

Swiss ENTREPRENEURS Magazine

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Showcasing and Celebrating
our Swiss Entrepreneurs



KICKSTART ACCELERATOR

BATCH 2017

SPECIAL EDITION

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EDITORIAL

Dear #kickstarters17

What a ride it was! 11 intense weeks lie behind us - and we enjoyed every single one of them.

In the beginning of September, a multicultural group of people from all around the globe joined us at our innovation and collaboration space Kraftwerk: Entrepreneurs from South Korea, Finland, Ireland, India, the US and ten other countries came to Zurich to kickstart their business ideas, from multi-modular living trees for growing food at home and systems aiming to make cities a better place for living to blockchain as a service and behavioural financial games. It was a pleasure meeting everyone, getting to know the different personalities and seeing them working next and with each other. We are happy to see Kickstart Accelerator evolving into a program of international significance and bringing value to the startup ecosystem. All that, of course, is also thanks to the quality of participating startups.

Do you recall how many people you met in the last eleven weeks, how many times you pitched your startup, how many investors' hands you shook and how many partnership and PoC options you discussed with our partners? It must have been a lot! At this point we would also like to thank all our global corporate partners such as AXA Winterthur, Coop, Credit Suisse, EY, Gebert-Rüf-Stiftung, Migros, PwC Schweiz, Raiffeisen Schweiz, Swisscom and UBS who actually made this possible. Numerous promising collaborations, partnerships and even friendships resulted out of Kickstart Accelerator 2017. Many startups have

closed or started to raise investment rounds and quite a few have started to bring parts of their business to Switzerland. We're convinced that these outcomes are an important contribution to the strengthening image of Switzerland as a global hub of innovation and entrepreneurship.

But of course the last eleven weeks weren't only about working hard on developing your business. They were also about hiking to Aletschgletscher, about having legendary Barbecues outside Kraftwerk, about learning hip hop moves or practising yoga and about making lifetime friends.

We really hope you enjoyed this exciting time as much as we did. We wish you all the best on your journey - and we're happy to have you on board as Kickstart Accelerator alumni now!

May your experiences and findings through the Kickstart adventure be sustainable and long-lasting. May your business develop in the direction you wish for. May your relationships to Switzerland and to the corporations and institutions in this country be strengthened further in the future. May the people you got to know here, be it your mentors, your experts or your fellow entrepreneurs and new friends, stay close to you - personally or virtually.

And most important - may the ride go on!

All the best
your Kickstart-Team



Simone Baechler



BE INSPIRED

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AAACCELL

AAAccell is an official spin-off company of the University of Zurich developing cutting-edge high-tech solutions for the asset and risk management sector. They convert and develop top research achievements into solutions and tools for the financial services industry.

What's your company's mission?

The financial market is massively under reconstruction. Both in asset and risk management, new market standards are being set. In the near future, assets will be managed with the support of modern engines using new techniques such as artificial intelligence, machine learning and sophisticated quantitative tools. This is of great importance to banks and insurance firms as well as pension funds. For this reason, AAAccell has in recent years developed, working with some world-leading professors and researchers together with two former bank CEOs, an engine based on the latest research achievements in mathematics and financial econometrics. This engine improves the returns of each portfolio while reducing the risks substantially.

Why did you join the Kickstart Accelerator program?

AAAccell's solution is working very well for its clients but is currently not scalable. We plan to build this quant engine on a cloud to give access to many more clients.

What has been the most valuable lesson that you have learned since joining the program?

How to position the solution for different stakeholders without being too technical.

If you had a chance to change something in the Kickstart program what would that be?

This is an outstanding program and it is not easy to propose changes. Maybe a wish could be that the program ensures for every company a proof of concept, but then again, this seems unrealistic.

What are your future plans for your company?

Once our solution is scalable on the cloud, we plan to push sales nationally and internationally.

What thought would you like to share with the entrepreneurial community?

Innovation always comes before adoption. Adoption comes by spreading the news that this new standard of quant engines needs to be used by all companies, whether it is a pension fund, an insurance, an asset manager or a bank. The largest global player in asset management just announced this development as a fact in 2017.

www.aaaccell.ch



Walter Farkas



Sandro Schmid

ADJOINT

Adjoint has developed a unique smart contract templating platform and distributed ledger technology (blockchain) called UpLink. The smart contract uses Adjoint's asset modeling language, which enables business professionals to create smart contracts that automate business processes tied to transactions that are recorded on the blockchain.

What's your company's mission?

Our mission is to make blockchain technology and smart contracts more usable by non-engineers at enterprises, as well as entrepreneurs.

Why did you join the Kickstart Accelerator program?

To accelerate the process of bringing our product to the market, especially the Swiss market. Swiss financial institutions have demonstrated a real interest in using innovative technology to stay competitive and that mindset is aligned with the type of partners and clients we want to work with. The Swiss market also represents a good ecosystem for us to build solutions that we can take globally.

What has been the most valuable lesson that you have learned since joining the program?

The pitch for our solution needs to be less technically focused and more business focused. At the end of the day, we are here to solve business problems and we need to talk to end customers or investors about solving their problems. The fact that we use cutting-edge blockchain technology is a secondary topic.

If you had a chance to change something in the Kickstart program what would that be?

I think the program is well-structured with the partners and sponsors and well-aligned with the goals of the startups. So, no major change to recommend.

What are your future plans for your company?

We are currently finalizing a proof of concept project with a client in Switzerland. Our objective is to land a few more projects and establish an office in Switzerland for project management and business development activities. We are also keen to hire from the attractive engineering talent pool in Switzerland, especially in the area of cryptography and formal verification.

What thought would you like to share with the entrepreneurial community?

I found the Swiss people to be very business friendly, very professional with an innovation mindset, and very easy to work with. It has been a welcoming experience to be working here in Switzerland and I look forward to us establishing an office here to work with a Swiss-based team for long-term, sustainable growth.

“
I found the
Swiss people to
be very busi-
ness friendly
”

www.adjoint.io



Havell Rodrigues

ANTAVI

antavi helps private and public safety organizations to better monitor and manage massive crowds at large public events. antavi has developed a mobile command and control platform with which crowd managers can better communicate with forces in the field and monitor crowd dynamics of event visitors in real-time, improving the efficiency of operations. Their solutions have been deployed at many major events in Zurich, as well as at the most recent Oktoberfest in Munich.

What's your company's mission?

Our goal is to lift the state of the art in crowd control through data driven insights and intuitive technology to keep mega events safe and ensure a great experience for the visitor.

Why did you join the Kickstart Accelerator program?

We joined Kickstart Accelerator because of the great partner and expert network with the goal to refine and challenge our business model and to develop our go-to-market strategy.

What has been the most valuable lesson that you have learned since joining the program?

With event safety we have a great use case for our technology. At the same time, we learned that we need to develop other markets to grow the company more quickly to a bigger scale. Therefore, we are expanding into other verticals of city management.

If you had a chance to change something in the Kickstart program what would that be?

We have to say the whole Kickstart team did a fantastic job with the program.

What are your future plans for your company?

In the next year, we will focus on growing our customer base in the event sector. Long term, we see big potential in the urban mobility and smart city sector.

What thought would you like to share with the entrepreneurial community?

Switzerland is a great place to implement new ideas. The support, the drive, and the speed of the industry to collaborate and support new ideas is exceptional. Moreover, as an ETH Zürich spin-off, we have been nothing less than blessed by receiving a great deal of support in taking our research idea to the market.

“
Switzerland is
a great place to
implement new
ideas.”

www.antavi.ch



APIAX

Apiax is a Swiss RegTech start-up helping financial institutions to master regulatory compliance in a digital way.

What's your company's mission?

