

MC

MASSCHALLENGE

SWITZERLAND

CURRICULUM

19



HELLO & WELCOME!

Welcome to your 2019 Curriculum

Dear Startup, Dear Corporate,

We are excited to present you MassChallenge's 2019 curriculum. This has been a pillar of our program for the past 4 years. Startups have informally named it a startup school and even a startup MBA. It's been designed with and for Entrepreneurs & Corporates, with the intent of teaching them the necessary skillset to execute on their business model. We'd like to seize this opportunity to thank the 70+ speakers who accepted to share their time and expertise.

This booklet details the schedule and content of the courses & workshops taking place on a weekly basis. The backbone of our curriculum continues to be: Communications, Legal, Product, Sales and Operations, and Fundraising. These will all be covered in-depth by experienced startup & corporate operators, at a pace of 1 to 2 courses per week. In addition to this we have introduced some new elements that increase the opportunities for Entrepreneurs & Corporates to network with relevant investors, fellow corporates, and members of the press. Every week we will have guests covering the following:

Innovation Track

An innovation manager from a big corporate will speak on a topic related to startup-corporate collaboration, innovation strategy or intrapreneurship. This module is highly relevant for startups, corporate teams, and any of our corporates' employee.

Pitch the VC

Selected startups will pitch a VC investor, who will comment on the pitches as if in a real meeting. This module enables the startups to understand what matters to VCs, preparing them for real investor interactions as part of their fundraising efforts.

Meet the Press

A member of the press will present their newspaper and share some tips on how to get press coverage as a startup. This module gives the startups an informal platform to connect with the journalists of the ecosystem.

We wish you a fruitful summer and look forward to seeing you collaborate with those around you – be they fellow startup, corporate partner, or one of our experts – so that you can progress your project and add value to society.



Matt Lashmar,
Managing Director



Edouard Treccani,
Program Director

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A BIG THANK YOU TO ALL OF THE SPEAKERS!
WITHOUT YOUR CONTRIBUTION THIS CURRICULUM WOULDN'T HAVE BEEN POSSIBLE.



MC | **MASSCHALLENGE**
SWITZERLAND

JULY


**Deep Dive #1
Communication**
**Deep Dive #2
Legal**
**Module #1
Product and Customer Development**
Week 1

- **Lecture**
Building your Pitch Deck for VCs
- **Lecture**
Personal Brand: Using it to your Advantage
- **Meet the Press**
StartupTicker
- **Pitch the VC**
VI Partners
- **Innovation Track**
Givaudan: Leveraging Corporate Partnerships as a Startup
- **Meet the Ecosystem**
IMD Startup Competition
- **Sushi Lunch**
Darix

Week 2

- **Lecture**
Drafting your Shareholders Agreement & Incorporating your Startup
- **Meet the Press**
PME Magazine
- **Lecture**
IP Strategy: Branding & Technological Innovations
- **Sushi Lunch**
Rovenso
- **Lecture**
IP Strategy: Licensing & Partnership Agreements

Week 3 Business Model Validation

- **Innovation Track**
Bühler: From Open Innovation to Collaborative Innovation
- **Sushi Lunch**
Prodibi
- **Lecture**
Business Model Canvas: From Theory to Practice
- **Pitch the VC**
Ringier Digital Ventures
- **Meet the Ecosystem**
Fondation pour l'Innovation Technologique (FIT)
- **Meet the Press**
ICTJournal
- **Innovation Track**
Deep Dive: Design Thinking Workshop

Week 4 Digital Marketing

- **Lecture**
360-Degree View of Digital Marketing
- **Lecture**
Growth Hacking: A Primer for Startups and Corporates
- **Meet the Press**
L'Agefi
- **Pitch the VC**
Five Seasons Ventures
- **Innovation Track**
Mondelez: A 21st Century Framework for Corporate Innovation
- **Meet the Ecosystem**
Innosuisse
- **Sushi Lunch**
Technis
- **Meet the Press**
24Heures, Tribune de Genève, Le Matin Dimanche

Week 5 Lean Startup and Product Management

- **Lecture**
Security: The Measures every Startup Needs to Follow
- **Lecture**
The Role of Product Marketing & Management
- **Meet the Press**
Bilan
- **Pitch the VC**
Doehler Ventures
- **Sushi Lunch**
7 Best Kept Secrets For Entrepreneurs
- **Meet the Ecosystem**
EU Funding Opportunities: The SME Instrument and H2020
- **Lecture**
Deep Dive: Lean Startup and Value Proposition

AUGUST


**Module #2
Sales and Operations**
**Module #3
Fundraising**
Week 6 Business Development

- **Lecture**
Partnering with Corporates as a Startup
- **Lecture**
Sales: Where to Start & How the Role Evolves as you Scale
- **Meet the Press**
Radio Télévision Suisse (RTS)
- **Innovation Track**
Nestlé: Driving Employee Innovation at Corporates
- **Meet the Ecosystem**
Venture
- **Sushi Lunch**
Bexio
- **Meet the Ecosystem**
VentureLab

Week 7 Operations

- **Lecture**
The Fundamentals of Supply Chain
- **Sushi Lunch**
Alaya
- **Lecture**
Human Resources: Scaling from 0 to 50 Employees
- **Meet the Press**
CNN Money Switzerland
- **Pitch the VC**
Angelsquare
- **Innovation Track**
Richemont: Implementing Radical Innovations at Corporates
- **Meet the Ecosystem**
Swissnex

Week 8 Finance

- **Lecture**
Understanding your Balance Sheet
- **Lecture**
Finance: Managing & Forecasting your Cash Flows
- **Meet the Press**
Heidi.News
- **Pitch the VC**
Swiss Post Ventures
- **Innovation Track**
GSK: Setting Expectations with Corporates as a Startup
- **Meet the Press**
Le Matin Dimanche
- **Sushi Lunch**
Scaillyte
- **Innovation Track**
Sicpa: The Role of Intrapreneurship in Digital Transformation
- **Innovation Track**
Deep Dive: PMI Fast-Forward Methodology

SEPTEMBER

Week 9 Venture Ecosystem

- **Pitch the VC**
Investiere
- **Lecture**
Venture Capital: Overview of the Swiss Landscape
- **Pitch the VC**
Wingman Ventures
- **Sushi Lunch**
Imverse
- **Innovation Track**
Swiss Post: Innovation & Intrapreneurship Strategy

Week 10 Fundraising

- **Lecture**
Negotiating your Term Sheet with VCs
- **Meet the Press**
Flypaper
- **Innovation Track**
PwC: Innovating through Incubators and Accelerators as a Corporate
- **Sushi Lunch**
GenLots
- **Lecture**
Fundraising Strategy: How to Structure your Round

