



STRATEGIS
HEE

PRESS RELEASE

Wednesday the 6th, April 2022

The Prix Strategis 2022 knows its 5 finalists!

The jury of the prize met for the 2nd time on Tuesday evening to select among the 8 semi-finalists. After the students' presentations, the jury deliberated and the 5 finalists are now known!

For several months, the students of the HEC Faculty of the University of Lausanne who participate in the Fidag Consulting Award have been scrutinising the 8 semi-finalists. As part of this course, the students conduct an audit in groups and write a report for the jury. This report is presented during the meeting and gives the jury members a solid basis for their decision. After intense debate, the jury chose **Agrinorm** (smart quality management for fresh products), **Perovskia Solar** (customizable perovskite solar cells), **ExerGo** (the most compact, efficient, and cost-effective urban energy grid technology), **CompPair** (curable and sustainable composite solutions to improve the circular economy) and **Artiria Medical** (new standard of care for strokes).

These 5 finalists were selected based on the criteria of **quality of innovation, growth potential, operational management** and **impact**. The latter criterion was introduced this year for the second round of selection. The startups must show that the benefit-cost ratio for the environment and society meets today's challenges.

For **Rready** (business innovation software and solutions to kick-start an intrapreneurship movement), **SmartBreed** (automated solutions for insect breeding) and **CYSEC** (complete solution for ensuring data integrity and confidentiality in the cloud), the Prix Strategis adventure unfortunately ends at this stage. However, HEC Espace Entreprise would like to congratulate them on their journey. These startups have reached the stage of semi-finalists, which proves their promising character in the eyes of the jury.

A new stage has now been reached for the finalists. They now have to convince the general public of the quality of their innovation. In the coming weeks, interviews will be recorded and published on social networks so that the public can vote and choose the start-up they would like to support as part of La Mobilière Audience Award. The start-up that receives the most votes will have the chance to win the Audience Award and 5,000 Swiss francs.

The jury will meet for the last time on April 26 to select from the 5 startups the one that will win the 29th edition of the Prix Strategis. It will be presented to the public at the closing ceremony on May 18, 2022 at the Olympic Museum in Lausanne.

The Prix Strategis is an annual startup prize that, in addition to the prize money of 50kCHF, also offers great publicity and the chance to present your project to a select jury of renowned experts and personalities from the Swiss entrepreneurial landscape.

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

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