

Scale in Switzerland: Accelerator Programs

GZA webinar – April 15, 2020

11 am EST / 8 am PST / 5 pm CET

with C-level executives from Plug & Play,

Kickstart Innovation and Adjoint

greaterzuricharea.com/accelerator

Your host today

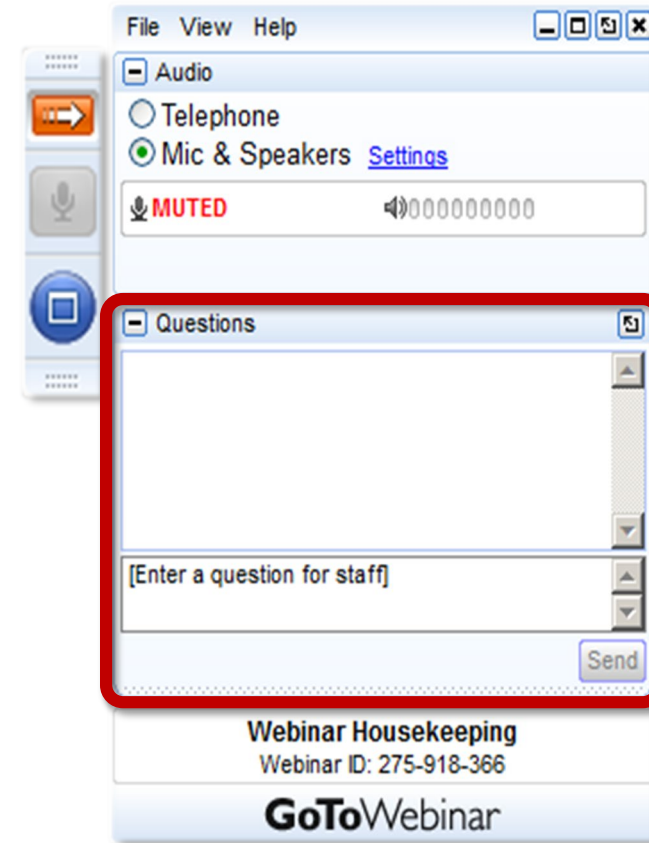
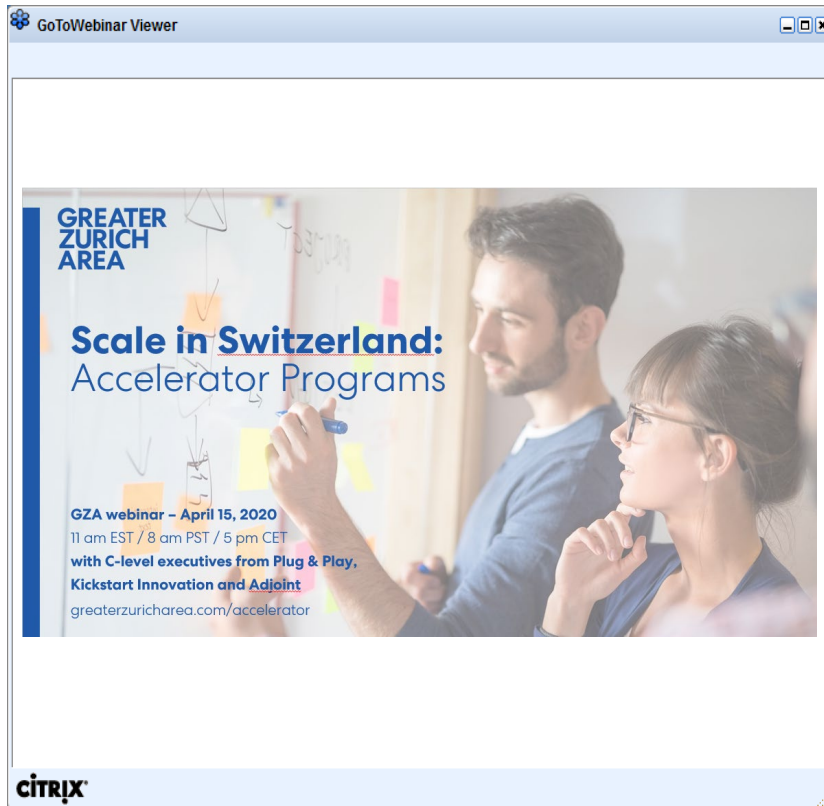


Lukas Sieber

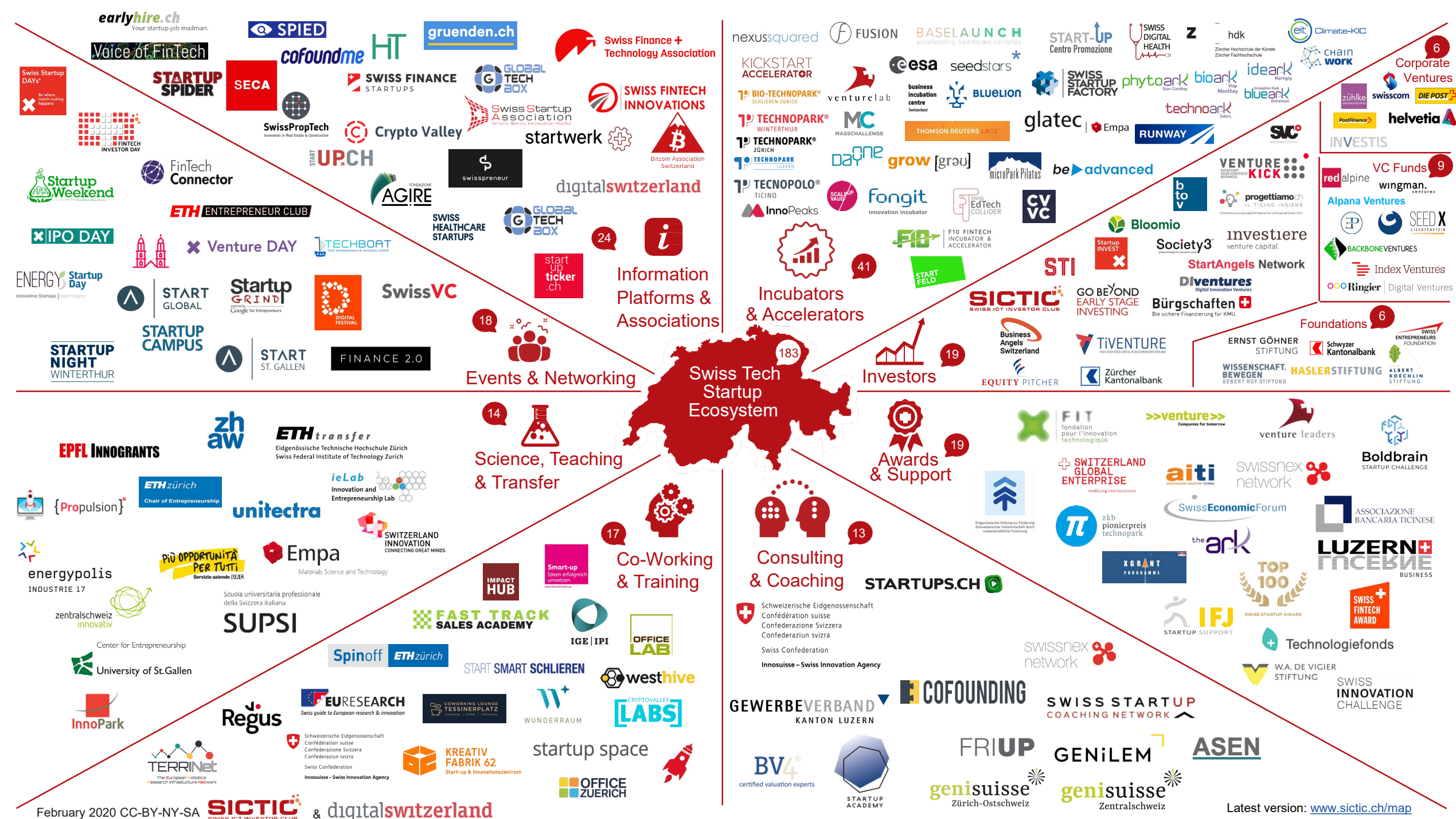
Executive Director North America
Greater Zurich Area Ltd (GZA)