Week 11 Startup Valuation

- **Lecture**
Startup Valuation: Going Beyond the Numbers
- **Innovation Track**
Where to Play: Market Opportunities for Startups and Corporates
- **Sushi Lunch**
Alogo Analysis
- **Lecture**
Startup Valuation: How VCs value your Startup
- **Meet the Ecosystem**
Prix Strategis

Sushi lunches
are kindly sponsored by



Deep Dive #1: Communication

Monday, July 1st

9:30am - 12pm



LECTURE

SOPHIE BRUCHOU
Investment Manager
Idinvest Partners

BUILDING YOUR PITCH DECK FOR VCS

Sophie, investment manager at Idinvest, will explain the best practices and pitfalls to avoid when building a pitch deck for investors. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

ROBIN VON KÄNEL
Director
Ricochets

PERSONAL BRAND: USING IT TO YOUR ADVANTAGE

Robin will explain the importance of your personal brand and how to use it to your advantage. This workshop will be interactive.

4pm - 5pm



MEET THE PRESS

EUGÈNE SCHOEN
Western Switzerland
Correspondent
startupticker.ch

STARTUPTICKER

Eugène will present the newspaper StartupTicker. You will have the opportunity to ask questions and network with him at the end of the session.

Tuesday, July 2nd

9:30am - 12pm



PITCH THE VC

DIEGO BRAGUGLIA
Managing Partner
VI Partners

VI PARTNERS

Diego will present his fund, select 5 startups to pitch, and criticise their pitch to make you understand how VCs think. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

ALEXANDRE BASTOS
Global Director Innovation
Givaudan

GIVAUDAN: LEVERAGING CORPORATE PARTNERSHIPS AS A STARTUP

Alexandre will present Givaudan's innovation strategy and the partnership frameworks it applies when collaborating with startups. This lecture is relevant for startups and corporates.

4pm - 5pm



MEET THE ECOSYSTEM

JIM PULCRANO
Adjunct Professor
IMD

IMD STARTUP COMPETITION

Jim will present the IMD Startup Competition for startups. You will have the opportunity to ask questions.

Wednesday, July 3rd

12:15pm - 1pm



SUSHI LUNCH

MARTIJN BOSCH
AR Business Development
Manager
Bullard

DARIX

Our alumni Martijn will present his journey, failures and successes with the startup Darix while we eat sushi. You will have the opportunity to ask questions.

Deep Dive #2: Legal

Monday, July 8th

9am - 3:30pm



LECTURE

FRÉDÉRIC ROCHAT
Attorney at Law & Partner
Kellerhals Carrard

DRAFTING YOUR SHAREHOLDERS AGREEMENT & INCORPORATING YOUR STARTUP

Frédéric and Joséphine will explain how shareholders agreements should be designed and how to incorporate your startup. This is a full-day workshop.



LECTURE

JOSÉPHINE MARMY
Attorney at Law
Kellerhals Carrard

4pm - 5pm



MEET THE PRESS

ELISABETH KIM
Deputy Editor-in-Chief
PME Magazine

PME MAGAZINE

Elisabeth and Thierry will present the newspaper PME Magazine. You will have the opportunity to ask questions and network with them at the end of the session.



MEET THE PRESS

THIERRY VIAL
Editor-in-Chief
PME Magazine

Tuesday, July 9th

9am - 4:30pm



LECTURE

RAYMOND REUTELER
European Patent Attorney
Reuteler & Cie

IP STRATEGY: BRANDING & TECHNOLOGICAL INNOVATIONS

Raymond and Isabelle will cover the fundamentals of IP, from trademarks and copyrights to building a patent portfolio. This is a full-day workshop.



LECTURE

ISABELLE CORNUT
European Patent Attorney
Reuteler & Cie

12:15pm - 1pm



SUSHI LUNCH

THOMAS ESTIER
Co-founder and CEO
Rovenso

ROVENSO

Our alumni Thomas will present his journey, failures and successes with the startup Rovenso while we eat sushi. You will have the opportunity to ask questions.

Thursday, July 11th

1:30pm - 4:30pm



LECTURE

RAYMOND REUTELER
European Patent Attorney
Reuteler & Cie

IP STRATEGY: LICENSING & PARTNERSHIP AGREEMENTS

Raymond and Isabelle will explain how to structure licensing and partnership deals, including negotiations with the technology transfer offices of universities.



LECTURE

ISABELLE CORNUT
European Patent Attorney
Reuteler & Cie

Module #1: Product and Customer Development Business Model Validation

Wednesday, July 17th

10:30am-12pm



INNOVATION TRACK

THIERRY DUVANELDirector of Collaborative
Innovation
Bühler Group**BÜHLER: FROM OPEN INNOVATION TO COLLABORATIVE INNOVATION**

Thierry will explain how Bühler is rethinking open innovation to make it ever more holistic and effective. This lecture is relevant for startups and corporates.

12:15pm - 1pm



SUSHI LUNCH

OLIVIER HAMELCo-Founder
Prodibi**PRODIBI**

Our alumni Olivier will present his journey, failures and successes with the startup Prodibi while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 4:30pm



LECTURE

THIERRY DUVANELDirector of Collaborative
Innovation
Bühler Group**BUSINESS MODEL CANVAS: FROM THEORY TO PRACTICE**

Thierry will teach you the business model canvas methodology and how to apply it on your specific business. This is an interactive workshop, relevant for startups and corporates.

Thursday, July 18th

9:30am - 12pm



PITCH THE VC

DAVID HUGManaging Director
Ringier Digital Ventures**RINGIER DIGITAL VENTURES**

David will present his fund, select 5 startups to pitch, and criticise their pitch to make you understand how VCs think. You will have the opportunity to ask questions.

1:30pm - 2:30pm

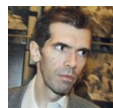


MEET THE ECOSYSTEM

DIDIER SCHWARZCSIO - FIT
Innovation Advisor
Innovaud**FONDATION POUR L'INNOVATION TECHNOLOGIQUE (FIT)**

Didier will present the financial support that FIT and FIT Digital can provide to startups at different stages. You will have the opportunity to ask questions.

3pm - 4pm



MEET THE PRESS

RODOLPHE KOLLERChief Editor
ICTJournal
Netzmedien AG**ICT JOURNAL**

Rodolphe will present the newspaper ICT Journal. You will have the opportunity to ask questions and network with him at the end of the session.

