

Press release of October 1st, 2020

Opening of applications for the Prix Strategis

HEC Espace Entreprise opens applications today for the Prix Strategis 2021. Start-ups wishing to apply will have until 31 October 2020 to register and compete for the CHF 50,000 reward.

For the 28th consecutive year, the Jury of the Prix will crown the best Swiss start-up. In May 2021, this start-up will receive a monetary award of CHF 50'000, but also, and above all, the visibility and recognition offered by the Prix Strategis.

Since 1993, when the Prix Strategis was created, a number of small but promising companies such as Jobup.ch or LeShop.ch have benefited from the springboard that is the Prix Strategis and have been able to grow exponentially.

HEC Espace Entreprise, a student association of HEC Lausanne, officializes on the 1st of October the opening of the applications for the Prix Strategis, of which it is the organizer. Any start-up may apply on the website <http://prixstrategis.ch/en/participer/>, as long as it fulfills the following conditions for eligibility :

- Being a Swiss start-up,
- Being less than five years old,
- Having a viable product or service that's already implemented.

Being selected, and especially winning the Prix, means convincing our Jury of a start-up's potential. The jury of the Prix Strategis is composed by renowned experts in a wide range of fields, famous entrepreneurs and leading figures of Western Switzerland's economical landscape.

From the applications closure on the 31st of October onwards to the closing ceremony, to be held in May 2020, the Jury will gradually select start-ups based on three main criteria, which are the keywords of the Prix Strategis : **quality of the innovation**, **international expansion's capacity**, and **operations management**.

A Press-Kit is available on : <http://prixstrategis.ch/presse/>

Contact:

Tanguy ROBERT

Head of Communication

+33 7 70 15 30 67

tanguy.robert@hec-espace-entreprise.ch