lukas.sieber@greaterzuricharea.com

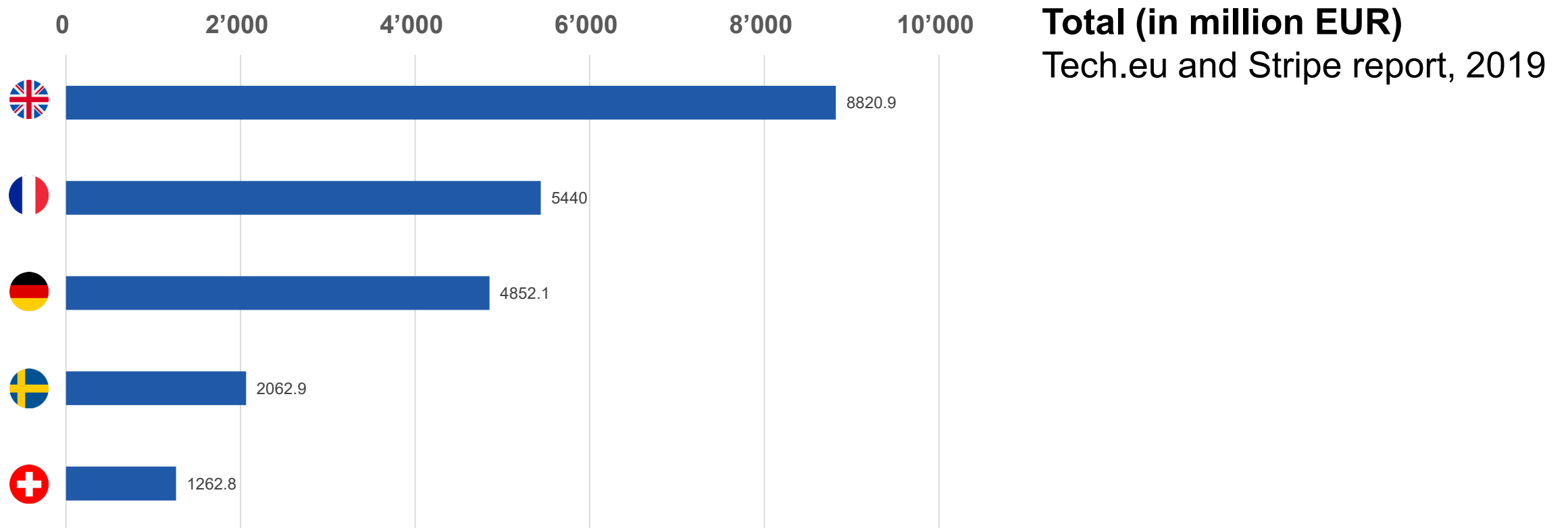
Webinar housekeeping



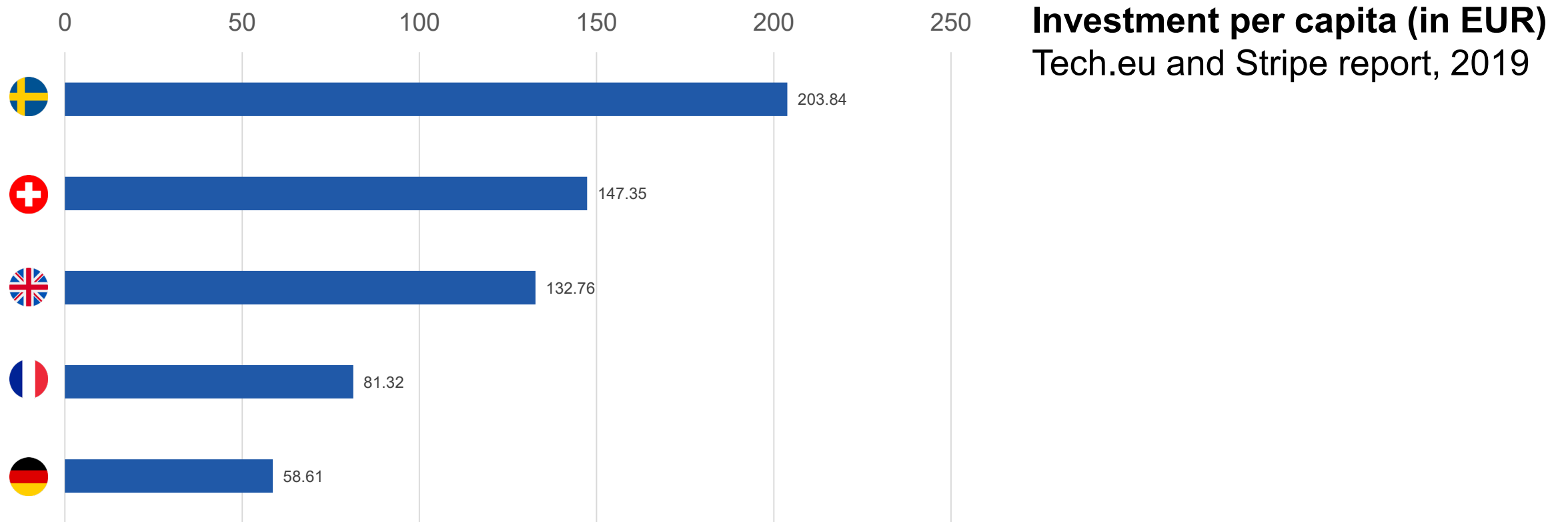
All webinar recordings available on: greaterzuricharea.com/webinars



Total Investment in European Growth Rounds (2016-2018)