Friday, July 19th

9am - 5pm



INNOVATION TRACK

CHRISTOPHE PIAUCo-founder & UX
Designer
The Colony**DEEP DIVE: DESIGN THINKING WORKSHOP**

Christophe will teach you how to implement the design thinking methodology using real use-cases. This is full-day interactive workshop, relevant for startups and corporates.

Module #1: Product and Customer Development Digital Marketing

Monday, July 22nd

10am - 12pm



LECTURE

ROMAIN LE BAUDHead Brand & Digital
Swissquote Bank**360-DEGREE VIEW OF DIGITAL MARKETING**

Romain will explain the main inbound & outbound marketing tools and channels for startups and corporates. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

PASCAL SALEWYNHead of Growth Hacking
BNP Paribas**GROWTH HACKING: A PRIMER FOR STARTUPS AND CORPORATES**

Pascal will teach you what growth hacking is and why it is highly relevant for startups and corporates today. You will have the opportunity to ask questions.

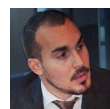
4pm - 5pm



MEET THE PRESS

SOPHIE MARENNEJournalist
l'Agefi**L'AGEFI**

Sophie and Matteo will present the newspaper L'Agefi. You will have the opportunity to ask questions and network with them at the end of the session.

**MATTEO IANNI**Journalist
l'AgefiTuesday, July 23rd

9:30am - 12pm



PITCH THE VC

NICCOLO MANZONIFounding Partner
Five Seasons Ventures**FIVE SEASONS VENTURES**

Niccolò will present his fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

INGEBORG GASSER-KRISSMember of the Board
SV Group**MONDELEZ: A 21ST CENTURY FRAMEWORK FOR CORPORATE INNOVATION**

Ingeborg will present Mondelez's brand new innovation & startup-corporate partnerships framework. This lecture is relevant for startups and corporates.

4pm - 5pm



MEET THE ECOSYSTEM

MARCEL FELDERResearch associate
Innosuisse**INNOSUISSE**

Marcel will explain how Innosuisse can offer financial and coaching support to your startup. You will have the opportunity to ask questions.

Module #1: Product and Customer Development

Digital Marketing

Wednesday, July 24th

12:15pm - 1pm



SUSHI LUNCH

WIKTOR BOURÉE

CEO

Technis SA

TECHNIS

Our alumni Wiktor will present his journey, failures and successes with the startup Technis while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 2:30pm



MEET THE PRESS

OLIVIER WURLOD

Journalist

24Heures, Tribune de Genève, Le Matin

24HEURES, TRIBUNE DE GENÈVE, LE MATIN DIMANCHE

Olivier will present his activities at the newspapers 24Heures, Tribune de Genève and Le Matin. You will have the opportunity to ask questions and network with him at the end of the session.

Module #1: Product and Customer Development

Lean Startup and Product Management

Monday, July 29th

10am - 12pm



LECTURE

LAURENT BALMELLI

Director

Snap Inc.

SECURITY: THE MEASURES EVERY STARTUP NEEDS TO FOLLOW

Laurent will teach you practical measures to avoid security issues with your startups. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

ALEXIS RICHARD

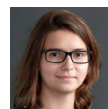
Head of Product Marketing

Mindmaze

THE ROLE OF PRODUCT MARKETING & MANAGEMENT

Alexis will explain the roles of product management and product marketing in a startup, so you understand how product teams function.

4pm - 5pm



MEET THE PRESS

REBECCA GARCIA

Journalist

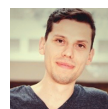
Bilan

BILAN

Rebecca will present the newspaper Bilan. You will have the opportunity to ask questions and network with her at the end of the session.

Tuesday, July 30th

9:30am - 12pm



PITCH THE VC

RODRIGO HORTEGA

Head of Investments UK

Doehler Ventures

DOEHLER VENTURES

Rodrigo will present his fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

12:15pm - 1pm



SUSHI LUNCH

VINCENT BIERI

Co-founder

Nextthink

7 BEST KEPT SECRETS FOR ENTREPRENEURS

Vincent will present some key & common sense principles that every successful entrepreneur should follow.

1:30pm - 2:30pm



MEET THE ECOSYSTEM

PIERRE MORETTE

Business Development

Manager

Evolution Europe

EU FUNDING OPPORTUNITIES: THE SME INSTRUMENT AND H2020

Pierre will explain how startups can benefit from the EU funding mechanisms such as the SME Instrument, FTI and Eurostars.

Wednesday, July 31st

9am - 5pm



LECTURE

JOHN ELBING

CCO

Standpoint

DEEP DIVE: LEAN STARTUP AND VALUE PROPOSITION

John will teach you the methodologies of lean startup and value proposition and how to apply them to your specific business. This is a full-day interactive workshop, relevant for startups and corporates.

Module #2: Sales and Operations

Business Development

Monday, August 5th

10am - 12pm



LECTURE

MANUEL WINTER
CEO
Oxygen At Work

PARTNERING WITH CORPORATES AS A STARTUP

Our alumni Manuel will share his experience in dealing with big corporates as an early-stage startup. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

YASSINE ZAIED
Chief Strategy Officer
Nexthink

SALES: WHERE TO START & HOW THE ROLE EVOLVES AS YOU SCALE

Yassine will explain how to handle your first sales as a startup, and how selling evolves as you scale from 3 to 200 employees. You will have the opportunity to ask questions.

4pm - 5pm



MEET THE PRESS

JONAS SCHNEITER
Journalist, animator and
producer
RTS

RADIO TÉLÉVISION SUISSE (RTS)

Jonas will present the radio television news RTS. You will have the opportunity to ask questions and network with him at the end of the session.

Tuesday, August 6th

1:30pm - 3:30pm



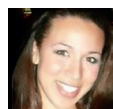
INNOVATION TRACK

NICK DE BLASIO
Product Group Manager
Nestlé

NESTLÉ: DRIVING EMPLOYEE INNOVATION AT CORPORATES

Nick will explain how Nestlé drives employee and startup innovations through specific programs like Ingenius. This lecture is relevant for startups and corporates.

4pm - 1pm



MEET THE ECOSYSTEM

PRISCILLA SARNAU
Marketing &
Communications Manager
>>venture>>

>>VENTURE>>

Priscilla will present the >>venture >> competition for startups. You will have the opportunity to ask questions.

Wednesday, August 7th

12:15pm - 1pm



SUSHI LUNCH

ARNAUD LAMBERT
Team Lead Romandie
Bexio

BEXIO

Arnaud will present Bexio's business software with a special discount for MassChallenge startups while we eat sushi. You will have the opportunity to ask questions.

