

All players place your bets: the digitalswitzerland challenge enters its second round

The second instalment of the digitalswitzerland challenge Demo&Pitch Day took place on Monday 9 April at Kraftwerk Zurich, without a single space to spare. 11 of the 18 key digitalisation projects, which were framed in the form of bets and launched exactly one year ago, were presented to the jury to assess their progress. seven bets paid off, whereas another four came in just short of their goal. The team working on the E-Health bet, Riva Digital, made a particularly impressive showing and was awarded best bet with prize money of CHF 10,000. Meanwhile, the challenge entered a second round with ten new bets.

9 April 2018 – The digitalswitzerland challenge project was launched exactly one year ago. A total of 18 key projects involving digitalisation in Switzerland were ready for launch on 3 April 2017. Over 80 influential partners from the worlds of business, science and government took part in the projects, which were presented in the form of bets. They have been investing in the projects for a year now and are ready to show whether it has all paid off.

During the second instalment of challenge Demo & Pitch Day, it was time to take stock: Eleven bets reached the finish line. Of these, four bets did not quite make good on their promises, but will continue to work towards their ambitious goals. In recognition of the work that they did manage to achieve, they received the Prix de Persévérance award. Seven bets managed to meet their goals, however. The jury, presided over by entrepreneur Barbara Josef, selected the team working on bet Riva Digital as the winner of the first round of the challenge and presented them with CHF 10,000 in prize money. Digital Riva made a bet with a goal to establish a digital ecosystem to increase health care with a first pilot to lower blood pressure. The result is an app that can be used to measure blood pressure directly. More information on Riva Digital can be found [here](#) and [here](#).

No guts, no glory

The event also marked the start of the second round of the digitalswitzerland challenge. To get some of the new key digitalisation projects ready for launch, an

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open innovation platform was hosted together with many attendees from the worlds of business, research and Switzerland's burgeoning innovation community. Ten new teams will now be tackling the challenge to make a real contribution to the digital transformation in Switzerland. An overview of the new bets can be found [here](#).

Stefan Schöbi of the digitalswitzerland Board of Directors commented: *'There's a lot of talk about digitalisation, but you have to put your money where your mouth is. The teams participating in the challenge are proof of what Switzerland can achieve if we take action and are bold about moving forwards while being able to accept that ambitious projects sometimes fail.'*

Christian Wenger, President of digitalswitzerland, added, *'The challenge, which involves collaboration across industries and diverse teams including people from large companies, startups and academia, is the only one of its kind and the first results are impressive. The project once again is proof of the principle: no guts, no glory.'*

Digital innovation hub enters the next phase

The second challenge Demo&Pitch Day also marked the occasion for digitalswitzerland to launch its new open innovation platform. The platform is open to anyone interested in supporting the innovation ecosystem in Switzerland. It aims to connect the various existing Swiss innovation communities and make them viable for Switzerland.

Now it's time to enter the realisation phase for the second round of bets, the results of which will be presented at the next challenge Demo&Pitch Day.

The individual teams are responsible for obtaining funding for their projects/bets themselves. The Engagement Development Fund of the Migros Group has made the overall challenge possible through its funding in the area of collaboration innovation.

For more information, refer to our digitalswitzerland challenge factsheet on the following pages.

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About [digitalswitzerland](#)

digitalswitzerland is a combined initiative by business, public and academic institutions which aims to establish Switzerland as a leading international centre of digital innovation. digitalswitzerland is already active in a wide range of fields, including knowledge transfer, education, start-up ecosystems and political frameworks. The association's members include 75 of the most prominent companies, organisations and innovative locations in Switzerland. The initiative was founded in 2015.

About [Engagement Migros](#)

The Engagement Development Fund of the Migros Group supports projects that promote social change, innovation and testing forward-looking solutions. The performance-oriented funding approach combines financial support with coaching-like services in the pioneer lab. Engagement Migros funding is supported by the companies belonging to the Migros Group with an annual endowment of around CHF 10 million. It has been supplementing the Migros Culture Percentage since 2012.

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Fact sheet: digitalswitzerland challenge

Concept The *challenge* is a platform organised by digitalswitzerland to promote key digitalisation projects. The programme is helping interdisciplinary teams launch groundbreaking projects that can be effectively realised by helping large companies, SMEs, research and politics to join forces. The *challenge* is organised as a competition to create a climate in which the participating projects give each other a productive push and set a rapid pace.

Why The digital transformation is creating new challenges for our world, and Switzerland is no exception with the various large and small companies based here. The overall conditions are good: Switzerland is considered the most innovative country in the world and our prosperity lays the foundation for making game-changing investments whose outcome is not always predictable. For this reason, research and education occupy top positions in global rankings. In addition, getting from A to B in Switzerland does not take long, and the four national languages have made us the best in the world when it comes to collaboration.

With the digitalswitzerland *challenge*, we want to assert these advantages and tackle key digitalisation projects together. digitalswitzerland provides a context for supporting projects by combining the strengths of large companies, SMEs, startups, academia and policy-makers. This means that projects can be implemented more quickly, effectively and with better planning. This improves outcomes through a broad-based approach and achieves greater impact and better visibility through international networks and a coherent approach that goes beyond individual companies, industries and organisations.

How The *challenge* is organised as a competition: presenting the projects in the form of bets signals that their realisation is associated with a high risk of failure. Once a year, the bets are presented at a pitch event and evaluated by a highly qualified jury of representatives from the worlds of politics, science and business.

Schedule

9 April 2018:	Presentation and awards for bets from the 1st round, launch of round 2
April – August 2018:	Realisation phase for bets from the 2nd round
September 2018:	First milestone
Sept. 2018 – Mar. 2019:	Realisation
15 April 2019:	Presentation of results from round 2, start of round 3

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Financing The various roundtables are responsible for financing their projects. The [Engagement Development Fund of the Migros Group](#) supports the project through its funding for [collaborative innovation](#).

Bets of the second round

Smart City Digital Ethics Council Lay Establish framework to deal with ethical challenges in Smart City playgrounds.

Green Data Establish Data Center «green label» and bring Switzerland at the pole position of innovative data hosting countries.

Healthcare Ecosystem

Introduce Blockchain to share medical information amongst all stakeholder in Health Care and Life Science

Re-connect families in times of war

The goal is to identify missing persons by analysing large quantities of data.

Authorization for outdoor professionals

Dematerialize the whole authorization process by integrating all stakeholders, using blockchain.

MyCV

Establish an ecosystem with institutions and employers distributing verified certificates to employees on blockchain.

POC to Industrialisation

Solve the integration of a Proof Of Concept in the legacy system by helping the industrialisation of POC.

E-Government

Position a platform for public administrations wishing to undertake an e-government projects

Digitale Bau- und Zonenordnung (BZO) Make the BZO as regulations readable for machines and make this an open source programm.

DAURA (Fintech: C-Shares Pt. II)

Until the end of 2018: C-Share is fully productive as a Token Factory and until April 2019: 10 capital increases!