THE >>venture>> COMPETITION PLAYBOOK

Everything you want to know before participating and how to win
TABLE OF CONTENTS
WHAT’S INSIDE

02 About You
04 About >>venture>>
06 Why >>venture>>
10 How the Competition Works
16 Participation Requirements
17 Business Case Criteria
18 Jury Recommendations
21 Apply
22 Advisory Board 2021
ABOUT YOU

Hi there. We’re >>venture>>, the leading startup competition in Switzerland. Nice to e-meet you.

If you’re here, it’s because you have an idea. An innovative one at that. So, before we tell you more about ourselves, let’s talk about YOU.

You’re probably asking yourself, “can I even participate in this competition?” We’ll give you a checklist of where you should be in terms of your startup to give you a sense if you’re in the right spot. We’ll get into the details of the competition soon enough. Promise.
ABOUT YOU

FIRST AND FOREMOST, I HAVE AN INNOVATIVE BUSINESS IDEA OR OPERATING STARTUP

I CONSIDER MYSELF AN EARLY-STAGE STARTUP

I HAVE A BUSINESS STARTUP IDEA, BUT I HAVEN’T FIGURED OUT ALL THE DETAILS YET, OR I HAVE A STARTUP AND HAVE PAYING CUSTOMERS

I’M BASED IN SWITZERLAND AND PLAN TO (OR HAVE ALREADY) OPEN MY BUSINESS IN THE COUNTRY

IF YOU’VE CHECKED THESE BOXES, THEN SETTLE IN. THIS COMPETITION JUST MAY BE WHAT YOU’RE LOOKING FOR.
Now that we know a little about you, let us introduce ourselves. Founded in 1997, >>venture>> was one of the first major players in the budding Swiss startup ecosystem and has become the leading startup competition in the country. Over the last 20+ years, >>venture>> has built a vast network of knowledgeable industry experts eager to share their guidance with early-stage entrepreneurs such as yourself.

In addition to access to mentorships from our network, you also get non-dilutive cash prizes. Every year, we give out over CHF 500,000 to the most innovative Swiss startups. The Grand Prize winner wins CHF 150,000 to jumpstart their journey!
Here’s a quick overview:

- **Participate in 1 of 5 industry verticals:** Finance & Insurance, Health & Nutrition, ICT, Industrials & Engineering, Retail & Consumer Services

- **Total prize money:** CHF 510'000, with CHF 150'000 for the Grand Prize winner, and CHF 10'000 for the Audience Award winner

- **Organizers:** ETH Zurich, McKinsey & Company, Knecht Holding, Innosuisse, EPFL

- **Participants:** > 300 teams per edition

- **Support:** Mentoring for finalists, pitch training workshops, industry contacts, all free of charge

- **Jury:** 150+ jurors and the Advisory Board evaluate pro bono in a four-stage process. See who they are on our website.

**Did you also know we have events open to everyone?**

Every year, we host a Kickoff event to mark the opening of the competition. We also host events in collaboration with the Swiss Federal Institute of Intellectual Property to help you navigate the world of IP. Lastly, you'll have the chance to sit down one-on-one with jurors and your business case to ask your burning questions before the submission deadline.
WHY >>venture>>

Good question. For starters, we’re rooting for you. Our goal is to foster innovation and entrepreneurship by providing startups access to experts in your particular field and who work in your industry. Not to mention, a nice boost with cash prizes and visibility in the ecosystem and media.

Most of our alumni will also agree on one thing about their >>venture>> experience. The quality of the network they got access to was unparalleled.

Bottom line, at >>venture>> you get validation by Switzerland’s most successful C-Suite executives that YOUR idea is the next great idea! That, in itself, is priceless. Oh yeah- you’ll be pitching live in front of them too.

FOR EXTRA CONVINCING, CHECK OUT WHAT OUR ALUMNI HAVE TO SAY.
»venture» was an excellent way to kickstart our business. It allowed us to get in contact with the first set of investors, and the extensive media coverage allowed us to reach a large audience.

ANDREAS SCHMOCKER
CEO and Co-Founder of Lumendo, 2017 »venture« winner

We don’t think we would be where we are without »venture«. With every step of the competition, and every contact we’ve made, whether through the pitch training, live pitches, mentor sessions, or our meetings with McKinsey & Company, our idea has been refined at every step into something we’re really proud of.

CARMEN ESCAÑO SERRANO AND SILVIA MARQUEZ CALVET
Co-Founders of Nuniq, 2020 »venture« winners
During the »venture» competition we were able to meet people who would otherwise not have been reachable for us as a start-up. Participating in »venture« gives you the support you need as a young entrepreneur. You meet the people and coaches that challenge you based on their experience and finally you get money without any obligation. »venture« gives you a boost: you still need to do all the hard work, but it provides you with the necessary support and network.

DR. YANN TISSOT  
Co-Founder of L.E.S.S., 2014 »venture« winner

I think the »venture« competition helped us to build up our network, to learn how to write a business plan because we were scientists before, to get in contact with our first customers, and to learn how to do business. This helped us accelerate as a startup.