1:30 pm - 2:30pm



MEET THE ECOSYSTEM

JULIA BORY
Program Manager
VentureLab

VENTURELAB

Julia will present the VentureLab and VentureKick support initiatives for startups. You will have the opportunity to ask questions.

Module #2: Sales and Operations

Operations

Wednesday, August 14th

9am - 12pm



LECTURE

ALEX SIDOREC
VP Global Head of Logistics
& Operations - Olam

THE FUNDAMENTALS OF SUPPLY CHAIN

Alex will teach you the fundamentals of supply chain in the age of industry 4.0. You will have the opportunity to ask questions.

12:15pm - 1pm



SUSHI LUNCH

ANDRÉ ABREU
Co-founder & CEO
Alaya

ALAYA

Our alumni André will present his journey, failures and successes with the startup Alaya while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

RAPHAËL GINDRAT
Co-founder & CEO
Bestmile

HUMAN RESOURCES: SCALING FROM 0 TO 50 EMPLOYEES

Raphaël will share his experience and learnings from scaling a team of 2 co-founders to over 50 people on 3 continents. You will have the opportunity to ask questions.

4pm - 5pm



MEET THE PRESS

FRÉDÉRIC LELIÈVRE
Deputy Editor-in-Chief
CNN Money Switzerland

CNN MONEY SWITZERLAND

Frédéric will present the digital news media CNN Money Switzerland. You will have the opportunity to ask questions and network with him at the end of the session.

Thursday, August 15th

9:30am - 12pm



PITCH THE VC

DAVID LAMBERT
Investment Manager
Angelsquare

ANGELSSQUARE

David will present his fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

AXEL ROBERT-TISSOT
Breakthrough Innovation
Project Manager
Richemont
LEO DAGUET
Innovation Lead
Richemont

RICHEMONT: IMPLEMENTING RADICAL INNOVATIONS AT CORPORATES

Axel and Leo will showcase Richemont's strategy of finding breakthrough innovations by partnering with disruptive startups. This lecture is relevant for startups and corporates.

4pm - 5pm



MEET THE ECOSYSTEM

ROMAN KERN
Connections Explorer
Swissnex

SWISSNEX

Roman will present Swissnex's portfolio of support initiatives for startups. You will have the opportunity to ask questions.

Module #2: Sales and Operations

Finance

Monday, August 19th

9:30am - 12pm



LECTURE

JACQUES BERGER
Executive Director
Mazars

UNDERSTANDING YOUR BALANCE SHEET

Jacques and Matthieu will explain the dynamics of balance sheets and how to deal with fiduciaries as a startup. You will have the opportunity to ask questions.

**MATTHIEU CHRISTEN**

Consultant M&A
Mazars

1:30pm - 3:30pm



LECTURE

FRÉDÉRIC CRETENAND
Finance Director
NetGuardians

FINANCE: MANAGING & FORECASTING YOUR CASH FLOWS

Frédéric will teach you how to analyse, manage and forecast cash flows with practical use-cases. You will have the opportunity to ask questions.

4pm - 5pm



MEET THE PRESS

FABRICE DELAYE
Journalist
heidi.news

HEIDI.NEWS

Fabrice will present the newspaper Heidi.news. You will have the opportunity to ask questions and network with him at the end of the session.

Tuesday, August 20th

9:30am - 12pm



PITCH THE VC

OLIVIER LAPLACE
Investment Director
Swiss Post

SWISS POST VENTURES

Olivier will present his fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

CLOTILDE AUBERTIN
Open Innovation Director
GSK

GSK: SETTING EXPECTATIONS WITH CORPORATES AS A STARTUP

Clotilde will explain how startups must behave to successfully partner with corporates like GSK. This lecture is relevant for startups and corporates.

4pm - 5pm



MEET THE PRESS

JOAN PLANCADE
Journalist
Bilan, Le Matin Dimanche

BILAN, LE MATIN DIMANCHE

Joan will present his activities at the newspapers Bilan and Le Matin Dimanche. You will have the opportunity to ask questions and network with him at the end of the session.

Module #2: Sales and Operations

Finance

Wednesday, August 21st

12:15pm - 1pm



SUSHI LUNCH

PETER NESTOROV
Founder & CEO
Scailyte

SCAILYTE

Our alumni Peter will present his journey, failures and successes with the startup Scailyte while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

BART SUICHIES
Head of Digital & Software
SICPA

SICPA: THE ROLE OF INTRAPRENEURSHIP IN DIGITAL TRANSFORMATION

Bart will present SICPA's strategy to tackle digital transformation through intrapreneurship. This is an interactive lecture, relevant for startups and corporates.

Thursday, August 22nd

9am - 5pm



INNOVATION TRACK

FERRAN CACERES
Corporate Transformation
FastForward Manager
Philip Morris International

DEEP DIVE: PMI'S FAST-FORWARD METHODOLOGY

Ferran and Vincent will teach you PMI's Fast Forward methodology to test and deploy new ideas fast within corporates. This is a full-day interactive workshop, relevant for startups and corporates.

**VINCENT DUCRET**

Transformation &
Innovation Leader
Philip Morris International

Module #3: Fundraising

Monday, August 26th

9:30am - 12pm



PITCH THE VC

SUSANNE SCHORSCH

Investment Manager

Investiere

1:30pm - 3:30pm



LECTURE

JULIEN PACHE

CCO

Bring! Labs

INVESTIERE

Susanne will present her fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

VENTURE CAPITAL: OVERVIEW OF THE SWISS LANDSCAPE

Julien will provide you with an overview of the Swiss venture capital landscape to make you understand the trends and key players. You will have the opportunity to ask questions.

Tuesday, August 27th

9am - 12pm



PITCH THE VC

ALEX STOECKL

Partner

Wingman Ventures

WINGMAN VENTURES

Alex will debunk some of the misconceptions about VCs, he will then present his fund, select 5 startups to pitch, and criticise their pitch so you can understand how VCs think. You will have the opportunity to ask questions.

12:15pm - 1pm



SUSHI LUNCH

ROBIN MANGE

CTO and Co-founder

Imverse

IMVERSE

Our alumni Robin will present his journey, failures and successes with the startup Imverse while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 3:30pm



INNOVATION TRACK

ROLAND KELLER

Head of Innovation

Culture

Swiss Post

SWISS POST: INNOVATION & INTRAPRENEURSHIP STRATEGY

Roland will explain how Swiss Post makes use of intrapreneurship and startup partnerships to innovate. This lecture is relevant for startups and corporates.

