



MASSCHALLENGE
SWITZERLAND

CURRICULUM 2018



HELLO & WELCOME!



Welcome to your Curriculum!

Dear fellow startup,

Let me warmly welcome you to the 2018 MassChallenge program. You are joining today the acceleration phase, the final one following a steep selection process that saw over 1'000 applications and only about 100 startups selected – among which you. Congratulations!

MassChallenge can be thought of as a startup school. As in any college the day-to-day life is organized along a curriculum of courses forming the backbone of activities during the acceleration phase. This booklet provides you with the details of courses, workshops and presentations that will take place on Tuesdays and Wednesdays (with some exceptions – see inside).

This year, we have structured the curriculum across 4 key areas, covering the essentials of an entrepreneurship journey:

- **Product and Customer Development** – adopting the ideas coined by the lean development approach, we will cover the topics of business modeling, followed by the principles of iterative development supporting the best matching between customer pain and solution.
- **Sales and Marketing** – once a minimally viable solution can be marketed, the sale process must be organized. We will address the questions of the sales channels, the pricing and the management of the sales pipeline. We will also cover key ideas on branding with an emphasis on digital marketing
- **Operations** – all good businesses deserve proper management. We will walk you through some of its facets: human resources, budgeting and accounting, leadership. We will also address some vital aspects of industrialization in terms of manufacturing, supply chain and quality assurance.
- **Financing** – the driving force of a battle!! We will cover the questions of timing and sources of financing, the tricky challenge of valuation and the fundraising process.

To complement to these subjects, we cover 2 cross-cutting areas, essential to the development of any entrepreneurial project:

- **Communications** – with an emphasis on pitching, presenting and public speaking
- **Legal** – we chose to focus on company creation, intellectual property management, commercial contracts and data protection.

Every Wednesday, a MassChallenge alumnus startup will be presenting to you their evolution since leaving the program, sharing the experiences of developing their company. This will take place as brown-bag sessions, sharing lunch together.

All the curriculum is delivered in the form of courses, workshops and presentations, with a high amount of interactions. Our speakers are professionals in their respective fields, and have been carefully selected by MassChallenge to deliver the best of their knowledge to you. Make the best use of them and enjoy!

Thierry Duvanel,
MassChallenge Switzerland Managing Director

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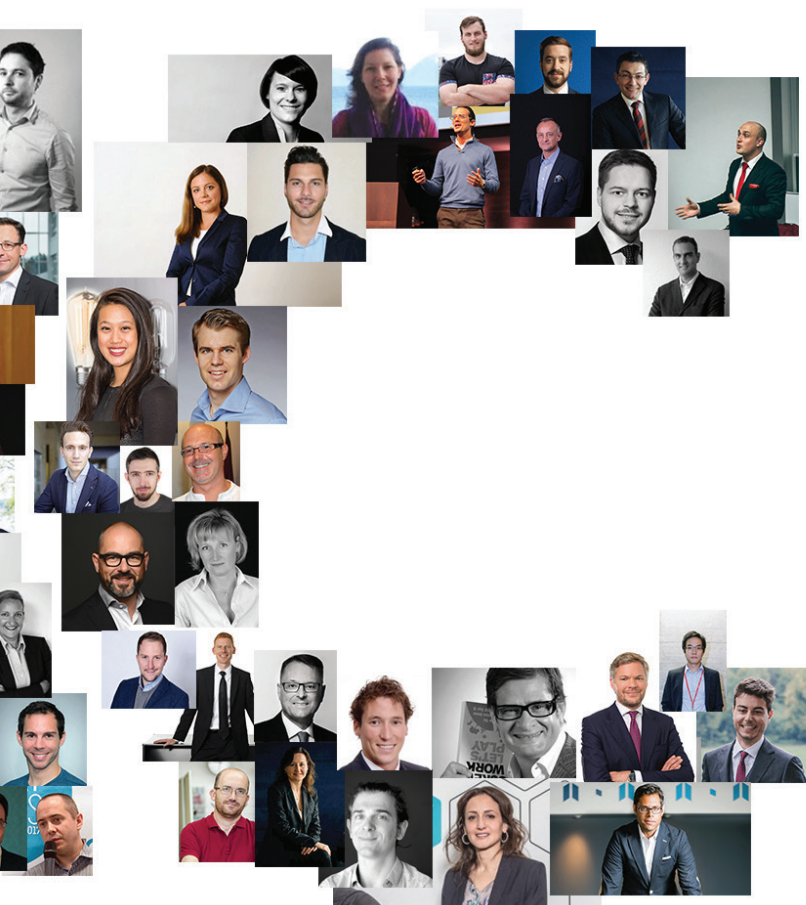
A BIG THANK YOU TO A
WITHOUT YOUR CONTRIBUTION THIS CURR



MC

MASS
SWITZER

ALL OF THE SPEAKERS!
CURRICULUM WOULDN'T HAVE BEEN POSSIBLE.



SCHALLENGE
RLAND

CURRICULUM OVERVIEW

JUNE

JULY

AUGUST

25

2

9

16

23

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Deep Dive #1 Communication

Week 1

Public Speaking, Brand and PR

- Public speaking: Emotion equals success
- Mastering your Brand
- Brown Bag Lunch with Alumni*
- Digital Communications
- Media: Don't sell yourself - Tell a story
- Meet the Press

Module #1 Product and Customer Development

Week 2

Value Proposition and Business Modelling

- Get out of the Building
- Turn threats into opportunities
- Make a pivot in practice
- Understanding the User and Market Penetration
- Brown Bag Lunch with Alumni*
- Finding your Value Proposition

Week 3

Lean Development

- Lean startup
- Growing a SaaS Startup
- Challenges from research to prototype
- Sport Analytics: from the lab to the NBA
- Validate your Hypotheses w/Growth Hacking
- Brown Bag Lunch with Alumni*

Week 4

Product Management and Scale up

- The digital toolbox you need to succeed
- Managing Agile Hardware Development
- Scaling your Technology
- Brown Bag Lunch with Alumni*
- Agile Methodologies in Software Development

Deep Dive #2 Legal

Week 5

Incorporation, IP, Commercial Laws and Data Protection

- Legal forms and company incorporations
- Shareholder Agreements
- IP strategy for startups
- Brown Bag Lunch with Alumni*
- Data Protection in CH and in Europe
- Term Sheet - First step into an investment
- License and distribution agreements

Module #2 Sales and Marketing

Week 6

Channels

- Channels and Distribution: The story
- E-Commerce Strategy: Direct Sales

Week 7

Lead Generation and Pipeline

- Mastering Partnerships
- Moving sales through a pipeline
- Distribution agreements in life science
- Brown Bag Lunch with Alumni*
- Market, Customer and Investor Acquisition

Week 8

Digital Marketing and Growth

- Mastering SEO and SEM
- Digital Marketing for Startups
- Brown Bag Lunch with Alumni*
- Growth Hacking - The Why, Who, How
- Practical Growth Examples

* All brown bags are kindly sponsored by **MIND INDUSTRY**

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- How to negotiate with a VC
- What VCs look for in a team, product and market
- The process of investing
- Fundraising for growth
- Financing rounds - negotiation tactics
- Brown Bag Lunch with Alumni*
- Exiting your startup: Round table

Deep Dive #1: Communication

PUBLIC SPEAKING, BRAND AND PR

Tuesday, June 26th

1.15pm-5pm



ADRIEN DALANG

Founder

Révélateur de Potentiel

PUBLIC SPEAKING: EMOTION EQUALS SUCCESS

This workshop will train you to surpass your shyness, prepare a presentation, and pitch with the right amount of emotion.

