



STRATEGIS
HEE

Press Release of November 1st, 2020

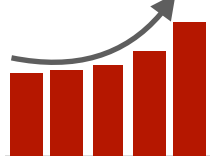
A new record for the Prix Strategis !

HEC Espace Entreprise is taking a look back at the month of applications for the 28th edition of the Prix Strategis. 111 start-ups have registered to attempt to win the CHF 50,000 reward, a record!

111

Participants

+28%



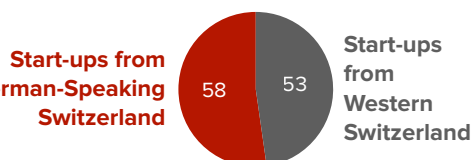
of registrations
compared to 2020

Yesterday evening, October 31th at 11:59 pm, the applications period for the 28th edition of the Prix Strategis ended. For the 2020 edition, HEC Espace Entreprise had received 87 submissions, which was already the best year for the Prix. This record was once again widely beaten, as 111 start-ups applied for the Prix Strategis 2021.

The reputation of the Prix Strategis is constantly growing and extends far beyond Western Switzerland. Indeed, 52% of the start-ups participating in the 2021 edition are from the German-Speaking part of Switzerland. It is the first time in the history of the Prix Strategis that they are in majority.

The next step is now in the hands of the Jury du Prix. It will meet by videoconference, due to COVID-19, on November 24th to select the 8 semi-finalist start-ups according to three criteria, which are the keywords of the Prix Strategis: **quality of innovation**, **international growth potential** and **operations management**.

The semi-finalist start-ups will be announced in a press release on the morning of Wednesday, November 25th.



HEC Espace Entreprise welcomes all the participants of the 28th edition of the Prix Strategis, and wishes them success in this adventure!

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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