FELIX MAYER  
Co-Founder and CEO, Sensirion, 1998 »venture« winner
Applying to the »venture» competition meant that – for the first time – we wrote the business idea for novoMOF AG down on a piece of paper. The feedback that we received from the »venture» jury during the competition was incredibly valuable and helped us to improve our business model. After winning the business idea track, our entrepreneurial spirit and confidence was skyrocketing. We had a consolidated business plan and 10'000 CHF prize money in your hands and we were ready to take the next step. We invested the prize money to exhibit our business idea at the leading industry conference, where we generated our first leads. Furthermore, the »venture» credential gave us enough credibility/visibility to be noticed by seed investors. Exactly 6.5 months after the competition, we closed the seed financing round and founded the company two months later.

DANIEL STEITZ
CEO & Co-Founder novoMOF, 2016 »venture» winner
It’s a 5-step process which we’ll delve right into, but if you want to skip the reading, you can also watch this quick video.
HOW THE COMPETITION WORKS

STEP 1

Turn in your written business case (10-20 pages in English and PDF format) on our website, www.venture.ch/participate

- TIP: this document will be doing the pitching for you, so keep this in mind when choosing what to include for the jury to review.

- Every single participant will receive highly valuable written feedback from 3 different jurors.

- Upon request, every applicant also receives a CHF 300 voucher valid for IP research at the Swiss Federal Institute of Intellectual Property.

SUBMIT TO PARTICIPATE!

FIVE INDUSTRY VERTICALS

Finance & Insurance
Health & Nutrition
ICT
Industrials & Engineering
Retail & Consumer Services
You’re one step closer! From the written submissions, each of the 5 industry verticals will choose the top 10 finalists (you’ll find details on the grading criteria below). The 50 finalists will then move to the following round which consists of pitching our Jury Round 2 followed by a Q&A session with them.

- **TIP:** Check out the juror profiles on our website to know who you’ll be pitching to and tailor-make your live pitch.

- Interested in mentorship? You’ve earned it! As a finalist, you get access to the >>venture>> mentors across many different industries.

- Refine your pitching skills by participating in a pitch training session held by McKinsey & Company communications experts and investors.

- Five of the 50 finalists will be chosen as finalists for the >>venture>> RTS Audience Award.
Only 3 startups from each of the 5 verticals will be selected by our Jury Round 2 as >>venture>> winners. Congratulations you’re officially a winner, but now you have to battle it out to earn your rank within the top 3.

• TIP: Learn from any mistakes/questions during Jury Round 2 and apply them to your live pitch in front of our Advisory Board.

• As a >>venture>> winner, you qualify to receive non-dilutive prize money!
  - 1st place: CHF 50,000
  - 2nd place: CHF 20,000
  - 3rd place: CHF 10,000
This is it! It will be a big day for you; you get to pitch in front of C-Suite executives from our Advisory Board and celebrate the Award Ceremony all in one day. Bring your A-game and be ready to impress. The Advisory Board will be the deciding factor on how you will rank amongst the winners.

- **TIP:** Know your jurors! Study who you’ll pitch to and prepare accordingly. Don’t be afraid to share your long-term vision alongside your practical short-term next steps that will steer you in the right direction. Lastly, don’t neglect your numbers, they paint an essential picture of your startup.

- Those who rank 1st place will receive a business consulting package from McKinsey in addition to the CHF 50,000.
HOW THE COMPETITION WORKS

STEP 5

The first-place winners in each of the 5 verticals will now pitch again to the entire Advisory Board. Each startup gives everything they have for their shot at an additional CHF 100,000 and to be crowned >>venture>> Grand Prize winner!

• TIP: Don’t be afraid to think really big here. Describe how your idea can change the world.

• Grand Prize winner wins a total of CHF 150,000 and a business consulting package from McKinsey & Company.
Now that we know more about each other, let’s delve into the details. What do you need to successfully participate in this competition?

- An innovative idea - can’t stress the importance of this enough!
- 10–20-page business case written in English - details on this in a bit
- If you’ve registered your business with the Commercial Registry, it must have been within the past two years. If you haven’t registered your business yet, that’s no problem, you can still participate.
- Legal residence in Switzerland - Residence of one team member is sufficient.
- Intent to operate your business in Switzerland

The following is a list of elements that are not required, but are accepted in your business case submission:

- A prototype - you can send us a video/pictures of how it works
- An MVP
- Customers/pilot projects
- Sales
- IP patents
YOUR BUSINESS CASE CRITERIA

A detailed breakdown of the necessary content of your business case can be found here. But, you’re extremely busy and your time is valuable so here are the highlights:

Grading criteria:
- **Market- 12%**
  - Discuss market trends, your positioning, USP and marketing strategy.
  - If you have any market validation/traction, mention it here.

- **Technology/Product- 12%**
  - Present your product: a product development roadmap and status.

- **Innovation-12%**
  - Tell us why you’re different. Where does your innovation lie?

- **IP-4%**
  - Have you protected your intellectual property? If so, how? If you haven’t, what are your future plans to do so?

