

PRIX STRATEGIS

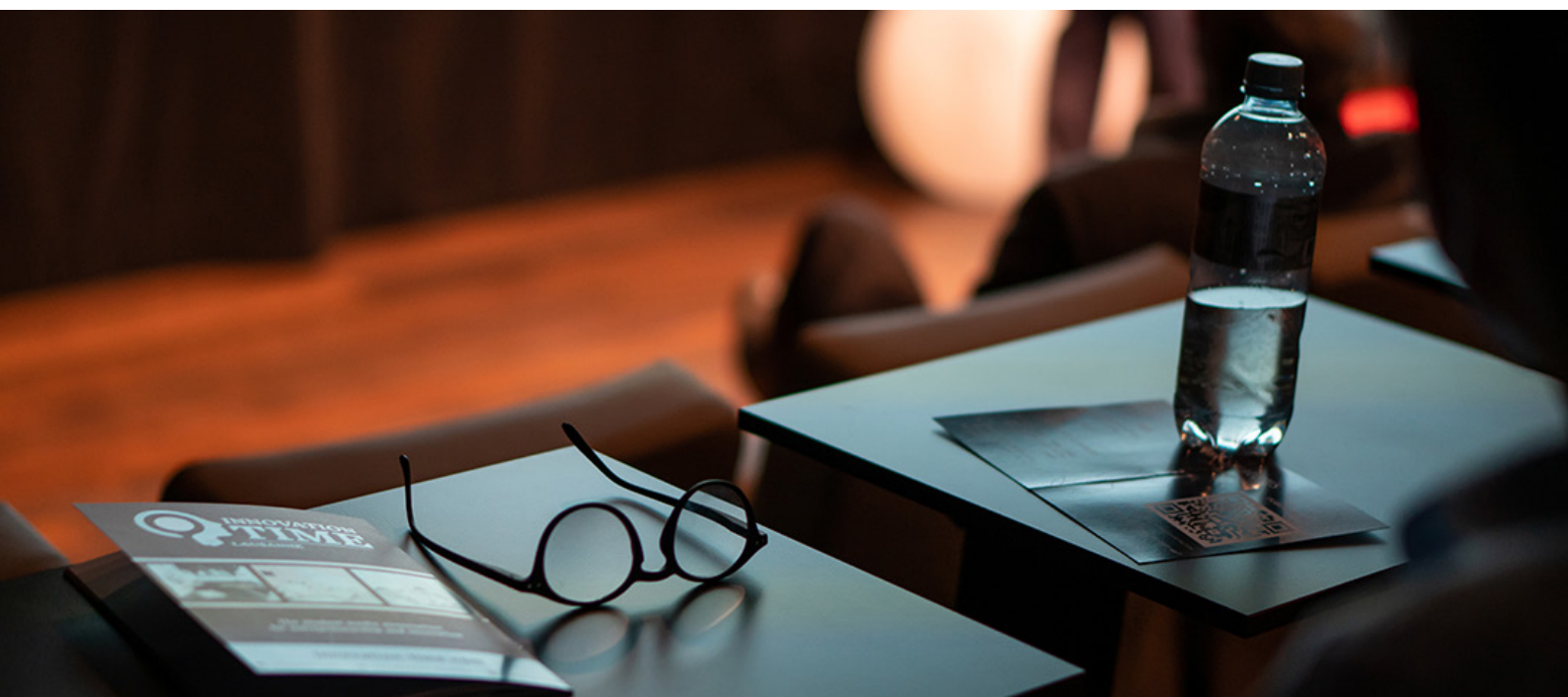
28th Edition



Best Swiss start-up
2021 Presentation

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HEC Espace Entreprise

Created in 1987, HEC Espace Entreprise supports students in their approach to the professional world and promotes entrepreneurship. HEC Espace Entreprise is proud to organize two of the most important events of the University of Lausanne: **Prix Strategis** and the **Global Entrepreneurship Week**.



The Strategis department, formed by 4 members, is in charge of organizing the Prix Strategis. It is the most important event of the association.

Starting officially in October, it marks out the year with various events related to the Prix (announcements of the semi-finalists then the finalists, Consulting Award) and finally closes with the ceremony unveiling the best Swiss start-up of the year.

Finally, the Consulting Award allows for non-HEE students to participate in the Prix Strategis and gain valuable experience in the field of audit.

Held simultaneously in 127 countries, Global Entrepreneurship Week aims to develop students' entrepreneurial spirit through a week of events covering a wide range of themes. This week is organized by the Entrepreneurship Department in collaboration with the HUB innovation et entrepreneuriat of UNIL.

