



STRATEGIS  
HEE

# PRESS RELEASE

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## Opening of applications for Prix Strategis 2022

**HEC Espace Entreprise opens applications today for the Prix Strategis 2022. Start-ups wishing to apply have until 31 October 2021 to register and compete for the CHF 50,000 reward and benefit from a unique exposure.**

For the 29th edition of this competition, the Jury of the Prix will select the best Swiss start-up. In 7 months, this company will be awarded a prize of 50,000 CHF and will also benefit from the visibility and recognition that the Prix offers. Since 1993, several small but promising companies such as Jobup.ch or LeShop.ch have benefited from the springboard offered by the Prix Strategis and have experienced lightning growth.

HEC Espace Entreprise, the student association of HEC Lausanne, has officially opened applications for the Prix Strategis it organizes. Any start-up can participate as long as it meets the following requirements:

- Be a Swiss start-up
- Be less than 5 years old
- Have a product or service already implemented

To be selected, and more importantly, to win the Prix Strategis, start-ups must convince the Jury of their great potential. The Jury is made up of recognized experts in various fields, renowned entrepreneurs and influential personalities from the business world of Western Switzerland.

The registered start-ups will be judged on the **quality of the innovation presented**, on their **ability to expand internationally** and on their **operational management**. This year, for the first time, the **new criterion of "impact"** will come into play in the second phase of the selection process. The start-ups must show that the benefit-cost ratio for the environment and society meets today's challenges.

Start-ups have until **31 October 2021** to apply for a chance to win the CHF 50,000 cheque for this 29th edition of the competition. To enter, they must submit their application on the Prix Strategis website. The winning start-up will be crowned at a ceremony in May 2022.

A Press-Kit is available on: <https://www.prixstrategis.ch/en/press>

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