landscape on a regular basis. This is traditionally done using complicated devices on the ground. By contrast, using a drone and our software cuts down the amount of work involved from 25 days to just a few hours. The investment pays for itself if this task is performed twice.

To what extent is Pix4D benefiting from the fact that drones are becoming increasingly cheaper?
The fall in prices for the hardware is truly astounding. Just a few years ago, a reliable drone cost between CHF 20,000 and CHF 100,000. Today, high-quality models are available for just CHF 1,000. Our pool of potential customers is therefore growing all the time. Our turnover has doubled each year since the company was founded.

And your workforce has increased at the same pace. You currently employ 70 members of staff. How many will that rise to at the end of the year?
I estimate that we will probably take on another 10 people. We need engineers and software developers.

At present, you are exclusively targeting the market for surveying technology. Will your focus stay like that?
No, our developers are working hard on new, more intuitive user interfaces. In the long term, drones with 3D mapping software will become the standard in various branches, such as the construction industry. If a site supervisor wants to know whether the calculations match the reality after the excavation work is completed, he can send out a drone. The drone can then measure the excavated area within minutes. And this measurement is accurate to a few centimetres.

One year after Google issued its takeover bid, you sold 30 percent of the shares in Pix4D for CHF 2.4 million to the French publicly listed drone manufacturer Parrot. Why?
Money offers security. We were about to take on new employees. As an entrepreneur, there is the constant worry about being able to manage a larger wage bill that comes from expanding one’s workforce. Of course, hindsight is a wonderful thing. We didn’t need the additional funds in the end.

Despite that, you and co-founder Olivier Küng will transfer your remaining shares to Parrot with effect from 1 January 2017. What is the idea behind this move?
We reached an agreement with Parrot to take the next major step in the company’s evolution. Drones are currently dependent on GPS. The user enters the destination coordinates and the drone starts heading in that direction. Now we want the machines to start piloting themselves: recognising objects, responding spontaneously, that sort of thing. However, the prerequisite for this is that the image processing takes place on board and in real time. This is what we are working on now.

But will Pix4D continue to survive in Switzerland?
Definitely. We are staying in Lausanne. If we want to achieve our goals, we are reliant on close cooperation with representatives in the field of science. For us, these are EPFL and ETH Zurich. The Swiss innovation ecosystem is ideal for us. This is something which is prevalent in Paris as well, which is where Parrot’s headquarters is located.

A GOOD YEAR FOR EXITS
Swiss image processing is much sought after, and the takeover of Pix4D by Parrot is not an exceptional case. Last December, Zurich-based sensor developer Skybotix was acquired by the US camera production company GoPro. Faceshift also found an American buyer – the visual animation specialist is now part of Apple. Another US company, the tourism service provider Tripadvisor, acquired Housetrip. Meanwhile, Zurich-based Eqipia was sold to German social networking site Xing. In the last twelve months, domestic corporations also cherry-picked some promising companies in the Swiss innovation scene: Swiss Post acquired the Healthcare Research Institute, Ringier took over the Geneva-based online outlet store MyStore and Swisscom purchased Mila, a mediation platform for technical services. As well as celebrating the willingness of major corporations to invest, founders and startup investors are also pleased at the renewed interest shown in the startup scene by other investors. Since summer 2015, three Swiss startups have been listed on a domestic or foreign stock market. Cybersecurity specialist Wisekey and biotech firm Kuros went public on the Swiss stock exchange in Zurich, while the Geneva-based GeNeuro was listed on the Euronext in Paris. Not yet completed – but at an advanced stage – is the initial public offering (IPO) of AC Immune on the NASDAQ technology index in New York.
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**A**

Carole Ackermann, Zurich. President of Business Angels Switzerland (BAS). CEO of Diamondsall, an investment firm in the medical and environmental sector. Co-President of Angel for Ladies.

Domenico Alexakis, Zurich. Director of Swiss Biotech Association.

Claude Amiguet, Neuchâtel. Director of Neode, a science and technology park in Neuchâtel. Venture Kick jury member.


Rolf Auf der Maur, Zurich. VISCHER, lawyers and notaries. Business angel.

**B**


Brigitte Baumann, Zurich. CEO of Andromede Consulting, focus: seed & early-stage venture capital. Coach at CTI Start-up.

Christophe Beaud, Zurich. Investor and entrepreneur. Founder and CEO of the peopleOne Group.

Nicolas Berg, Zurich. Co-founder of multiple enterprises and business angel. Involved with various juries and young entrepreneur prizes.

Marc P. Bernegger, Zurich. Co-founder of Finance 2.0, Finance 2.0 & fintech conferences focusing on digitalisation in the finance industry. Founder of various online companies. Angel investor with a focus on fintech/finance.

