

## venture kick - update 2009



St.Gallen, January 8th 2009

## **MISSION STATEMENT**

---

Launched on June 12<sup>th</sup> 2007, at the TV show "startup" of the Swiss television, the venture kick initiative closes a gap in the innovation chain. Many research projects performed in the Swiss universities could and should be turned into promising businesses. Unfortunately, this transfer between academia and market often fails due to a lack of business interest or know-how from the potential entrepreneur, as well as a missing so-called pre-seed capital required to explore the market potential and structure a strong business case to attract investors.

venture kick aims for an early identification, structuring and promotion of promising business ideas with a clear vision: to double the number of spin-offs at Swiss universities, to accelerate the founding process and raise the attractiveness of these young companies for professional investors:

### **Double the number of spin-offs**

We want more scientists at Swiss universities to explore the startup potential of their research.

### **Cut time-to-market by half**

We want to speed up the process of structuring business opportunities and startup companies.

### **Secure more startup funding and network**

We want to improve the quality of projects to attract and secure fast VC/BA-Investments.

venture kick helps potential entrepreneurs by giving them the opportunity to win up to CHF 130'000 in funds without security. Moreover, startups can also take advantage of know-how from experienced experts and entrepreneurs and be granted access to a national network of investors and startup experts. venture kick provides a unique and leading approach with a proven track-record for the creation of new hightech startups in Switzerland:

### **Unique**

venture kick combines donations "à fonds perdu" with an achievement-oriented awarding procedure to early-stage entrepreneurs. The beneficiaries of venture kick are selected by a pool of highly qualified Swiss experts (jury members) comprising private and public investors, entrepreneurs and startup supporters.

### **Leading**

venture kick is working in close collaboration with all Swiss universities and relevant organisations in the field of hightech entrepreneurship. A strong link to these organisations is established thanks to the jury pool consisting of close to a 100 important individuals representing the Swiss startup ecosystem.

### **Proven**

Since September 2007 venture kick has funded 100 startup projects with CHF 3.62 mio. and contributed to the creation of 72 high tech startup companies. These startups created more than 300 qualified jobs for Switzerland and raised a total of over CHF 30 mio. of financing.

venture kick is an initiative of private donors and is supported by four leading foundations: GEBERT RÜF STIFTUNG, ERNST GÖHNER STIFTUNG, OPO-Stiftung and AVINA STIFTUNG. "Fondation des Fondateurs", an independent foundation of private founders, serves as legal entity to the donors. This foundation operates under the supervision of the Federal foundation authority, and offers individuals as well as other foundations and institutions a flexible and functional platform to launch support initiatives in a cost effective and professional manner.

### **Call for donators**

To continue and expand its very successful model, venture kick needs to raise a total of CHF 10 mio. for the period 2011-2015 in the forms of donations. Help us to double the number of highly innovative startup companies at Swiss universities and to generate hundreds of new job opportunities for our country.

## **HIGHLIGHTS AS OF DECEMBER 2009**

---

- 90+ renowned jury members across Switzerland evaluating all projects at 3 jury sessions per month;
- 100 startup projects were supported with CHF 3.62 mio. (with up to CHF 130'000 each);
- 72 new Swiss companies were incorporated;
- CHF 30+ mio. financing volume has been attracted by the supported startups;
- 300+ new jobs (FTEs) have been created in Switzerland.

## **ORGANISATION**

---

### **Board of Trustees of Fondation des Fondateurs**

venture kick is a fund without legal personality within Fondation des Fondateurs (FdF). The FdF Board of Trustees delegated all strategic and managerial competence of venture kick to the Strategy Board venture kick. The FdF Board controls the business activities of venture kick based on an annual reporting (annual activity and accounting reports).

FdF members of the Board of Trustees: Dr. jur. Thomas Sprecher, President; Dr. phil. Philipp Egger, vice-president; Lori Lutz-Dinkel, Member, Evelyn S. Braun, Member.

### **Strategy Board venture kick**

The Strategy Board defines the medium and long-term objectives and orientations of venture kick. It is composed of representatives of the supporting foundations and successful entrepreneurs. The representatives of the Fondateurs are always the majority of the Strategy Board and select the additional members.

Members of the Strategy Board, elected 2007-2009: Dr. Pascale Vonmont, representative GEBERT RÜF STIFTUNG, delegate; Dr. Roger Schmid, representing ERNST GÖHNER STIFTUNG and OPO-Stiftung; Dr. Igor Fisch, Selexis SA.

### **Persons accountable for the management**

The Strategy Board has given the operational management mandate to the Institut für Jungunternehmen, St. Gallen.

