PRIX STRATEGIS
26th Edition

Best Swiss Start-up
50’000 CHF

Olympic Museum of Lausanne
1st May
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Dear invitees,

On behalf of the Strategis Team, I am very pleased to welcome you to the 26th edition of the Prix Strategis. Tonight, we will experience together the final step of this incredible journey.

Our adventure commenced a few months ago when 70 start-ups from all over Switzerland applied and decided to compete in order to become the best Swiss start-up of 2019. From there, the Jury went through important meetings, arduous decisions and vigorous debates to choose our 5 finalists. This evening, you will discover their ideas, projects and challenges. Strategis aims to recognize and honour innovators, I am delighted to introduce you to those entrepreneurs tonight. I have always been impressed by people who have the courage to realize their dreams, to face the risks and to fulfil their potential. Strategis finalists inspire us to be part of this booming ecosystem, with neither the fear of undertaking nor the fear of making mistakes.

HEC students also contributed to the Prix Strategis. The FIDAG Consulting Award has been given them the opportunity to visit our finalist's start-ups and to put their knowledge to prepare an exhaustive analysis. Their reports played a crucial role in the jury's decision, while selecting the 5 finalists.

The Prix Strategis has come a long way in 26 years and defines today one of the most esteemed figures of Swiss entrepreneurship. Its growth is undeniably due to the fact that Switzerland is a hub of creativity and innovation. Although, Strategis needs to thank its unfailing community who makes it evolve years after years. Great things happen when there is a gathering of great minds. I am therefore grateful for all those who supported Strategis, in any ways.

Thank you for joining us, I wish you all a wonderful evening full of wonders and suspense.
6 Ceremony program

- WELCOMING WORDS
  by Clara Leonardi, Head of Prix Strategis

- WORDS OF THE FACULTY
  by Jean-Philippe Bonardi, Dean of HEC Lausanne, UNIL

- PRESENTATION OF THE JURY
  by Diego Braguglia, President of the Jury

- FIDAG CONSULTING AWARD WINNER ANNOUNCEMENT

- TALK BY LIONEL YERSON
  Guest Speaker, Founder of Advanced Sport Instrument SA

- THE FINALISTS' PITCHES

- PRIX DU PUBLIC CEREMONY

- WORDS OF THE HEAD OF PRIX STRATEGIS

- PRIX STRATEGIS 2019 WINNER Announcement

- COCKTAIL / AFTERPARTY
LIONEL YERSIN
Founder of Advanced Sport Instrument SA

Lionel Yersin is the founder of Advanced Sport Instruments SA where he currently leads the technical development and production. Lionel is an HES engineer in microelectronics and embedded systems from University of Applied Sciences of Western Switzerland (HEIG-VD). Advanced Sport Instruments SA is a Lausanne based company providing solutions that enhance performance management in the entire sport industry with the most innovative electronic performance and tracking systems.
Croquis du sinistre

Notre vol

Nos bagages

Quoi qu’il arrive – nous vous aidons rapidement et simplement. mobiliere.ch
The Prix Strategis is celebrating its 26th anniversary and had become the reference award for start-ups in Switzerland. This year, over 70 companies from all sectors have applied for the competition.

The success of the Strategis award is based on four, very solid pillars. First, bright and highly motivated, hardworking students, second talented and motivating professors, third the jury composed by a large spectrum of seasoned and experienced professionals, fourth, the FIDAG Consulting Award. The eight semi-finalist companies have the privilege to liaise directly with students and professors who critically review their business cases.

All participating companies are winners and the task of the jury to select “the winner” is hard because of the very high quality of the companies presented.

Our world while experiencing and implementing the changes dictated by the fourth industrial revolution, is already preparing at an incredible fast pace the fifth one. Block chain, cryptocurrencies, ICO and tokenization, artificial intelligence, big data and machine learning, among others, will fundamentally change our businesses. Converging technologies in all fields, from the medical sectors to the energy management, are sprouting out very innovative companies and business models.