Apiax is transforming complex financial regulations into digital compliance rules, which are constantly up-to-date and verified. The rules can be accessed via an App or can be integrated directly into banking processes through an easy-to-use API.

Why did you join the Kickstart Accelerator program?

To boost ourselves onto the next stage on our startup journey with great mentors, masterclasses and corporates.

What has been the most valuable lesson that you have learned since joining the program?

Be open to new inspiration. A startup journey is continuous learning and the (re)development of

concepts and ideas, which need to be tested quickly on the market.

If you had a chance to change something in the Kickstart program what would that be?

Nothing really.

What are your future plans for your company?

We want to land, grow and expand in our home market and beyond. Together with our great team, partners and customers, we shape the RegTech space.

What thought would you like to share with the entrepreneurial community?

We are convinced that the RegTech space will grow massively within the coming years, and that Switzerland has all the advantages to become a major RegTech hub in the world.

“
*Be open to
new inspiration*
”

www.apiax.com



Ralf Huber

Nicolas Blanchard

Thomas Suter

Philip Schoch

ASTROPRINT

AstroPrint is the Android of the 3D printing industry. AstroPrint uses software to make 3D printers simpler so that anyone can adopt the technology.

What's your company's mission?

AstroPrint's mission is to drive mass adoption in the 3D printing industry. We do this by standardizing the software and developer ecosystem for the entire industry. This is similar to how Windows standardized software for computers, and how Android standardized software for smartphones.

Why did you join the Kickstart Accelerator program?

We joined the Kickstart program to open up more B2B connections in Switzerland, as well as the rest of Europe.

How far are you willing to go for your company?

I would do anything, go anywhere, and beyond if it complies with my ethical and moral values. I don't believe that becoming a big company is important, but you should be true to your vision and your employees.

What has been the most valuable lesson that you have learned since joining the program?

Although the lessons I've learned here have been amazing, and numerous, the most valuable takeaway from the program has been the connections. The Kickstart team is amazing at helping create amazing connections: with Swiss enterprises, with other international startup founders, with the Swiss startup scene, and more.

If you had a chance to change something in the Kickstart program what would that be?

I would make it longer! Three months in Switzerland is just not enough.

What are your future plans for your company?

We plan for AstroPrint to be the standard software used on every 3D printer.

“
We joined the Kickstart program to open up more B2B connections in Switzerland, as well as the rest of Europe.
 ”

www.astroprint.com



Daniel Arroyo

Drew Taylor

Joshua White

BIKELOOK

BikeLook is based in Dublin, Ireland and is dedicated to cycling. They believe that cycling can help solve major transport and health issues in cities but its benefits need to be evidenced with data.

What's your company's mission?

To increase cycling in cities. Using small devices affixed to the bike, we provide cyclists with theft detection and cities with data to better manage traffic and to better spend infrastructure budgets.

Why did you join the Kickstart Accelerator program?

The access to corporates and cities is unique and came at the perfect time for us. We had tested our solution in Dublin but wanted to validate it in a city with a more developed network of the radio technology that we use.

What has been the most valuable lesson that you have learned since joining the program?

Discussing problems with peers is always a useful exercise. So, many of the skills in entrepreneurship are transferable between business sectors, so someone in FinTech can have great advice to give someone in Smart Cities even if they aren't experts in that domain.

If you had a chance to change something in the Kickstart program what would that be?

Zurich is a great city, so great that everyone seems to want to live here and accommodation can be difficult to find. It would be great if the startups were colocated for accommodation as well as for working. Though, maybe that sounds better in theory than it would be in reality!

What are your future plans for your company?

We want BikeLook to increase security and safety wherever people cycle.

What thought would you like to share with the entrepreneurial community?

The bicycle is 200 years old this year and remains a low-carbon and healthy mode of transport. We want to make it even better by making it smarter!

www.bikelook.eu



Mark Bennett

BLOCKO

Blocko provides blockchain platform technology for enterprises. Originating from South Korea, Blocko is currently running 29 commercial projects with major corporations such as Samsung. Their team of 30 is mainly made up of engineers.

What's your company's mission?

To bring blockchain down to a real-world level, where tangible results are shown by deploying the technology for practical use cases in order to accelerate blockchain application in enterprise settings.

Why did you join the Kickstart Accelerator program?

We are getting out of Korea to globalize and leverage our various commercial use cases. We wanted to tap into European and APAC markets to begin our globalization, and Switzerland is perfect due to its renowned innovation and digital transformation. Also, the fact that it was initiated by digitalswitzerland played a big role.

What has been the most valuable lesson that you have learned since joining the program?

I think it's the fact that we are learning how to speak to corporations in Switzerland. Also, bridging the gap between tech and business worlds.

If you had a chance to change something in the Kickstart program what would that be?

It would be great if we could have more chances to listen to pain points or digital initiatives from corporates' side.

What are your future plans for your company?

We want to expand our business into a global market and really let the large corporates smell and taste the advantages of blockchain technology.

www.blocko.io



Blocko-Team



BIOSENS

BIOsens is a unique portable device for express diagnostics of food quality, allowing you to examine levels of mycotoxins in your food. Conducting similar analyses currently takes 7 days while BIOsens can do it for you within only 15 minutes.

What's your company's mission?

As you know, there are many harmful substances in food: pesticides, antibiotics, bad bacteria, heavy metals, toxins. Today, if you want to measure it, there are two ways: either you go to the laboratory or you do diagnostics with the help of equipment, but it's rather expensive & requires qualified personnel. We developed biosensors using Internet of Things (IoT) for rapid diagnostics of food safety, with which you can conduct an analysis in real time, only taking 15 minutes.

In each farm, it is necessary to do a regular check of the presence of mycotoxins in foods and feed. Our solution allows you to test feed, grain, milk and many other products. Grind, mix with the reagent, apply to the sensitive surface of the plate and within minutes you have information about the content and concentration of mycotoxins in a product on your smartphone.

Why did you join the Kickstart Accelerator program?

To get that kind of opportunity that we can't have in our country, to have mentoring help, building a relationship with someone who accompanies and inspires us along our journey; to have access to a wide network of industry experts; to have a chance to fully emerge ourselves in the Swiss innovation ecosystem; and to receive support through the Kickstart Accelerator team and community.

What has been the most valuable lesson that you have learned since joining the program?

We met experts, mentors and other startups - among them people who actually struggled with more problems compared to us, and still were successful in the end. This is inspiring.

A valuable part of our Kickstart experience is the communication with our mentor Francesco Dell'Endice, CEO and founder of QualySense AG. He said, "I am also a startupper". Yes, but he has 35 people on board and just raised 14 million CHF, so we have a lot of things to learn from him and we are really lucky to get acquainted with such an experienced person.

Our conclusion: "Do what you love & find people that love what you do," Axel Schultze, Founder & CEO, Society3 Group.

If you had a chance to change something in the Kickstart program what would that be?

I think that it would be really good before starting the program to make a video orientation with all the instructions and to help organize accommodation with all participants together. It would help our communication and sharing skills.

What are your future plans for your company?

We want to sign a relationship agreement with some Switzerland or EU companies that work in the food value chain.

Also, our team plans to obtain grant funding to accomplish the development of sample preparation.

We would also like the opportunity to develop our product in Swiss labs.

What thought would you like to share with the entrepreneurial community?

We are "BIOsens", the early-stage deep technology start-up that wants to start commercialization, and we have the aim to fulfill the following goal: to give people confidence that they are eating or producing safe food.



Andrii Karpiuk



CITYFALCON

CityFALCON provides personalised financial news. Their proprietary technology creates a different news feed for every person, such as found on Facebook, LinkedIn and Twitter. Their clients include BNP Paribas Wealth Management and several FinTech and FS companies. Using voice technologies and artificial intelligence, they've also launched their voice skill on Amazon Echo and will launch soon on Google Home and Microsoft Cortana.