- **Business Model-12%**
  - This is a big one! Explain how you’ll make money with your innovative concept.

- **Sales Strategy-4%**
  - You have a great product/service, discuss how you will convince your customers to make a purchase and keep purchasing.

- **Funding-4%**
  - Let us know what funding you’ve received to date and how you plan to acquire funding in the future to support your business model.

- **Financials-4%**
  - Show us the numbers. Although it’s only 5% of the entire submission, this gives our jurors a sense if you really understand the business side of things.

- **Team-12%**
  - A startup is only as strong as its team. Show off your starting lineup and the positions you know you need to fill to complete your all-star team.

- **SWOT & Risks Analysis-4%**
  - Demonstrate that you have looked at your business from as many angles as possible with a SWOT and risk analysis. How are you addressing the gaps?

- **Sustainability-12%**
  - Tell us how your startup contributes to the UN Sustainable Development Goals.
A few insider tips from the jury themselves:

Your business case submission should pitch for you. The first round is by written submission only. That means, your submission should be clear, concise, and inviting to read for the 3 jurors who will review your case. Beware of long, wordy academic-style papers which can be quite unappealing when trying to sell a business idea.

- Explicitly state your competitive advantage. Be clear as to why your customers would choose you and not the competition or alternative solutions.

- Be realistic when it comes to estimating your market size. Industry experts will be reading your business case, and they’ll clearly see if your numbers are inflated.

- Refrain from adopting the “if I build it, they will come” mentality. We live in a very crowded and noisy world, and your marketing strategy will play a key role in the success of your business. Clearly explain how you will acquire customers and retain them. Use numbers/statistics whenever possible.

- Allow jurors to evaluate you. Don’t hide information that may be key for a juror to understand your business. This is a highly professional and confidential process, and your privacy is of utmost importance.

- Mention your development plan. What stage of testing are you in? Highlight your technological advantage against competitors (or explain why there is no need to have one).

- Be specific when describing your business model. Make sure to demonstrate how it is scalable, and what advantages you have with respect to what’s currently on the market.

- Lastly, validate a clear demand for your solution on the market.
In this round, you’ll have 5 minutes to pitch in front of our jurors. This will be followed by a short Q&A session. Make the most out of this round by preparing a clear summary of your solution and USP, business model, marketing strategy, team description, and roadmap.

- We know it’s a competition but be honest about where you stand. If you have a potential customer, then just share with us an action plan for conversion. You’re in the early stages and our jurors know this.

- Do you already have real customers? Then be specific. Meaning, are you in a pilot phase, testing phase, or are they paying customers?

- Highlight the benefit to your customer. If you can quantify it, even if it’s an estimate, please do. It’s extremely helpful for our jurors to understand the impact of your innovation. This is even more true for B2B businesses.

- We can’t stress differentiation enough. Why is your solution better than the status quo? Convince us why your customer would incur switching costs or would adopt your solution as opposed to others out on the market.

- Why do you think YOU can make this business happen? What knowledge, skill set, expertise do you and your team have to make this a success? You don’t have the all-star team in place yet? That’s totally fine. Demonstrate that you’re aware of the gaps in your team and don’t gloss over it. The jurors will be happy to know that it’s on your radar.
This is the final round and you’ll be pitching in front of C-Suite executives who will determine your ranking in the competition. Here are a few tips to shape your final pitch accordingly:

- It’s imperative you capture their attention immediately. The Advisory Board receive proposals all day, every day. Make sure yours stands out.

- Don’t forget to paint the big picture about what you’re doing and the “why” behind it. They want to see the next big thing and stand behind something with a cause.

- Storytelling is great, but don’t overdo it.

- Numbers are definitely needed here, but the kind that you can easily digest in a minute.

- Lastly, have a roadmap. Show your short and long-term vision for your business. It’s great to focus on the here and now but show the Advisory Board that you also have big plans and a way to achieve them.
You made it all the way to the end of this Playbook! You’ve accomplished the first step, bravo. We hope that this has provided some insight into the >>venture>> process and experience and that you’re inspired to participate.

Now, the work begins.

Use that inspiration, go polish up your business case, and register for the >>venture>> competition!

Where, you ask? Right here: www.venture.ch/participate

BEST OF LUCK!
THANK YOU TO OUR
2021 ADVISORY BOARD

ascom  
BCV  
BKW  
BÜHLER  
CLARIANT  
CREDIT SUISSE  
DATWYLER  
DIE POST  
EY  
GEBERIT  
HILTI  
IGE | IPI  
JOHNSON & JOHNSON INNOVATION  
NAGRA  
KUDIELSKA GROUP  
LEAPS  
LEISTER  
LEM  
dir Mobiliar  
Nestlé  
NOVARTIS  
Roche  
RTS  
Sensirion  
The Sensor Company  
SIX  
SONOVA  
HEAR THE WORLD  
SRF  
Schweizer Radio und Fernsehfunf  
Swissquote Bank  
Swiss Re  
Tanedio  
UBS  
Valora  
VermögensZentrum  
Vontobel  
ZURICH