Wednesday, June 27th

9.15am - 12pm



ROBIN VON KÄNEL

Director

Panache

MASTERING YOUR BRAND

Learn how to become the next Richard Branson. An introduction on branding, personal branding and the potential synergies between both.



FREDRIK KARLSTRÖM

Master Magician & Managing

Director

The Magic Pencil

12.15pm - 1pm



BENOIT LE CALLENEC BROWN BAG LUNCH WITH ALUMNI

Co-founder and CEO

Moka Studio

1.15pm-4pm



YAN LUONG

Managing Director /

Consultant

foraus / freelance

DIGITAL COMMUNICATIONS

This workshop will help you define your digital audience, goals, social media channels, content strategy, as well as address digital governance and reporting.

Thursday, June 28th

1.15pm-2pm



DAVID DELMI

Founder
HARDAH

MEDIA: DON'T SELL YOURSELF - TELL A STORY

HARDAH is one of the most mediatized startups in Switzerland. To achieve that we didn't sell our products to the media, we told them our story, we tried to share our journey.

2.15pm-4pm



JOAN PLANCADE

Journalist
Freelance

MEET THE PRESS

During this session, 3 tech journalists will explain you the good and bad practices to get media coverage.



EUGÈNE SCHÖN

Western Switzerland
Correspondant
Startupticker.ch



JOHAN FRIEDLI

Journalist
AGEFI

Module #1:

Product and Customer Development

VALUE PROPOSITION AND BUSINESS MODELLING

Tuesday, July 3rd

1.15pm - 2.30pm



PATRICK PESTALOZZI

Founder/Sales/Product
SPITZWERK

GET OUT OF THE BUILDING

Entrepreneurs often fail to understand the needs & requirements of their anticipated market. To achieve optimal product/market fit requires gathering insight directly from clients.

2.30pm-4pm



WIKTOR BOURÉE

CEO
Technis SA

TURN THREATS INTO OPPORTUNITIES

Wiktor will share his key learnings of starting a new business and working on a strong vision.

4pm - 5.30pm



EVELINA GEORGEVIA

Co-Founder & CBDO
Pryv SA

MAKE A PIVOT IN PRACTICE

Evelina will share her experience as a late co-founder of Pryv, who has co-driven a strategic pivot, reshaping their product's value proposition to ultimately find product-market fit.

Wednesday, July 4th

10.15am-12pm



THIERRY WEBER

CEO
Vivactis

UNDERSTANDING THE USER IN THE LIFE SCIENCES INDUSTRY

Marketing is key for any product, including in life science! During this session, we will go through the basics of branding adapted to the life sciences sector.

12.15pm-1pm



DR. ANDY YEN

CEO/Co-founder
ProtonMail

BROWN BAG LUNCH WITH ALUMNI

1.15pm - 4pm



MASSIMO LUCCHINA

Executive Director
Samsung

FIND YOUR VALUE PROPOSITION

This lecture will address the questions you need to ask yourself and what you need to action to find your value proposition.

LEAN DEVELOPMENT

Tuesday, July 10th

10.15am-12pm

**VINCENZO PALLOTTA**

Professor
HEIG-VD (Swiss Applied
Science University, Vaud)

LEAN STARTUP

We'll explore the principles of Lean Startup through examples and exercises. I will help you in crafting an MVP for validating your BM assumptions efficiently and effectively.

1.15pm-2pm

**FLORIAN BERSIER**

Founder & CEO
Gmelius

GROWING A SAAS STARTUP

How Gmelius acquired its 100K users with a \$0 marketing budget? What were our winning strategies and the failed ones?

2.15pm-3pm

**JULIEN LALANDE**

CPO
Artmyn

CHALLENGES FROM RESEARCH TO PROTOTYPE

Research and prototype creation is a key stage in the life of a company, it needs to be as efficient as possible. We will discuss different challenges and choices that you'll face.

3.15pm-4pm

**HORESH BEN SHITRIT**

VP of Computer Vision
Second Spectrum

SPORT ANALYTICS: FROM THE LAB TO THE NBA

At the talk, I will present my entrepreneurial journey from the university's lab to a spin-off startup in a bootstrap mode, to be acquired by a scale-up company.

Wednesday, July 11th

9.15am - 4pm

**SANDRINE CINA**

Founder & CEO
BAM

VALIDATE YOUR HYPOTHESES W/GROWTH HACKING

This workshop will let you complete a first market test of your product through growth hacking techniques to build the cornerstone needed for the success of your startup.

**ZORAN BJELIC**

Chief Success Officer & Coach
BAM

12.15pm-1pm

**ALEXANDRE GRILLON BROWN BAG LUNCH WITH ALUMNI**

Co-Founder
Swiss Motion Technologies

WEEKLY SCHEDULE

PRODUCT MANAGEMENT AND SCALE UP

Tuesday, July 17th

1.15pm-2pm



PASCAL BRIOD

Head of Product & Co-founder
Monito

THE DIGITAL TOOLBOX YOU NEED TO SUCCEED

New tools launch every day and all sorts of things become faster, cheaper, better or more efficient. Having the right “digital toolbox” is key if you want to succeed as a startup.

2.15pm-3pm



MAARTEEN DE MOOR

Project Manager
Flyability

MANAGING AGILE HARDWARE DEVELOPMENT

How do you build the right flying robotics product in a demanding industrial environment, on time, within budget and with the right feature set, fitting in an end-to-end solution?

3.15pm-4pm



RENAUD OTT

Head of Engineering
MindMaze SA

SCALING YOUR TECHNOLOGY

Scaling from 8 to 40 engineers in a unicorn neurotech startup... what could get wrong? What worked? Renaud will share his experience as the Head of Engineering at MindMaze.

Wednesday, July 18th

12.15pm-1pm



ESMERALDA MEGALLY BROWN BAG LUNCH WITH ALUMNI

CEO and Co-Founder
Xsensio

1.15pm - 4pm



JÉRÔME KEHRLI

CTO
NetGuardians

AGILE METHODS IN SOFTWARE DEVELOPMENT

This workshop will address the Agile principles, practices, rituals, roles and processes for successful planning and forecasting in Software Development.

Deep Dive #2:

Legal

INCORPORATION, IP, COMMERCIAL LAWS AND DATA PROTECTION

Tuesday, July 24th

9.15am-12pm



ANNA ANTONINA GOTTRET

Dr. iur, Attorney at Law
Kellerhals Carrard

LEGAL FORMS AND COMPANY INCORPORATIONS

When you start a business, you must decide on a legal structure for it. This lecture gives a brief overview of legal forms and company incorporations in Switzerland, EU and US.

