



venture s u m m i t

Sponsors:



Organising Partners:



1. What are the primary elements that have helped Switzerland be a leader in creating successful ventures?

- Very small governmental overhead
- Good basic science
- High creativity (need of ideas → no natural resources)
- High quality of education / science
- Open culture
- Democracy / Federalism
- Low taxes
- Capital access
- Successful role models (e.g. CS, ABB, Nestlé, ...)
- Lots of foundations for seed financing
- Institutions that canalize projects and entrepreneurs: Venturelab, Venturekick, CTI, Redalpine, ...
- Secondos & immigration (open for foreign risk takers)
- Not much bureaucracy
- Attractive environment for highly educated / rich individuals
- Culture: hard working, multicultural, responsibility, ...

2. What are the obstacles that prevent Switzerland from moving faster in this area?

- High level of comfort / wealth (salaries, working conditions, ...)
- Modesty
- Risk-aversion / fear of failure
- Tax incentives
- Administrative overhead / inefficiencies
- Mentality
- Lack of (pre) seed money
- Too few successful / serial entrepreneurs
- Unclear tax situation for investors
- Society does not give recognition to entrepreneurs
- Lack of background in many fields (semiconductors, automotive)
- Small home market
- Governmental spending (army, tunnels vs. education, research & startups)
- Legal issues: Law for bankruptcy (private / company); taxation of gifts, ...

3. What can / should be done to foster the creation of more startups in Switzerland?

- More seed money / better access to BA's
- Reducing Bureaucracy (Founding, IP) / Simplify legal issues
- Mentoring
- Success vs. failure culture (present more role models)
- Tax / governmental incentives for investors
- More education for entrepreneurship
- Training for failure management
- Success stories (public recognition): e.g. Startup TV, TV Ads
- Make big banks invest into startups
- Cheap Technopark
- Market oriented mindset
- Collaboration between technical and business schools
- Entrepreneurship in early school levels (start in kindergarden / learning by doing -> case studies)

4. What can be done to promote growth and success of start-ups?

- Pooling of foundation resources
- Set up a side-car-fund by the Swiss Government
- Push programs for high potential projects
- Teach entrepreneurship
- Business coaching and sharing experience
- Force exchange (e.g. venture leaders)
- Find experts willing to work with a start-up
- Mentoring systems, high level networking events
- Support in internationalization
- Talent market place
- online repository of relevant resources
- Channeling money in early stage – organize speed dating
- Fiscal incentives
- Clone Jordi 😊



Summit Proposals

1) **Small Business Act for Switzerland**

- Small Business Act for Switzerland similar to the US one in order to fertilize the ground for start-ups

2) **Silicon Valley - Culture & Pace Exposer**

- Send every year 5 to 10 entrepreneurs in the Silicon Valley for a year to plunge them in its entrepreneurial culture and pace in order to enrich mindsets, develop contacts, establish bridges with the US market, etc.
- Loan if they stay in the US.

3) **Venture Foxes**

- Use 10M per team to pay 50 PPL workforce
- Assign PPL to startups on basis of merit/need
- I.e. invest PPL instead of capital
- I.e. working (actively & fulltime) with startup



Summit Proposals

4) **Venture KITS**

- Ready-prepared kit for school teachers to use in class
- In form of game / exercise / teaching material (ongoing actions)
- Teachers just need to follow instruction rules

5) **Speed Networking**

- Speed dating between anyone with an interest in Swiss Entrepreneurship. (Entrepreneurs, Investors, Industry Chiefs and Government)

6) **Start-up Heroes**

- Create an image of heroes for start-up entrepreneurs; they take risk, they lead, they bring their country forward. They are heroes, make the nation proud of them.



Summit Proposals

7) StallVenture

- Web-based funding market place for Talents / jobs marketplace
- Tax incentive (e.g. 5%) for individuals who invest in Swiss seed funding (Money goes into a national fund / Seed-fund then invests in startups)
- Attract high talented entrepreneurs to Switzerland

8) Venture People

- International matchmaking & incentivizing of experienced biz-people & experienced entrepreneurs

9) Just Do It: “Every Student an Entrepreneur”

- National Education in Entrepreneurship at all School Levels
- A place where potential start-up partners (technical/business) can meet
- External teachers with experience
- Prizes for the best business ideas
- Early-stage/Pre-seed financing of business ideas



Summit Proposals

10) Start up!

- Contest for 10-18yr old people with a start-up idea
- Jury: Young successful entrepreneurs

11) Venture Accelerator

- A new type of incubators: all inclusive

12) Inspire.TV

- A world wide Swiss-initiated project to promote entrepreneurial risk-taking spirit and create emulation
- Multimedia-based web community including TV broadcast and print media, world wide



Summit Proposals

13) venture lobby

- To lobby politicians

14) venture kids

- Pilot program in one canton
- To get in touch
- Road show in primary schools
- Vacation camps

15) Venture MATCH

- matches university ideas with the entrepreneurs to implement them.



Summit Proposals

16) Snowball ventures

- Every participant of venture summit is obliged to support a new startup in the founding phase

17) Ryan Air Technopark

- Startup houses in Switzerland and major startup cities worldwide with affordable rents and basic services.

18) Jordi's Angels

- Network of “active angels” that would be called to support start-ups (based on the “Charlies angels “ concept)
- Startups have different issues
- Challenge is to recognize issues and resolve them