The Entrepreneurship Department also connects students to the entrepreneurial world through conferences and workshops throughout the year. With these events, guests and students are given the opportunity to network together. Workshops also allow for potential employers to notice promising future employees among the ranks of the university.

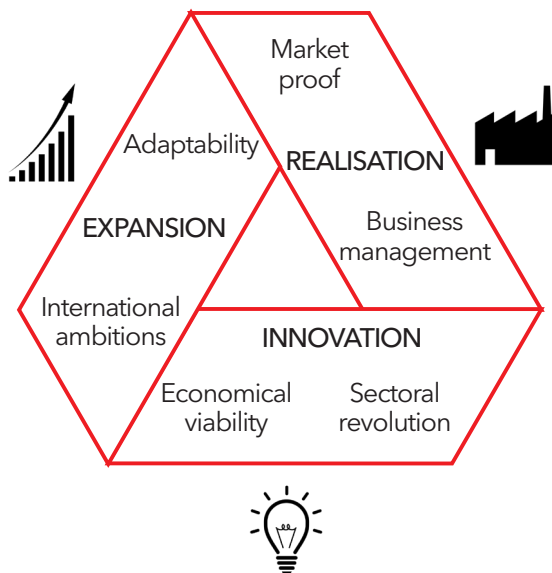
The Entrepreneurship and Strategis departments are supported by teams in communication, sponsoring and accounting, in addition the association has a jurist and an IT specialist.



What is the Prix Strategis ?

Every year since 1993, HEC Espace Entreprise awards the Prix Strategis to the best start-up of Switzerland. The winner leaves with a reward of CHF 50'000. In addition, it benefits from the aura and visibility of our Prize!

The Prix Strategis is a springboard for young companies with high potential combining great management and outbreak innovation. The Prix comes at a crucial moment in their existence from a financial, media and strategic point of view.



KEY FIGURES

50'000 CHF prize money

28 year of existence

87 start-ups registered for the 2020 edition

" We got quite a lot of attraction after the award. A few companies reached out to us thanks to the Prize."

Bara Caldová

Head of Marketing and PR at Nomoko,
winner of the 2019 edition

The singularity of the Prix Strategis resides in the fact that it is organized exclusively by students. The winning start-up is selected by a Jury made up of renowned experts in a wide range of fields, renowned entrepreneurs and influential personalities from the economic world of Western Switzerland.

In addition, HEC Espace Entreprise is supported in the organization of this Prix by its sponsors, which include multinationals such as **Philip Morris Intl.** as well as local partners such as **FIDAG** and the **CVCI**.



Timeline of the Prix Strategis

Submission of applications

Start-ups submit an application file that complies with the participation criteria.

In 2020, we received 87 applications.

Visit in the companies

For the FIDAG Consulting Award, a group of students from HEC Lausanne meets the semi-finalists. They are accompanied by a partner consultant and a member of HEC Espace Entreprise.

Third jury meeting

The Jury meets one last time. At the end of this meeting, the winner of the Prix Strategis 2021 will be selected.

Semi-finalist start-ups are invited to answer the last questions the Jury might have before voting.

1-31th
October

24th
November

February
2021

30th
March

20th
April

12th
May

First jury meeting

It is during this first meeting that the Jury selects the 8 semi-finalist start-ups.

Second jury meeting

The jury meets a second time in order to select, among the semi-finalists, the 5 finalists. This decision is based on the reports written after each visit by the FIDAG Consulting Award participating students.

Prix Strategis ceremony

The best Swiss start-up for the year 2021 will be unveiled at the Prix Strategis ceremony.



FIDAG Consulting Award

Students and actors of the Prix Strategis

Dozens of candidates, 8 semi-finalists, 5 finalists and 1 winner, the task is big for the Jury of the Prix Strategis ! Hopefully, to assist them in their choice, they can count on the students of HEC Lausanne.

Indeed, each year, 8 groups of 4 last year HEC Bachelor's students will visit the semi-finalist start-up. Accompanied by a member of HEC Espace Entreprise and a partner consultant, they will be able to meet the founder of the start-up and gather all the information they will need afterwards.

Then, at the end of this visit, they are in charge of writing a complete report, based on the 3 axes of product realization, expansion and innovation, to guide the Jury in their decision. The structure of this report is imposed by the consultant to ensure its transparency and relevance. Finally, the students will have to present their start-up to the Jury in a neutral position. On the basis of this work, the Jury will select the winning group of the FIDAG Consulting Award.

For 5 years now, the HEC faculty has integrated the Fidag Consulting Award into its official course program. Thus, while leaving the auditoriums to experience a part of the consulting profession and meeting an entrepreneur as passionate as he is, they can acquire ECTS credits.

