



# SWISS TURKISH STARTUP PROGRAM

Swiss Days Istanbul 2021



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## SWISS DAYS ISTANBUL

Swiss Days Istanbul aims to develop the economic and social relationships between Switzerland and Turkey. As a part of the event, Turkish visitors are introduced to Swiss economy, trade, art, culture, gastronomy, technology, education, and much more.

For further information, please click [here](#)

A large 3D sculpture of the hashtag '#swissdays istanbul' is the central focus. The sculpture is made of thick, dark red material and is set on a brick-paved outdoor area. In the background, there are several potted plants, a wooden table, and a staircase. The entire scene is overlaid with a semi-transparent white box containing text. The overall color scheme is a monochromatic red tint.

#swissdays  
istanbul

## ANCHORS OF SWISS DAYS ISTANBUL

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Swiss  
Days  
Market  
Place

Opening  
Ceremony

Swiss-  
Turkish  
Economic  
Forum

Swiss-  
Turkish  
Webinar  
Series

City of  
Arts  
Eskişehir

Swiss-  
Turkish  
Startup  
Program



## **SWISS-TURKISH STARTUP PROGRAM**

The Swiss-Turkish Startup Program aims to

- connect the Startup landscapes of Switzerland and Turkey
- foster an exchange of knowhow and innovation
- open doors to relevant stakeholders

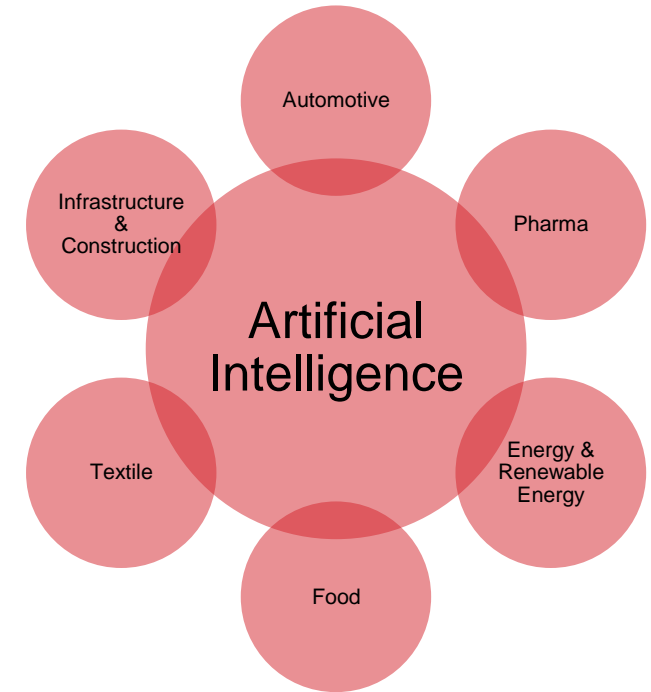
# APPROACH

MARCH 2021

## Application of Startups

Defined sectors:

- Automotive
- Pharma
- Energy & Renewable Energy
- Food
- Textile
- Infrastructure & Construction



JUNE 2021

## Virtual qualifier with 10 preselected Swiss & Turkish Startups

Virtual Pitching-Event in front of the jury

SEPTEMBER 2021

## Showcase of the Final 2 Swiss & 2 Turkish Startups in Istanbul

Announcement of the Winner Teams, Pitching and Networking at the Swiss Days Istanbul 2021

