



Boldbrain
STARTUP CHALLENGE

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Who they are and what they offer

USI EXECUTIVE MBA

The USI Executive MBA is an international advanced general management program, delivered in part-time mode that allows you to achieve an MBA degree without leaving your job. This is why it is a winning choice for companies, managers and start-ups. The Faculty has significant experience in the most important Business Schools and plays an active role within the international business community through cutting-edge research and consultancy. The USI Executive MBA reflects the extraordinary nature of the teachers: the program takes place in Lugano, a strategic location, representative of Swiss academic excellence, and is enriched with an International Business module in Dubai. The small size of the classes allows high-level personalized teaching and represents an opportunity for students to expand their network both locally and internationally. USI EMBA plays a fundamental role in wanting to transform Ticino into an active company, for this reason it supports the Boldbrain Startup Challenge program and rewards, with a full scholarship worth CHF 52'000.-, the most innovative project, trying to recognize and give merit to the entrepreneurial spirit and continuous training.

www.emba.usi.ch

SUPSI CMI

The Management and Entrepreneurship Competence Center (CMI) of the SUPSI Department of Business Economics, Healthcare and Social qualifies in the themes of innovation and entrepreneurship, offering training products, research and economic-management services. Leandro Bitetti, research professor and PhD Student in business model innovation, participates in the Boldbrain Startup Challenge program by proposing the workshop on Value Proposition Design. The work session will allow project bearers to identify and select customer segments, fully understanding their needs, expectations and dissatisfactions with the alternatives already on the market. This will allow us to better define their value proposition which makes their business project unique and distinctive. At the end of the works, the participants will be ready to develop a Minimum Viable Prototype that allows the start of the first technical and market tests, to validate the defined value proposal.

www.supsi.ch/cmi

BÄR & KARRER

Bär & Karrer SA is one of the leading Swiss law firms. The firm has over 170 lawyers in the offices of Zurich, Lugano, Geneva and Zug, offering legal advice in all areas of Swiss law to both corporate and private clients. In recent years Bär & Karrer has been awarded several times as "Law firm of the year in Switzerland" by the most important international agencies. By bringing together specialists from numerous areas of law in the same structure, Bär & Karrer efficiently advises on innovative and complex transactions in particular. Thanks to the accumulated experience, it can assist start-ups and its founders in the various stages of growth, from the constitution, to the financing stages, to contracts, without neglecting specific areas such as intellectual property or assistance in potential litigation. Bär & Karrer is happy to offer the winning team of the Boldbrain Startup Challenge a 12-hour legal advice package with a total value of approx. CHF 5'000.-.

www.baerkarrer.ch

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HEMARGROUP

Hemargroup, a Swiss group made up of Hemar AG (Argovia) and SEFA SA (Mendrisio), has been active on Ticino soil since 1972. The company develops and manufactures all types of electronic equipment, with a particular focus on industrial, consumer and IoT products. From the idea to the prototype, up to the finished product, Swiss Made electronics can be created with Hemargroup. Hemargroup has decided to support the Boldbrain Startup Challenge by offering a special electronic award consisting of 20 hours of consultancy (value of 2,700 CHF) for one or two deserving teams. In the wake of their slogan "Hemargroup: electronic is our world, manufacturing our passion!" the winners selected will be the most promising start-ups among the finalists, who will most need advice, help or "pushing" in the electronic field in general, starting from the optimization of their design up to the first series production of their prototype.

www.hemargroup.ch

YOURCFO

Start-ups continually face many challenges: raising capital, optimizing cash flow, accelerating growth, maximizing profitability and planning exit strategies. yourCFO collaborators are listening to start-ups: their goals, aspirations, challenges and frustrations, and they help them by ensuring that the path chosen is the fastest and most effective. They collaborate with the teams to develop strategies in order to bring companies from the current state to the desired one, implementing and executing at the most suitable rate for the customer, both from an operational and financial point of view. For this yourCFO grants the first classified team two days of free consultancy, respectively one day of free consultancy to the second and third classified teams of the Boldbrain Startup Challenge.

Powered by yourCFO is also a hallmark for investors because it ensures that start-uppers can focus on developing their idea while a team of professionals, with extensive experience in the finance area, takes care of all the support functions.

www.yourcfo-consulting.ch

CONNECT SWITZERLAND

CONNECT Switzerland Sagl is an innovation management consulting firm that is part of an international network of business accelerators and collaborates with various partners, including corporate innovation managers, venture capitalists (VCs), corporate VCs and business angels. CONNECT Switzerland supports start-ups and small companies in all aspects of marketing: business strategy and intellectual property, technological innovation, new product development, customer development, marketing and preparation for presentation to investors.

CONNECT Switzerland is proud to continue providing its support to the Boldbrain Startup Challenge acceleration program, an important initiative for the economic development of Ticino in support of the creation of new innovative businesses and new jobs in the area. CONNECT Switzerland will offer free business advice to the first three winning start-ups in the form of vouchers worth CHF 1,500 each.

www.connectswitzerland.ch

IPI Swiss Federal Institute of Intellectual Property

To support innovators in the best possible way, IPI guarantees to the 10 finalist teams - decreed by the regional jury - under certain conditions, a half-day assisted patent search or other suitable service.

www.ige.ch

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SWISS ECONOMIC AWARD

The Swiss Economic Award is the most important award for young entrepreneurs in Switzerland. Since 1999, the Swiss Economic Forum has provided awards annually for the most outstanding companies in the field of "Services", "High-tech / Biotech" and "Production / Trade & Industry". The renewed jury rewards companies that stand out in their sector for innovation and creativity and which reveal great future potential. With the Swiss Economic Award, the Swiss Economic Forum and other partners such as PwC, Swisscom and UBS seek to promote entrepreneurship and encourage new business talents in Switzerland.

Since this path focuses on start-ups at a more advanced stage than the participants of the Boldbrain Startup Challenge, with the aim of promoting new start-ups throughout Switzerland, the Swiss Economic Forum guarantees direct access to the second level of the Swiss Economic Award competition to 5 Boldbrain alumni selected in the following years by the staff. The Swiss Economic Award winner will benefit from an exclusive range of awards, among others, CHF 25,000 and feedback from renowned experts.

www.swisseconomic.ch/en/

MASSCHALLENGE SWITZERLAND

MassChallenge is a global network of accelerators for zero-equity start-ups, based in the United States. It is committed to strengthening the global innovation ecosystem by supporting the world of high potential early stages. To date, over 1,500 MassChallenge alumni have raised more than \$ 3 billion in funding, generated over \$ 2 billion in revenue, and created over 80,000 total jobs.

MassChallenge Switzerland is the Swiss branch. Founded in 2016, it has quickly become one of the main drivers of innovation and entrepreneurship in Europe, connecting start-ups with the experts and resources needed to grow. From the development of AI-assisted smart glasses for people with vision loss, to the use of drones for viticulture, the 200 alumni are changing the world for the better. MCCH will provide the first 2 Boldbrain winners with direct access to the pitch selection phase (Second Judge Round) for its 2021 Program. Another great opportunity for the Boldbrain Startup Challenge winners.

masschallenge.org/programs-switzerland

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