Applicants to the Strategis award are mirroring that diversity and the contribution of these start-ups to the ecosystem is based on excellence, hard and solid science and technology and innovative business models. I deeply believe that the innovations developed by these start-ups will participate to transform governance, management and market access in all actors, being those public or private. This innovation is an essential part of our prosperity and can’t be ignored.

Switzerland’s main natural resource is “grey matter”. Each student applying to a swiss university has above 50% chances to enter into one of the top 100 best university in the world. This is unique and makes Switzerland unique. Entrepreneurship is now seeded in our universities and swiss emerging start-ups are ideally placed to compete world-wide.
10 Jury

DIEGO BRAGUGLIA
President of the jury 2019
General Partner at VI Partners

FRANÇOIS BRIOD
CEO of Monito,
Winner of the Prix Strategies 2018

JEAN-PHILIPPE BONARDI
Dean and professor of strategy at HEC Lausanne

ANDRÉ DELAFORET
Partner & investor at Go Beyond Investing

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CEO of Amal Therapeutics SA

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CEO and partner at Marvinpac SA

SACHA HERRMANN
Chief Financial Officer at Nexthink

MARIE-THÉRÈSE IVORRA
CEO & Board Member & PME-startup Business Coach

MICHEL JACCARD
Founder and partner at id est avocats, specialist of company law and new technologies
Dear Jury Members,

I was delighted to have the opportunity to interact with such a talented group of professionals and experts. I would particularly like to thank you all for your contribution and dedication during this edition.

It was a pleasure to turn this dream into reality,

Clara Leonardi
THINGS AREN'T ALWAYS WHAT THEY SEEM
DO YOU WANT TO ... ?

- Master new skills that will open any career path
- Keep learning, no matter your role or seniority
- Grow as an individual and collaborate as a team
- Make a difference within a leading, global company
- Have a voice – a valued opinion and perspective
- Work across different regions, cultures and disciplines

IF SO, THEN WE WANT TO MEET YOU.
WE’RE READY TO INVEST IN YOUR PROGRESS.
The vision of Peripal AG is to allow more patients to be treated at home and to reduce healthcare costs in the area of dialysis. The company’s first product, the PeriSafe© system, solves the most problematic therapy step in home peritoneal dialysis: a manual connection of tubings that bears the risk of infection. It is a connection device that will make home dialysis easier and safer for elderly patients.

Rovenso is a startup of EPFL (Ecole Polytechnique Fédérale de Lausanne) founded in January 2016. They develop agile robots that perform security and safety monitoring of industrial sites. They also detect anomalies such as hot-spots (start of fires) and liquid or gas leaks that could put people’s lives at risk. Rovenso is now scaling up, looking to double its team this year. Our objective is enhancing the capabilities of our solution through new pilot projects with selected industrial partners.

Parquery detects objects in pictures taken from any camera. Its first solution detects vehicles and provides parking operators with real-time results which answer the following questions: Where are the available places in real time? Who leaves their vehicle for more than 2 hours? What type of vehicle is it? Parquery is an official spin-off of ETH Zurich. Created in September 2014, its technology is now used in more than 60 projects in 30 countries around the world. In addition to parking, the company now detects all types of objects in the field of mobility.

Nomoko believes the 4th wave of industrialisation will make the physical world accessible to machines and AI. The applications built as a result will transform the way we live our lives. We call these applications SPATIAL APPLICATIONS. Their approach is to make the physical world machine-readable by creating its exact digital replica, to enable a fully digital future. They are building a mirrorworld, a sum of digital twins of all physical assets.

Loanboox is the independent debt capital market platform. In contrast to conventional brokering, financing and investing through Loanboox is simple, transparent, safe and low cost, benefiting both borrowers and investors alike. Since the Go-live in September 2016, Loanboox dealt with a volume request over 22 billion CHF. More than 1100 cities and communities and more than 350 institutional investors and banks are active on Loanboox. Apart from Switzerland, Loanboox is about to conquer the German, Austrian and French market, too.
2018 - Monito
Monito offers a solution to compare fund transfer operators. This enables people to send money abroad choosing the solution that charges the lowest transaction cost which sometimes represent substantial amounts of money.