1.15pm-4pm



ANNA ANTONINA GOTTRET

Dr. iur, Attorney at Law
Kellerhals Carrard

SHAREHOLDER AGREEMENTS

Shareholder's agreements are essential in any company. They set out the rights of shareholders to protect interests in the company and help them to avoid disagreements.

Wednesday, July 25th

9.15am - 4pm



RAYMOND REUTELER

European Patent Attorney
reuteler & cie SA - Patent &
Trademark Attorneys

IP STRATEGY FOR STARTUPS

This lecture will address the Intellectual Property strategies to maximize added value of your branding and technological innovations.



ISABELLE CORNUT

European Patent Attorney
reuteler & cie SA - Patent &
Trademark Attorneys

12.15am - 1pm



DUNCAN SUTHERLAND

CEO and founder
TwentyGreen

BROWN BAG LUNCH WITH ALUMNI

WEEKLY SCHEDULE

Thursday, July 26th

9.15am - 12pm



ISABELLE HERING

Lawyer

Etude Hering; DPO Associates
Sarl

DATA PROTECTION IN CH AND IN EUROPE

This lecture will introduce you to the Swiss Data protection laws and the new European GDPR legislation.

1.15pm - 2.45pm



**HUBERTUS
HILLERSTRÖM**

Partner, lic. iur., MBA, Attorney
Walder Wyss Ltd.

TERM SHEET – FIRST STEP INTO AN INVESTMENT

The lecture aims at reviewing the rational for starting a financing round with a term sheet and briefly describing the main items to be addressed in such a document.

3pm - 4.30pm



HUGH REEVES

Attorney

Walder Wyss Ltd.

LICENSE AND DISTRIBUTION AGREEMENTS

The lecture will explain what license agreements and distribution agreements are about and highlight the main concerns one should have when entering into such contracts.

Module #2: Sales and Marketing

CHANNELS

Tuesday, July 31st

9.15pm - 12pm



MARC MAUER

COO

On-running.com

**CHANNELS AND DISTRIBUTION: THE STORY OF
ON RUNNING**

In this lecture, Marc will explain how On Running scaled to 40 countries and dozens of millions in revenue, with a special emphasis on Channels and Distribution.

1.15pm - 3pm



RICHARD BRIFFOD

Senior Director

Expedia Group

E-COMMERCE: DIRECT SALES & MARKETPLACES

This lecture will address how to drive sales and business growth through e-commerce, using direct online sales or leveraging on online marketplaces.

LEAD GENERATION AND PIPELINE MANAGEMENT

Tuesday, August 7th

1.15pm-3pm



**MAXIMILIAN
SCHICKLER**

Head of Customer Development
Advanon

MASTERING PARTNERSHIPS

This lecture will provide an overview on how to successfully master partnerships with large corporates to gain exposure and increase business traffic.

3.15pm-5pm



CAITLIN CRAWFORD
Head of BD
FASHWELL

MOVING SALES THROUGH A PIPELINE

What are the best ways to keep leads hot and moving through your pipeline? This lecture will address a high level look at the sales pipeline, sales tools and best practices.

Wednesday, August 8th

10.15am - 12pm

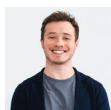


PHILIPPE MEUWLY
CEO
Novipart sàrl

DISTRIBUTION AGREEMENTS IN LIFE SCIENCES

Good export partners are key success. What are the major difficulties in setting up a good distribution agreement? What should not be forgotten? Which are the key factors?

12.15pm - 1pm



OLIVIER EYRIES
COO
Alaya

BROWN BAG LUNCH WITH ALUMNI

1.15pm - 3pm



SUSANNE EMONET
VP Sales and Marketing
Abionic

MARKET, CUSTOMER AND INVESTOR ANALYSIS

This lecture will address what you need to know about your market, what your customers think and buy, and what your investors would like to hear.

WEEKLY SCHEDULE

DIGITAL MARKETING AND GROWTH

Tuesday, August 14th

10.15am-12pm



DAVID DOUEK

Independent Digital Strategy
Consultant

MASTERING SEO AND SEM

Learn how to have your website high-ranked organically on Google Search as well as with paid ads (Adwords). Develop search strategies that will help you grow your business.

1.15pm-3pm



MINE FORNEROD

Global Marketing Manager
NetGuardians

DIGITAL MARKETING FOR STARTUPS

This lecture provides you an introduction to digital marketing. You will as well discover best practices, lessons learned, and real-life examples from a growth-stage company.

Wednesday, August 15th

12.15pm - 1pm



BENOIT MARIANI

Founder & CEO
Gait Up SA

BROWN BAG LUNCH WITH ALUMNI

1.15pm - 4pm



JOËL CAPT

Global Outbound Lead Gen-
& Growth Manager
Beekeeper

GROWTH HACKING - THE WHY, WHO AND HOW

Ever asked yourself if it's just a coincidence that Paypal, Dropbox, Airbnb and Uber grew that fast? The thing that connects them all: Growth Hacking.

4.15pm - 5pm

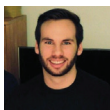


AMIN KASIMOV

Co-founder
Oqtor

PRACTICAL GROWTH EXAMPLES

Practical step-by-step examples on how to grow your startup, get feedback from prospective customers and iterate faster in your product development.



JÉRÉMY JAUQUES

Co-founder
Oqtor

Module #3:

Operations

FINANCE AND HUMAN RESOURCES

Tuesday, August 21st

1.15pm-3pm



CÉCILE LAFFONT

Talent Acquisition Manager
senseFly

THE HR ADMINISTRATION IN A STARTUP

This lecture gives an overview of the main processes of HR administration, allowing you to avoid the pitfalls that startups often face.

3.15pm-5pm



RAPHAEL GINDRAT

CEO and Co-Founder
Bestmile

HUMAN RESOURCES STRATEGY

This lecture will explain how to attract talent to your startup, build your boards of advisors and directors, and foster the well-being of your employees.

Wednesday, August 22nd

9.30am - 10am



DEBORAH JOYE

Senior Manager
Mazars SA

FOUNDING A COMPANY

This workshop will explain how to organize your business idea through an adequate legal and capital structure.

10.15am - 11.45pm



BERTRAND WEISROCK

Director
Mazars SA

SETTING UP YOUR BUSINESS

This module will review your legal duties, business model, optimized legal solutions for efficiency.



LAURENT BOVET

Certified Tax Expert
Mazars SA

WEEKLY SCHEDULE

Wednesday, August 22nd

12.15pm - 1pm



JACQUES BERGER

Director
Mazars SA

BROWN BAG LUNCH WITH ALUMNI



TAHA BAWA

CEO and co-founder
Goodwall

2pm - 3pm



BERTRAND WEISROCK

Director
Mazars SA

RUNNING YOUR BUSINESS

This lecture will describe how profits and shareholders are taxed, what are your audit requirements, and how to use your financial information (bookkeeping) with KPIs and cash flow forecasting.



GIUSEPPE SOTTILE

Tax Partner
Mazars SA

3.15pm - 4.15pm



JACQUES BERGER

Director
Mazars SA

PREPARING FOR FUNDING

This lecture will discuss how to prepare a business plan, how to organize a proper documentation, your financial statements, and assess funding alternatives (equity, convertible loan, etc).