Module #3: Fundraising

Fundraising

Monday, September 2nd

9am - 12pm



LECTURE

MEHMET TORAL

Partner

id est avocats

NEGOTIATING YOUR TERM SHEET WITH VCs

Mehmet will address the key notions of term sheets, from standard terms to negotiation tactics. You will have the opportunity to ask questions.

1:30pm - 3:30pm



MEET THE PRESS

MEHDI ATMANI

Founder & Editorial Manager

Flypaper

FLYPAPER

Mehdi will present Flypaper, an agency that writes for numerous Swiss newspapers. You will have the opportunity to ask questions and network with him at the end of the session.

3pm - 5pm



INNOVATION TRACK

HOLGER GREIF

Partner and Head Digital

PwC Switzerland

PWC: INNOVATING THROUGH INCUBATORS AND ACCELERATORS AS A CORPORATE

Holger will explain PwC measures the real effectiveness of incubators in catalysing innovation for corporates. This lecture is relevant for startups and corporates.

Tuesday, September 3rd

9am - 5pm



SUSHI LUNCH

SIMON SCHENKER

Founder & Co-CEO

GenLots

GENLOTS

Our alumni Simon will present his journey, failures and successes with the startup GenLots while we eat sushi. You will have the opportunity to ask questions.

Wednesday, September 4th

10am - 12pm



LECTURE

FRÉDÉRIC LAUCHENAUER

Founder

Dryad

FUNDRAISING STRATEGY: HOW TO STRUCTURE YOUR ROUND

Frédéric will explain the structure and KPIs needed to execute a successful fundraising round. You will have the opportunity to ask questions.

Module #3: Fundraising

Startup Valuation

Monday, September 9th

10am - 12pm



LECTURE

JEFFREY PETTYProfessor of Entrepreneurship
HEC Lausanne**STARTUP VALUATION: GOING BEYOND THE NUMBERS**

Jeffrey Petty will debunk some of the misconceptions about early-stage startup valuations. You will have the opportunity to ask questions.

1:30pm - 4pm



INNOVATION TRACK

MARC GRUBERProfessor and Vice
President for Innovation
EPFL**WHERE TO PLAY: MARKET OPPORTUNITIES FOR STARTUPS AND CORPORATES**

Marc will present the Market Opportunity Navigator, a canvas he co-developed, and currently featured by Steve Blank. This is an interactive workshop for startups and corporates.

Tuesday, September 10th

12:15pm - 1pm



SUSHI LUNCH

DAVID DEILLONFounder and CEO
Alogo Analysis SA**ALOGO ANALYSIS**

Our alumni David will present his journey, failures and successes with the startup Alogo while we eat sushi. You will have the opportunity to ask questions.

1:30pm - 3:30pm



LECTURE

ALEXANDER SCHLAEPFERPartner
Swisscom Ventures**STARTUP VALUATION: HOW VCs VALUE YOUR STARTUP**

Alexander will explain how Swisscom Ventures value startups so you understand the other side of the table. You will have the opportunity to ask questions and network with him at the end of the session.

4pm - 5pm



MEET THE ECOSYSTEM

FLORIAN BAPSTHead of Prix Strategis
HEC Espace Entreprise**PRIX STRATEGIS**

Florian will present the Prix Strategis startup competition from HEC Lausanne. You will have the opportunity to ask questions.



Sophie Bruchou - Investment Manager - **Idinvest Partners**

As an Investment Manager in the Venture Capital team, Sophie Bruchou sources and analyses new investment opportunities in the digital sector in France and in the rest of Europe. Sophie graduated from Essec Business School.



Robin von Känel - Director - **Ricochets**

Head of the agency Ricochets, Robin contributes to democratising personal branding to individuals and corporates. He is further a contributor for newspapers such as Bilan or Courrier Cadres.



Eugène Schoen - Western Switzerland Correspondent - **startupticker.ch**

Eugène is the Western Switzerland Correspondent for Startupticker, the Swiss Innovations 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.



Diego Braguglia - Managing Partner - **VI Partners**

Diego joined VI Partners in January 2003 as Partner focusing on Healthcare investments. He brings over 20 years of experience in life science, medical devices and pharmaceuticals in Europe and the US. Diego is responsible for the following portfolio: Amal, Covalys, Edimer, Genkyotex, Merlion, Sequana and Xeltis.



Alexandre Bastos - Global Director Innovation - **Givaudan**

Alexandre is an active player in the Givaudan journey to drive a more collaborative and inclusive approach to innovation. He explores and bring new opportunities by connecting with start-ups and entrepreneurs that are innovating and disrupting the food and agriculture ecosystem.



Jim Pulcrano - Adjunct Professor - **IMD**

The assignments and projects that excite Jim Pulcrano are those at the interface of business and academia, projects that require the rigour and desire for learning that academia brings but done in the context of the real world. Where reality and theory bump up against each other.



Martijn Bosch - AR Business Development Manager - **Bullard**

Martijn is the founder of Darix, a startup that makes augmented reality applications for professional firefighters to better understand their environment, technicians to address difficult tasks on-site. The startup has been acquired in April by Bullard.



Frédéric Rochat - Attorney at Law & Partner - **Kellerhals Carrard**

Frédéric Rochat worked several years in New York and London and has extensive experience in corporate law and contract law, mergers and acquisitions, financings of startup companies and capital markets law.



Joséphine Marmy - Attorney at Law - **Kellerhals Carrard**

Joséphine Marmy focuses her practice on mergers and acquisitions, business law, commercial law, corporate law and contract law. She accompanies her clients in their daily operational affairs. She also advises clients in negotiations and drafts national and international commercial contracts.



Elisabeth Kim - Deputy Editor-in-Chief - **PME Magazine**

Elisabeth manages the publication of the PME Magazine, the monthly magazine dedicated to entrepreneurs and executives in Switzerland, and also participates supplements such as the Top 100 start-ups. She further writes articles, interviews and surveys on management and training.



Thierry Vial - Editor-in-Chief - **PME Magazine**

Thierry's specialty as a journalist is IT, multimedia, and economic news at PME Magazine, he also has many years of experience as a journalist and director at Inédit Publications and Bilan Magazine.



Raymond Reuteler - European Patent Attorney - **Reuteler & Cie**

Raymond handles patent related matters principally in the electrical, mechanical and information technology fields, as well as trademark and design related matters. Prior to founding this firm, Raymond was managing director of a Geneva firm, part of a European intellectual property group.



Isabelle Cornut - European Patent Attorney - **Reuteler & Cie**

Isabelle handles principally patent related matters in the fields of chemistry, biochemistry, biotechnology, formulations, food science, cosmetology and pharmaceuticals. Prior to entering private practice in 2005, Isabelle had worked for over 10 years in the pharmaceutical industry.