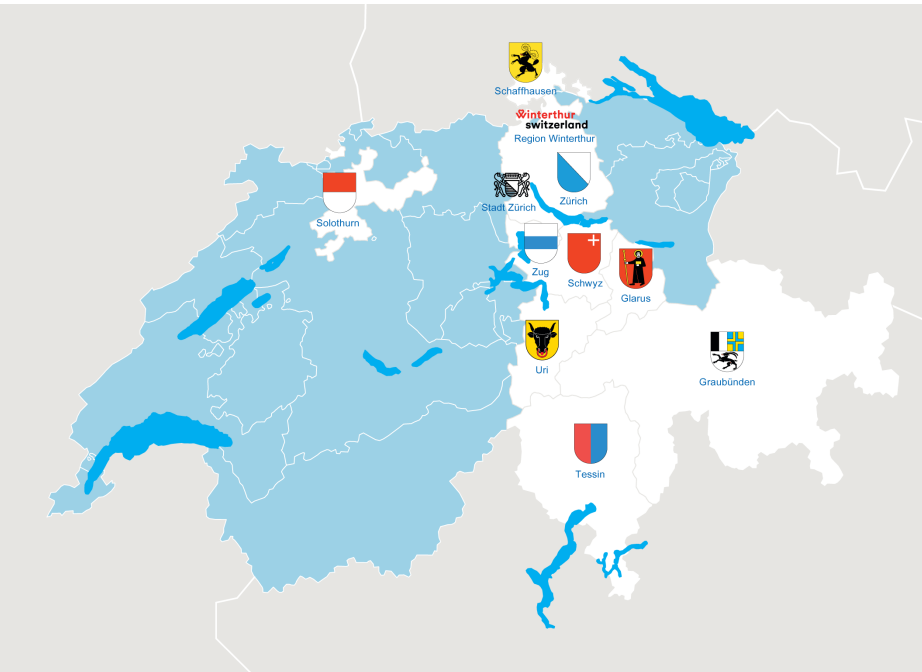
Total Investment in European Growth Rounds (2016-2018)





Greater Zurich Area Ltd (GZA) – a public-private partnership

Public members



Partners from business and science



Greater Zurich Area Ltd (GZA) – a Swiss business concierge for companies looking to grow internationally

Free of charge services:

- Provide technology- and industry-specific insights and key contacts
- Advice with regards to R&D incentive programs, work permits, taxes
- Advice on setting up a company and legal forms
- Connect to leading professional, legal and accountancy service providers
- Identify office space, industrial sites and business parks
- Organize site visits
- Find research partners at globally leading universities including ETH Zurich, University of Zurich, Universities of Applied Sciences

Christoph Birkholz, Kickstart Innovation

Co-Founder & Chairman Impact Hub
Zurich & Kickstart Innovation

PhD University of St. Gallen,
Alumnus of Witten/Herdecke
University and INSEAD

christoph.birkholz@impacthub.net



KICKSTART



IMPACT
HUB

An Impact Hub Zürich Company

The world needs collaboration and innovation to thrive.

With our programs, we connect international tech startups and scaleups with leading corporates and institutions, we accelerate intrapreneurship teams and we push an open innovation culture on all levels. Our operations are based in Switzerland. Our outreach is global.



An Impact Hub Zürich Company



North America

Austin
Baltimore
Berkeley
Boston
Boulder
Honolulu
Houston²
Los Angeles
Minneapolis – St. Paul
Montreal³
New York City
Oakland
Ottawa
Salt Lake City
San Francisco
Santa Barbara
Seattle
Washington D.C.

Latin America & Carribean

Antigua
Barranquilla²
Belo Horizonte
Bogota
Brasilia²
Buenos Aires¹
Caracas
Curitiba
Florianopolis
Manaus
Mexico City
Monterrey
Oaxaca²
Port-au-Prince³
Recife
Sao Paulo
San Jose³
San Salvador

Europe

Amsterdam
Athens
Bari
Belgrade
Bergen
Berlin
Bern
Birmingham
Bratislava
Brixton
Brno
Bucharest
Budapest
Cluj-Napoca
Donostia
Dresden
Florence
Geneva
Inverness
Istanbul
King's Cross
Lisbon
Madrid
Milan
Moscow
Munich
Odessa
Ostrava
Prague
Reggio Emilia
Rome
Rotterdam
Ruhr²
Stockholm
Syracuse
Trento
Turin
Vienna
Vigo
Westminster
Zagreb
Zurich

KICKSTART 

Local Operations Global Footprint

Asia Pacific

Bangkok¹
Hong Kong²
Jakarta
Kuala Lumpur
Kyoto
Manila
Phnom Penh
Shanghai
Singapore
Taipei
Tbilisi
Tokyo
Yangon
Yerevan

Africa Middle East

Accra
Bamako
Bujumbura
Dubai
Harare
Johannesburg
Khartoum
Kigali
Lagos³
Nairobi²

IMPACT
HUB

An Impact Hub Zürich Company

¹ candidate ² pilot ³ coming soon ⁴ temporarily closed



KICKSTART

Developing commercial partnerships

We support our partners in identifying key topics and opportunities for open innovation, we bring up to 50 of the best startups and scaleups to Switzerland and we run a four months program to facilitate collaborative innovation partnerships and commercial deals.

Accelerating intrapreneurship teams

Together with our group of experts and advisors, we encourage, select and coach intrapreneurship teams of our partner companies to grow from prototype to MVP and from MVP to scaling.

Building a culture of open innovation

Throughout each year, we engage hundreds of employees of our partner companies and institutions on all levels - from top executives joining our CEO Dinner for peer learning and networking, to open innovation managers as well as product and technology leads.

Kickstart Partners 2020

Global Partners

Shaping Kickstart in multiple Verticals



die Mobiliar

MIGROS

Vertical Partners

Shaping one Vertical




STIFTUNG
MERCATOR
SCHWEIZ

energie360°

PostFinance 

WISSENSCHAFT.
BEWEGEN
GEBERT RUF STIFTUNG



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Federal Office of Energy SFOE



Fellow Partners

Access to Kickstart



ETH zürich

CREDIT SUISSE 



wenger & vieli
Attorneys at law

MÖVENPICK
GROUP

Program Partners

Different roles



NEST |  Empa |  Eawag

 csem

satw it's all about
technology

 Ringier

Verticals 2020



EdTech &
New Work



Smart City &
Technology



FinTech &
InsurTech



HealthTech



Food &
Retail Tech



Intrapreneurship



Additional Initiative in 2020:
Circular Economy (Zurich & Romandie)



Team is everything.