What's your company's mission?

To help people make decisions faster by providing them relevant financial content.

Why did you join the Kickstart Accelerator program?

With our focus at CityFALCON on the wealth management industry, Switzerland has been on the top of our list. Switzerland remains number 1 in international private wealth management. Apart from that, we also want to focus on our other target segments including asset managers, investors, traders, and accounting and consulting firms.

Yes, Switzerland is a non-English speaking market and poses several challenges for us but it's a market that you can't afford to ignore. We have been working on adding non-English content and now, by being in Zurich, we could start with German and French content. We also hope to build relations with publications in Switzerland and, if possible, in Germany and France.

Kickstart was the best way for us to expand our operations in Switzerland.

What has been the most valuable lesson that you have learned since joining the program?

Running a start-up is very hard and takes a lot out of you, but opportunities like being at Kickstart Accelerator makes it all worthwhile. Apart from the revenue and growth opportunities for the business, and the opportunity to spend time in another country and learn another culture, what I really treasure are the relationships you build during the program with fellow entrepreneurs, Kickstart staff, mentors and more. We'll #MakeItHappen!

If you had a chance to change something in the Kickstart program what would that be?

Nothing, because it's a perfect mixture of learning and opportunities for revenue and growth.

What are your future plans for your company?

Scale up the business, add new products, add content from all over the world and become a self-sustainable company that can add new products and services just like Amazon does.

“
Running a start-up is very hard and takes a lot out of you
”

www.cityfalcon.com



Ruzbeh Bacha

COINCUBE

COINCUBE is an index investment platform for crypto assets. The startup has developed a free web app which gives users a birds-eye view of their entire crypto portfolio across exchanges and wallets. The software also includes a portfolio rebalancing algorithm to greatly simplify disciplined investing.

What's your company's mission?

Our mission is to make crypto accessible to normal investors.

Why did you join the Kickstart Accelerator program?

We joined Kickstart Accelerator because we wanted to explore the possibility of moving COINCUBE to Switzerland. We are happy to say that we are moving forward with setting up an AG.

What has been the most valuable lesson that you have learned since joining the program?

I have learned that you can move further and faster in business when you are open to input and collaboration from other businesses, entrepreneurs and investors.

If you had a chance to change something in the Kickstart program what would that be?

I would have enjoyed a hackathon and/or "design sprint" built directly into the program with support from partners and mentors.

What are your future plans for your company?

We are working on adding SaaS tiers to our platform. We also have plans for a social trading component.

What thought would you like to share with the entrepreneurial community?

The crypto asset space feels like the internet in 1995. We are still very early in adoption of crypto with credible estimates that no more than 0.1%-0.2% of the global population owns any crypto. So, if you are on the sidelines and are worried you missed the opportunity, that is not the case.

“
The crypto asset space feels like the internet in 1995
”



Robert Allen

Jibben Nee

DCBRAIN

DCbrain is a 3-year-old French start up. Originating from the Telecom ParisTech Engineer school, they are now located in Station F, the flagship incubator of the French Tech. Ranked by Microsoft among the top 5 French companies in AI, they run R&D programs with AI labs at the Université de Versailles St Quentin.

What's your company's mission?

Our mission is to help complex network managers maintain a good balance in their flows. The massive paradigm shift induced by renewable energies and distributed grids hitting us all is making flow management more complex. AI is the solution to address this growing complexity.

Why did you join the Kickstart Accelerator program?

We joined the Kickstart Accelerator program because of Zurich's reputation in terms of being a technology hub with Google and ETH located there. We also wanted to have an experience in a German-speaking environment.

What has been the most valuable lesson that you have learned since joining the program?

All paths leads to Rome, just sometimes it's not the most direct route. In our case, we found out it was better to build technology partnerships with local prescriptors rather than going upfront for large accounts like we are doing in France.

If you had a chance to change something in the Kickstart program what would that be?

Perhaps, group all the master classes in one week

so it's easier to manage a tight schedule and avoid Cornelian decisions between attending a class with an awesome specialist and seizing a business opportunity.

What are your future plans for your company?

We have just raised 1.5 M €, so the plan for 2018 is to staff business development forces across areas of interest in Europe: Switzerland, Benelux, Spain, Portugal for a first batch. Germany & Italy should be in the next batch.

“
We have just
raised 1.5 M €
”

What thought would you like to share with the entrepreneurial community?

When the company started, we applied to the EN-EDIS (the French electricity DSO) Big Data and predictive maintenance national contest. They gave us five years of incident logs across the high voltage network and we used our proprietary algorithms to recover automatically the topology of that network from the raw data set. When the jury saw a digital twin of their asset, which is state secrecy level information, they asked us: but who gave you this? We answered: you did! It was hidden inside the data! We won the first prize and it really launched the company.

www.dcbbrain.com



Arnaud de Moissac

FARMERLINE

Farmerline connects smallholder farmers to information and high-quality inputs. Our mission is to transform farmers into successful entrepreneurs.

Why did you join the Kickstart Accelerator program?

Kickstart's Switzerland-based accelerator is well-suited to our business model, given our work with cocoa farmers in Ghana and the Ivory Coast. There are strong synergies between the African markets we work within and the chocolate industry in Switzerland. We work with major food brands, chocolate companies, and agribusinesses to help them streamline their engagement with the farmers with whom they work. There is a demonstrated demand for the products and services we offer among chocolate companies.

What has been the most valuable lesson that you have learned since joining the program?

For Farmerline, the Kickstart program really helped us understand how high-value partnerships can transform your growth, both for scaling our operations and learning how to take the model to the next level.

If you had a chance to change something in the Kickstart program what would that be?