But that's not all! The winning team of the FIDAG Consulting Award is also rewarded with an internship offered by our sponsor Fidag.

In summary, the participation and work of these students is an essential component of the Prix Strategis. For them, they acquire experience and skills that will be indispensable in their future professional career.



Flash back on previous editions of the Prix Strategis

Alexandre Keusen is Head of HEC Espace Entreprise's Strategis Department for 2021. He goes back with us on the history of the Prix, the benefits for former laureates and his hopes for the 2021 edition.

From JobUp.ch to House Trip, and from Gamaya to Le Shop: the list of winners of the Prix Strategis can be proud of its past winners. As it seems, the Prix often hits the bull's eye and can rightfully boast to be talent scout. Let's take look back at 27 years of judicious (s) election by one of Switzerland's first startup competitions - starting with the last one.

8PM, in the Olympia room of the Olympic Museum of Lausanne. The guests - all wearing face masks, as the situation requires - hold their breath: in a few seconds, the winner of the Prix Strategis 2020 will be unveiled... And after an endless countdown, here we are ! SUN Bioscience is crowned best Swiss start-up of the year, and its name is added to the wide list of Prix Strategis winners. Confronted with companies already further in their growth, and better implemented, the young Lausanne-based start-up seduced the members of the Jury's experts by one main aspect: its tremendous potential.

This scene took place two weeks ago now, during the final ceremony of the 2020 edition of the Prix. It is an opportunity to take stock of the last years' editions, quickly assessing the current situation of our past winners.

For 27 years now, the Prix Strategis has been rewarding the best company in Switzerland. Initially interested in all the players in the Swiss market, the Prix very quickly turned its attention to a very particular player: start-ups. This is how the best start-up in Switzerland is now rewarded each year. And it must be said that the Jury often hits the nail on the head.



Alexandre Keusen
Head of Prix Strategis

When you take a look at the list of winners of the Prix Strategis, two names immediately stand out: Le Shop and JobUp.ch. Le Shop, now a subsidiary of Migros, won in 1999, two years after its creation and one year after its launch, before seeing its growth explode. The company, based in Ecublens, second largest online food retailer in Switzerland behind Nespresso, reported a turnover of 190.9 million francs in 2019. Regarding JobUp.ch, winner in 2004, its parent company Jobcloud (which also owns the Job.ch platform) sees no less than 252'000 visitors per day on its various sites and an annual income of 115 million francs in 2018.

Behind these probably better-known names are also other successful companies. For example, take our 2011 winner House Trip: a website for renting real estate from private individuals to private individuals. Former main competitor of Airbnb, the start-up suffered from the entrepreneurship gap between Switzerland and the Silicon Valley. While the Swiss company managed to raise 60M francs, Airbnb was able to raise 300M dollars. As Patrick Aebischer, former president of the EPFL and now venture capitalist, said in his speech at the closing ceremony: more than an entrepreneurial culture, what Switzerland really lacks are big investors. Fortunately, the wind is turning - albeit 10 years too late for House Trip. Nevertheless, the start-up had an excellent exit since it was bought by TripAdvisor in 2016.

In 1998, one year before the crowning of Le Shop, it was the start-up Business Information that received the jury's approval. Renamed Blue Infinity and then integrated into the Isobar

Flash back on previous editions of the Prix Strategis

company (6500 employees in 45 countries) under the name Isobar Switzerland after its acquisition by the Dentsu Aegis Network group, the company now has 700 employees nationwide.

But House Trip and Business Information are not the only winners to have been acquired. It even seems to be one of the favourite exits of the former winners of the Prix Strategis. In the list of these buyouts we can mention Dacuda, Poken or Mimotec, bought out respectively by Magic Leap, GES and Acrotec Group, or Modex, winner in 2000 and bought for 51M dollars by Integra LifeScience in 2007.

While some entrepreneurs prefer to sell their companies, others are developing them. One example is Digital Luxury Group, an all-digital marketing agency for luxury brands, with Ralph Lauren and Swarovski among its clients. The Geneva-based company is also expanding internationally, having opened offices in New York and Shanghai.

“Indeed, only 6 months after its victory, the company had twice as many employees and had to move to larger premises.”

To conclude our overview of the former winners of the Prix Strategis, let's take a look at its most recent winners. The latest winner to date before SUN Bioscience, Nomoko, a Zurich-based start-up seeking to create a virtual copy of our world, and in particular of cities, is experiencing dazzling growth. Indeed, only 6 months after its victory, the company had twice as many employees and had to move to larger premises. Notably, the start-up announced that they were pleasantly surprised by the traction it received after winning, despite the geographical distance between its headquarters and the market in French-speaking Switzerland.