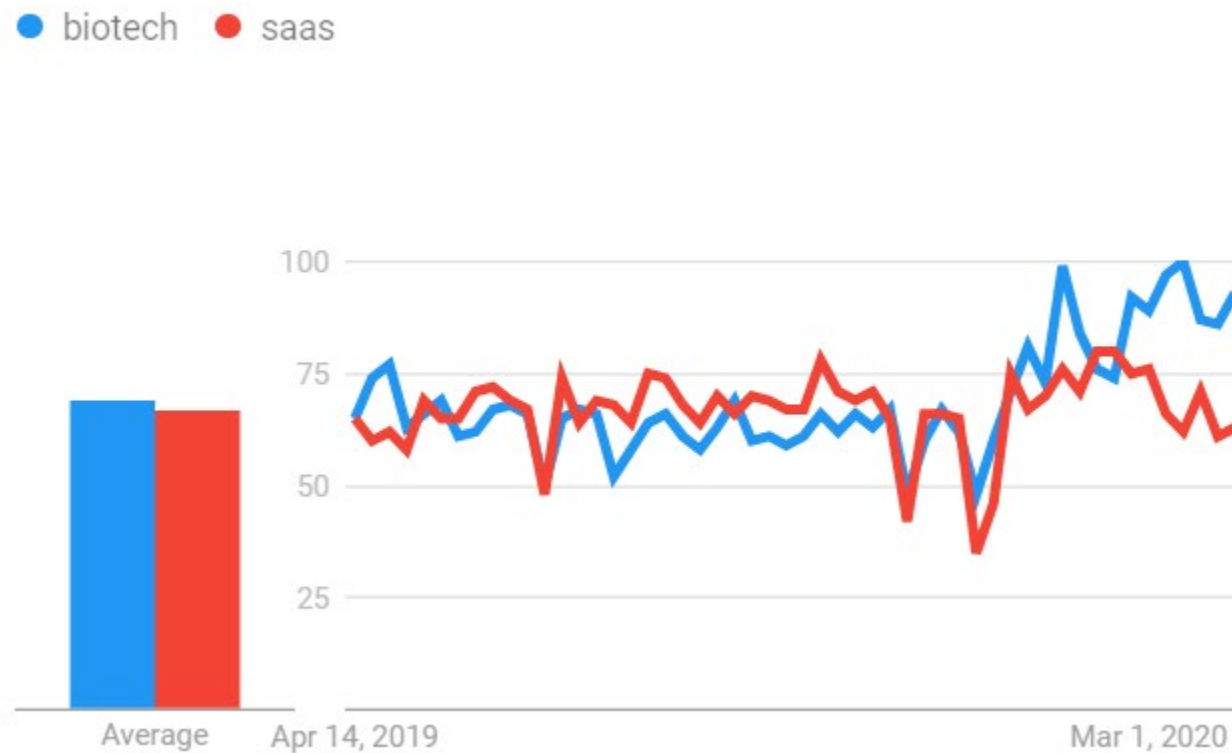


Get in touch.

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Biotech is the new digital, eventually?



United States, past 12 months, web search

Havell Rodrigues, Adjoint

CEO and Co-Founder Adjoint Inc

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≡ Adjoint

Enable your Treasury to adapt
to an evolving digital world

We simplify and transform financial operations.

We enable companies to digitally transform their business and finance. Our clients are positioned to thrive in the always-on, hyperconnected world.

- **Fortune 500 clients** in UK, Europe and the US
- Highly accomplished **team** with decades of experience in banking and finance
- Market-leading **partnerships** and deployment experience: SAP, Oracle, FIS, Cloud providers, Big Four Advisors, Leading global Banks and system integrators.
- **Founded in 2016**, team based in Boston and London, with sales offices in Zurich and New York
- Proprietary **technology** to support unique product

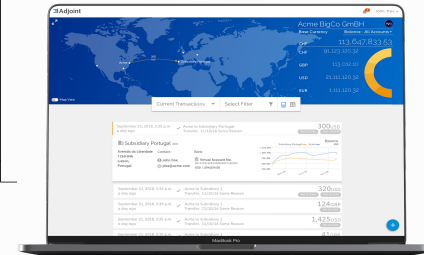
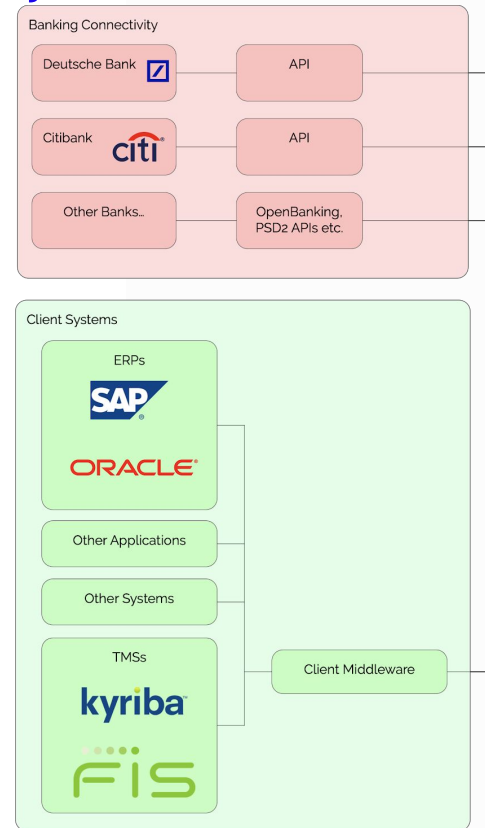
Adjoint Real-time Treasury

using programmable cash pools

Sits between Corporates' existing systems, multiple Banks, ERPs, TMS - data in continuous reconciliation.

- **Eliminate Reconciliations,**
- **Reduce transaction fees**
- **Reduce bank accounts**
- **Untrap liquidity**

Future proofed with Banking APIs, DLT for tamper-proof auditability, ZKPs for data privacy, Real-time payments to support 24x7 corporate financial transaction network



Award winning product for global enterprises

2020

World's Best Treasury & Cash Management Providers



2019

Best Banking Platform



Best Enterprise Process Control Technology



2018

Most Influential Fintech



2016

Most Investable Startup at EY Startup Challenge

Achievements through Kickstart Accelerator 2017

- Found value proposition
 - Came with Technology, Left with a Product
- Established Product-Market Fit in Swiss Market
- Landed 2 paid clients and 1 Letter of Intent (which resulted in an engagement)
- Completed a funding round with local Swiss investors
- Found strategic partners for sales and distribution
- Got introduced to innovation ecosystem
- Found valuable team members
- Made friends for a life-time

Learnings/Recommendations

- Engage with the community
 - Advisors, Mentors, Corporate Sponsors, Subject Matter Experts
 - Leverage Greater Zurich Area resources
- Build long term relationships
- Be honest with mentors
- Be authentic - what you know, what you don't know
- Be open to feedback, be open to pivot
- Stay positive, open minded and proactive- ask for what you want?
- Listen to what the corporate sponsors are saying they want?
- Maintain a steady momentum of small wins

Recommendations for applicants

- Have a unique idea tuned to accelerator's strengths - why this accelerator?
- Come with demonstrable traction, Ability to accelerate
- Be able to Test, Iterate, Scale
- Pick a focus area to deep dive for immediate traction
- Maintain long term vision - do not get swayed by opinions

\exists Adjoint

Thanks

Robby Toole & Christian Kunz, Plug and Play Tech Center



Robby Toole

Director Accelerate Geneva Program

B.B.A University of Notre Dame – Mendoza
College of Business

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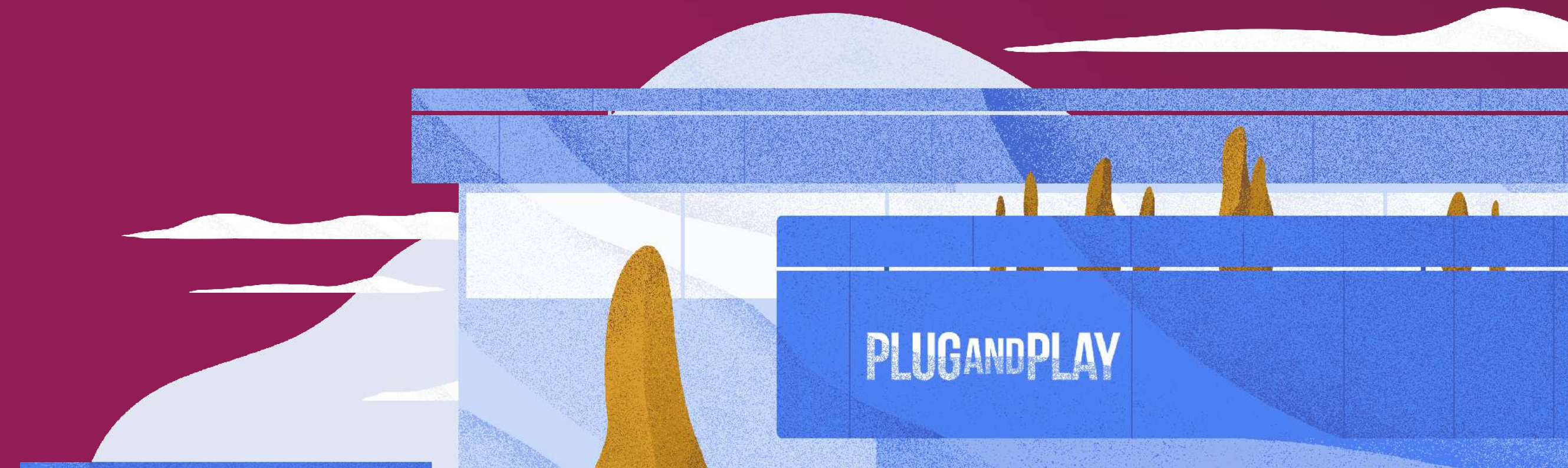
Christian Kunz