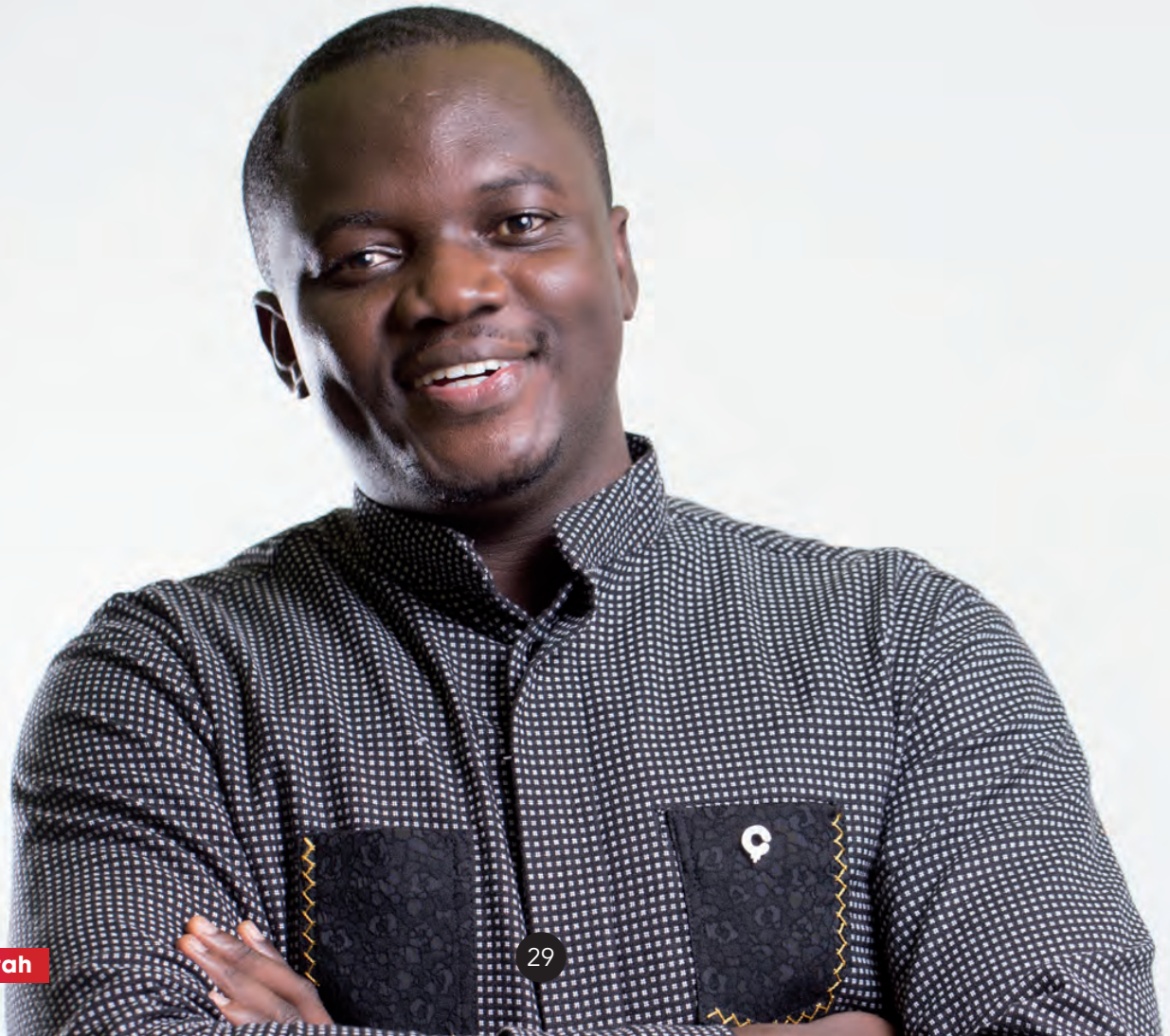
Perhaps, make some of the components virtual in order to accommodate startups that are growing fast and may need to travel during the in-residence time to maintain operations.

What are your future plans for your company?

Farmerline is currently raising \$1.5M in seed funding to reach 1 million farmers by 2020. This means we will continue scaling our work with supply chains as well as our on-the-ground digital solutions for last-mile farmers across Africa. We are also considering opening another corporate services office in Zurich.



Emmanuel Owusu Addai



Alloysius Attah

FJUUL

Fjuul is a digital platform that enables insurers to highly engage their customers and assist with disease prevention. Headquartered in Helsinki, the startup is now working to develop a local business hub in Switzerland.

What's your company's mission?

We want to bring wellbeing to everyday people in everyday life.

Why did you join the Kickstart Accelerator program?

We are a leading player in the Nordic markets. Now it's time to extend our global reach and build our business out of Switzerland – first with some local clients and then internationally.

What has been the most valuable lesson that you have learned since joining the program?

We have adapted our business model to fit the local market – we offer Fjuul as a turnkey solution to corporates delivered as a platform-as-a-service model. We have now broken this down into more modular pieces to allow for an easy entry option. That allows us and our clients to learn and iterate faster but use experiences and feedback from real customers and tune in to the market.

If you had a chance to change something in the Kickstart program what would that be?

Once we reach our proof of concept state, we have basically ended our Kickstart project. It

would be great to keep that momentum in some follow-up mode with Kickstart still being involved in the process.

What are your future plans for your company?

We are now greatly extending our team and plan to have our local business development hub in Switzerland. We hope, together with our customers, to reach 10m plus users in the next 3 years. This brings us much closer to our mission to put Fjuul in the hands of many people to become healthier and improve their daily lives.

What thought would you like to share with the entrepreneurial community?

Lots of learnings and fun stems from working with our startup peers in the group. This is maybe one of the main achievements that the Kickstart team has pulled off - to find a proper mix of people, skills, and dreams under one roof.



Matti Rätty

Sascha Wischek

FLAVORWIKI

FlavorWiki leverages digital technology to allow untrained consumers, employees and food researchers to become accurate taste testers capable of profiling food products, with output similar to existing professional sensory labs. This means sensory research can be leveraged in areas where previously it was not affordable or practical.

Their tools are based on new product development, consumer insights and quality control throughout the supply and distribution chain. They can also be used to inform more targeted consumer offers based on taste preference, thus improving marketing and advertising results.

What's your company's mission?

FlavorWiki uses digital technology to help the food industry create incredible taste experiences.

Why did you join the Kickstart Accelerator program?

One of the key reasons was the ability to gain entry to Coop and Migros for Proof of Concept opportunities. In addition we value having a dedicated mentor, getting to know other startups, being able to access the broader Swiss/Zurich startup community and the expert network, plus office space and, of course, the grant.

What has been the most valuable lesson that you have learned since joining the program?

The program has been fantastic in many ways but the best take-away to date remains the need to focus on putting all of this valuable input to use in the service of customers. All of the workshops, pitches and mentoring really become valuable when you achieve the product market fit and you start to scale your business.

If you had a chance to change something in the Kickstart program what would that be?

Given the extensive number of successful food companies in Switzerland, it would be great if there was a way for Kickstart to help take more advantage of this community by providing additional contacts for the startups.

What are your future plans for your company?

We are still in the early stages of our company development but we have received good encouragement from both Coop and Migros so we aim to start collaborations with them. We will also continue to build on the network built during the program to pursue additional opportunities to keep growing our company.

What thought would you like to share with the entrepreneurial community?

As someone who recently left the corporate world to join FlavorWiki, I highly recommend it to any corporate executive interested in flexing their thinking and learning. It's a parallel universe to the typical business experience but can be more exciting and challenging at the same time. I look forward to continuing to build our company by leveraging the combination of my previous experience with this new adventure.

www.flavorwiki.com



FlavorWiki-Team

FLICKTEK

FlickTek is a technology company that provides wearable sensors for accurate gesture recognition.

What's your company's mission?

Flicktek improves communication between people and machines.

Why did you join the Kickstart Accelerator program?

To engage in partnership conversation with Logitech, Swatch and ABB.

What has been the most valuable lesson that you have learned since joining the program?

Corporate projects can take a long time to be discussed and implemented.

If you had a chance to change something in the Kickstart program what would that be?

Nothing in particular.

What are your future plans for your company?

Move into the field of sign language translation.

“
Communication plays a fundamental role in our lives
”

What thought would you like to share with the entrepreneurial community?

Communication plays a fundamental role in our lives and finding new and better ways to help people to communicate

will always make a difference.

www.flicktek.com



Alfredo Belfiori

HAWA DAWA

Hawa Dawa's mission is to provide the tools necessary to act smart and effectively to face one of the biggest challenges of our time – urban air pollution. Utilizing their own adaptable low-cost sensor networks, big data analytics and machine learning techniques, they provide real-time, high resolution air quality data and trend & hot spot analytics, significantly reducing the cost of measurement compared to traditional approaches.

What's your company's mission?

We want air quality data to play a role in our everyday life, whether knowingly or unknowingly. From how we move around our cities, to how we manage our diseases, protect our children and our elderly; to how we build our cities, plan our traffic, build our products, insure our products, invest in our real-estates and even deal with issues like climate change.

If we manage to integrate air quality data and, in a broader sense, environmental data in all those systems on a commercial level, sustainable change is the next logical step.

Why did you join the Kickstart Accelerator program?

Because of its reputation and the unique opportunities it has offered us. Particularly, the long list of renowned partners and the drive these partners hold to implement pilot projects as part of the digitalswitzerland initiative.