MATTHIEU CHRISTIEN

Consultant
Mazars SA

LEADERSHIP AND MANAGEMENT

Tuesday, August 28th

10.15am-12pm



CÉDRIC JACOT-GUILLARMOD

Owner & CEO
INCITO communication

WHY YOU SHOULD CARE ABOUT CRISIS (COMM.)

In line with the popular saying "Be prepared for the worst, hope for the best", this lecture will raise awareness among participants about crisis communications.

Tuesday, August 28th

1.15pm-2pm



Taïssa Thierry Chaves
Founder & Managing Director
Y Coaching & Consulting

HOW TO OPTIMIZE TEAM COMMUNICATION

With this lecture you will learn how to optimize your team's communications and dynamics, set up a governance model that is effective, and choose the right tools and processes.

Wednesday, August 29th

9.15am-12pm



ZORAN BJELIC
Chief Success Officer & Coach
BAM

AN INCLUSIVE CORPORATE CULTURE

Learn why an inclusive corporate culture is crucial in the management of a diverse workforce and ways to make your startup benefit from diversity.



DEBORAH ABATE
Chief Happiness Officer
includeed

12.15pm-1pm



GIANPAOLO RANDO
Co Founder and CTO
SwissDeCode

BROWN BAG LUNCH WITH ALUMNI



BRIJ SAHI
CEO & Co-Founder
SwissDeCode

1.15pm-3pm



OLIVER DURRER
Chief Innovation Catalyst and
Founder
NA - in the founding
process - Formerly at Migros-
Genossenschafts-Bund and
Nestlé

MASTERING INTRAPRENEURSHIP

This lecture will explain what intrapreneurship is, what impact it can generate, which challenges intrapreneurs face and how to successfully overcome them.

MANUFACTURING, SUPPLY CHAIN, QA AND SCALE UP

Tuesday, September 4th

1.15pm-3pm



PHILIPPE ETTER

Senior Partner

Medidee Services SA

MASTERING QUALITY IN A STARTUP

This lecture will summarize the challenges of new processes deployment, the fact of building quality from early stages, and deciding to build and certify a Quality System.

3.15pm-5pm



PATRICK GRISS

Executive Partner

Zühlke Ventures AG

**INDUSTRIALIZATION
AND SCALE UP OF PRODUCTS**

This lecture will address how to transform a prototype into a sellable scalable product, touching upon industrialization, manufacturability, cost of goods and supply chain.

Wednesday, September 5th

9.15am-12pm



ALEKSANDR SIDOREC

Global Supply Chain &

Procurement Lead

CIPS Switzerland

START2WIN: ACTIVATING SUPPLY CHAINS

Blending own startup and corporate experience, Alex will share practical insights about the optimal way of activating and running supply & value chains.

12.15pm-1pm



ADRIEN BIRBAUMER

CTO

Darix

BROWN BAG LUNCH WITH ALUMNI



MARTIJN BOSCH

CEO

Darix

Module #4:

Financing

TIMING AND SOURCES OF FINANCING

Tuesday, September 11th

10.15am-12pm



NETTRA PAN

Researcher and Lecturer
EPFL

FUNDRAISING ALTERNATIVES

We will revisit the purpose of fundraising and how you can craft your venture opportunity in a way which attracts the people and resources that you need to achieve your mission.

1.15pm-2pm



DAVID HUG

Managing Director
Ringier Digital Ventures AG

THE INVESTOR LANDSCAPE

We dive into the world of investors. What kind of investors are on the market, which are suitable for whom and what are their patterns of thought?

3.15pm-4pm



HARALD NIEDER

Partner
Redalpine Venture Partners AG

STARTUP SCOUTING

We look into how VCs source investments, where they look for high-potential startups and why it is important how you get in touch with VCs.

Wednesday, September 12th

12.15pm-1pm



ANGEL VERSETTI

CEO
Ambrosus Technologies
GmbH

BROWN BAG LUNCH WITH ALUMNI

1.15pm-2pm



FABIO FEDERICI

Founder & CEO
Base58 Capital

THE EMERGENCE OF CRYPTO FUNDS

Cryptoassets are here to stay, but an emerging asset class also comes with new challenges. What is the current state of asset management and where do we go from here?

WEEKLY SCHEDULE

Wednesday, September 12th

2.15pm-3pm



YANN RANCHERE

Partner
Anthemis

HOW ICOS WILL DISRUPT VENTURE CAPITAL

This lecture will address the disruption potential of ICOs on Venture Capital and fundraising in general.

3.15pm-4pm



ADRIEN TRECCANI

CEO
Metaco SA

**CRYPTOCURRENCY CUSTODY
FOR INDIVIDUALS AND CORPORATES**

This lecture will address the problems and solutions that individuals and financial institutions face in respect to cryptocurrency wallet management systems.

VALUATION

Tuesday, September 19th

10.15am-12pm



PIERRE MORGON

CEO
MRGN Advisors

**KEYS TO A COMPELLING VALUE STORY
IN LIFE SCIENCES**

This lecture will address how to successfully interface with investors in the pharma, biotech and life science industries.

12.15am-1pm



MERIAM KABBAJ

COO and Board Member
Versantis

BROWN BAG LUNCH WITH ALUMNI

1.15pm-3pm



JEFFREY PETTY

Professor
University HEC Lausanne

VALUATION: BEYOND THE NUMBERS

Valuation is subjective and involves more than financial projections. The key is understanding the process from the perspective of the entrepreneur and the potential investor.

3.15pm-5pm



**ALEXANDER
SCHLAEPFER**

Investment Director
Swisscom Ventures

VALUATION - THE VC'S PERSPECTIVE

We will look at how a VC's determines a valuation, what assumptions underlie his return expectations and cases where optionality in a business warrant special valuation approaches.

FINANCING AND EXITS

Tuesday, September 25th

8.15am-9am



GUILLAUME DUBRAY

Managing Partner
Polytech Ventures

HOW TO NEGOTIATE WITH A VC

Guillaume will introduce you to how a VC fund works, a common VC valuation method, and the terms that are included in the VC term sheets.

10.15am-11am



DIEGO BRAGUGLIA

Managing Partner
VI Partners

**WHAT VCS LOOK FOR IN A TEAM,
PRODUCT AND MARKET**

Diego will share some insights on how VC investors assess teams, products and markets to ultimately decide to move forward with a deal.

1.15pm-2pm



JULIEN PACHE

COO
[investiere.ch /](http://investiere.ch/)
Verve Capital Partners

THE PROCESS OF INVESTING

Julien will cover the criterions VC investors look for, how entrepreneurs should raise funds efficiently, and how the investment process is structured.

3.15pm-5pm



THOMAS LEURENT

CEO and Co-founder
Akselos

FUNDRAISING FOR GROWTH

Thomas will share some insights gained and lessons learnt while raising funds for a deep-tech company in a high-growth stage.

WEEKLY SCHEDULE

Wednesday, September 26th

10.15am-12pm



MICHEL JACCARD

Partner

id est avocats

FINANCING ROUNDS - NEGOTIATION TACTICS

This lecture will review the process of a financing round by an experienced practitioner: how to get the best from your lawyers? What to expect in the negotiations?

