

MEDIA RELEASE

INNOVATION HUB SWITZERLAND: 51 STARTUPS BRINGING SOLUTIONS FOR THE FUTURE

From digital personalized learning and gamified digital therapeutics to authentication enabled by facial recognition as well as reduction of cement usage through CO2 capturing as a Circular Economy solution, Antimicrobial LED light technology and real time reporting in FinTech and Insurtech, Kickstart is engaging on different levels to drive innovation activities in Switzerland. Over 50 high growth startups from 11 countries are participating this year.

Zurich, July 22, 2020 - Since it was founded five years ago, Kickstart has become one of the largest European innovation platforms and has initiated over 120 pilots and commercial projects between startups, established organizations and companies from various sectors. "Despite COVID-19, Kickstart has received high-quality applications from over 55 countries and overall there has been a significant increase of deeptech ventures with the appetite to scale in Switzerland," explains Katka Letzing, Co-Lead of Kickstart. "From September to November, the startups will have the opportunity to co-create in the form of Proof-of-Concepts, pilots and commercial projects with Kickstart partners, leading organizations and companies such as [AXA](#), [Coop](#), [Migros](#), [Swisscom](#), [Mobiliar](#), [ETH Zürich](#), [City of Zurich](#), [PostFinance](#), [Credit Suisse](#) and others. This year Kickstart is excited to bring on new partners, including [Mövenpick](#), [New Work SE](#), [Energie 360°](#), [Roche](#), [Holcim Switzerland](#), [Nespresso](#), [Canton de Vaud](#) and more. Startups will also have the opportunity to engage newly in the Romandy region next to Greater Zurich Area.

Startups participating in the 2020 program combine a high level of technological innovation with solutions that are intended to foster sustainable development. HealthTech startup [Kaia Health](#), for example, offers digital therapeutics that create accessible, evidence-based treatments for a range of disorders. Food and Retail Tech startup, [Vital Vio](#) designs, engineers and manufactures antibacterial LED technology for a growing range of commercial and residential applications. FinTech startup [Keyless](#) develops solutions for biometric, simultaneously secure authentication. Insurtech startup [MotionsCloud](#) ensures the processing of insurance claims in real time. Smart City startup [Neustark](#) is working on the reduction of cement by turning CO2 into carbonated elements in the building industry, and EdTech and New Work startup, [Coorpacademy](#), provides personalized digital learning content for professional upskilling.

"Every year, Kickstart attracts startups that are leaders in their field. The program has given us the opportunity to work quickly and effectively with these emerging companies, to accelerate our own business ideas, to learn what this means for Migros and what benefits can be created for our consumers," says Eliana Zamprogna, CTO of Migros Industry. "The commitment of our organization has increased significantly over the years. Our employees have the opportunity to think about business, innovation and technology in different ways and at different speeds than

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they do in their day-to-day work. This has strengthened the leadership and collaborative skills of our organization.”

Scaleups engaged this year:

EdTech & New Work (8)		FinTech & InsurTech (10)	
BOOKR Kids	Hungary	Build38	Germany
Coorpacademy	Switzerland	decentrig	Switzerland
Gravity Global	Switzerland	Keyless	United Kingdom
HRForecast	Germany	LAMIE direkt	Austria
Innential	Germany	MotionsCloud	Germany
Sharpist	Germany	omocom	Sweden
SkillGym	Switzerland	Ratynq	Switzerland
Time is Ltd.	Czech Republic	tilbago	Switzerland
		TIMIFY	Germany
		Yova	Switzerland

Food & Retail Tech (9)		HealthTech (7)		Smart City & Technology (8)	
Ai Palette	Singapore			Animatico	Switzerland
Alpengummi	Austria	HelloBetter	Germany	FAAREN	Germany
Boost Biomes	United States	Kaia Health	Germany	Greyparrot	United Kingdom
Greendeck	United Kingdom	Klenico	Switzerland	HeatNeutral	Switzerland
iSense	Switzerland	mementor	Switzerland	InstaDeep	United Kingdom
livealytics	Switzerland	Pryy	Switzerland	MOBBOT	Switzerland
Novolyze	France	SidekickHealth	Iceland	Neustark	Switzerland
Prognolite	Switzerland	Uplyfe	Switzerland	Peter Park System	Germany
Vital Vio	United States				