Director of Corporate Development

B.B.A IE Business School

christian@pnptc.com

Introducing Plug and Play



Our history



1990's

2006

2012

2016

2020

Lucky Building

Our CEO Saeed's property builds its reputation as 'the lucky building' on the success of some notable tenants, including the founders of Google, PayPal, Logitech, and Danger.

Google

PayPal

logitech

DANGER

Venture Capital

Fast-forward to 2006, our CEO purchased the current HQ from Phillips in Sunnyvale and officially began Plug and Play Tech Center as a home for 100+ startups, like Lending Club.

LendingClub

Open Innovation

Plug and Play evolves into verticals hosting their own innovation platform, complete with a tailored accelerator, services, activities, and solutions. Corporations, startups, VCs and others participate via different entry points. The first vertical is Brand & Retail.

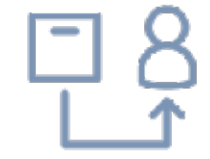
International Expansion

After the successful launch of several verticals in Silicon Valley, corporate partners asked us to bring our platform closer to their businesses. Success stories include the opening of our Startup Autobahn Platform in Stuttgart as well as the Lafayette Plug and Play Platform in Paris.

Global Presence

Today, we benefit from a global presence in over 18 countries with 60+ programs run through 16 different verticals and expect more to come in the near future.

