



Communication Kit

swisscom



Swisscom
StartUp Challenge
2019

Contents

- 1** What is the Swisscom StartUp Challenge?
- 2** What the 10 finalists can expect
- 3** What the 5 winners can expect
- 4** What previous winners say
- 5** Timetable
- 6** Social Media
- 7** Logo and images to be used
- 8** Contacts



Help us publicise the Swisscom StartUp Challenge.

Please encourage Swiss high-growth start-ups in your network to apply for this year's Swisscom StartUp Challenge at swisscom.ch/challenge. Thanks for your support!

What is the Swisscom StartUp Challenge?

The seventh edition of the Swisscom StartUp Challenge is being held in 2019 in cooperation with Venturelab. It provides a unique chance for Swiss tech start-ups to pitch their products and services to an expert jury and win a business acceleration programme in Silicon Valley. The programme is especially aimed at start-ups with international growth potential.

The Swisscom StartUp Challenge was launched in 2013. To date, we have been able to accompany numerous start-ups on their journey. We believe in their innovative strength and want to make contact with as many interesting start-ups in our focus areas as possible.

Who is it aimed at?

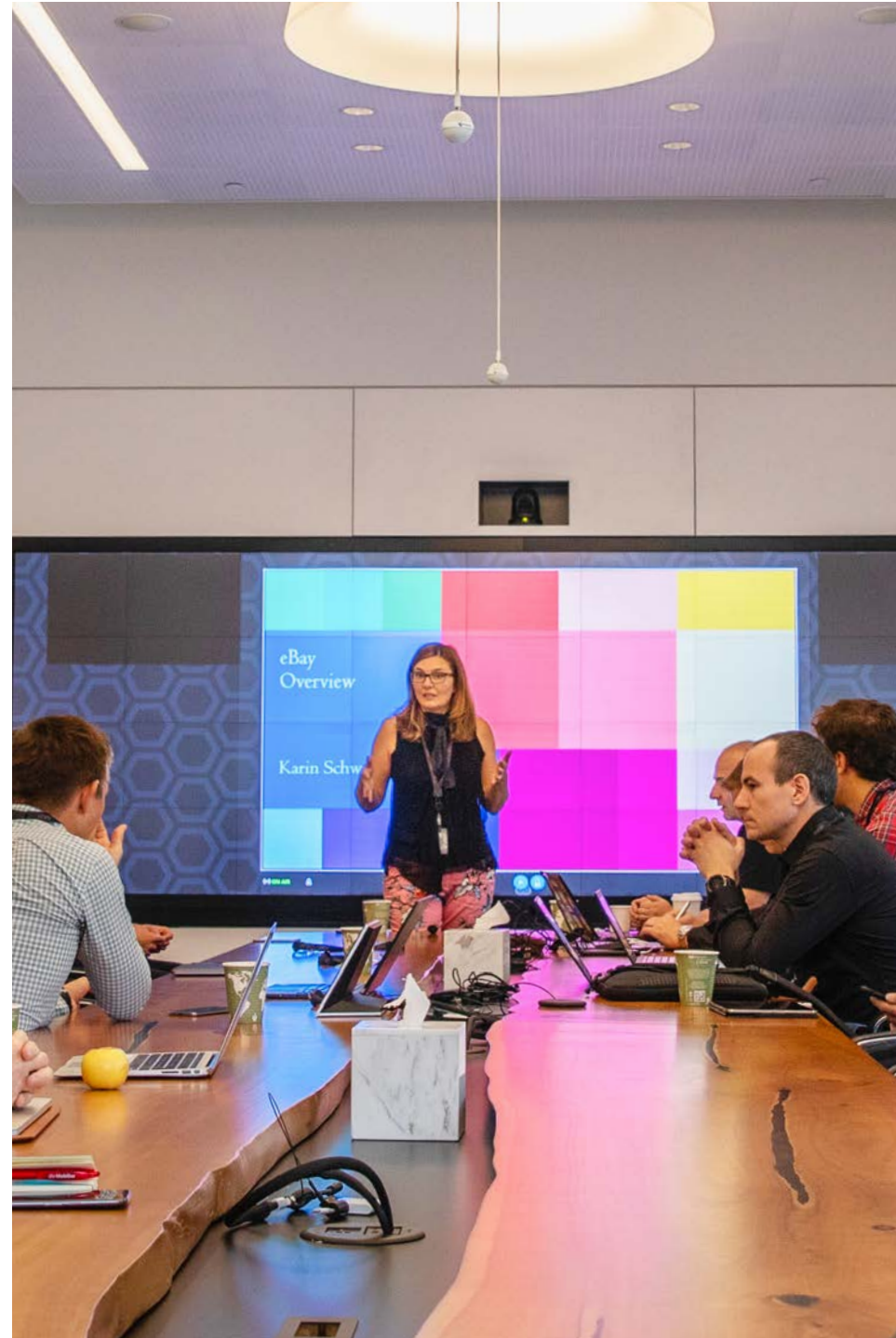
We are looking for high-growth start-ups with a clear competitive edge that are ready to enter or have already entered the market. Start-ups with an experienced, ambitious team, especially in the fields of AI, ICT, Fintech, blockchain, digital marketing, security, IOT, robotics or drones. Applicants will have a clear objective for the trip to Silicon Valley.

