

50 international startups aim to gain a foothold in Switzerland

digitalswitzerland's Startup Market Entry Bootcamp is bringing 50 international startups from over 21 countries to Switzerland, giving them a chance to delve into the Swiss startup ecosystem and make contact with potential customers, partners and investors. The event is being offered in this format for the first time in Switzerland with the aim of positioning Switzerland as an international hub of innovation as well as offering companies access to new technologies and innovative business models.

4 June 2018 – The Market Entry Bootcamp, which is being carried out together with the Impact Hub Zurich, kicked off today at Kraftwerk in Zurich and offers 50 international startups a week-long glimpse into the Swiss innovation ecosystem. The startups that have been invited will be presenting their prototypes (minimum viable product – MVP) and promising business ideas in the areas of Fintech & Crypto, Life Sciences & Food, Technology, and Infrastructure & Mobility.

Switzerland's innovation hub as a springboard for international startups

The five-day programme started with pitches and networking activities with established Swiss startup accelerators (MassChallenge, Kickstart Accelerator, F10, Swiss Startup Factory). The agenda also includes opportunities to share thoughts and ideas, as well as 1:1 meetings between international startups and companies.

During eDays in Zurich, startups in the areas of e-mobility and renewable energy will also be presenting their innovative ideas and solutions.

A unique startup bootcamp format

In addition to the Market Entry Bootcamps from the digitalswitzerland Startup Bootcamps series, three Scaleup Bootcamps were successfully held in Lausanne, Zurich and Bern in May. Over 220 1:1 meetings between 60 corporates and startups took place and each of the startups was also able to organise up to seven follow-up meetings for more in-depth business talks.

Nicolas Bürer, Managing Director digitalswitzerland: *'The digitalswitzerland Bootcamps are a unique opportunity to connect companies and start-ups and central to a successful transfer of technology and innovation.'*

For more information on the digitalswitzerland bootcamps, visit
<http://digitalswitzerland.com/startupbootcamps>

About digitalswitzerland

digitalswitzerland is a joint initiative by industry, government and science which aims to make Switzerland a leading digital innovation hub worldwide. digitalswitzerland thus plays an active role in different areas, such as knowledge transfer, training, startup accompaniment and political frameworks. The association groups together more than 100 of the most renowned companies and organisations in Switzerland as well as the most innovative websites. The initiative was launched in 2015.

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