What has been the most valuable lesson that you have learned since joining the program?

Things can move quite fast if there is a political will and the internal drive to tackle future topics like smart city, edtech, fintech or robotics.

If you had a chance to change something in the Kickstart program what would that be?

It has been quite a ride. I would not know what to change.

What are your future plans for your company?

For Q4 2017 and Q1 2018, we plan to roll out pilot projects in different cities of Switzerland and Germany. We are also in the middle of a first funding round and plan to grow and further develop our hardware and software. We are currently testing several different use cases with our approach. Once we have tested our assumptions, we aim to scale our approach beyond the first two pilot countries. After all, we are a team of nine individuals from six different countries.

“
Things can move
quite fast if there is a
political will

”



Hawa Dawa Team

HEXAGRO URBAN FARMING

Hexagro Urban Farming is an Italian startup based in Milan and led by an international team of engineers, designers and gastronomes. Hexagro Urban Farming developed the Living Farming Tree (LFT) – an automated, customizable and easy-to-use indoor farming system designed to grow food without the need for large spaces, complex installations or fertile land. Thanks to the Living Farming Tree, Hexagro wants to empower everyone to produce their own food with a product that requires almost no time for maintenance nor experience for growing plants.

Why did you join the Kickstart Accelerator program?

We joined Kickstart Accelerator because we were interested in the dynamic Swiss business environment, and because the program was very recent and led by young and talented persons. We believe Switzerland is a great market for us and aligns very well with our sustainability vision. Moreover, the large number of partners in the program made us believe there could be an even more serious commitment to continue doing business together after the end of the acceleration, and maybe even establish here in Zurich to hold onto a first-row seat in this vibrant startup scene.

What has been the most valuable lesson that you have learned since joining the program?

We learned and worked so much on defining our target market and developing very specific strategies to best address our customers. We understood we cannot do everything and we need to prioritize and narrow down things but doing them very, very, very well. Thanks to the Kickstart mentors and network, we were truly able to connect with many helpful and relevant experts for our upcoming months' and years' development. We discovered a startup scene full of people willing to offer their experience and knowledge, giving us tips, lessons and event intros to let us grow. We are amazed by how much we can achieve here if we keep working hard.

If you had a chance to change something in the Kickstart program what would that be?

Many early-stage startupper would think that the life in an accelerator is just about equity-free funds (actually, this is a very special bonus for Kickstart) and a few masterclass sessions. Well, here at Kickstart, this is definitely not the case. We still didn't have time to breathe and honestly, we couldn't think of one thing that we would change, for now. Hopefully, the hard work of the guys at Kickstart will keep providing fertile ground for startup improvement, and we hope this connection will also last beyond the end of the program. We would like to thank all involved in Kickstart Accelerator for making one of the best programs we experienced so far.

What are your future plans for your company?

We recently launched our crowdfunding campaign on Katana Platform and are negotiating important proof-of-concept deals with companies here in Switzerland, so our future in terms of where we will end up in the next months is still a bit mysterious. We want to keep working with our first clients and maybe expand too in Milan, and also settling a bit more officially in Zurich; we'll probably buy a train ticket plan for the first months, as, in the end, they are not too far from each other. We are confident that the access to funding and big corporations in Switzerland can be as decisive as the link to the design and fashion industry in Milan. After all, people really appreciate our made-in-Italy style and we don't want to completely turn our back on our roots. We can't wait to have a proper office space though, where we can all commit full (day) time to this company. We currently commit full nights and weekends!



Felipe Hernandez

Alessandro Grampa

Milica Mladenovic

Arturo Montufar

www.hexagrourbanfarming.com

IFUTURE ROBOTICS

iFuture Robotics is an industrial robotics company with a key focus on logistics automation. Established in 2016, the start-up builds hardware robots that can pick up and move inventory in large warehouses and factories. They also provide AI-powered Warehouse Management System software to run operations to create an end-to-end solution. The company is currently working with leading retailers in India to help improve efficiency in order fulfillment.

What's your company's mission?

We want to be the leading robotics company in India by 2018. Our mission is also to be the world's leading Mobile Robotics company by 2025.

Why did you join the Kickstart Accelerator program?

We looked up the partners of the program and saw some interesting names, including ETH Zurich. We wanted to connect with the Swiss ecosystem and explore how we could apply our technology to European markets.

What has been the most valuable lesson that you have learned since joining the program?

There are many lessons I have learnt from the program through the master classes. I particularly liked the culture of collaboration and the exchange of ideas, be it in product development or business strategy.

If you had a chance to change something in the Kickstart program what would that be?

I would probably add in a few more technical master classes with help from ETH.

What are your future plans for your company?

We have initiated discussion for POCs here in Switzerland. We look to successfully complete them and deliver value to customers. Based on how business goes, we will be keen to setup an office in Switzerland and also reach out to other customers in Europe. We are co-innovating with SAP on a Co-Bots concept that will allow humans and robots to work together in a single environment. We also have a major product release for the logistics sector coming up in 2018, so we look forward to exciting times ahead.

What thought would you like to share with the entrepreneurial community?

I have been often asked if robots will take jobs. I think that thought is overrated. Industrial robots are machines. They do jobs for humans that are mundane and hazardous. I don't think any human must walk 5 miles and lift loads in excess of 30 kg 500 times a day to make a living. Engineers must find a way to come up with solutions for such problems. Human workers can then be skilled to run these machines. Adding robots makes companies more efficient and increases sales, and that drives further job growth. Technology in any field replaces old jobs with better and more productive ones.



Rajesh Manpat

www.ifuturerobotics.com

JAMIE & I

Jamie & I was established by two sisters who sought to combine their passions for fashion and technology to create Jamie – the AI-driven, virtual stylist. Jamie uses artificial intelligence to get to know your personal style and sends you a curated selection of outfit recommendations tailored to your taste – the Spotify for fashion.

What's your company's mission?

At Jamie & I, we wanted to create a solution that flips the current e-commerce model on its head and truly masters personalization. Our mission is to take the hassle out of online shopping and put inspiration back into it – so you can focus on the important things in life and look great while doing so.

Why did you join the Kickstart Accelerator program?

The Kickstart Accelerator was a one of a kind opportunity for us to validate the Swiss market as our next focus as well as get fast-track access to the amazing experts and mentors in the Swiss startup ecosystem.

What has been the most valuable lesson that you have learned since joining the program?

That collaborative thinking creates magic.

If you had a chance to change something in the Kickstart program what would that be?

I would make it last longer.

What are your future plans for your company?

To grow our service and customer base in Switzerland and Europe.

“

At Jamie & I, we wanted to create a solution that flips the current e-commerce model on its head and truly masters personalization.

”

www.jamieandi.com



Lidia Bolla



Antonia Bolla

KITRO

KITRO is a fully automatic food waste management solution for restaurants and canteens.

What's your company's mission?

KITRO seeks to raise awareness and tackle food waste by designing sustainable products that enable users to take responsibility and address this growing issue.

Why did you join the Kickstart Accelerator program?

The Kickstart Accelerator's strong reputation and credibility in Europe was the initial enticement for us to apply. Its substantial foundation, international entrepreneur community and highly-regarded mentors are incomparable to competing programs. Additionally, we identified a strong link between our startup and the food verticals and partners.

What has been the most valuable lesson that you have learned since joining the program?

Since starting the program, the most valuable lesson learnt has been that there is very strong support for startups in Switzerland at the moment. Everyone wants to assist startups and it is key to talk to diverse experts and insiders to receive as much feedback and insight to deliver the best possible product to the market.

If you had a chance to change something in the Kickstart program what would that be?

It would be great to be able to spend more time at the program and really get to know all of the other startups. The program offers an abundance of support and it is up to each startup to take advantage of it.