Thomas Billeter, Herrliberg. Co-founder of multiple enterprises and business angel. Director of TallyFox Social Technologies AG. Partner in SeestattExperts AG.

Laurent Bischof, Lausanne. Managing Partner at Polytech Ventures, focus: early phase and Series A funding of high-tech startups. Director of Fintech Factory.


Silvio Bonaccio, Zurich. Head of ETH transfer/spin-offs. Member of the steering committee of ETH Zurich’s Venture Startup Competition. Co-founder and member of the Swiss Technology Transfer Association (swiTT).


Beat Bühlmann, Zurich. Active business angel. Chair of Ferrum AG. Vice Chair of the Board of Invision Private Equity AG. Coach at CTI Start-up.

Fabian Buller, Zurich. Director of New Ventures at Johnson & Johnson Innovation. Director of Business Development at Covagen AG.


**C**

Heinrich Christen, Zurich. Managing Partner, Ernst & Young St. Gallen. Focus: medtech. Partner in Charge of Entrepreneur Of The Year Switzerland/Liechtenstein.

Raphaël Conz, Lausanne. Promotion économique du canton de Vaud (SPECo).

Alexandre Coquoz, Neuchâtel. Associate Director of Innobridge SA. CEO of Jade Invest SA, venture capital company initiated by CSEM.

**D**


Thomas Dübdorffer, Zurich. Internet entrepreneur and business angel. President of Swiss ICT Investor Club (SICTIC).


**E**

Axel Favre, Lausanne. DebioPharm Investment S.A, the holding company for the biopharmaceutical group DebioPharm. Focus: cleantech, IT and personal services.

Claude Florin, Lausanne. Business angel. Founder/President of the A3 Angels club. Partner at Polytech Ventures and VentureConcept; focus: medtech/mobile telecommunications.

**F**

Patrik Frei, Zurich. Founder and CEO of Venture Valuation AG.

Nicole Herzog, St. Gallen. Business angel. Co-founder/board member at Haufe-umantis AG, talent management. Chair of Agilenta AG.

Matthias Hölling, Zurich. Team leader at Technopark Zurich. Co-director of Startup Campus.

David Hug, Zurich. Managing Director of Ringier Digital Ventures. Board member at multiple startups.


Mario Jenni, Schlieren. CEO of BIO-TECHNOPARK Schlieren, life sciences centre. Co-initiator and CEO of glaTec, the Empa technology centre.


André Kühni, Aarau. Head of SME services and startup consulting at Aargauische Kantonalbank.


Jean-Philippe Lallement, Geneva. Director of EPFL Innovation Park. Co-founder of multiple startups such as Prediggo and Attolight.

Hervé Lebret, Lausanne. Vice President for innovation and technology transfer at EPFL. Manager at Innovators. Ex-principal of Index Ventures, venture capital company.

Eric Lohrer, Zurich. Investment expert of Loreda Holding AG, a family-run company.


Karim Maizar, Zurich. Partner at Kellerhals Carrard, areas of specialisation: company law, corporate financing. Head of the startup desk.

Pascal Marmier, Shanghai. Executive Director/Vice Consul General of swissnex China. Co-organiser venture leaders USA and China.


Didier Mesnier, Geneva. Executive Officer at Alp ICT, high-tech cluster in Western Switzerland.


Jordi Montserrat, Lausanne. Business angel. Vice President of Logifleet SA. Managing Director of Venture Kick and venturelab.

Jan Fülscher, Männedorf. Co-founder of multiple startups. Board member and coach for multiple SMEs. Founder and Director of the Swiss ICT Investor Club (SICTIC).

Antonio Gambardella, Plan-les-Ouates (Geneva): Director of Fongit, the startup incubator in Geneva. Venture capital expert and angel investor.


Patrick Griss, Schlieren. Co-founder and Executive Partner of Zühlke Ventures, focus: high-tech startups. Member of the Advisory Board of glaTec, the Empa technology centre.


Urs Haeusler, Zurich. CEO of DealMarket. Board member of Swiss Finance Startups Association (SFS), President of Swiss Startup Association.

Peter Harboe-Schmidt, Schwerzenbach. Co-founder of various pharmaceutical companies such as SpiroChem AG, Xigen Pharma SA and Glycemicon. CTI Coach.

Reto Hartinger, Zurich. Serial entrepreneur and business angel (e.g. search.ch). President of the Internet Briefing information exchange group.

René Hausammann, Winterthur. CEO of Swiss Parks, association of Swiss technology parks and incubators. Venture Kick jury member.

Wolfgang Henggeler, Zurich. Head of Physical Sciences at Unitectra, technology transfer organisation for the universities of Zurich, Bern and Basel.


Steven Neffel, Geneva. Director of holding company Waypoint Capital. www.waypointcapital.net


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