12.15pm-1pm



ALEXEI KOUNINE

CEO

TasteHit

BROWN BAG LUNCH WITH ALUMNI

1.15pm-3pm



SANJA FABRIO

Co-Founder

Exit Accelerator

EXITING YOUR STARTUP: ROUND TABLE

Understand exits from a panel of startup leaders: time, costs, and risks involved, the emotional impact lessons learned and negotiation experiences.



Selected panel of
startup founders
and M&A experts

NOTES

SPEAKERS



Adrien Dalang - Founder - **Révélateur de Potentiel**

Adrien helps people reach and surpass their goals and public speaking abilities in the most coolest and relaxed way.



Robin von Känel - Director - **Panache**

Robin von Känel started his path in Montreal where he contributed to create Éminence, the first personal branding agency in Canada. He came back to Switzerland to finish a Master in Management at HEC Lausanne during which he created Panache with the objective of helping individuals to show their talent.



Fredrik Karlström - Master Magician & Managing Director - **The Magic Pencil**

Entrepreneur of The Magic Pencil, a creative brand building agency. He became the owner following a buy-out of the agency's founder in 2009. Fredo embodies multiculturalism: raised on the move between Stockholm, Washington, Paris, Geneva, Buenos Aires, Rome and Lausanne.



Benoit Le Callennec - Co-founder and CEO - **Moka Studio**

Benoit Le Callennec is co-founder and CEO at Moka Studio. He obtained his PhD in computer science (specialized in 3D character animation) at the Virtual Reality Laboratory from EPFL (VRLab-EPFL) in 2006. He has then been a post-doc at the Laboratory of Movement Analysis and Measurements (LMAM-EPFL) where he collaborated with Swiss-Ski (junior ski jump team). He invented several 3D character animation algorithms.



Yan Luong - Managing Director / Consultant - **foraus / freelance**

Brand Manager (Parisienne, Couleur 3) | Digital Communications Specialist with a focus on Change Management (Couleur 3, Montreux Jazz, RTS, EPFL, Présence Suisse, ICRC) | Digital Communications Trainer (UNIGE, SAWI, HEMU) | Digital Communications Consultant | Think Tank Co-Director



David Delmi - Founder - **HARDAH**

David Delmi founded HARDAH in 2015. He is the youngest owner of an Executive Program of IMD Business School and was awarded as one of the 100 most important Swiss in Digital World. He is specialized in blockchain, digitalization, design, strategy, public speaking, macroeconomics and business development.



Joan Plancade - Journalist - **Freelance**

Joan is an independent journalist who contributes to Bilan and Le Matin, with focus on tech, digital, and a strong interest in blockchain-cryptos.



Eugène Schön - Western Switzerland Correspondent - **Startupticker.ch**

Eugène is the Western Switzerland Correspondent for Startupticker, the Swiss Innovation News Channel. Passionate about entrepreneurship, new technologies and Swiss innovation, Eugène publishes 2-3 articles per week. He has worked for Alp ICT, a cluster that connects industries with Swiss-made digital innovation and publishes regularly articles for Cominmag.



Johan Friedli - Journalist - **AGEFI**

Johan works for the economical and financial newspaper AGEFI since 2014. He writes with a lot of emphasis on startup, innovation and technology.


Patrick Pestalozzi - Founder/Sales/Product - SPITZWERK

I connect new products or services to new markets by connecting the dots between the People, Technology, and Processes needed to create value across strategic, production, and support functions. My latest ArtTech venture blends micro-milling with big data to produce the world's most precise carved maps.


Wiktor Bourée - CEO - Technis SA

Wiktor Bourée, founder and chief executive officer at Technis. Graduated with an engineering master form ETH Zürich, he went through EPFL, Chinese University of Hong Kong, and Harvard University. Prior to Technis, he launched a startup project in Boston (an online baguettes ordering "The Baguette Club").


Evelina Georgieva - Co-Founder & CBDO - Pryv SA

Evelina is a passionate entrepreneur, co-founder of Pryv SA, who has been selected for Top 10 Swiss Venture Leader in Technology in 2017 and a Role Model at the Swiss Female Founder Summit in 2016. Holding a MPA in e-health & EU Policies, Evelina is passionate about a data-driven sustainable transformation.


Thierry Weber - CEO - Vivactis

Thierry holds a degree and a doctorate in medicine. For several years, he worked as a physician in hospitals and then had the opportunity to join the pharmaceutical industry and later the medtech sector. He then created Vivactis Switzerland and become partner of Vivactis Group.


Dr. Andy Yen - CEO/Co-founder - ProtonMail

Andy has over 8 years of experience in distributed computing for demanding particle physics applications. Andy was a researcher at CERN from 2009 to 2015, where ProtonMail's founding team met. He has a PhD in Physics from Harvard and a degree in Economics from Caltech.


Massimo Lucchina - Executive Director - Samsung

Massimo has years of senior experience at Cisco and Samsung Electronics, doing business development and opening of Sales and Channel activity for Italy and SP market. He is a Member of Pioneer team which invented and delivered the VoIP technology and products.


Vincenzo Pallotta - Professor - HEIG-VD (Swiss Applied Science University, Vaud)

Scientist by training, entrepreneur by vocation, I am now full professor of Innovation and Entrepreneurship at HEIG-VD where I run the STarmac pre-incubator. Active in Information and Communication Technology since 1985. As an entrepreneur, I succeeded in leveraging my research in AI into a innovative product.

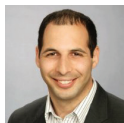

Florian Bersier - Founder & CEO - Gmelius

Florian is the founder and CEO of Gmelius, a new generation of CRM that is lightweight, collaborative and seamlessly integrated into your main communication hub: your inbox. He has a PhD in Complex Systems from the University of Oxford and a Master's degree from the École Polytechnique, France.


Julien Lalande - CPO - Artmyn

Julien Lalande is the current CPO of Artmyn, a high-tech company dedicated to the digitization of artworks. Specialized in R&D he has a strong knowledge in the creation of prototype and early products. After working for several business in Europe he joined the Artmyn project in its early stage at EPFL.

SPEAKERS



Horesh Ben Shitrit - VP of Computer Vision - Second Spectrum

Dr. Horesh Ben Shitrit is now the VP of computer vision products at Second Spectrum. He was the founder and CEO of an EPFL spin-off called PlayfulVision, which provides video-based sport analytics to team sports. Dr. Ben Shitrit obtained his PhD in Computer Science at EPFL.



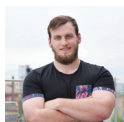
Sandrine Cina - Founder & CEO - BAM

8 years' experience as an entrepreneur. Built 2 startups and a non-profit organization. MA in International Affairs. Founded first venture while still at university. Awarded by the Ashoka network, the World Economic Forum, Venture Kick and MassChallenge. TEDx Speaker.



Zoran Bjelic - Chief Success Officer & Coach - BAM

After completing an entrepreneurial MBA (Growth & Innovation), Zoran embarked on the entrepreneurial adventure with included, a digital tool for managing diversity, which he co-developed. Passionate about social entrepreneurship, he was a finalist of MassChallenge Switzerland in 2016.



