

Press release dated Friday 24 May 2024

HeroSupport SA wins the 31st edition of the Strategis Prize

On Wednesday 22 May, the 31st winner of the Prix Strategis was announced among the 90 candidates of this 2024 edition. It is **HeroSupport SA**, which offers a breast immobilisation solution that improves the effectiveness and profitability of medical treatments while reducing costs. It won the CHF 50,000 prize thanks to the promising quality of its invention, which captured the attention of the jury.



HeroSupport SA won this 31st edition of the award, convincing a jury made up of renowned experts and influential figures from various fields. The company had to satisfy demanding criteria in terms of innovation, product realisation, capacity for expansion and impact, while demonstrating a favourable potential for the Swiss economy.

HeroSupport SA offers the VENUS SHELL™, a custom 3D printing solution for accurate radiotherapy treatments. This innovation improves MRI accuracy and comfort, reduces the need for staff training and patient set-up time, while increasing hospital profitability and optimising patient outcomes.

In second place was **Tide Ocean SA**, which specialises in the upcycling of marine plastics. In collaboration with the Swiss Institute, they are developing advanced methods for transforming the material #tide® ocean into granules, threads and filaments used in various products, thereby improving their environmental and social value. As part of the "Road to 1 Billion Bottles" initiative, the company aims to recycle one billion plastic bottles, actively contributing to the protection of coastal and ocean environments.

In third place was **Testmate Health**, a healthcare start-up developing the first true home urine test for common STIs, offering PCR-quality results in minutes. Testmate Health's mission is to make self-tests accessible, easy to use and accurate. The company aspires to become the Clearblue of STI testing, revolutionising home diagnostics and widening access to sexual health resources.

There were also two deserving start-ups that failed to secure a place on the final podium. **TissueLabs** stands out by revolutionising medicine with its biofabrication technology, enabling the creation of bioartificial organs such as the heart. For its part, **BrayZ** is innovating by creating a digital work environment incorporating AI to improve breast cancer diagnosis at every stage of patient care.

For this 31st edition, we are delighted to unveil a major innovation: the introduction of the **Prix Durabilité**. In partnership with **B-Lab Switzerland**, this award celebrates the start-up with the biggest impact on sustainability. The first winner of this award is Tide Ocean. This company will have the opportunity to participate exclusively in the Swiss Triple Impact programme, enabling it to develop a tailor-made sustainability strategy!

On Wednesday 22 May at 7pm, the award ceremony for the 30th edition of the Strategis Prize took place at the Olympic Museum in Lausanne. This competition has earned its reputation by rewarding winners who are now recognised as major players in the Swiss economy. Since 1993, the title of Switzerland's best start-up has been awarded every year at this event.

For this 31st edition, we were privileged to welcome **Jan Dieleman**, President of Cargill Ocean Transportation, as a guest speaker. His presentation offered valuable insight into how shipping works and the challenges of decarbonising it, a crucial issue for this major industry.

The Strategis Prize is organised by HEC Espace Entreprise, an association of students keen to encourage exchanges between the business world and students at HEC Lausanne. Finally, we would like to express our gratitude to **Noé Délèze**, head of the Prix Strategis, for his dedication in organising this event.

For more information, visit our website :
<https://www.prixstrategis.ch>

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