2017 - Gamaya
Gamaya developed a hyperspectral camera boarded on a drone. Coupled with machine learning, this solution allows to observe and analyse crops health.

2016 - BestMile
This spin-off from EPFL offers a platform that allows to manage and optimise autonomous vehicle fleets similarly to a control tower.

2015 - eSMART
eSMART allows to make evolving buildings that can be adapted for any future rise. This solution works for freshly started buildings sites as well as for renovation works.

2014 - L.E.S.S.
L.E.S.S., stands for "Light Efficient Systems". The start-up developed a back lighting solution that consists of a fiber not thicker than a human hair.

2012 - Dacuda
Dacuda is a start-up that develops low-cost scanners that work with real-time image processing.

2011 - House Trip
2010 - Poken
2009 - Sensometrix SA
2008 - Digital Luxury Group
2007 - Creatives
2006 - Ilion Security SA
2004 - Jobup.ch
2003 - Mimotec
2001 - Arsenic
2000 - Modex
1999 - LeShop.ch
1998 - Business Information
1997 - Swiza
1996 - Tercom
1995 - SCHOTT-Guinchard SA
1994 - Natsoft
Connaître la nature pour anticiper ses effets

Les phénomènes climatiques extrêmes peuvent engendrer des conséquences majeures. En tant que spécialiste des éléments naturels, l'ECA met au service de la population vaudoise les outils de prévention adéquats pour savoir s'en prémunir.
For more than 30 years, HEC Espace Entreprise has had one clear mission: help students discovering the professional and entrepreneurial world.

Today it is the 26th edition of the Prix Strategis. This award has brought together many people for years: start-ups, entrepreneurs, partners, professionals and students all have been able to meet, discuss and create all together. Over the years, the Prix Strategis has changed, it has evolved through a combination of many visions. In 26 editions, more than 300 students have given their time to this competition and many other people like our jury members and our partners have been also widely contributing.

As an entrepreneurial focused association, we also had to give more to the students, and it is in this sense that since 2019 we organize the Entrepreneurship week at HEC Lausanne. An event that is open to everyone, from students at EPFL to local entrepreneurs. This year, it took place in March and we received a lot of positive feedbacks from the participants. Some of them even decided to start a project at the end of the week.

If I can finish with probably the most important thing, even if our members come from different horizon at HEC Lausanne, they all commit by desire and passion to what they think is a great project. In conclusion, it was a pleasure to work with such a talented and unique team. And for that, I would like to thank them a lot for their involvement and their work.

Arthur Mossé
President of HEC Espace Entreprise
Pour vous, start-ups, une idée innovante marque le début d’une aventure.

Investir dans votre capital humain, c’est garantir votre développement.

https://execed.unil.ch
During the 2018 edition of the Prix Strategis, Monito was awarded by offering a solution to compare fund transfer operators.

How is your start-up doing on year after the Prix Strategis?

One year after winning Prix Strategis, the prize is still hanging in the wall of our office. Aside from that, a lot of things have evolved in the right direction. Monito.com has grown rapidly, reaching almost 2 million users worldwide since last year, doubling the size of the team and raising a $2.5 Series A lead by Tamedia that provided Monito with the means for its ambitions.

How did you use the CHF 50'000.- of the Prix Strategis?

The Prize Money had a great impact on the development of Monito, allowing to invest money in our growth and buy us some time before raising our Series A, which his invaluable.

What are your feelings about being a new member of the Prix Strategis?

It's great to see the other side of the coin, and I now realize how hard the task of the jury is. It's even more humbling to have won the prize, realizing the number of great startups applying to Prix Strategis. I'm glad I am able to give back to the Prize and reward great entrepreneurs.

François Briod
CEO & Co-Founder of Monito
UNE APPROCHE DIFFÉRENTE

Fiduciaire FIDAG SA, fondée en 1959, est un acteur majeur en Suisse romande avec ses huit bureaux et ses 95 collaborateurs. Active dans tous les domaines de la fiduciaire, elle offre un service global de haute qualité avec des honoraires attractifs.