We go beyond and offer access across different industries



Sustainability



Brand & Retail



Fintech



Food



Energy



Enterprise



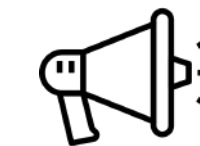
Health



Insurtech



IoT



**Media &
Advertising**



Mobility



New Materials



Real Estate



Supply Chain



Smart Cities



Travel

Brand & Retail



Travel & Hospitality



Food



New Materials & Packaging



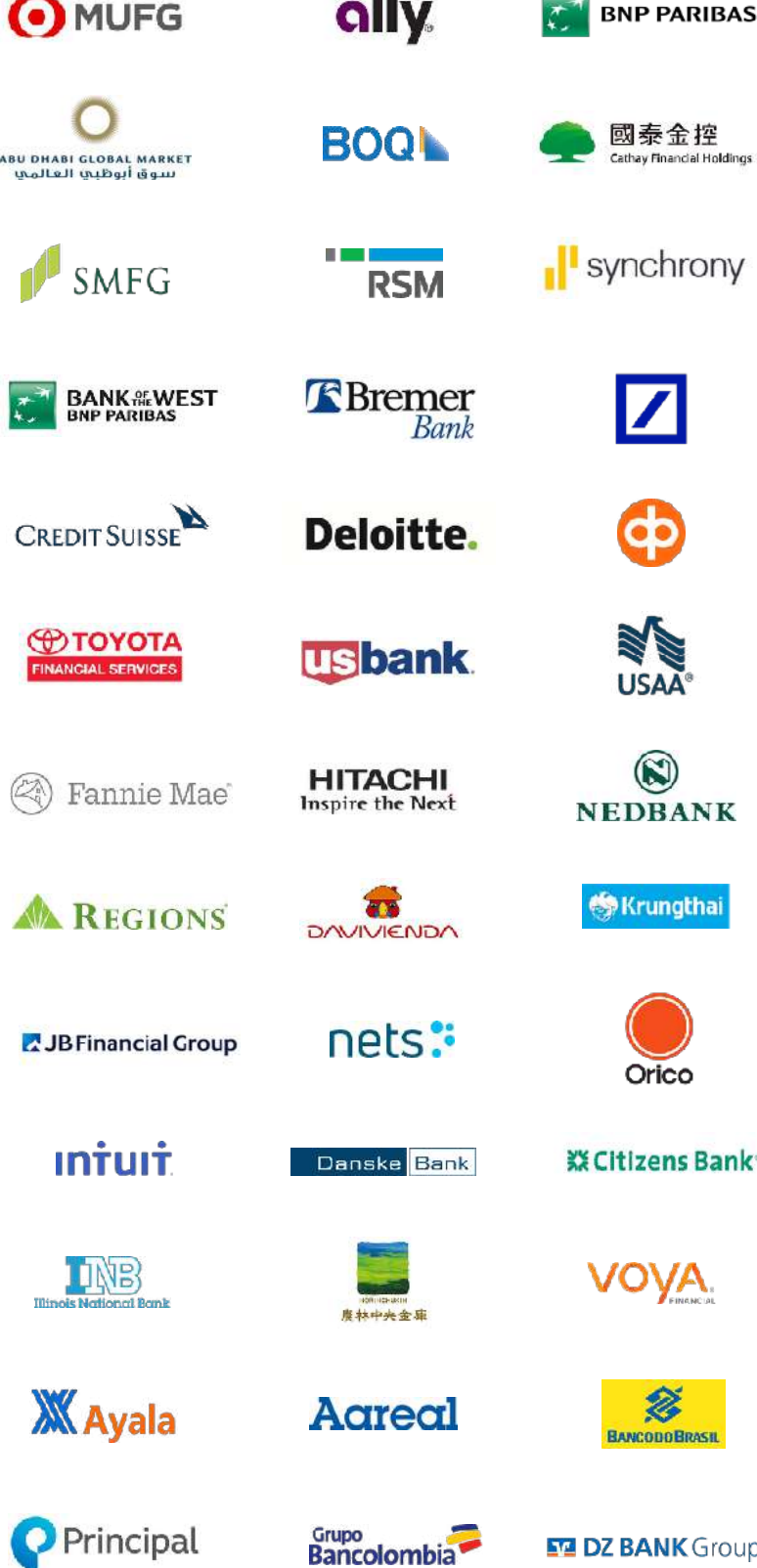
Supply Chain & Logistics



Energy



Fintech



Cybersecurity



Insurtech



Health



Smart Cities & Urbanization



Mobility



Internet of Things



Enterprise 2.0



Real Estate & Construction

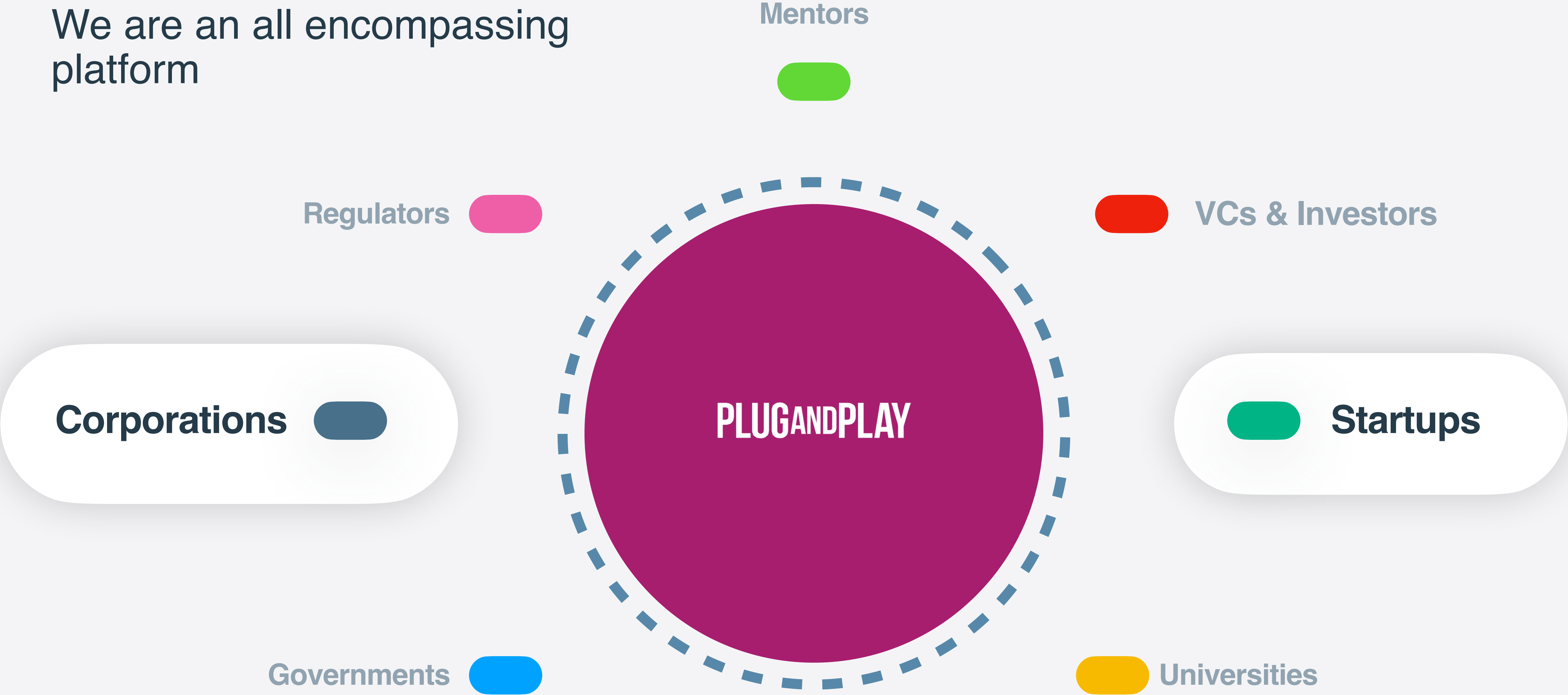


Our global footprint allows us to bring the best startups closer to our partners





We are an all encompassing platform



Our Activities bring value to each market player

STARTUP DEVELOPMENT

We run over 50
business development
programs a year for
selected group of
startups

CORPORATE INNOVATION

We supercharge the
innovation of over 400
major corporations from
every continent

VENTURE CAPITAL

We invest in over 220
companies worldwide
every year and co-
invest with 180 VCs

Our Corporate Innovation Ecosystem

1

INSIGHTS & EXPLORATION

Scouting, meeting, and deep diving into the startup ecosystem on a global scale.

2

TANGIBLE RESULTS

Implementing successful pilot projects and commercial rollouts with the solutions that fit each partner.

3

TRANSFORMATION & CULTURE

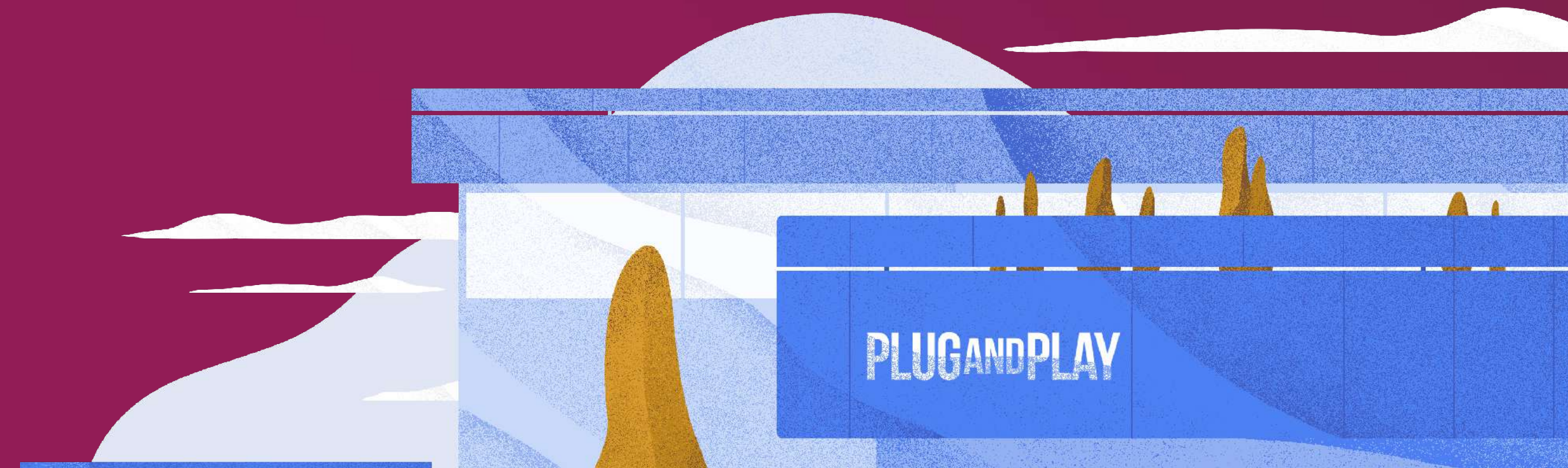
Working with all levels of the organisation to develop the internal culture & processes of our partners to be more receptive to innovation

4

BEYOND STARTUPS

Meeting likeminded people across different regions and industries and getting unique insights and learnings

Plug and Play Geneva



Accelerate @IATA



Powered by **PLUGANDPLAY**

Why?

Time to Market

Lower the Barrier of Entry

Industry-Owned Accelerator

How?