Intrapreneurship Drives Established Companies to Generate New Business Growth and Creates Sustainable Cultural Change

In addition to partnerships between startups and established organizations, Kickstart supports the advancement of innovation in companies themselves. Nine intrapreneurship teams, independent within the companies, will also be part of the 2020 cohort. Alongside Swisscom,

Mobilier, Migros, this year, new partners have been engaged with their internal teams, including PostFinance, Holcim Switzerland and Energie360°. “Without innovation there cannot be sustainable growth,” explains Alice Dal Fuoco, Innovation Manager at PostFinance. “To support the growth of our innovation activities we are delighted to collaborate with external innovation leaders such as Kickstart.”

Intrapreneurship teams (9)	Partner company	Vertical
#digitalreal	Mobilier	FinTech & InsurTech
Atendo	Holcim Switzerland	Smart City and Technology
Check&Connect	Mobilier	FinTech & InsurTech
CliMate	Swisscom	Smart City and Technology
lab360	Energie 360°	Smart City and Technology
Ormera	PostFinance	Smart City and Technology
Roady	Swisscom	Smart City and Technology
The Ginius Way	Swisscom	Food & Retail Tech
WoWmi	Migros	Food & Retail Tech

[Kickstart](#) is a spin-off of [Impact Hub Zurich](#), a globally connected community of entrepreneurs, techies, and creatives. The ecosystem innovation platform runs programs for startups, intrapreneurs, CEOs and established organizations, including a kickoff week in September and a six-week collaboration Sprint from September 30th to November 8th, during which the international teams will engage in Switzerland. Kickstart’s locations this year are the innovation space [Kraftwerk](#) in Zurich and [Impact Hub Lausanne](#).

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About Kickstart

Kickstart is one of Europe's largest zero equity, multi-corporate ecosystem innovation platforms that runs a scale-up program for high-growth startups with the goal to accelerate deep tech innovation in Switzerland. Science and engineering-driven technologies have the potential to solve humanity’s biggest challenges. They require unprecedented collaboration between established organizations and the most audacious entrepreneurs out there. Kickstart is committed to build bridges and bring various organizations such as startups, corporates, cities, foundations and universities together. Each year, Kickstart brings up to 100 entrepreneurs to Switzerland to collaborate with key players for proofs of concept, pilot projects and other innovation partnerships. Additionally,



through the intrapreneurship program Kickstart helps established organisations accelerate internal innovation.

Kickstart is a spin-off of [Impact Hub Zurich](#) and was launched in 2015 by [digitalswitzerland](#). In 2020, Kickstart runs five verticals: [EdTech & New Work](#), [FinTech & InsurTech](#), [Food & Retail Tech](#), [HealthTech](#), [Smart City & Technology](#); an [Intrapreneurship program](#) and the [Circular Economy Initiative](#) together with partner organizations across industries: [AXA](#), [Coop](#), [Migros](#), [Swisscom](#), [Mobilier](#), [ETH Zürich](#), [City of Zurich](#), [Gebert Rüt Stiftung](#), [Holcim Switzerland](#), [MAVA Foundation](#), [Mercator Foundation Switzerland](#), [PostFinance](#), [Mövenpick](#), [New Work SE](#), [Swiss Federal Office of Energy SFOE](#), [Credit Suisse](#), [CSEM](#), [Energie 360°](#), [Empa NEST](#), [University Hospital Zurich](#), [Panter](#), [SATW](#), [Swiss Healthcare Startups](#), [Roche](#), [Growpal](#), [Ringier](#), [Wenger & Vieli AG](#), [Google for Startups](#), [Nespresso](#), [Canton de Vaud](#), [WECOCO](#) and more.