“

The idea was inspired by our personal experiences in the F&B industry as we observed daily the large amounts of avoidable food that were thrown away

”

What thought would you like to share with the entrepreneurial community?

The idea was inspired by our personal experiences in the F&B industry as we observed daily the large amounts of avoidable food that were thrown away. Our work experience in kitchen and service positions combined with our educational background give us a great insight and understanding of the issues faced within this industry. This information has allowed us to develop a product that will not only be extremely impactful on the environment but will also be tailored to the

work environment in which it is established. We are motivated to make a change in this traditionally low-tech industry by helping restaurants to effortlessly change their working practices towards more sustainable and efficient workflows.

www.kitro.ch



Naomi MacKenzie



Anastasia Hofmann

LIBRYO

Libryo is a LegalTech or RegTech company working towards the goal of making the law accessible to non-lawyers around the world, starting with environmental and health and safety law.

What's your company's mission?

Simplify regulatory complexity and bring a new generation of legal solutions to users across businesses to help them understand what laws they need to comply with, making the process easier and more accessible - think of a social network for legally responsible people.

Why did you join the Kickstart Accelerator program?

A quality list of partners, an international flavor, a wonderful opportunity to explore the Swiss market. We see Switzerland as a great place to develop our European presence and from which to launch into neighboring markets. The languages and cultural insights are very helpful.

What has been the most valuable lesson that you have learned since joining the program?

Pitching, pitching, pitching. Seriously though, learning to be concise! Pitch your business in 30s. Wow!

If you had a chance to change something in the Kickstart program what would that be?

It's too short! No really, not much, I think the crew are awesome! Where there is room to improve, they are very open to the feedback!

What are your future plans for your company?

Today, Switzerland, tomorrow, "Hello world". Seriously though, we have our collective heads down and are working hard to take Libryo to the next level.

What thought would you like to share with the entrepreneurial community?

This is an awesome country, simply beautiful, and we have felt very welcomed. Thank you! As for something interesting, we look forward to "whoop, whoop!" becoming a local war cry when the ZebraCorn brand hits stores in Bahnhofstrasse.

“
*Pitching, pitching,
pitching. Seriously
though, learning to
be concise!*
”

www.libryo.com



Libryo-Team

NEUROPROFILER

Neuroprofiler helps financial institutions better assess the risk profile of their retail clients for regulatory and business purpose. They use behavioral finance and machine learning to help financial advisors better understand their customers. Their digitized investment games also offer a user-friendly experience for clients.

What's your company's mission?

Our main mission is to help financial institutions cope with the challenges of the 21st century: digitization and regulation.

Financial regulation may appear painful for most banks everywhere in the world. However, with our solution they can turn this burden into a competitive advantage. We offer a fully digitized solution that revolutionizes the traditional paper-based risk profiling questionnaires which cost so much in terms of time and money to financial advisors.

Besides, our algorithm based on behavioral finance makes it unique. It enables financial advisors to be better aligned with their clients' risk profile and expectations.

Why did you join the Kickstart Accelerator program?

We started our business in France and early on looked for international opportunities. Switzerland came in first thanks to its reputation as a worldwide wealth and asset management hub.

However, being in the hot spot is not enough. You have to learn who to contact and how to do it. That is why we applied for the Kickstart Accelerator program. The decisive points for our application were the large network of corporate partners in financial services as well as top quality mentors and experts.

What has been the most valuable lesson that you have learned since joining the program?

There have been so many! And some of them were not even expected! If we had to choose one, we would say that the program truly helped regarding the whole sales process from our cus-

tomers target to the way we present our solution to prospects.

Furthermore, discovering the other Kickstart startups and meeting extraordinary entrepreneurs was very enriching, both from professional and personal points of view.

If you had a chance to change something in the Kickstart program what would that be?

We would have liked to meet more small financial institutions through Kickstart.

What are your future plans for your company?

In the following months, we are going to focus on customer acquisition in the segment of small- and mid-sized financial institutions.

We are also planning a new funding round in order to gain broader geographical scope (US, APAC).

In the mid term, we would like to explore other markets apart from client suitability assessment: credit scoring, talent management and financial education, to give a few examples.

What thought would you like to share with the entrepreneurial community?

We are really enthusiastic about behavioral finance and like spreading its concepts. The big idea behind the theory is that there is often in life a major difference between what you state and how you behave – especially when it comes to investment decisions.

That is why we were delighted that Prof. Richard Thaler was awarded the Nobel Prize in Economics for his research on behavioral finance two weeks ago.

www.neuroprofiler.com



Tiffany Saltini

PARQUERY

Parquery provides real-time data on parking availability and parking duration for road vehicles and trains. Parquery started as an official spin-off from ETH Zürich with expertise in computer vision and deep learning. The startup now has more than 40 customers worldwide and plans to expand from smart parking into new smart mobility applications, such as vehicle and people counting.

What's your company's mission?

Parquery's mission is to use its expertise in computer vision and deep learning to provide reliable and accurate information to smart city and smart mobility operators, using cameras as input.

Why did you join the Kickstart Accelerator program?

We joined the Kickstart Accelerator for its renowned mentors and coaches, to be able to run PoCs with large Swiss enterprises and cities as well as for the visibility that the program can provide.

What has been the most valuable lesson that you have learned since joining the program?

Before joining the program, our social media

marketing efforts were quite limited. After joining the program, we realized the importance of such channels and greatly increased our presence.

If you had a chance to change something in the Kickstart program what would that be?

Having a set of (shared) multiple coaches per startup, each one with his/her own expertise could give the startups the possibility of having more in-depth insight into different topics.

What are your future plans for your company?

We would like to further grow the international sales of our smart parking solution as well as start exploring a couple of very interesting use cases in the smart mobility domain,

using our computer vision technology.

“
Before joining
the program, our
social media market-
ing efforts were
quite limited.”



Parquery-Team

PRICEHUBBLE

PriceHubble works to turn huge datasets into accessible insights to help you successfully navigate the real estate market. Their team of 15 draws from their experience in Machine Learning, GIS, the real estate market and consulting to make this happen, assisting in transforming startups into sturdy companies. Today, PriceHubble provides real estate valuations and predictive analytics via APIs and intuitive applications.

Established in Switzerland in 2015, the startup has recently expanded their operations to France.

What's your company's mission?

We want to enable smarter real estate decisions by bringing the latest in machine learning, big data analytics and ultra-convenient data visualization to market participants along the entire real estate value chain. The real estate market is complex. We make it simple and instantly accessible for you.

Why did you join the Kickstart Accelerator program?

First, we are thrilled that Zurich/Switzerland is providing such a great opportunity for local and international startups to spur their growth. We joined the Kickstart Accelerator to further shape our product line, to tap into the great and wide expertise in its network and to create new opportunities and use-cases for the broader Swiss Fintech universe. Finally, startup life can be hard and lonely. The option to join a motivated and mutually inspiring community of entrepreneurs was thus attractive.

What has been the most valuable lesson that you have learned since joining the program?

Almost every mistake has been made before – so ask and listen to those who have done them be-

fore and can help you avoid making them again. Also, the mentor program within the Kickstart Accelerator has been tremendously helpful (thanks Thomas!).

If you had a chance to change something in the Kickstart program what would that be?

Honestly, we like every aspect of it, even the fact that the (great) space has been partially under construction, also during the program. A bit like a startup, really.

What are your future plans for your company?

With our recent expansion to France we have already demonstrated the scalability of our approach. We intend to further expand our business into the largest real estate hubs and want PriceHubble to play a role in every real estate transaction.

What thought would you like to share with the entrepreneurial community?