Alexandre Grillon - Co-Founder - Swiss Motion Technologies

I have a Master in Artificial Intelligence. I was responsible for several healthcare projects in Colombia and in Switzerland. I launched MotionTech in January 2017 with two co-founders, which is a medtech company offering a digital process to replace the actual manual workflow for orthopaedic technicians.



Pascal Briod - Head of Product & Co-founder - Monito

Pascal is a social entrepreneur, co-founder of Monito, the "Booking.com" of money transfers helping migrants save on fees when sending money home. Wearing multiple hats (product management, user research, designer, support), Pascal put together a "digital toolbox" of innovative products to work more efficiently.



Maarten De Moor - Project Manager - Flyability

Graduated as an aeronautical engineer in 2011, I was lucky to immediately enter the startup scene of outdoor drone inspections. After two subsequent acquisitions it was time to leave the rollercoaster and switch to the indoor drone inspection scene, helping out Flyability, the industries leader



Renaud Ott - Head of Engineering - MindMaze SA

Computer Scientist at first, but also a VR expert, with a main focus on Haptics and Robotics, who has been using his skills in various areas including research, sheet metal industry, and medical devices development.



Esmeralda Megally - CEO and Co-Founder - Xsensio

Esmeralda is the CEO and Co-Founder of Xsensio. Before that, she was a manager at a Boston-based firm where she screened investment opportunities in a partnership with the Bill and Melinda Gates Foundation. Esmeralda has an MBA from MIT, a M.S. in Economics from Belgium, and a Master in Management of Technology from Switzerland.



Jérôme Kehrlé - CTO - NetGuardians

Swiss Engineer with a master in engineering and a Bachelor in Computer Science, for 18 years in the wonderful world of Software Engineering, most of it in financial institutions. Currently CTO at NetGuardians, a swiss software editor working on Big Data Analytics for fraud prevention in Financial Institutions.


Anna Antonina Gottret - Dr. iur, Attorney at Law - Kellerhals Carrard

My main areas of practice are national and international competition law, corporate law as well as general commercial and contract law. I regularly advice entrepreneurs and Startups. Furthermore, I am specialized in EU matters and cross-border transactions involving Eastern European countries.


Raymond Reuteler - European Patent Attorney - reuteler & cie SA - Patent & Trademark Attorneys

Registered Swiss Patent Attorney
EPA: European Patent Attorney; MBA: Open University Business School, UK
Dipl. ing. méc. EPFL (Master of Mechanical Engineering, Swiss Federal Institute of Technology Lausanne)


Isabelle Cornut - European Patent Attorney - reuteler & cie SA - Patent & Trademark Attorneys

Swiss Patent Attorney
European Patent Attorney
Ph.D. in Biophysics
Graduate Engineer in Chemistry and Physics


Duncan Sutherland - CEO and founder - TwentyGreen

Dr. Sutherland has worked as a research immunologist at leading institutes in Australia (JCSMR, ANU), Japan (RIKEN) and Switzerland (EPFL). Dr. Sutherland now based at EPFL supported by Innogrant, has been highly engaged in developing and securing the intellectual property for the novel animal feed probiotic.


Isabelle Hering - Lawyer - Etude Hering; DPO Associates Sarl

Isabelle works in her own law firm in Nyon. She holds a LL.M in International Business Law and a Master degree (LL.M) in International Dispute Settlement (MIDS). She is a certified CEDR mediator and is specialized in IT and IP law and data privacy. She recently certified with the IAPP (CIPP/E - GDPR specialist).


Hubertus Hillerström - Partner, lic. iur., MBA, Attorney - Walder Wyss Ltd.

Hubertus is specialized in national and international structured financings and mergers & acquisitions, as well as private equity and venture capital transactions. He has accompanied the investments of numerous private equity and venture capital firms and regularly advises star-ups on their financing rounds.


Hugh Reeves - Attorney - Walder Wyss Ltd.

Attorney active primarily in the areas of intellectual property, IT and TMT law, technology transfers and data protection. Educated at the universities of Lausanne (BLaw, MLaw) and Berkeley (LL.M.) with work experience in Switzerland and in the Silicon Valley


Marc Mauer - COO - On-running.com

Marc is the COO of On Running, Switzerland's prime sport shoes company, present in over 40 countries. Prior to On Running, Marc spent several years at McKinsey focusing on operations in emerging markets.


Richard Briffod - Senior Director - Expedia Group

Passionate about technology and innovations, Richard has developed an extensive knowledge of Digital Marketplaces business, working consecutively for eBay, the fintech startup Lendix and currently Expedia Group. Richard is graduated for HEC Paris and the Masters in Finance of LBS.

SPEAKERS



Maximilian Schickler - Head of Customer Development - Advanon

Maximilian is an Alumni of Ecole hôtelière de Lausanne, and previously worked at PHHHOTO in New York, before joining Advanon to lead its Customer Development department.



Caitlin Crawford - Head of BD - FASHWELL

With a decade of ecommerce experience, Head of Business Development Caitlin Crawford's passion helps move Fashwell forward. Caitlin understands the importance of data-driven decision-making and optimizing the user experience for brands, both of which represent principles of Fashwell itself.



Philippe Meuwly - CEO - Novipart sàrl

A seasoned professional in life science with 15 years of R&D in biology, 15 years at top management position in pharma/biotech and 8 years as consultant and founder of startups.



Olivier Eyries - COO - Alaya

After co-founding Dathena, a company specialised in data classification in 2015, I chose to work on a more social topic. In 2016, I co-founded Alaya alongside a talented team, which now represents Switzerland in the "Tech for Good" global environment.



Susanne Emonet - VP Sales and Marketing - Abionic

My heart beats for my customers - after 12 years in corporate (Bosch), starting with marketing, sales, operations, business dev. all the way to director of corporate strategy, I have now joined a startup - always convinced that market knowledge and customer understanding are key.



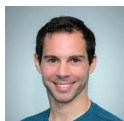
David Douek - Independent Digital Strategy Consultant

With more than 15 years' experience in entrepreneurship, David significantly impacted the growth of various international startups. He started and sold a profitable business in 12 months. Other startups he worked at were sold to Skyscanner, Gartner, etc. He is currently consultant in digital strategy.



Mine Fornerod - Global Marketing Manager - NetGuardians

Mine Fornerod has been leading NetGuardians' global marketing and communications since 2015. Passionate about the digital economy and cross-cultural research, she has completed her PhD degree in Digital Marketing at HEC Lausanne. Besides FinTech, she worked in education and luxury industries.



Benoit Mariani - Founder & CEO - Gait Up SA

Engineer from Supélec Paris and PhD from EPFL, with 10 years in movement science, wearable sensor technology, and entrepreneurship. He is the founder and CEO at Gait Up, delivering unmatched motion sensing products, which he successfully scaled up and led to the acquisition by unicorn MindMaze in 2017.

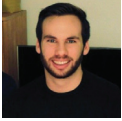


Joël Capt - Global Outbound Lead Gen- & Growth Manager - Beekeeper

Fascinated by the rapid growth only few startups manage to perform Joël developed a deep interest for Growth Hacking early on. After energetic times in Silicon Valley working in VC he changed sides again and joined Beekeeper early 2017. Today he belongs to the very few active Growth Hackers in Switzerland.