What the 10 finalists can expect

- › Participation in the pitch on 22 August 2019 in the Swisscom Brain Gym in Genfergasse, Bern
- › Pitch training on 9 August 2019 with personal feedback from Venturelab experts to help prepare for the final
- › Analysis of business cooperation with Swisscom and investment by Swisscom Ventures
- › Easy access to the Swisscom network
- › Visibility thanks to inclusion in publicity surrounding the Swisscom StartUp Challenge

What the 5 winners can expect

- › A business acceleration programme in Silicon Valley, individually tailored to their needs and objectives
- › Briefing day before the business trip to Silicon Valley
- › Learn from the personal experiences of top entrepreneurs, venture capitalists and tech businesses from Silicon Valley
- › Various one-to-one meetings with potential investors, partners and customers
- › Further development of marketing and sales skills
- › Mentoring and challenging from Swisscom and Venturelab experts



The 2018 winners



“My expectations for the week were to connect with VCs, IT and other institutions, and to learn how Silicon Valley works. These expectations were met, Swisscom did a great job.”

Sandro Schmid, CEO and Co-Founder AAAccell



“The Swisscom StartUp Challenge programme not only enabled us to achieve our business development needs in the Valley, but helped to define a general strategy for Dotphoton’s product line. An unmissable opportunity for Swiss start-ups!”

Eugenia Balysheva, CEO Dotphoton



“We are going to Silicon Valley and will meet VCs that are the best in the field of robotics so we are very happy about that.”

Lucian Cucu, CTO Rovenso

Timetable

Apply before
19 May

8 April – 19 May

Application phase

Apply with your innovation at swisscom.ch/challenge.

20 May – 4 July

Shortlisting

Swisscom and Venturelab select the 10 most interesting start-ups from all the applications.

5 July

ANNOUNCEMENT OF THE 10 FINALISTS

9 August

Pitch training

Preparation for the final with Venturelab.

12 – 22 August

Public voting

Choose your favourite from the 10 finalists and win a fantastic prize.

22 August

Pitch

The 10 finalists pitch to the jury.

22 August

ANNOUNCEMENT OF THE 5 WINNERS

23 August

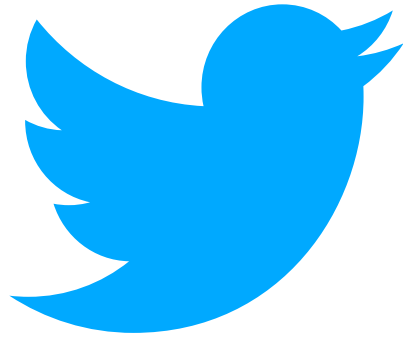
Silicon Valley briefing

Preparations begin.

20 – 26 October

ACCELERATION PROGRAMME IN SILICON VALLEY

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#Swisscom
#StartUpChallenge

More info at swisscom.ch/challenge or venturelab.ch/swisscom_suc

Suggested social media texts that you can adapt however you like.

Hashtag:

#Swisscom #StartUpChallenge

Facebook/LinkedIn text for the application phase

In 2019 your start-up has another chance to win a business acceleration programme in Silicon Valley!
Apply by 19 May at swisscom.ch/challenge

The Swisscom StartUp Challenge is entering its 7th edition: apply now for the business acceleration programme in Silicon Valley!
Apply by 19 May at swisscom.ch/challenge

Twitter text for the application phase

Swisscom StartUp Challenge 2019 – apply by 19 May at swisscom.ch/challenge #Swisscom #StartUpChallenge

Swisscom #StartUpChallenge 2019: apply now for the acceleration programme in Silicon Valley! swisscom.ch/challenge

Logo and images to be used

[Download logos and images](#)

Colour



Negative white



We look forward to
lots of applications
and an exciting
StartUp Challenge.

Apply before
19 May



Swisscom
StartUp Challenge
2019

Contacts

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