



Boldbrain
STARTUP CHALLENGE

SPONSOR & PARTNERS

Who they are and what they offer

USI EXECUTIVE MBA

The USI Executive MBA is an international advanced general management program, delivered in a 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 startups. 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 54'000.-, 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 Ph.D. 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 startups and their 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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AGIRE FOUNDATION

Agire Foundation is the innovation agency of Southern Switzerland. It organizes the annual Boldbrain Startup Challenge program in co-operation with USI Startup Centre. Moreover, Agire Foundation offers three free desks for one year at Tecnopolo Ticino to three projects among the ten accelerator finalists. The winners of this prize, whose total value amounts to CHF. 7'560.-, are selected by a special commission according to specific criteria.

www.agire.ch

FIDINAM

Fidinam is a Group founded in Lugano in 1960 and operating in tax, business, real estate, and digital consulting. Through its branches and an extensive network of correspondents, Fidnam can support companies, entrepreneurs, and individuals in more than 90 jurisdictions worldwide. With its 300 employees and a specialization-oriented strategy, the Group offers a multidisciplinary and integrated consulting service, capable of bringing tangible added value to clients and a high capacity to adapt to changing markets.

In 2023, the monthly BILANZ qualified Fidnam as one of the best tax and fiduciary advisory firms in Switzerland. In advising startups and SMEs, the Fidnam Group offers qualified and customized services adapted to each stage of the business life cycle. It also supports management through full or partial outsourced management of administrative, financial, and HR activities.

Within the competition of Boldbrain, Fidnam is pleased to award the first-ranked startup with a 6-hour business consulting package worth CHF 1'500.- and the second-ranked startup with a 4-hour package worth CHF 1'000.-.

www.fidinam.com

FABIANO, FRANKE & MGT

Fabiano, Franke & MGT is a firm specialized in intellectual property which works nationally and internationally and provides consulting services in relation to patents, trademarks, design, copyright e domain names. Thanks to the partnership with some of the most qualified IP professionals in Switzerland and Europe, Fabiano, Franke & MGT can protect the intellectual property rights of its clients within a global reach, providing both big industrial groups and single inventors with customized services. In line with its mission of "Making tangible the intangible" by helping its clients in creating value from their ideas, Fabiano, Franke & MGT supports Boldbrain Startup Challenge with the organization of a thematic workshop on intellectual property, a critical subject in the process of realizing an innovative idea, and with a financial contribution to support the costs for the guest of honor at the final awards evening.

www.fabiano-franke.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

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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

SUNRISE

Sunrise LLC, the wholly owned subsidiary of Liberty Global, is the largest private telecommunications company in Switzerland and offers industry-leading mobile, Internet, TV, and fixed network services for private and business customers. The ambition of our company is to be more to you than just a telecom provider. We want to be your partner who inspires you to make your dreams come true. Every day. Let's dream big and achieve great things together. These reasons drive our support for Boldbrain.

www.sunrise.ch

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 electronics prize consisting of 20 hours of consultancy (value CHF 2'700.-) for a deserving team. Following their slogan "Hemargroup: electronic is our world, manufacturing our passion!" The selected winner will be the most promising startup among the finalists who will most need advice, help, or 'pushing' in the electronics field in general, starting from the optimization of their design through to the first series production of their prototype.

www.hemargroup.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 another suitable service.

www.ige.ch

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

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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 developing AI-assisted smart glasses for people with vision loss, to using drones for viticulture, the 200 alumni are changing the world for the better. MCCH will grant the 10 Boldbrain finalists direct access to the pitch selection phase (Second Judging Round) for its 2024 Program. Another great opportunity for Boldbrain Startup Challenge participants.

masschallenge.org/programs-switzerland

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