IATA Mentors, Curriculum, and Expertise

+

Plug and Play Innovation Platform

Accelerate @IATA



Powered by **PLUGANDPLAY**

Batch 0

7 Startups, 11 Implementations, 30+ Pilots in the pipeline

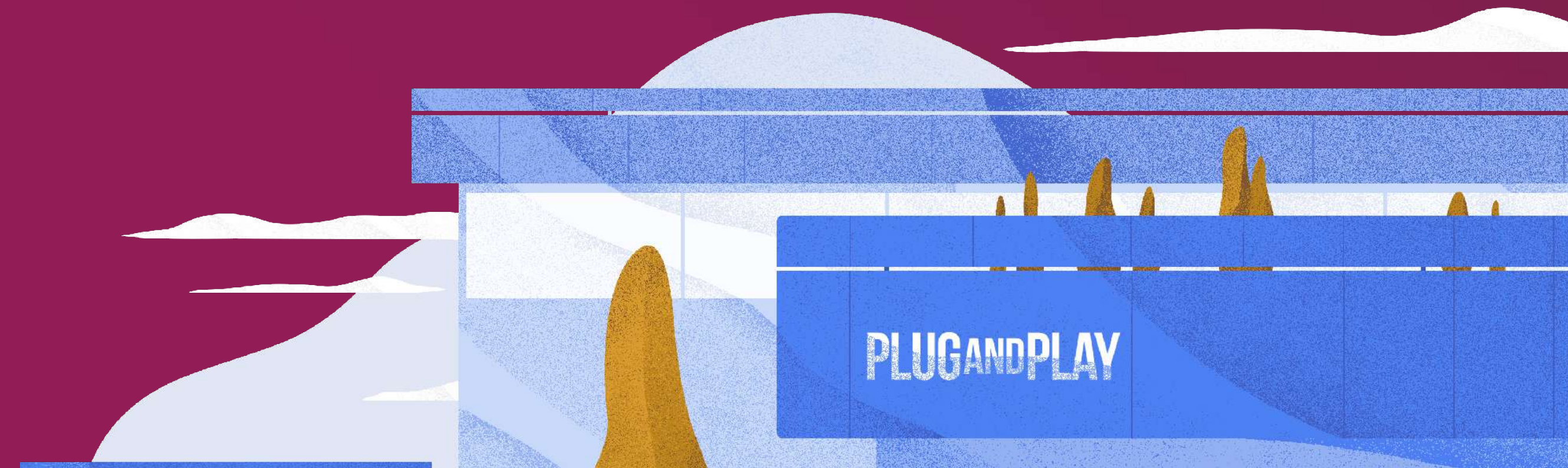
What's Next?

Batch 1 in August

IATA Emergency Priorities: Cashflow, Revenue Generation, and Market Stimulation

Why?

Zurich Area



The Greater Zurich Area and Plug and Play

CORPORATE ECOSYSTEM

A strong, local network of corporations is essential to our model, and the GZA is at the heart of it in Switzerland. We already have strong partnerships with leading Swiss corporations (Zurich, Swiss Re, Roche).

INNOVATIVE DNA

Switzerland is one of the most innovative countries in the world, and the strength of the Universities, Research Institutes and pioneering technologies makes Switzerland an ideal market for us to be physically present.

BUILDING GLOBAL BRIDGES

Plug and Play will create strong opportunities for Swiss startups to gain entry into markets around the world, and Swiss corporations will be able to access a global ecosystem of innovation in their home market.

Exploring opportunities for Zurich

Financial Services



- Fraud Detection
- Process Automation
- Data Enrichment
- CX & Distribution
- Underwriting Products
- Home & Property
- Auto Insurance Tech
- Financial Wellbeing
- Capital Markets
- Infrastructure
- Lending
- Payments
- RegTech
- Security
- Wealth Management

Industry 4.0



- Industrial IoT
- A.I. & Big Data
- Smart Infrastructure
- Workflow Optimisation
- Robotics & Automation
- Building Analysis
- Industrial Applications of VR & AR
- Energy Efficiency
- Machine Learning
- Edge Computing
- Machine to Machine Communication

Smart Cities



- Digital Twins
- AR/VR Modeling
- Offsite Manufacturing
- Beacons
- 3D Printing & Prefab
- New Materials
- Autonomous Driving
- Batteries
- Connected Cars
- Shared Mobility
- Energy Generation, Distribution & Storage
- Waste & Water Management
- Renewable Energy

Success Story Paris

2016 Date
founded

118 Startups
accelerated

10 Startup
investments

97 Pilots

53% Rollouts

Verticals Served

Retail
E-Commerce

Paris

lafayette
plug
and
play

Partners
Include

Galeries
Lafayette

RICHEMONT

Carrefour

X5
RETAILGROUP

PVH

ETAMGROUPE

DECATHLON

La Redoute

MAUS
FRÈRES S.A.