As a Swiss-based startup, we are like many others struggling with the current regulation for non-EU hires. We are advocating de-regulation and more flexibility for startups to get better access to this large talent pool.

“

First, we are thrilled that Zurich/Switzerland is providing such a great opportunity for local and international startups to spur their growth.

”



Markus Stadler



Oliver Bachem



Stefan Heitmann

RADICAL

RADiCAL seeks to make human motion capture accessible to everyone, supported by the latest advances in Artificial Intelligence.

What's your company's mission?

Our mission is to deliver the most powerful, software-only AI to enable every machine and consumer device to see and understand human motion in three-dimensional space.

Why did you join the Kickstart Accelerator program?

We're attracted to the program's experts and the corporate partners that support it. We also have a specific interest in working with a number of people and labs at ETH Zurich.

What has been the most valuable lesson that you have learned since joining the program?

We are frequently approached by potential corporate customers through the Accelerator to think about customizing our product for their industrial needs. However, no matter how attractive these opportunities are (and they are supremely exciting), it is imperative that we remain focused on our core market: motion capture for 3D animation.

If you had a chance to change something in the Kickstart program what would that be?

We genuinely wouldn't want the program to change. Obviously, the program should always strive to attract the most compelling startups anywhere.

What are your future plans for your company?

While remaining headquartered in New York, we are opening an office in Zurich to attract top talent from local universities in the areas of machine learning and data science to support our launch into the global 3D animation space in January 2018. Within 12-18 months, we intend to grow our team to around 15 people and gradually expand into other promising verticals that need smart human motion tracking systems, including smart cities, autonomous traffic management systems, industrial robotics and health.

What thought would you like to share with the entrepreneurial community?

We believe Zurich can and must compete with San Francisco, New York, London and Berlin to offer an attractive home for technology startups. Zurich has a unique opportunity to offer, what is probably the best-balanced combination of talent, quality of life, and access to customers and markets.



Gavan Gravesen

Anna Bellini

RENT'N'SHARE

Rent'n'Share is an intrapreneur project out of AXA insurance and Swisscom. Its aim is to offer long-term car rental as an alternative to owning a car. Thereby, you will get maximum freedom and can even share your car, if you like.

What's your company's mission?

At Rent'n'Share we want our customers to enjoy freedom: Freedom to have a car at their disposal whenever they need one, all at a fixed monthly price including everything; Freedom to drive a convertible in summer and a 4x4 SUV in winter if they want. There's no long-term contract lock-in, so you're flexible when the circumstances of life change. And, finally, the freedom to share your car, if you like. We believe that you don't need to own a car to use it. We will make sure that getting a car is simple, easy and flexible. With Rent'n'Share, our customers will have peace of mind.

Why did you join the Kickstart Accelerator program?

Kickstart Accelerator is extremely important for us. Without it, we would still exchange Powerpoint slides and discuss risks, as two large corporations would normally do. Here at Kickstart Accelerator, we're forced to go forward and deliver and that speeds up the whole process for us. Plus, we benefit from all the experts, mentors and the knowhow of our peers.

In addition, both AXA and Swisscom are sponsors. That alone is valuable as you have very

good access to innovative start-ups from around the world. But being a participant brings even more value to our companies. We learn a lot and can show that we don't only talk about start-up business, but also know how it feels to be one.

What has been the most valuable lesson that you have learned since joining the program?

“
In addition, both AXA and Swisscom are sponsors. That alone is valuable as you have very good access to innovative start-ups from around the world.
”

Two large corporations can put a team together and act as an startup - if they really want to do so.

If you had a chance to change something in the Kickstart program what would that be?

There are a lot of great experts and mentors. It would be great to additionally have a shared pool of freelancers for web design, content creation, developers, designers, etc. which we could easily book via the program (e.g. every start-up has 10 hours free to use

with these freelancers)

What are your future plans for your company?

We aim to become the leading player in car sharing and long-term rental in Switzerland. In 2018, we will have to found a company which will start with some hundred cars.



Rent'n'share-Team

SPARK HORIZON

Spark Horizon is a fast-evolving company which was established in late 2016 founded by former clean-tech investment specialist Thibault Castagne. He recognised that the last remaining obstacle to electric car penetration was the scarcity and capital intensiveness of charging infrastructure. He believes building a business model that is independent of the number of electric cars is crucial to solving this problem.

What's your company's mission?

Spark Horizon is democratizing access to electric car charging stations so that everyone can have access to electric mobility.

We solve the biggest infrastructure issue for electric cars, thanks to an agnostic and universal charging solution: drivers can charge for free, with an advertising system covering the costs. This freemium model is viable even with low electric car utilization rates.

Our product is a fast-charging station with a patented industrial design and ventilation system, as well as a proprietary smart communication system.

Why did you join the Kickstart Accelerator program?

We applied to join the program for several reasons: Kickstart Accelerator offers the chance to connect directly with public and private entities in a collaborative environment. Investors and potential partners approach the program with an open mind and collaborative intentions. Juggling these various stakeholders is time-consuming and challenging for a start-up. Kickstart Accelerator offers excellent support with their own team of experts managing the relationships and identifying excellent opportunities for the start-ups to pursue.

What has been the most valuable lesson that you have learned since joining the program?

Never underestimate the value of collaboration.

If you had a chance to change something in the Kickstart program what would that be?

Perhaps there could be more clear communication with cities/municipalities, i.e. on what the program would expect in terms of support. Kickstart possibly underestimates the amount of positive influence it can have on the innovation and mind-set of cities and municipalities.

What are your future plans for your company?

We are very ambitious and are already planning further installations in Switzerland and France. We will also map out expansion in the UK, Spain, Portugal, as well as Germany and Austria.

What thought would you like to share with the entrepreneurial community?

We are excited to be installing our first charging station here in Zurich at Kraftwerk and to start rolling out installations in France in the coming weeks. Transitioning to electric mobility can be made easier for drivers regardless whether they own or share their cars. Charging will be offered at convenient locations where you live, work, play and shop. With the release of our easy-scheduling app and other premium services, drivers will be better served and will be able to experience a seamless transition to electric mobility.



Spark Horizon-Team

STATE OF PLACE

Having transformed what was previously an art into a science, State of Place is moneyballing city-making. Their predictive analytics, SaaS, identifies how to make cities more walkable, livable and smarter, while getting the biggest bang for the buck. The Boston-based startup seeks to quantify what people love about places (based on 290+ urban design features), identifying optimal ways to make them better, and forecasting the benefits of making them more walkable to help cities and developers quell naysayers, get approvals, and secure funding faster and more affordably than hiring consultants.

What's your company's mission?

Our mission is to make the world a more sustainable, livable, and equitable place through better urban design. Our vision is to disrupt the planning and real estate industry, replacing the pervasive ideologically-based, expert-driven approach accessible only to a few, with an evidence-based, data-driven one accessible to the many.

Why did you join the Kickstart Accelerator program?

Kickstart's robust Smart City focus, connection to corporates and experienced mentors as well as its equity-free funding structure made them a perfect match for us. We were also at the point in our start-up where having the opportunity to take a step back and focus on optimizing our value proposition and refining our product-market fit was particularly invaluable. Finally, we were keen to understand how best to position ourselves within the Swiss and European Smart City market.

What has been the most valuable lesson that you have learned since joining the program?

The Kickstart program gave us the room and opportunity we needed to take a step back and explore how our value proposition could be applied beyond the planning and real estate sectors. While we are still committed to working with cities, we are learning that they need not be the sole purchasers of our product - that there is an opportunity to triangulate within the Smart City space and work directly with corporates like telcos and insurance companies. Kickstart has made it possible to not only directly interface with these other verticals but also test the potential for two-sided business models, especially as a way to accelerate - or Kickstart - growth!

