

venture kick – kick start your high-tech business

What is venture kick?

University research sometimes leads to business ideas which have the potential to be put into practice. But it's difficult or almost impossible to find the seed money for the very first steps. The private initiative venture kick seeks to close this gap by supporting promising business ideas with a grant of up to 130,000 CHF.

With this seed money, entrepreneurs can finance the further development of their business projects and launch their start-up. venture kick requires no payback and takes no equity. Furthermore, the entrepreneurs receive not only money but also the professional support of experienced start-up experts and the opportunity to attend 2 days working boost camps.

venture kick is driven by the ambitious vision to double the number of spin-offs at Swiss academic institutions, to accelerate the process of starting a business, and to make start-ups more attractive to professional investors.

From the business idea to the start-up company in nine months

venture kick advances the projects step by step over three stages. Each stage ends with a presentation in front of a top-class jury made up of investors, entrepreneurs and technology experts.

venture pitch (stage 1): 10,000 CHF for a brilliant business idea: The application describes a vision and a clear idea of how the participants intend to earn money from their research project. Those with the most exciting business ideas are invited to a personal presentation in front of a jury.

venture case (stage 2): 20,000 CHF for a solid business case: In the three months following the first presentation, the entrepreneurs work on their business idea, identify initial customers and strategic partners, gather feedback and work out a convincing investors pitch.

venture kick (stage 3): 100,000 CHF for a start-up. Six months after stage 2, the company is ready to be founded and to start business activities. A convincing business plan has been written, a team formed and the intellectual property is secured. To get the final grant of 100,000 CHF, all that remains is to convince a jury again.

The grants are given under the condition that they are used exclusively for the purposes of business development.

How to get the kick

venture kick is looking for entrepreneurial scientists with promising business ideas who want to transform their research results into products, companies and jobs.

To participate in the venture kick initiative applicants have to fulfill the following requirements:

- be registered at a Swiss academic institution (Swiss Federal Institute of Technology, university or university of applied sciences) as a student, postgraduate, post-doc, assistant, research assistant or professor.
- have a concrete business idea based on the results of their research. All disciplines are welcome.
- want to establish their future start-up company in Switzerland.
- have not yet started a company and have not yet received any venture capital funding.

Entrepreneurial scientists or research teams who want to participate need simply fill out the registration form on www.venturekick.ch.

Promoting entrepreneurial culture and success in Switzerland

venture kick is financed by a group of private donators who wish to promote entrepreneurial culture and entrepreneurial success in Switzerland. Three major foundations have supported the venture kick initiative so far: The GEBERT RÜF STIFTUNG, the ERNST GÖHNER STIFTUNG and the OPO STIFTUNG.

The initiative itself had a kick start. Since the launch in September 2007, no less than 29 entrepreneurs have been granted a total amount of 510,000 CHF. For 2008, two million CHF are ready to be invested in about 50 start-up projects.

To achieve our ambitious goal of doubling the number of spin-off companies, we need more resources in future. That's why venture kick is looking for additional small or large donations from foundations, organizations and individuals wishing to participate in a key project for Switzerland.

For more information: www.venturekick.ch

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