Amin Kasimov - Co-founder - Oqtor

I'm the Co-founder of Oqtor, an AI-powered design tool built for busy entrepreneurs. Follow me on Twitter @aminkasimov if you want to know where my minds at.


Jérémy Jaques - Co-founder - Oqtor

I'm the Co-founder of Oqtor, an AI-powered design tool built for busy entrepreneurs.


Cécile Laffont - Talent Acquisition Manager - senseFly

After two years in the electronic components industry HR Project Manager, I became an HR Consultant in the Geneva area specializing in HRIS. Since 2012 I work for senseFly as HR Manager (from 18 to 130 employees). In January 2018 I have decided to focus on the talent acquisition part.


Raphael Gindrat - CEO and Co-Founder - Bestmile

Raphael is a pioneer in the world of autonomous mobility. He led a project with the Swiss Federal Institute of Technology (EPFL) in Lausanne to test and operate one of the first autonomous vehicles in Europe, was actively involved in the European project CityMobil2, and is a Member of the Forbes Technology Council.


Deborah Joye - Senior Manager - Mazars SA

Over 10 years of experience assisting companies and entrepreneurs handling their taxes, considering their respective projects and stage of life. Such support may include incorporation and structuring of businesses, M&A support at the level of the business or the entrepreneur, and employee remuneration package.


Bertrand Weisrock - Director - Mazars SA

Bertrand is a Chartered Accountant with more than 20 years of experience in finance, audit, advisory and as Financial Director for Start-ups, with experience in Switzerland, France, Germany, USA and the Middle East.


Laurent Bovet - Certified Tax Expert - Mazars SA

Laurent is the Head of VAT, Mazars Switzerland, a Certified tax expert with Executive MBA in change and innovative management, with more than 25 years of professional experience in VAT, supply chain and crossborder transactions.


Jacques Berger - Director - Mazars SA

Jacques has more than 35 years of experience in finance. Executive Director of Mazars SA heading M&A transactions in the French part of Switzerland. Founder and board member of various companies and startups among them Goodwall. He was CEO of DEFI Gestion SA, a Swiss private equity advisor.


Taha Bawa - CEO and co-founder - Goodwall

Taha has been named on Forbes' 30Under30, is a WEF Global Shaper, a member of the Human Rights Watch Youth Committee and co-creator of Timbo's Tales. He has been a speaker on education and innovation at conferences such as TEDx, Google Btalks and ECIS.

SPEAKERS



Giuseppe Sottile - Tax Partner - Mazars SA

A Partner at Mazars SA, Giuseppe has more than 22 years of experience in advising international companies and individuals with their tax questions in Switzerland and abroad.



Matthieu Christien - Consultant - Mazars SA

Matthieu started his training in banking. He then obtained a Bachelor in BA while working as commercial assistant in the solar energy industry. Coming back from China as an exchange student, he entered at Mazars as a junior accountant. Since 2016 he helps entrepreneurs on their financial matters.



Cédric Jacot-Guillarmod - Owner & CEO - INCITO communication

Cédric Jacot-Guillarmod grew up in Zurich, studied political science and communications. His career has led him from leading agencies, to sailing championships, to cancer research. In 2003 he founded INCITO. He teaches crisis communications at the University of Applied Sciences of Western Switzerland.



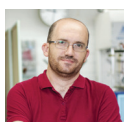
Taïssa Thierry Chaves - Founder & Managing Director - Y Coaching & Consulting

Taïssa Thierry Chaves is an entrepreneur, expert mentor, and a recognized professional in the digital industry. She leverages on more than 17 years of experience in strategic marketing and digital transformation, building success stories for iconic companies such as Nespresso, Hublot, L'Oréal, and Nestlé.



Deborah Abate - Chief Happiness Officer - includeed

Deborah studied Social Sciences at the University of Lausanne where she specialized in health, gender and sexuality issues. She has always wanted to engage in social entrepreneurship and a more equitable society for diversity. She has been working with includeed since 2017.



Gianpaolo Rando - Co Founder and CTO - SwissDeCode

Gianpaolo has a PhD in Biotechnology and 15 years experience connecting DNA with unsolved food and nutritional questions. Coinventor of the original DNAFoil technology (at the University of Geneva), Gianpaolo helped 3 startups to spin-out from academia, and - after offering beer DNA analyses on Kickstarter - Gianpaolo spun out as well. He now serves as CTO of SwissDeCode.



Brij Sahi - CEO & Co-Founder - SwissDeCode

Brij has extensive expatriate experience in Europe and the Asia Pacific. He decided to enter the world of startups and angel investments in Switzerland. Currently, as CEO and Co-Founder of SwissDeCode, Brij finds a natural fit that appeals to his corporate B2B background and his passion for food and health.



Oliver Durrer - Chief Innovation Catalyst and Founder - NA - in the founding process - Formerly at Migros-Genossenschafts-Bund and Nestlé

Oliver Durrer is a Swiss intrapreneur, lean innovation coach, business advisor and angel investor. He believes in individual freedom, resourcefulness, life-long learning, collaborative creative problem-solving and exponential technological progress to create value for individuals, organizations and society.



Philippe Etter - Senior Partner - Medidee Services SA

Philippe holds 25+ years of practice in the development and market transfer of medical devices. His experience is built on design, industrialization and regulatory approval of critical products such as active devices or implants. Philippe holds an MSc from EPFL.


Patrick Griss - Executive Partner - Zühlke Ventures AG

Dr. Patrick Griss has worked for Zühlke since 2006. Before he moved to Zühlke Ventures in 2010, he was Business Unit Manager in the Product Engineering Department. He has been a partner in the Zühlke Group since 2009. From 2002 to 2006 he managed a development department at Roche Diagnostics.


Aleksandr Sidorec - Global Supply Chain & Procurement Lead - CIPS Switzerland

Corporate intrapreneur & ex startup founder excelling @ supply chain activation. Over past 15 years on the mission of converting traditional networks into integrated ecosystems to activate new streams of value for blue chip companies. Lean enthusiast with practical know-hows of implementing Industry 4.0 models.


Adrien Birbaumer - CTO - Darix

As a child I wanted to be an inventor. I grew up as a person passionate about software development and new technologies. After a MsC in Software Engineering and a first industry experience I decided to create my own dream job, and explore the incredible potential of Augmented Reality.


Martijn Bosch - CEO - Darix

Martijn Bosch is the co-founder of Darix, a swiss company dedicated to bring Augmented Reality to professional and industrial applications. With a background in aeronautical engineering, he worked for several years in security industry, managing technical projects for physical and digital security solutions.


Nettra Pan - Researcher and Lecturer - EPFL

Researcher and lecturer on startup fundraising. Helping investors and entrepreneurs design strategies to achieve their desired investment outcomes. Before EPFL, Nettra worked in Cambodia, France, and the US, consulting for foundations, corporates, non-profits and startups on social innovation projects.