L'ORÉAL

MONCLER

L'ORÉAL

LEROYMERLIN

Lagardère
TRAVEL RETAIL

KERING

B breuninger

Success Story Stuttgart

2017 Date
Founded

178 Startups
Accelerated

7 Startup
Batches

281 Pilots
Created

MOBILITY Vertical
Served

 **Stuttgart**

 **STARTUPAUTOBAHN**

Partners Include

DAIMLER



 **Hewlett Packard
Enterprise**

PORSCHE



 **DXC.technology**

muRata
INNOVATOR IN ELECTRONICS



 **BASF**
We create chemistry



Linde

Leveraging a global startup platform across industries

STARTUP ECOSYSTEM

25,000

▲ 2,000 per year

GLOBAL LOCATIONS

32

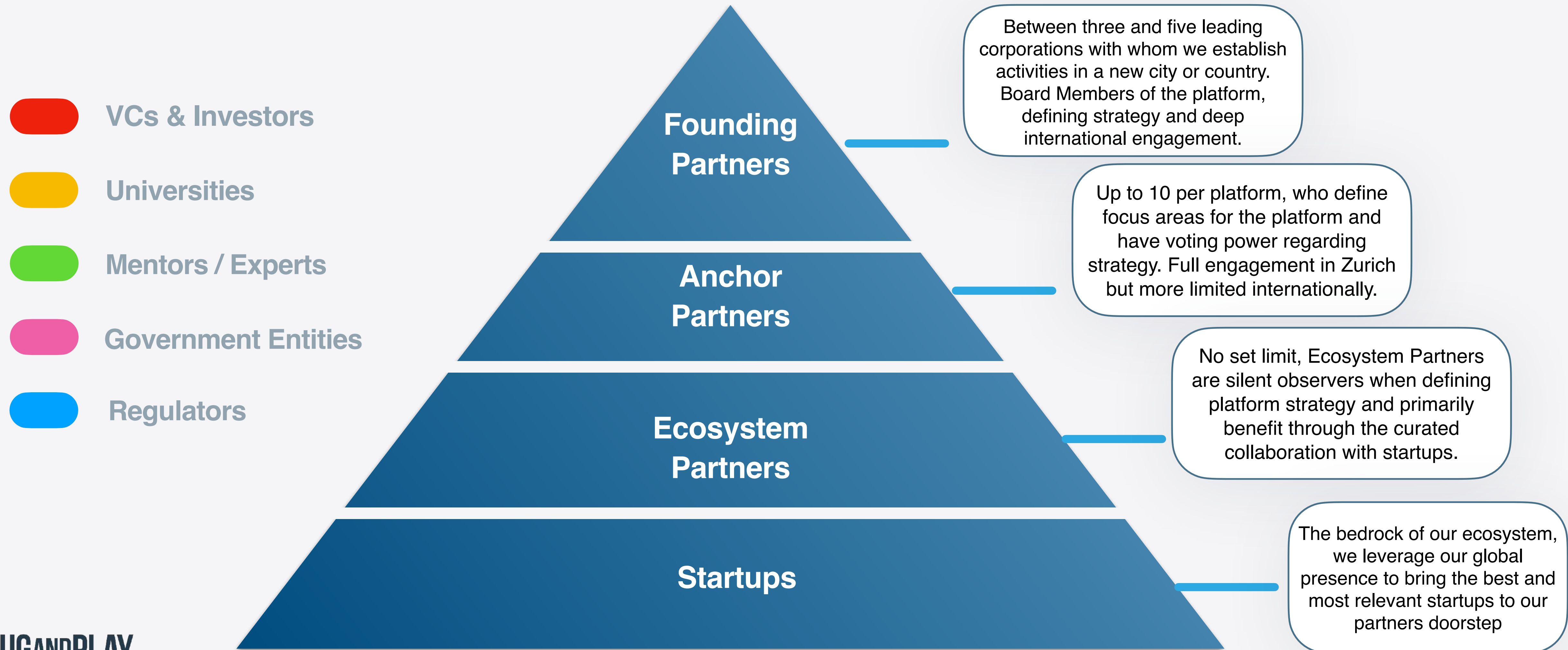
▲ 1 per quarter

INDUSTRIES COVERED

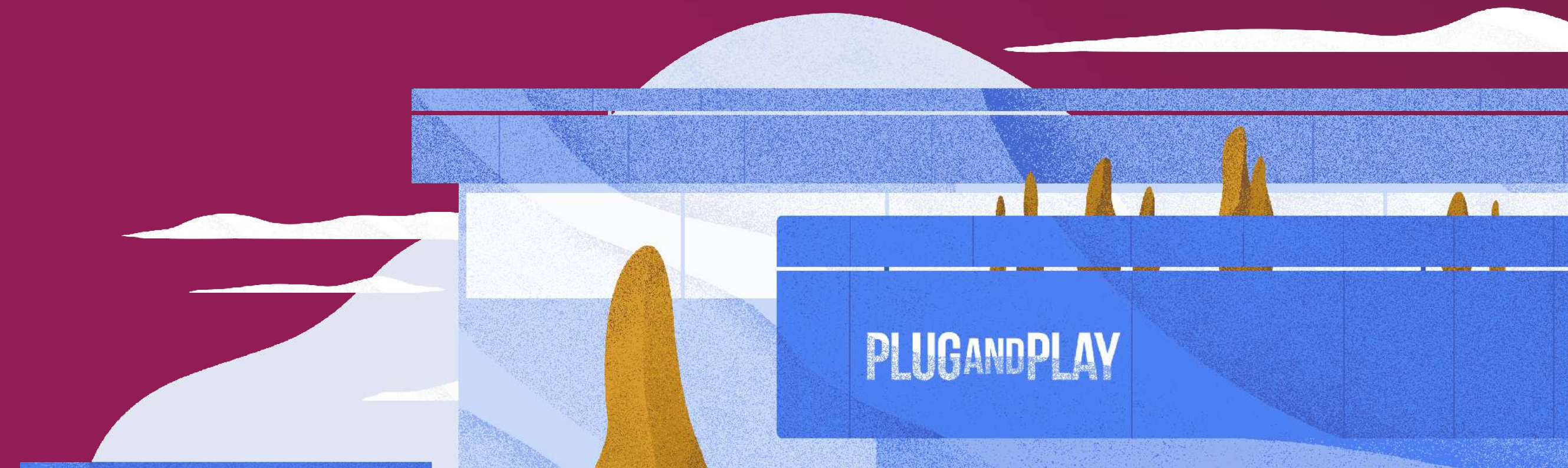
16

▲ 1 per quarter

How We Build Our Ecosystems



Our response to COVID-19



Alliance to Fight COVID-19



Mission: Get technology that protects lives and livelihoods to those affected by COVID-19 quickly by connecting Startups with Platform Partners.

PNP COVID-19 Related Content & Virtual Events

COVID-19 and the Race in Startup Technology

How we're using technology to fight a global pandemic

[Download the e-book](#)



PLUGANDPLAY
Leadership Through Challenging Times
Best Practices for COVID-19
March 24, 2020
7:00am - 8:00am PDT

As the situation with COVID-19 continues to evolve, we would like to invite you to this first virtual meeting, bringing the Plug and Play ecosystem together in these challenging times.

Webasto—the company that was on the early frontlines in Europe—won praise for its response to the coronavirus, quickly closing its sites in Germany, isolating its employees, and ultimately bringing the outbreak under control.

The economic effects of the coronavirus are broad and far-reaching, and many in our ecosystem and showing leadership and collaborating on how best to respond. The situation presents significant opportunities for innovation leaders that we should identify and embrace together—and there is no better time to learn from each other to assure the well-being of our communities, employees, and their families.

SAEED AMIDI
Founder & CEO
Plug and Play

MATTHIAS ARLETH
Deputy Chairman
Webasto

FIRESIDE CHAT

FOR MORE INFORMATION
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REGISTER
<https://bit.ly/2vD0GyJ>

PLUGANDPLAY
Technology Solutions Addressing COVID-19
March 26, 2020
8:00 - 10:30 AM PST / 11:00 - 1:30 PM EST

Highlighting the Top Startups Addressing the Coronavirus

Plug and Play is hosting a **Virtual COVID-19 Webinar** session highlighting the top startups working to address this pandemic. Startup pitches will address applications in healthcare and across industries, and present existing technology solutions that can be quickly implemented. We'll also hear from our partner at the US Department of Health & Human Services.

This event will be hosted virtually for our global partners and overall ecosystem to tune in. Startups and speakers will be announced shortly.

AGENDA

- 08:00-08:20 am:** Plug and Play's Response & Overview
- 08:20-08:35 am:** Keynote Speaker - Representative from U.S. Department of Health & Human Services
- 08:35-10:30 am:** Startup Pitches & Q&A (Startup pitches 7 min. each & 1 min. Q&A)
- 10:30-10:35 am:** Wrap-up & Overall Q&A

FOR MORE INFORMATION
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Alex Tran - atran@pnptc.com

REGISTER
<https://plugandplay.zoom.us/j/818417046>

PLUGANDPLAY
The Deskless Workforce: Supporting Remote Workers in a Black Swan Event
April 2, 2020
8:20 - 10:30 AM PDT

Recent events have forced businesses small and large to change how they operate & how their workforce functions. Distributed working presents unique challenges to C-suite, managers and employees alike.

It's clear that establishing practices to maintain business continuity is paramount to providing stability and reacting quickly to new opportunities. Technology will be a key enabler of this, and partnering with startups can be a very effective way to adapt to the new reality of working.

In this webinar, Plug and Play will showcase a selection of startups that are easily implemented, provide measurable benefits to the distributed workforce, and apply across multiple verticals.

This event will be hosted virtually for our global partners and overall ecosystem to tune in. Startups will be announced shortly.

PRELIMINARY AGENDA

- 08:20-08:30 am:** Welcome Remarks
- 08:30-09:00 am:** Keynote
- 09:00-10:20 am:** Startup Solutions (7-minute presentation + 3-minute Q&A)
- 10:20-10:30 am:** Wrap-up & Overall Q&A

KEYNOTE SPEAKER

Ravin Jesuthasan
Author & Managing Director, Willis Towers Watson

Ravin Jesuthasan is a recognized futurist, global thought leader and author on the future of work and human capital. Ravin has led numerous research projects for the World Economic Forum and is a member of its steering committee on work and employment. He has been featured on CNN, BBC, The Wall Street Journal, BusinessWeek, CNBC. [Click here](#) to learn more about Ravin.

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Nick Daley - n.daley@pnptc.com

REGISTER
<https://bit.ly/PNPSDF0402>

<https://www.plugandplaytechcenter.com/covid-19/>

Thank you!



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Robby Toole

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Have we left one of your questions unanswered?
Give us a call or send us a message and we'll be in touch shortly.

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Switzerland: +41 44 254 59 59

info@greaterzuricharea.com