# CRITERIA FOR STARTUPS

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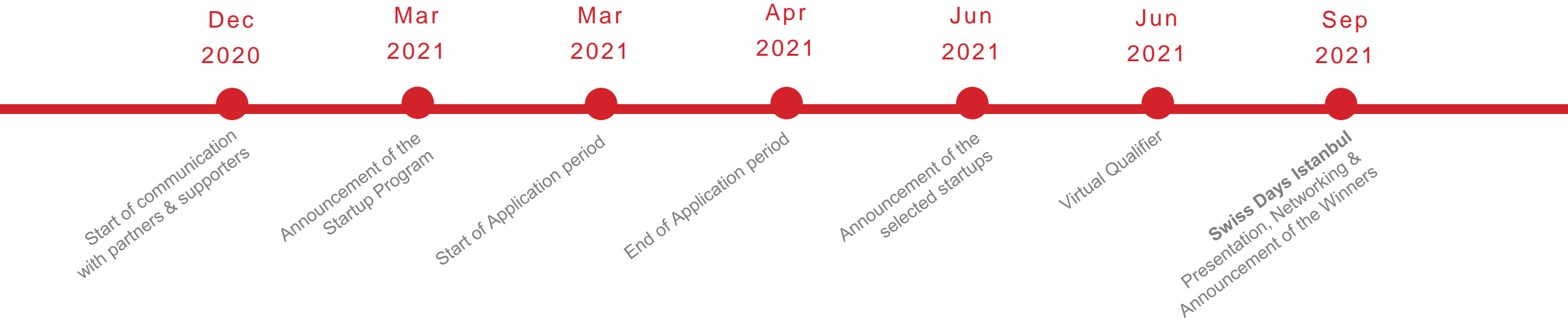
## Criteria for Eligibility

- Should be Swiss or Turkish based
- Being a business duly established according to the law it is subject to or that is applied, having no obstacle or prejudice for operating and being a legal entity according to the relevant law
- Being a company is no more than 5 years old as of January 1, 2021
- Having a working prototype of their products, services or solutions in any of the fields stated in the program manual for each country
- Being able to document traction or generating revenue
- Shouldn't receive/raise more than \$500.000

## Criteria for Evaluation

- The level of innovation
- Potential for globalization
- Validation in the field of practical feasibility of the undertaking
- Business model, which means opportunities for increasing the number of customers and revenues
- Technical implementation in terms of product functionality and user experience
- Adequacy in relation to the fields set by the organizer
- Founding team members competencies

# TIMELINE



## PRIZES FOR WINNER TEAMS

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**CHF 7.500 Grant**  
per winner



**Free flights\***



**Meet investors**



**Meet experts and  
industry leader**  
Get a mentorship



**Media Coverage**  
Interviews with winners  
during Swiss Days 2021



**Membership to  
Switzerland  
Global  
Enterprise**  
for one year



**Silver Sponsorship  
to Swiss Turkish  
Chamber of  
Commerce in  
Turkey**  
for one year (CHF 1.500)



**Announcement  
on Websites/  
Social Media**  
Displayed at S-GE,  
Swiss Chamber of  
Commerce in  
Turkey and Global AI  
Hub

<sup>8</sup> \*Winners (CH and TR, 2 persons per winner team) will fly to the other country and stay there 1-2 weeks. Flight tickets will be provided.



# JURY MEMBERS

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**DOGAN TASKENT**

Board Member  
R&D and Innovation, Atabay



**MEHMET YILDIRIMLI**

Head of Swiss Business Hub Turkey



**SELCUK BOYDAK**

Co-Founder Global  
AI Business School



**SANDRA TOBLER**

Co-Founder and CEO  
Futurae



**NICOLAS BÜRER**

Managing Director  
Digital Switzerland



**MATTHIAS FILSER**

Head of Center for Entrepreneurship  
ZHAW



**MEHMET ONARCAN**

Founder  
Mentors Network Turkey



**MARCEL HOFSTETTER**

Scientific Officer  
Innosuisse



**NAME**

Job position  
Roche



### For Supporters

- Advertise and increase their visibility
- Providing an opportunity for them to contribute entrepreneurship, and will be a sign of goodwill
- Will have seats during Swiss-Turkish economic forum and will be presented as supporters with their respective logos on S-GE/SCCT Startup Program websites
- Supporters will be announced during the award day



**GET IN TOUCH**

**Switzerland**

Suhail el Obeid & Mehmet Yildirimli

**Turkey**

Mehmet Yildirimli & Eda Hosceylan

For further information, please click [here](#)