Thomas Estier - Co-founder and CEO - **Rovenso**

Thomas Estier is co-founder and CEO of Rovenso. Former researcher in Field and Space Robotics at EPFL and co-founder of BlueBotics in 2001. Thomas has also been Vice-President of the Business Angels and Mentoring Club, deputy vice-president at EPFL and technology transfer officer for the NCCR Robotics.



Olivier Hamel - Co-Founder - **Prodibi**

Olivier is one of the founders of Prodibi, a Worldwide provider of amazing photos with Mission to Empower 75 Million photographers, enterprises, and agencies display and share stunning images on the web and mobile. Apart from Prodibi, Olivier is also the president of The French Tech Suisse Romande and was a senior Global Analyst at Nielsen.



Thierry Duvanel - Director of Collaborative Innovation - **Bühler Group**

Thierry comes in as a seasoned entrepreneur with 20 years of multidisciplinary management experience in highly technical environments. He's core expertise lies in operations that require deep understanding of the critical business drivers across markets and industries.



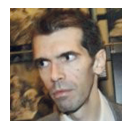
David Hug - Managing Director - **Ringier Digital Ventures**

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



Didier Schwarz - CSIO - **FIT / Innovation Advisor - Innovaud**

Didier is an innovation advisor at Innovaud. He is specialised in digital and innovative business models. Entrepreneur itself, Didier founded "Im83" which allows artists to exhibit on buildings under construction or renovation using canvas on scaffoldings as a means of expression.



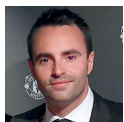
Rodolphe Koller - Chief Editor ICT Journal - **Netzmedien AG**

After 10 years in charge of marcom for several international hi-tech companies of all sizes, Rodolphe joined Netzmedien, a Swiss publisher, specialised in business and ICT topics. He is now the Chief Editor at ICTJournal.



Christophe Pian - Co-founder & UX Designer - **The Colony**

User-Centered Designer, agile and lean management adept. Christophe enjoys solving ambiguous problems and making what is complex simple and digestible through visual language, working in collaboration with cross-disciplinary teams. Co-founder of The Colony (formerly 961), a brand experience design agency based in Renens.


Romain Le Baud - Head Brand & Digital - **Swissquote Bank**

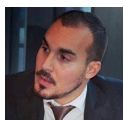
International marketer with 10 years' experience in digital business. This experience stretches between popular companies such as Swissquote, Swatch, Rodier and more. He holds a masters' degree in Entrepreneurship & Innovation Management.


Pascal Salewyn - Head of Growth Hacking - **BNP Paribas**

Pascal has 7 years of experience in banking at BNP Paribas in the fields of Wealth Management, Investment Banking, and 4 more years of experience in Finance. He Graduated as MSc, MBA.


Sophie Marenne - Journalist - **L'Agefi**

Prior to being a journalist at L'Agefi, Sophie worked as a journalist and Content Editor at Lëtzebuerger Gemengen Magazine. She has a bachelor and master from the catholic University de Louvain.


Matteo Ianni - Journalist - **L'Agefi**

Dynamic, diligent and endowed with a very good interpersonal skills, Matteo wants to improve his skills in sports journalism. His experiences at L'Agefi, Le Nouvelliste, and Genève Région Télévision have allowed him to adapt to different cultural and professional environments.


Niccolo Manzoni - Founding Partner - **Five Seasons Ventures**

Niccolo is Founding Partner at Five Seasons Ventures, an Early stage venture capital fund focused on Food and Agri tech companies making food better, healthier, safer and more sustainable.


Ingeborg Gasser-Kriss - Member of the Board - **SV Group** / Former VP Global Innovation - **Mondelez**

Ingeborg is a Marketing and Innovation leader with over 25 years of experience in discovering and unlocking growth opportunities across geographies and cultures. Background in FMCG marketing, profound expertise in strategic and hands-on consumer innovation. Global, regional and local remits including Emerging Markets.


Marcel Felder - Research associate - **Innosuisse**

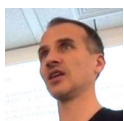
With a PhD from the University of Bern in Biomedical Sciences, Marcel has then worked for Novartis Pharma in various departments. He is now at Innosuisse and has the position of Scientific Officer.


Wiktor Bourée - CEO - **Technis SA**

Founder and chief executive officer at Technis, Wiktor graduated with an engineering master from 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").


Olivier Wurlod - Journalist - **24Heures, Tribune de Genève, Le Matin**

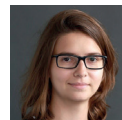
Since 2010, Olivier is an economic journalist for the newspapers 24Heures, Tribune de Genève and Le Matin. He particularly enjoys covering startups.


Laurent Balmelli - Director - **Snap Inc.**

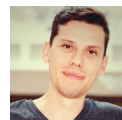
Laurent has a rich experience in engineering, information security and international business. He manages an office developing and deploying cyber-security technologies for Snap Inc. and its affiliated apps. He also co-founded a start-up in the domain of software security that won two start-up prizes.


Alexis Richard - Head of Product Marketing - **Mindmaze**

With experience as a business leader with proven ability to develop innovative products, Alexis leads cross-functional teams, introducing products under significant market uncertainty and driving quick results. He has a strong expertise in technology marketing, product innovation and design.


Rebecca Garcia - Journalist - **Bilan**

Rebecca is a journalist at Bilan, where she writes articles on innovation, technology and economic actors. She also takes care of creation and enhancement of content for Bilan.ch in addition to planning, shooting and editing of videos.


Rodrigo Hortega - Head of Investments UK - **Doehler Ventures**

Rodrigo works for Doehler Ventures, the venture arm of Doehler. He looks out for early stage startups, with a specific interest for Nutrition and Technology.


Vincent Bieri - Co-Founder - **Nexthink**

Vincent is the Co-Founder and Board Member of Nexthink, where he oversaw technology, product positioning and the roadmap. He currently coaches various startups and is a member of the Forbes Technology Council.


Pierre Morette - Business Development Manager - **Evolution Europe**

Pierre Morette supports pan-European SMEs and startups commercialise their innovations and build partnerships to strengthen the innovation ecosystem. Pierre has knowledge and skills in innovative business strategy and European affairs.


John Elbing - CCO - **Standpoint**

John has an MS in Computer Science, an MBA in finance, and worked in project & change management, digital marketing and launched two startups. In addition to Standpoint, he teaches graduates, undergraduates and continuous training (Digital transformation) at the Haute Ecole de Gestion in Geneva, Venturelab and EU Business School.