The management is assumed by two managing directors: Beat Schillig (head of German-speaking Switzerland) and Jordi Montserrat (head of the French-speaking Switzerland).

Staff: Dr. Pius Küng, startup support; André Brühlmann, startup support; Thomas Rüegg, lic. oec. HSG, startup support; Derek Barras, Betr. oec. FH, scouting; William Lüthi, Betr. oec. FH, scouting; Daniel Leutenegger, HSG, scouting; Simon May, topic. oec. FH, promotion and management Support Center; Nadine Reichenthal, promotion and administration; Flavio Agosti, promotion and administration; Diego Probst, promotion and administration, Esther Studer, media relations/communications; Daniel Niklaus, online communications; Raphael Huber, administration.

### **Pool of experts**

The evaluation of projects during the process is ensured by a pool of qualified and competent technical and business experts, which compose the jury present at the jury sessions.

The list of experts can be found at [www.venturekick.ch](http://www.venturekick.ch) under "Jury".

## **PROJECT SELECTION**

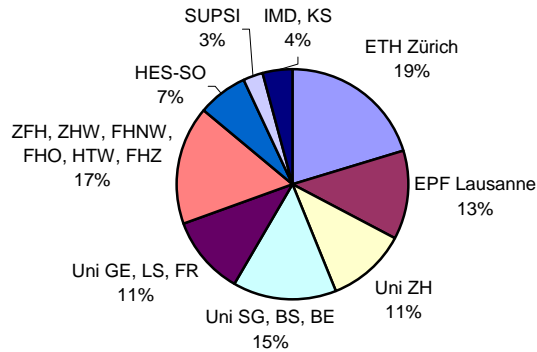
---

From January to December 2009, a total of 175 projects applied to venture kick. The number of applications is usually around 15 per month.

Regarding the regional origin of applications, approximately two third came from the German part of Switzerland, and one third from the French part. No application has been received from the Italian part in 2009.

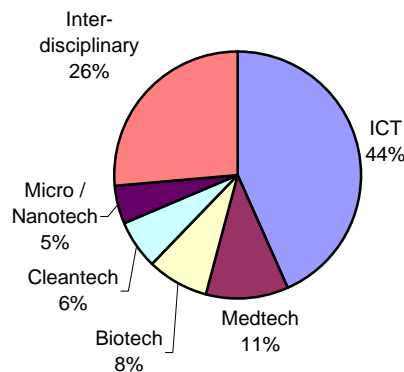
Not surprising is that 33% of the registered projects come from the Swiss Federal Institutes of Technology of Zurich and Lausanne, a number that has grown compared to 2008 (27%). It is to be noted however that the other applications are distributed among 20 different universities and universities of applied sciences. It gives a good indication that venture kick has been able to launch a national initiative within a short time frame, that is now anchored in all parts of the country and at all universities.

### Registrations by Universities: Nationwide Presence



The analysis of submissions by sector shows that all high-tech disciplines are represented. Most projects can be classified in the “Information & Communication Technologies”, largest sector in 2009, Biotech, Medtech, Cleantech, and Micro/Nanotechnology categories. The remaining applications are difficult to assign to a specific category due to their diversity and interdisciplinary content and target.

### Registrations by Sector: ICT as major sector for 2009



The number of application coming from women strongly increased in 2009, moving from 11% to 16% of applications. This evolution encourages to continue the promotional efforts towards women entrepreneurs. This is furthermore remarkable, considering that the proportion of women among doctoral students, professors or assistants in the scientific and technological disciplines or with the proportion of women in the high-tech entrepreneurs leading high-tech companies (e. g. CTI label Companies) remains low.

## IMPACT ANALYSIS

---

### Supported projects

By December 2009, exactly 189 candidates out of 500 registrations have been invited for a stage 1 presentation, starting in September 2007.

Out of the 189 presented projects, 100 have received CHF 10'000.

Out of the 100 projects supported at stage 1, 84 have already been invited to present at stage 2 and 46 received the additional support grant of CHF 20'000.