In 2018, we saw the consecration of Monito. The international money transfer service comparator is becoming more and more successful with 2M users of the service worldwide. It should be noted that the Lausanne-based company raised 2.5M francs just a few months after winning the Prix Strategis first place, a financing round led in particular by the Tamedia group.

“They raised respectively 16.5M\$ and CHF 20M.”

As for the 2016 and 2017 winners, the startups Bestmile and Gamaya, they raised respectively 16.5M\$ and CHF 20M. They sure seem promised to a bright future, and we'll track their progress in the years to come.

Convinced ? It does seem that the Prix Strategis, organized by a few HEC Lausanne students passionate about entrepreneurship, has succeeded in making a place for itself in the Swiss economic landscape. Thanks to the help of trusted sponsors, quality partners and a Jury whose members' expertise is well established, this competition has become a stepping stone for young start-ups with a promising future.

The adventure of Prix Strategis will resume on October 1st, with the opening of applications for the 2021 edition. HEC Espace Entreprise, organizer of the event, is delighted with the launch of this 28th edition and looks forward to discover this year's candidates, among whom will be the next big winner of the Prix Strategis - who will, for sure, walk in the footsteps of its forebearers...

The Jury of the Prix Strategis 2021

ALEXANDRE KEUSEN

Head of Prix Strategis and 1st year student in Master of Information Systems at HEC Lausanne



ANDRÉ DELAFONTAINE

President of the Jury and Public Speaker & Advisor on Corporate Innovation, Intrapreneurship & Early Stage Investing



JEAN-PHILIPPE BONARDI

Dean and professor of strategy at HEC Lausanne



DIEGO BRAGUGLIA

General Partner of VI Partners



MADIHA DEROUAZI

CEO of Amal Therapeutics SA



VINCENT DUC

General Partner of VI Partners



THIERRY DUVANEL

Director of collaborative innovation at Bühler group



JULIEN GUEX

Sous-directeur chez CVCI



ANNE HEADON

Director - HUB Entrepreneurship and Innovation UNIL



SACHA HERRMANN

Chief Financial Officer at Nextthink



MARIE IVORRA GROSSE

CEO/Board Member/ PME-startup Business Coach



MICHEL JACCARD

Associé, id est avocats et spécialiste des nouvelles technologies et du droit des sociétés



CAROLINE KANT

CEO of Esperare



EDOUARD LAMBELET

Co-founder, Chairman at Finitly SA



HENRI-PIERRE MONNEY

Responsable PME Lausanne chez BCV



EDOUARD TRECCANI

Program Director at MassChallenge Switzerland



ALEXANDRA POST-QUILLET

Directrice associée chez Crescendo Marketing



ALEXANDRA RICHARDSON

VP for Clayton Biotechnologies, Inc. (USA)



