

Press release

RAROG obtains CHF 150,000 from Venture Kick to turn everyday electronics into lifesaving rescue beacons

St.Gallen/Zurich/Lausanne, July 14, 2026 — The engineering startup RAROG has obtained CHF 150,000 from Venture Kick to develop a portable search-and-rescue system that detects the radio signals emitted by everyday electronic devices. The engineering startup aims to help rescue teams locate missing people faster, even in remote areas or disaster zones where conventional communication networks are unavailable.

Finding missing people is often slow and challenging, especially in forests, mountains, disaster areas, or poor weather conditions. Existing search methods rely heavily on visual scanning, rescue dogs, or mobile network infrastructure, all of which have limitations. When people do not carry dedicated rescue beacons, locating them quickly becomes even more difficult.

[RAROG](#) addresses this challenge with a portable detection system that identifies radio signals emitted by devices such as smartphones, smartwatches, and fitness trackers. The technology operates independently of mobile networks or external infrastructure and can detect people through vegetation, fog, snow, and rubble. By turning everyday personal electronics into effective rescue beacons, the system helps emergency teams search more quickly and reliably.

The systems are already being deployed in mountain rescue settings, from the Wicklow Mountains in Ireland to the Swiss Alps, where hundreds of lives are lost each year when people cannot be found in time. Beyond mountain rescue, RAROG is expanding to support firefighters, civil protection units, and other emergency response services when locating people, enabling millions of rescuers worldwide to save more lives.

The CHF 150,000 from Venture Kick will be used to finalize product development during ongoing pilots, complete CE marking, manufacture the first batch of detection systems, and enter the market, with the help of a growing team.

The team includes CEO Alexander Marinšek, COO Uroš Hudomalj, and CTO Marko Hudomalj, combining expertise in engineering, operations, and technology development to improve search-and-rescue capabilities.

“The Venture Kick journey challenged us with the right questions at the right time, helping us build strong foundations for our business,” highlights Uroš Hudomalj.



Co-founders Alexander Marinšek, Uroš Hudomalj, Marko Hudomalj

[RAROG's profile on Venture Kick](#)

About Venture Kick

The Venture Kick philanthropic initiative provides more than 1 million in seed funding to Swiss startups and offers a well-structured entrepreneurial path toward building a winning business. Startups pitch to Venture Kick juries in three stages to obtain CHF 150,000, gain direct feedback, and access a network of 250 international investors. Winners of Venture Kick are eligible for an InnoBooster grant of CHF 150,000 and an additional CHF 850,000 investment from the Kickfund.

Since its launch in 2007, Venture Kick has supported 1,286 Swiss startup projects with CHF 103 million from private donors. Thanks to financial support, coaching, and networking with investors, this initiative has led to the emergence of 1,000+ thriving startup companies and the creation of 16,100+ jobs. Venture Kick alumni companies have attracted investments of CHF 10.2 billion and represent 66 companies ranked in the Top100 Swiss Startups in 2025 (<https://www.top100startups.swiss>).

Venture Kick is an initiative by the Kick Foundation, supported by a private consortium and operated by Venturelab. The supporting foundations and private philanthropic partners include

Gebert Rüt Stiftung, Ernst Göhner Stiftung, Fondation ALCEA, Hauser-Stiftung, André Hoffmann, Hansjörg Wyss, Martin Haefner, Fondation ProTechno, ESA BIC Switzerland, Swisscom, Lichtsteiner Foundation, and Deep Tech Nation Switzerland Foundation.

Find more information on venturekick.ch, with [all startup projects supported by Venture Kick](#), and follow the success stories of our startups on [LinkedIn](#).

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