



Press release dated Monday 1 April

The 5 finalists for the Strategis 2024 Prize!

On Monday 25 March, the Prix Strategis jury met to make its choice from the 8 semi-finalists. It was a difficult choice, but today we know the 5 finalists for the Prix Strategis 2024!

Thanks to the Due Diligence work of the HEC Lausanne students taking part in the Fidag Consulting Award, the Prize Jury was able to make its choice from among the semi-finalists and decided to honour **Testmate SA** (a low-cost, easy-to-use urinary screening test for STIs), **Tide Ocean SA** (overcycling methods for marine plastics), **B-RayZ** (building a digital workspace using AI for breast cancer diagnosis), **TissueLabs** (biofabrication recreating tissue microenvironments) and **HeroSupport SA** (a breast immobilisation solution improving the effectiveness and cost-effectiveness of medical treatments while reducing costs), by taking them through to the final phase of the Prix Strategis 2024!

Unfortunately for **Impossible Materials** (transforming cellulose into functional ingredients), **TERA Technologies** (democratising light electric vehicles by offering unlimited autonomy), and **Virtuosis AI** (an artificial intelligence that analyses voice tones in real time), the race to the final of this 2024 edition ends here. HEC Espace Entreprise would like to congratulate the semi-finalists on their remarkable performance, demonstrating their promising potential in the eyes of the jury. We thank them warmly for their commitment and participation.

We are delighted to take this opportunity to announce a major innovation for this 31st edition: the introduction of the Sustainability Prize. In partnership with B-Lab Suisse, this award will recognise the start-up judged to have the greatest impact in terms of sustainability. The winner will benefit from exclusive participation in the Swiss Triple Impact programme, offering a unique opportunity to develop a personalised sustainability strategy!

Each year, the Prix Strategis honours the best start-up in Switzerland with a prize of CHF 50,000, as well as offering increased visibility and the chance to present its project to our jury of experts and influential figures from the Swiss business world. A press kit is available at prixstrategis.ch/press.

See you on 15 April for the next stage!

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