David Hug - Managing Director - Ringier Digital Ventures AG

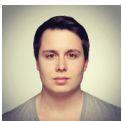
David Hug is Managing Director of Ringier Digital Ventures since 2015. He started his career in venture capital in 2010 as intern at EcoSystems Ventures (Silicon Valley) and gained more experience at btov Partners and ZKB Startup-Finance. David holds a Master in Entrepreneurship.


Harald Nieder - Partner - Redalpine Venture Partners AG

Researcher and lecturer on startup fundraising. Helping investors and entrepreneurs design strategies to achieve their desired investment outcomes. Before EPFL, Nettra worked in Cambodia, France, and the US, consulting for foundations, corporates, non-profits and startups on social innovation projects.

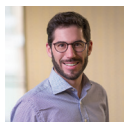

Angel Versetti - CEO - Ambrosus Technologies GmbH

Angel previously worked at the United Nations, World Resources Forum, Bloomberg and was trained at Google. Through his partnership Versetti & Co he led investments in startups, social projects and early cryptocurrencies. Angel is a recognized expert and frequent speaker on innovation, technology and economic development having spoken at over 100 premier events.


Fabio Federici - Founder & CEO - Base58 Capital

Mr. Fabio Federici is Founder & CEO at Base58 Capital, an asset management and trading firm specializing in cryptoassets. Previously he spent three years in Silicon Valley as co-founder and CEO of Skry, Inc. - a cryptocurrency and blockchain analytics software company acquired by Bloq, Inc. in February 2017.

SPEAKERS



Yann Ranchere - Partner - Anthemis

Yann is a Partner at Anthemis where he focused on Venture Investment activities.



Adrien Treccani - CEO - Metaco SA

Adrien Treccani is Founder and CEO at Metaco SA. He is a University Lecturer at EPFL on distributed ledgers and has worked for years in the hedge fund industry as a quantitative analyst. He holds a bachelor degree in computer science, a master degree in financial engineering and a Ph.D. in mathematical finance.



Pierre Morgon - CEO - MRGN Advisors

Seasoned life science industry top executive with large pharma and startup biotech experience, board director in several companies and investor.



Meriam Kabbaj - COO and Board Member - Versantis

Meriam had her PhD in Pharmaceutical Sciences and has experience in preclinical and clinical drug development, quality assessment and regulatory affairs. Her role culminated as a Team Leader of Clinical Pharmacology Europe, managing generation of hundreds of protocols as well as non-clinical and clinical study reports.



Jeffrey Petty - Professor - University of Lausanne HEC

Jeffrey Petty is a professor of entrepreneurship at the University of Lausanne and is also the Academic Director of the HEC EMBA and the faculty advisor for the UNIL HEC accelerator. His research focuses on entrepreneurial finance and he has worked with a wide range of entrepreneurial organizations globally.



Alexander Schlaepfer - Investment Director - Swisscom Ventures

Alexander joined Swisscom Ventures in 2016 and leads Investments in Cyber Security and AI-supported enterprise software solutions. Before Swisscom, Alexander was a co-founder and Partner at Paris-based VC Aster Capital and Head of Strategy at Alstom Power Service. He holds an M.Sc in Finance from LBS.



Guillaume Dubray - Managing Partner - Polytech Ventures

Guillaume is a Managing Partner of PV and the founder of FUSION, Switzerland's first FinTech accelerator. He co-founded Active Niche Funds, an investment firm specialized in CleanTech sector. He has 15 years of experience in investment management he started his career with EY in Geneva and then moved to NY.



Diego Braguglia - Managing Partner - VI Partners

Working in Venture Capital, Diego brings over 20 years of experience in life science, medical devices and pharmaceuticals in Europe and the US. Diego holds an M. Sc. in Microbiology from the University of Basel and a Ph.D. in Molecular and Cellular Biology from the Swiss Cancer Research Institute (ISREC) in Lausanne.



Julien Pache - COO - investiere.ch / Verve Capital Partners

Julien is COO at investiere.ch, a leading venture capital platform (more than 50 companies backed). During the last 7 years, Julien has been helping to invest in founder-led tech companies in Switzerland and in Europe while building a VC platform to give them access to talents and industry connections.



Thomas Leurent - CEO and Co-founder - Akselos

As CEO of Akselos, Thomas has an extensive background in technology and risk management. Since co-founding Akselos in 2012, he has led the recruitment of a world-class global team, and helped transform a number of market-leaders with Akselos' engineering simulation tech.



Michel Jaccard - Partner - id est avocats

Michel holds a JD and PhD from the University of Lausanne and an LLM from Columbia Law School (Stone Scholar, Fulbright grantee). He is admitted to practice in Switzerland and New York, and has been recommended for many years in Corporate/M&A, Technology, Media/Telecoms and Intellectual Property.



Sanja Fabrio - Co-Founder - Exit Accelerator

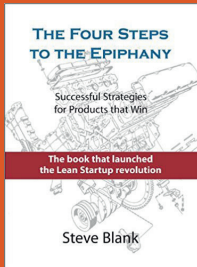
Sanja set up and significantly grew international businesses of Fortune 100 consumer goods company in highly regulated industry. Today, Sanja is a corporate and startup mentor, board member, on-boarding expert, angel investor.



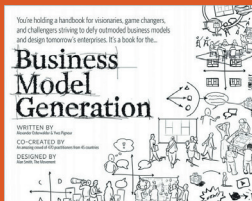
Alexei Kounine - CEO - TasteHit

Alexei is the head of AI at Selligent Marketing Cloud, a B2C marketing automation software provider. Alexei was the co-founder and CEO of TasteHit, a startup developing AI-powered marketing tools for online retailers, which was acquired by Selligent in 2017. Prior to founding TasteHit, Alexei spent 6 years at Cisco, where he has taken different roles in the Sales organization. Alexei holds an MA in Computer Science from the Federal Institute of Technology (EPFL), Lausanne, Switzerland.

SOME LITERATURE RECOMMENDATIONS



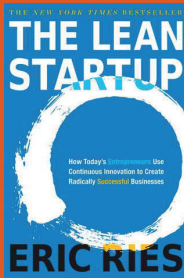
The Four Steps to the Epiphany
by Steve Blank



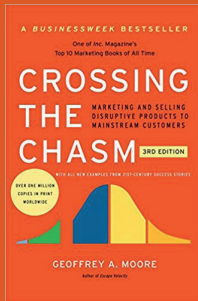
Business Model Generation:
A Handbook for Visionaries,
Game Changers, and Challengers
by Alexander Osterwalder



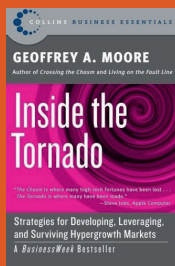
Value Proposition Design:
How to Create Products
and Services Customers Want
by Alexander Osterwalder



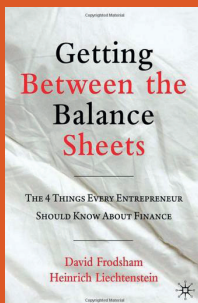
The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
by Eric Ries



Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers
by Geoffrey A. Moore



Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets
by Geoffrey A. Moore



Getting Between the Balance Sheets: The Four Things Every Entrepreneur Should Know About Finance
by David Frodsham, Heinrich Liechtenstein

The MassChallenge Switzerland p kind support of our partners.

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a better world

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