



STRATEGIS
HEE

Press Release of November 25th, 2020

The Prix Strategis 2021 has its semi-finalists !

One hundred and eleven start-ups yesterday, today they are only eight still running for Prix Strategis 2021 and its CHF 50,000 reward.

On November 24th, the Jury selected the 8 semi-finalist start-ups among the 111 that applied to Prix Strategis 2021. They were evaluated on the criteria of **INNOVATION QUALITY**, **GROWTH POTENTIAL** and **REALIZATION**. The eight semi-finalist of the Prix Strategis 2021 are: **Backbone Photo** (on-demand service for professional visuals), **Bloom Biorenewables** (chemicals and fuels produced from plant material), **BLP Digital** (automatic information extraction from documents using AI), **Dagsmejan Ventures** (innovative sleepwear), **Neurosoft** (new generation of neural implants), **Spectroplast** (silicone 3D printing), **Synthara** (chips made for AI) and **Volumina** (injectable biomaterials for the reconstruction of human tissues).

HEC Espace Entreprise and the Prix Strategis Jury are pleased to welcome Jeroen Van den Oever, CFO of SUN Bioscience, the laureate start-up of the Prix Strategis 2020. This new member of the Jury brings a new perspective, an additional expertise and an established knowledge of business management, enhancing the Jury's ability to identify the most promising talents.

As Head of the Prix Strategis Department at HEC Espace Entreprise, Alexandre Keusen also joins the Jury.

The winning start-up will be unveiled at the Closing Ceremony in May 2021 at the Olympic Museum in Lausanne. However, there are still several steps before this conclusion, the next one being the one that makes the Prix Strategis so unique. Students from HEC Lausanne will meet the semi-finalists over the next few months and then write a report and present their assigned start-up in order to help the Jury make its selection of finalists. These students will bring their fresh outlook that makes Prix Strategis truly stand out.

See you on March 31th, 2021 for the announcement of the finalist start-ups!

The Prix Strategis is a yearly startup award that provides, more than its 50kCHF prize money, great exposure and a chance to confront their project to a chosen Jury of renowned experts and people of the Swiss entrepreneurial landscape.

A press kit is available at : prixstrategis.ch/en/presse.

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