Out of these 46 projects the first 34 projects have been presented in stage 3, of which 17 spin-offs were granted the final kick of CHF 100'000:

- Dr. Stefan Tuchs Schmid c/o Virtamed AG, [www.virtamed.com](http://www.virtamed.com)
- Dr. Jochen Munding c/o Routerank SA, [www.routerank.com](http://www.routerank.com)
- Stéphane Doutriaux c/o Poken SA, [www.doyoupoken.com](http://www.doyoupoken.com)
- Dr. Bettina Ernst c/o Preclin Biosystems AG, [www.preclinbiosystems.com](http://www.preclinbiosystems.com)
- Dr. Manuel Aschwanden c/o Optotune GmbH, [www.optotune.com](http://www.optotune.com)
- Dr. Martin Bartholet c/o Celeroton AG, [www.celeroton.com](http://www.celeroton.com)
- Dr. Sadik Hafizovic c/o Zurich Instruments AG, [www.zhinst.com](http://www.zhinst.com)
- Dr. Vincent Schickel c/o Prediggo SA, [www.prediggo.com](http://www.prediggo.com)
- Dr. Fischer Patrizia c/o Pearltec SA, [www.pearltec.ch](http://www.pearltec.ch)
- Dr. Marc Gitzinger c/o BioVersys SA, [www.bioversys.com](http://www.bioversys.com)
- Dr. Barbara Yersin, c/o Minsh Sàrl, [www.minsh.com](http://www.minsh.com)
- Dr. Giorgio Pietramaggiori, c/o labseed, [www.labseed.com](http://www.labseed.com)
- Dr. Wolfgang Moritz, c/o InSpero, [www.insphero.com](http://www.insphero.com)
- Dr. Kristin Kapitza, c/o Aiducation, [www.aiducation-international.org](http://www.aiducation-international.org)
- Dr. Nicolas Burri, c/o Streamforge, [www.streamforge.com](http://www.streamforge.com)
- Dr. Rémi Charrier, c/o StereoTools Sàrl, [www.stereotools.com](http://www.stereotools.com)
- Dr. Christophe Canales, c/o Imina Technologies Sàrl, [www.imina.ch](http://www.imina.ch)

The complete list of supported projects can be found on [www.venturekick.ch](http://www.venturekick.ch) under "Supported Projects". The high quality of projects should be emphasized: The number of projects that would deserve a support grant from the experts jury perspective has regularly been above the financial resources currently available. Consequently, some promising projects could unfortunately not be supported.

### 72 newly created high-tech startups with 300+ jobs

The quality projects supported by venture kick can be observed through the impressive number of effectively created companies, as well as the amount of funds raised by these spin-offs. Out of the 100 supported projects with a cumulated CHF 3.62 mio.:

- 72 have turned into spin-offs;
- they have raised over CHF 30 mio. in additional financing (own funds, business angels/VC's investments, loans, CTI projects, prizes, etc.);
- they created more than 300 new positions.

Taking in account the temporal gap between the company creation and the financing round, the current impact of venture kick is only partially visible. More company incorporations, fund raising and job creation of the projects supported so far are expected during the coming months. So far more than 90% of the project owners effectively created the company within 1 year.

Hence for each franc of support granted by venture kick, the spin-offs were able to raise another ten francs.

## OUTLOOK

---

The above expectations' results and very positive feedbacks from the experts, universities and spin-offs strongly motivate the initiators to further develop the support programme.

For 2010, the following figures are planned:

- 200+ applications;
- 178 projects presented in 32 jury sessions (104 venture pitch/52 venture case/22 venture kick);
- 89 projects funded (52 at CHF 10'000/26 at CHF 20'000/11 at CHF 100'000);
- 28 Kickers Camps (2-day intensive workshops in small groups);
- CHF 2.14 mio. granted support.

A major challenge is to secure the financing of venture kick for the coming years: an additional CHF 1.5 mio. is needed for the 2011 budget, in order to valorise the existing innovation potential of the Swiss universities and to realize the vision of doubling the number of spin-offs in Switzerland. To address this financing gap, relevant foundations and private individuals with entrepreneurial background will be systematically approached as potential donors.

With the existing commitment of the donating foundations, and the additional required CHF 1.5 mio., venture kick is confident to achieve the following goals by the end of 2011:

- **150+ newly incorporated innovative high-tech companies;**
- **CHF 100+ mio. financing volume invested in these companies;**
- **1000+ high-quality and sustainable jobs.**

Regarding the development of new jobs and investments, our calculation is based on a recently published study by ETH Zurich transfer ("The performance of spin-off companies at the Swiss Federal Institute of Technology Zurich"), which analyses in details the development of 130 spin-off companies in the period 1998 to 2007.

### **venture kick**

c/o IFJ Institut für Jungunternehmen

#### **Beat Schillig**

Managing Director German-speaking Switzerland  
beat.schillig@venturekick.ch  
+41 (71) 242 98 68  
Kirchlistrasse 1, 9010 St. Gallen  
Technoparkstrasse 1, 8005 Zürich

#### **Jordi Montserrat**

Managing Director French-speaking Switzerland  
jordi.montserrat@venturekick.ch  
+41 (21) 693 90 71  
PSE-C, 1015 Lausanne