Manuel Winter - CEO - **Oxygen At Work**

Co-Founder of Oxygen At Work and alumni of MassChallenge Switzerland 2018, Manuel's mission is to keep employees healthy by improving air quality with plants. He has been successful in partnering with large companies in Switzerland.


Yassine Zaied - Chief Strategy Officer - **Nexthink**

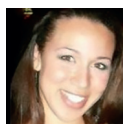
Yassine is responsible for developing new partnerships and alliances with strategic technology and hardware vendors at Nexthink. Yassine also plays a pivotal role in driving the company's product innovation and go-to-market strategies. Yassine graduated from the HEC Tunis Carthage and holds an MBA from IMD in Switzerland.


Jonas Schneider - Journalist, animator and producer - **RTS**

Jonas Schneider is the founder of the online news website Tink.ch, the producer of the TV show L'effet Caribou. He then became a journalist with the satirical weekly Vigousse and the morning host of the Lausanne private radio station LFM.

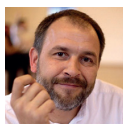

Nick De Blasio - Product Group Manager - Employee Innovation - **Nestlé**

Nick is the founding member of Ingenius, an internationally recognised Employee innovation program at Nestlé. Nick has held leading roles in digital transformation, product design and delivery, and project management.



Priscilla Sarnau - Marketing & Communications Manager - >>venture>>

Communications and marketing professional with 10 years of experience in the U.S and Switzerland. With an unrelenting passion to keep learning, Priscilla has grown from a public relations practitioner to a multi-channel marketer and communicator.



Arnaud Lambert - Team Lead Romandie - Bexio

Arnaud leads Bexio in the French-speaking part of the country. Bexio is the leader in the development of administrative tools for SMEs.



Julia Bory - Program Manager - Venturelab

Julia has worked for numerous different companies such as Wunderman, Flux, and Corris AG prior to VentureLab. Julia has a master in Business Administration and Philosophy from the Copenhagen Business School.



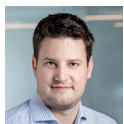
Alex Sidorec - VP Global Head of Logistics & Operations - Olam

At Olam, Alex converts traditional supply and logistics networks into integrated ecosystems, activating new streams of value creation through collaborative partnerships, intelligent use of resources and focused engagement of a highly skilled human capital in the real time environment of big data.



André Abreu - Co-founder & CEO - Alaya

Social entrepreneur with experience in corporate social responsibility, human resources and employee engagement, André is currently CEO and Co-founder of Alaya, a social enterprise committed to connecting, empowering and encouraging people to create a lasting social impact.



Raphaël Gindrat - Co-founder & CEO - Bestmile

Raphaël is a cofounder of Bestmile and as CEO he is the executive leader of the company's business and technical teams. He is a pioneer in the world of autonomous mobility, having led a project with EPFL in Lausanne with co-founder Anne Mellano to test and operate some of the first autonomous vehicle projects in Europe.



Frédéric Lelièvre - Deputy Editor-in-Chief - CNN Money Switzerland

Frédéric is the Deputy Editor-in-Chief at CNN Money Switzerland. He previously lived in Hong Kong, where he was correspondent for Le Temps, TV5 Monde and Le Figaro.



David Lambert - Investment Manager - Angelsquare

Prior to being an Investment Manager at Angelsquare, David worked for various venture firms such as BPIFrance and Generis Capital Partners. David obtained his master degree in corporate Finance at Audencia Nantes Management School.



Leo Daguet - Innovation Lead - Richemont

As a trained engineer with a passion for theatre and literature, Leo Daguet has always been fascinated by how new technologies are shaping human culture. Leo believes the easiest way to innovate is by delivering projects, learning by doing and experimenting.



Axel Robert-Tissot - Breakthrough Innovation Project Manager - Richemont

Before working for Richemont, Axel was a management consultant at Accenture with a first-hand experience in companies such as Vistaprint, PMI and Pragmatic. He graduated from the University of Neuchâtel and has a master from the University of Zurich.



Roman Kern - Connections Explorer - Swissnex

Roman is an entrepreneur, community builder and digital native with 12 years of experience in project management, public diplomacy and security studies. He previously led the operations of MassChallenge HQ in Boston, Massachusetts.



Jacques Berger - Executive Director - Mazars

Jacques is a partner and shareholder of a Private Equity Fund, board member of various small and medium companies, Finance Director and CFO, Certified Public Accountant, proven track record in acquiring, managing and selling companies, leading successful IPO's, managing operational changes and profitability improvement.



Matthieu Christen - Consultant M&A - Mazars

Matthieu carries with him 6 years of professional experience and a strong interest in finance and international business development. He graduated from HEIG-VD with a bachelor's in business administration. He also attended universities in Singapore and Shanghai.



Frédéric Crettenand - Finance Director - NetGuardians

Frédéric is Finance Director at the Series-B startup NetGuardians. Frédéric has 15 years of professional experience in finance at Nestlé Nespresso and the Boston Consulting Group. He obtained his MBA with distinction from the London Business School.



Fabrice Delaye - Journalist - heidi.news

Frédéric is Finance Director at the Series-B startup NetGuardians. Frédéric has 15 years of professional experience in finance at Nestlé Nespresso and the Boston Consulting Group. He obtained his MBA with distinction from the London Business School.



Olivier Laplace - Investment Director - Swiss Post

Olivier manages the venture capital activity, investing in early-stage startups that fit the Group's business development areas at Swiss Post. A computer and financial engineer Olivier also hold an MBA from IMD in Lausanne.



Clotilde Aubertin - Open Innovation Director - GSK

Clotilde seeks and evaluates science-based innovations related to Healthcare to accelerate innovation within Respiratory Health and Pain Relief for GSK. She holds a PhD in Information and Communication Sciences.



Joan Plancade - Journalist - Bilan, Le Matin Dimanche

Joan holds a master's degree in Management from the *Ecole supérieure de commerce de Nantes* and has worked for seven years in the field of recruitment with several employment agencies in France and French-speaking Switzerland. He writes mostly on subjects related to innovation and economic news.



Peter Nestorov - Founder & CEO - Scailyte

Peter studied Biochemistry in Tübingen and obtained a PhD in Genetics in Basel. Following his PhD, Peter took a sales role and now has a network of customers and industry partners. He now guides Scailyte towards its mission by building relationships with partners, customers and by inspiring the team to save millions of lives.



Bart Suichies - Head of Digital & Software - SICPA

Bart is a seasoned digital strategy & innovation leader, with domain expertise including blockchain, IoT startups, corporates and more. Bart currently leads Digital & Software at the multinational company SICPA.