LUCA ROSSI

VP Product Research and Consumable Development Philip Morris International R&D



PATRICK THARIN

Responsable Publicité Mobile Vie



JEROEN VAN DEN OEVER

CFO at SUN Bioscience



2020 Winner SUN Bioscience

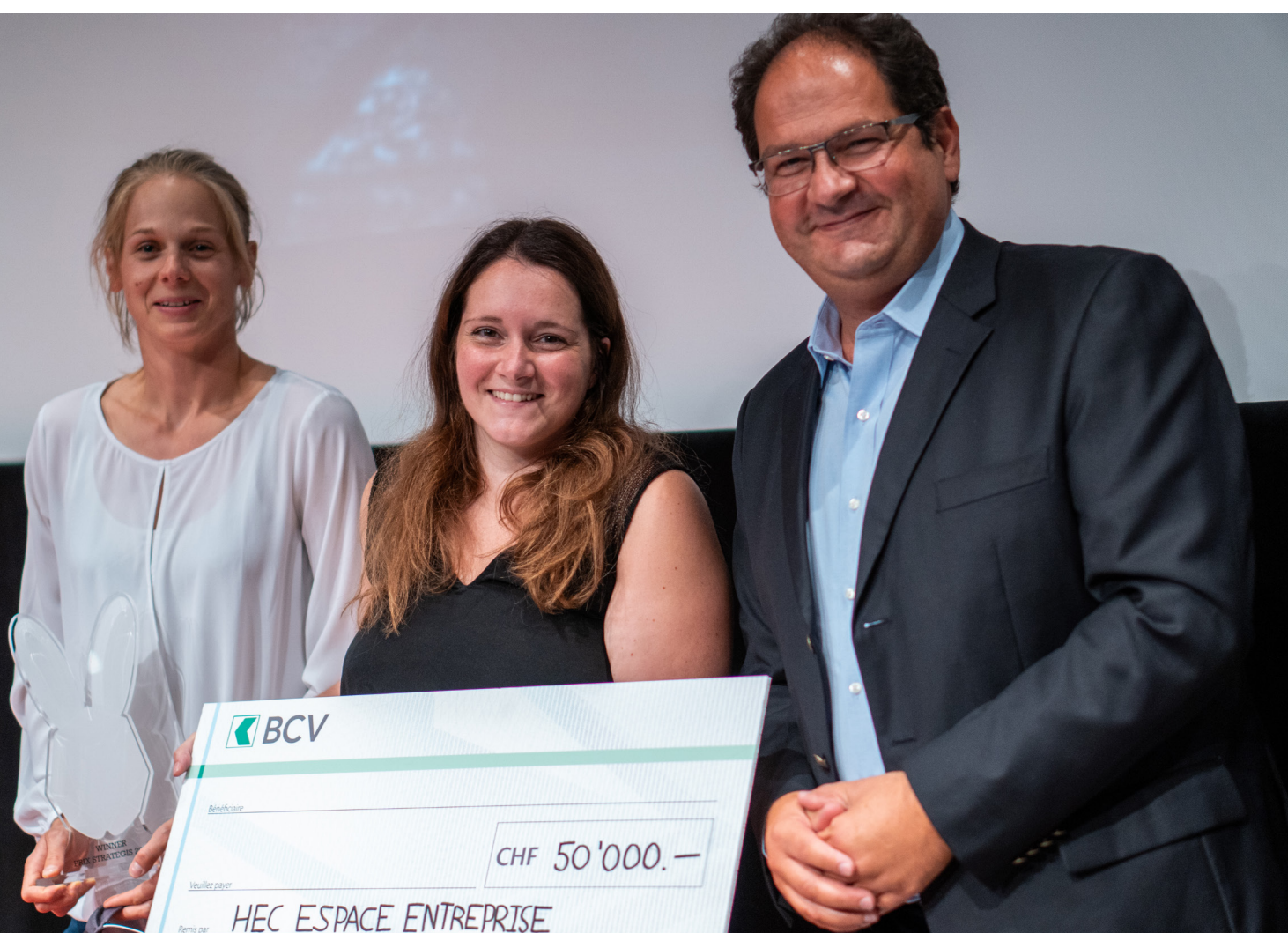
SUNBIOSCIENCE

Founded in 2016 by 2 researchers from EPFL, SUN Bioscience is developing an innovative solution for organoids culture (microtissues reproducing certain behaviors of an organ, produced from stem cells). These make possible to study the efficacy of drugs in the development phase.

The start-up enables its clients, pharmaceutical groups, to produce hundreds of identical organoids of a defined size in a quick and easy way. Previously, the only solution was to grow them manually, which was costly and led to reproducibility concerns.

Therefore, SUN Bioscience intends to promote the development of precision medicine by offering to the pharmaceutical industry a disruptive, cost-effective and high quality solution. Feedbacks received from its customers are unanimously positive.

By being the result of a decade of research at the EPFL, this biotech is a testament to the innovative potential of Western Switzerland.



Former winners



2019 - Nomoko

Nomoko develops an extremely faithful and accurate virtual copy of our physical world. To do so, Nomoko uses 3D modeling and ultra-modern cameras. This digital world will contribute to the development of Smart Cities, autonomous driving algorithms and virtual reality.

2018 - Monito

Just like SUN Bioscience, Monito is a start-up from the EPFL. It offers a platform to compare money transfer services according to their prices and evaluations. Monito brings transparency to this market and allows to select the service with the best quality/price ratio.



2017 - Gamaya



Gamaya has developed a hyperspectral camera embarked on a drone. Associated with machine learning, this solution enables farmers to observe the health of their crops and identify their needs.

2016 - BestMile

This spin-off from EPFL offers a platform that allows to manage and optimise autonomous vehicle fleets similar to a control tower.



2015 - eSMART

2014 - L.E.S.S.

2012 - Dacuda

2011 - House Trip

2010 - Poken

2009 - Sensometrix SA

2008 - Digital Luxury Group

2007 - Creatives

2006 - Ilion Security SA

2004 - Jobup.ch

2003 - Mimotec

2001 - Arsenic

2000 - Modex

1999 - LeShop.ch

1998 - Business Information

1997 - Swiza

1996 - Tercom

1995 - SCHOTT-Guinchard SA

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All of the pictures used in this document were taken during the Prix Strategis 2020 ceremony by the association *Innovation Time Lausanne*.