NOTRE PHILOSOPHIE

> Une organisation simple et efficace
> Des services personnalisés et de qualité
> Du personnel hautement qualifié

Clémence Gallopin et Cyril Leemann
Vainqueurs en binôme du Prix Strategis

« La formation dispensée par les employeurs est essentielle. FIDAG nous accompagne au quotidien durant notre stage. »
The FIDAG Consulting Award gives the students the opportunity to be actors of the Strategis Award by making them participating at the evaluation of the semi-finalists start-ups.

While start-ups are running for the title of the Best Swiss Startup in the Strategis arena, students are living their life in the fast lane too. They will need critical thinking, creativity and all the skills gathered in three years of business school to compete for the FIDAG Consulting Award.

Their challenge is to analyse and evaluate a start-up, which is no easy task by any standard. A high quality of analysis reports, however is crucial, not only for the students, but for Strategis in the first place. The reports submitted by the students will be the base on which Strategis jury will nominate startups that will go in the final round.

To ensure top quality evaluation reports, our team is very lucky to be able to rely on two precious collaborations.

One is with HEC Lausanne, who integrated our competition in their bachelor program. Their support and trust mean that students are now rewarded with credits for their auditing work. This comes along with two workshops that help the students refine their skills and add the sharpest tools to their already rich toolbox.

The other is the with the amazing team of consultants who are involved in the FIDAG Consulting Award. Every year, they put their skills and expertise at profit of the students and coach them throughout the FIDAG Consulting Award journey.
Can you explain your role during the FIDAG Consulting Award?

My role is to accompany the students during the visits without intervening in a proactive way. I am available before the visit if they have any questions about the company itself or the types of questions they should ask. During the visit, my role is to be able to turn the student’s attention on important elements that were either misunderstood or overlooked. But otherwise it’s mainly the students who conduct the interview. After the visit, I go over their reports and provide feedback essentially on the content.

Do you find strange that students are taking part of the evaluation of the best Swiss start-up?

No, this is a great experience for them. The fact that now the FIDAG Consulting Award is integrated in the academic curriculum makes total sense. Since this change has been brought, we have witnessed a remarkable increase in the quality of reporting. The course’s main objectives are to provide the students with all the tools necessary to achieve both a successful visit of the startup and a top-notch presentation.
The Entrepreneurship week was born 4 years ago at the instigation of four student associations of HEC Lausanne faculty who were willing to gather students and professionals in order to create a real entrepreneurial streak.

Starting 2019, the lead has been handed over to HEC Espace Entreprise, a student association present on the campus for more than 25 years now.

This year The Entrepreneurship week (Semaine de l'entrepreneuriat - SDE ) has taken place between the 11th and 14th of March. The Entrepreneurship Team of the HEE has been working for 10 months on the preparation of 14 events co-organised with 9 student association from both campuses of UNIL and EPFL in order to gather a stunning number of 450 students from diverse faculty. During this week students, entrepreneurs and consultants shared ideas through workshop, conference and fuck-up night on various themes such as circular economy, new technologies (drones, AI, Web services), new digital tools or even financial valuation of start-up.

Since early April, the Entrepreneurship team of the HEE is pleased to welcome four new members in order to bring the next edition of the SDE (2020) to the next level!
UN TISSU DE COMPÉTENCES

LA CVCI S’ENGAGE POUR LES ENTREPRISES

UNE PLATE-FORME DE RÉSEAUTAGE

LE DÉVELOPPEMENT DE L’ÉCONOMIE ET LA DÉFENSE DES CONDITIONS-CADRES

LE PARTENAIRE DES ENTREPRISES
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LeShop.ch est fier de soutenir le Prix Strategis.
Afin que d’autres start-ups puissent nous suivre sur la voie du succès !
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Vous pensez que l’innovation, c’est l’avenir du canton?

Nous aussi! La BCV consacre 5 millions de francs sur 10 ans aux start-up «made in Vaud» en partenariat avec la Fondation pour l’Innovation Technologique (FIT).