Ferran Caceres - Corporate Transformation - FastForward Manager - **Philip Morris International**

With experience as an Entrepreneur and founder of startups such as Balandras and StepsLife; Ferran has made his way to Philip Morris International where he takes a major part of the corporate transformation. He was also a partner at IdeaFoster.


Vincent Ducret - Transformation & Innovation Leader - **Philip Morris International**

Vincent is an action-oriented professional with proven capabilities in design thinking, lean startup, innovation management and project & people management. He drives corporate transformation at PMI where open innovation and entrepreneurship are core behaviours.


Susanne Schorsch - Investment Manager - **Investiere**

As an investment manager, Susanne identifies interesting investment opportunities, performs due diligence and manages investment rounds from start to finish. Susanne leverages more than fifteen years of professional experience in finance, business management, strategy and innovation.


Julien Pache - CCO - **Bring! Labs**

Julien is the Chief Commercial Officer of the scale-up Bring! Labs. Previously, Julien led the investment team of the venture firm Investiere, giving him an extensive know-how a the venture ecosystem. Julien holds a master degree in law from the University of Fribourg.


Alex Stoeckl - Partner - **Wingman Ventures**

Alex is a Founding Partner of the venture firm Wingman Ventures. Alex leverages several years of experience in entrepreneurship, and in VC at Creathor Ventures, one of Europe's leading early-stage venture capital funds.


Robin Mange - CTO and Co-founder - **Imverse**

Coming from EPFL, Robin is one of the founders of Imverse, a software that provides services for photorealistic mixed reality content creation. This spin-off solution from EPFL reduces the time and money spent on pre-production phases of Virtual Reality and Hollywood movies by a factor of 10.


Roland Keller - Head of Innovation Culture - **Swiss Post**

Roland is the Head of Innovation Culture at Swiss Post, where he has steered digital transformation and open innovation projects for over 15 years. Before joining Swiss Post in 2007, Roland worked as an innovation manager for Siemens Mobile in Munich.


Mehmet Toral - Partner - **id est avocats**

Mehmet Toral is specialised in corporate and commercial law. He is experienced in supporting clients of all sizes in their financing and M&A projects in Switzerland and abroad. He has worked for private clients, as well as for entrepreneurs, public companies and international groups.


Mehdi Atmani - Founder & Editorial Manager - **Flypaper**

Mehdi is a journalist specialised in the analysis of the economic and societal consequences of new information technologies. He is particularly interested in topics related to surveillance, hacker nebulae, Open and Big Data, Governance, algorithms, start-up and innovation.


Holger Greif - Partner and Head Digital - **PwC Switzerland**

Holger is the Head Digital and Partner at PwC Switzerland. 20+ years consulting experience in financial services, business & digital transformation, sourcing and sustainable high performance of organisations. His focus is to generate measurable impact and values to our clients via transformation projects.


Simon Schenker - Founder & Co-CEO - **GenLots**

With a strong passion for machine learning, innovation, economics, technology and entrepreneurship, Simon is an EPFL and ETH graduate and founder of the startup Genlots, which optimises the purchasing orders of multinational companies.


Frédéric Lauchenauer - Founder - **Dryad**

Frédéric is a management consultant with broad industry experience in project management and supply chain, having worked for Givaudan, Syngenta and Monsanto. He has invested in several start-ups ranging from the Tech industry and has an interest in new technologies such as Blockchain, AI and AR/VR.


Jeffrey Petty - Professor of Entrepreneurship - **HEC Lausanne**

Jeffrey is Professor of Entrepreneurship at HEC Lausanne, UNIL, and academic director of the EMBA program where he teaches courses on entrepreneurship and new venture funding. His research interests include venture capitalist decision making and the impact of government policies and institutions on entrepreneurship.


Marc Gruber - Professor and Vice President for Innovation - **EPFL**

Marc Gruber is full professor at the College of Management of Technology at EPFL where he holds the Chair of Entrepreneurship and Technology Commercialisation (ENTC). He has published his research on entrepreneurship in several leading journals.


David Deillon - Founder and CEO - **Alogo Analysis**

In 2014, David developed a new video analysis and tracking project for horseback riding with an EPFL company. By 2016, he launched my own company, Alogo Analysis, which aims to modernise show jumping by bringing innovative technologies and allows, for the first time, to quantify the athletes' performances.


Alexander Schlaepfer - Partner - **Swisscom Ventures**

Alexander joined Swisscom Ventures in 2016 and focuses on investments in IoT, Big Data and Industrial IT. Before, Alexander was Partner and co-founder at Paris-based VC Aster Capital. Alexander also headed Strategy, M&A, Sales and Marketing for Alstom's €5 billion former Power Services business.

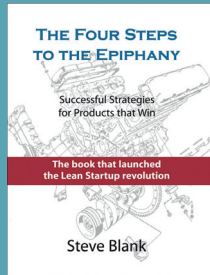

Florian Bapst - Head of Prix Strategis - **HEC Espace Entreprise**

Vincent was previously responsible for the organisation of the Fidag Consulting Award, a course enabling 3rd year Bachelor students at HEC Lausanne to visit and analyse the 8 semi-finalists of the Strategis Prize. He is a HEC Lausanne student and currently heads the Prix Strategis.

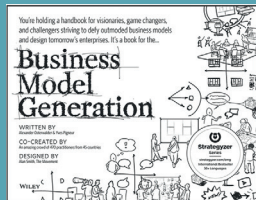
NOTES

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SOME LITERATURE RECOMMENDATIONS



The Four Steps to the Epiphany
by Steve Blank



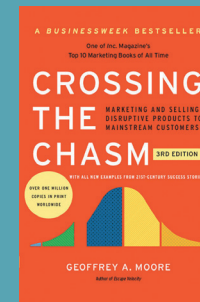
Business Model Generation:
A Handbook for Visionaries,
Game Changers, and Challengers
by Alexander Osterwalder



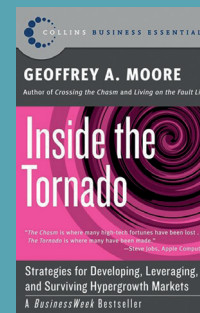
Value Proposition Design:
How to Create Products
and Services Customers Want
by Alexander Osterwalder



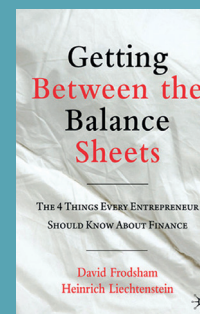
The Lean Startup: How Today's
Entrepreneurs Use Continuous
Innovation to Create Radically
Successful Businesses
by Eric Ries



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

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