If you had a chance to change something in the Kickstart program what would that be?

We had a selection boot camp in July, and the program started in September. Particularly for Smart Cities startups, it could be valuable to get connected to cities right after the selection, as the engagement decisions in B2G are lengthy and complex. In addition to that, there are two weeks of school holidays in October, when the work in the public sector slows down. It might be beneficial to start the conversation in advance to take full advantage of the program.

What are your future plans for your company?

We are looking to secure a \$1M seed round to fund our product roadmap and expand sales and marketing. While we are currently optimizing our algorithm to reduce data collection time, we are looking to apply visual machine learning to automatically detect our data from street-level images. Additionally, we are planning to expand our forecasting model to calculate how changes to the built environment - as measured by State of Place - impact other measures beyond real estate values - that help address pain points of interest to other Smart City segments, such as healthcare costs and outcomes, traffic injuries and fatalities, greenhouse gas emissions and vehicle miles traveled, and well-being and productivity.

What thought would you like to share with the entrepreneurial community?

While there are other "data" startups tackling city problems, the way I like to explain how we are different is by distinguishing between the typical data-science approach and our social-science approach. The former is great for predicting outcomes - analogous to telling you whether you will get cancer. But for us, we take that a step further. We tell you what to do to prevent getting cancer, and what to do if you get it!



Mariela Alfonzo

www.stateofplace.co

TASTE OF KENYA

Taste of Kenya is simplifying the supply chain by connecting Kenyan farmers to coffee buyers globally through direct trade. This ensures the supply chain is shortened, resulting in a fairer price for the farmer whilst the coffee buyers benefit through better traceability of coffee. Taste of Kenya distinguishes itself from other coffee companies by buying coffee directly from the farmers and, therefore, being able to guarantee quality. This unique selling proposition will be further supported by an online platform that will connect users directly to farmers.

What's your company's mission?

Simplifying the coffee supply chain by linking Kenyan coffee farmers to coffee buyers in external markets.

Why did you join the Kickstart Accelerator program?

We joined the Kickstart Accelerator program to work with innovative corporate companies and refine our value proposition to the retail market. This has been an insightful program and, along the way, as a company, we realized that we needed to refine our business model and unique value proposition. This has been a refreshing exercise for us as it has enabled us to focus on refining our company's vision and business model to enable us to have a unique and differentiated business proposal.

What has been the most valuable lesson that you have learned since joining the program?

That the right team is crucial in executing the vision of the company. In this regard, a bad idea can be executed successfully by a good team, however, a good idea cannot work if executed by the wrong team.

I've also learnt that the company's vision has to be right when you go to market as it will help define the business model that will make your startup successful and also keep the startup focused.

If you had a chance to change something in the Kickstart program what would that be?

The learning element (mandatory workshops) should be condensed in a block week to enable the startup to really learn early on in the program and use the rest of the time to implement the lessons they have learnt directly in the company.

What are your future plans for your company?

A future where every consumer can roast their own coffee. We aim to provide the green coffee beans directly to the consumers to enable them to roast coffee to their own individual preferences on home roasting machines. This will be ideal as every coffee lover globally can roast and drink coffee made to their own preference.

What thought would you like to share with the entrepreneurial community?

Kickstart has been a great platform as it enables many different companies from different verticals to work together. This should not be underestimated as spending time with other startups in a co-working environment helps in sharing ideas and identifying future trends and technologies. It is in the sharing of ideas and co-creating that a company can learn to refine its value proposition and become unique. This process does not happen in isolation but only by speaking to others and sharing ideas.



Zipporah Gatiti

UHOO

uHoo is an indoor air sensor that monitors and analyzes the air you breathe and provides you with insights and recommendations on how to create a healthier and safer home and workplace.

What's your company's mission?

Making the world healthier, one breath at a time.

Why did you join the Kickstart Accelerator program?

We joined the program because we would like to enter the Swiss market and obtain corporate clients in Switzerland.

What has been the most valuable lesson that you have learned since joining the program?

Switzerland is strict on rules and following processes/procedures.

If you had a chance to change something in the Kickstart program what would that be?

Fewer classes/workshops because those don't add much value given the stage of where the startups are at right now.

What are your future plans for your company?

Build an indoor air map of the world and heighten people's awareness of its importance.



Dustin Onghanseng



Brian Lin



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IMPRESSUM

SWISS ENTREPRENEURS MAGAZINE
(ISSN 2504-3285)

PUBLISHER

Madam Larcher Online Concepts
Hofstrasse 1c 8192 Glattfelden Schweiz
Handelsregister Nummer
CHE-180.323.321

PUBLICATIONS

January - February
March - April
May - June
July - August
September - October
November - December

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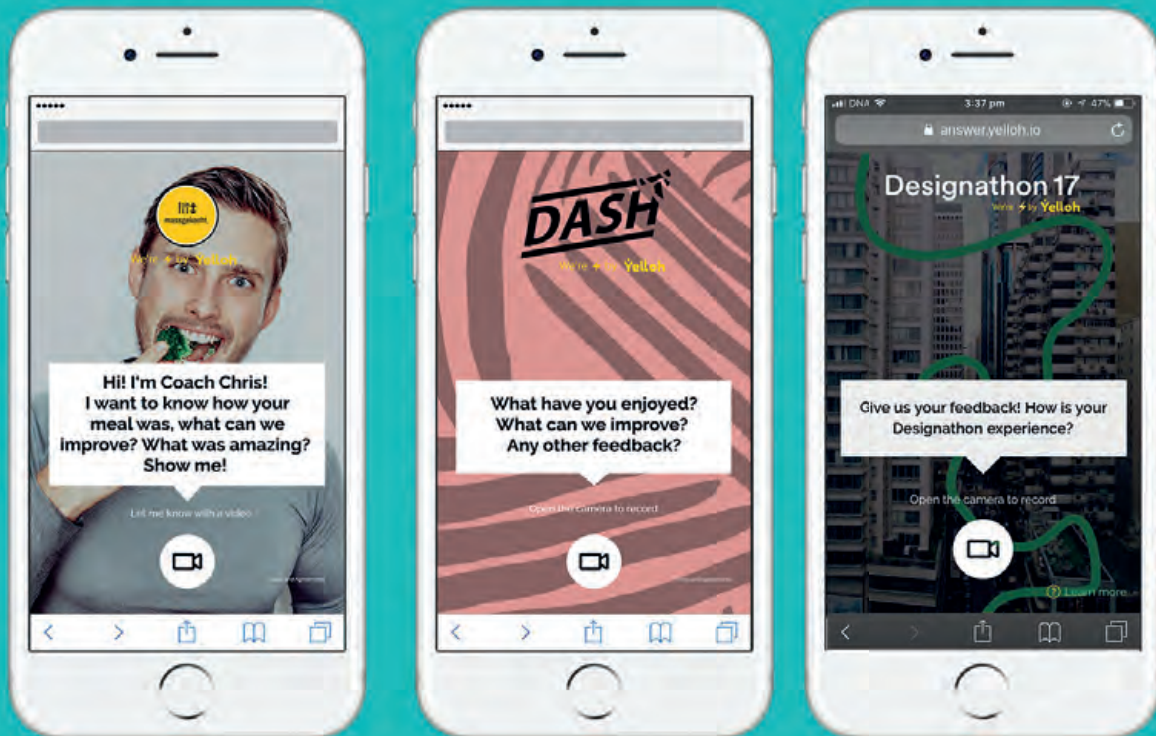
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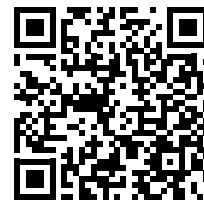
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