



STSP+



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# 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

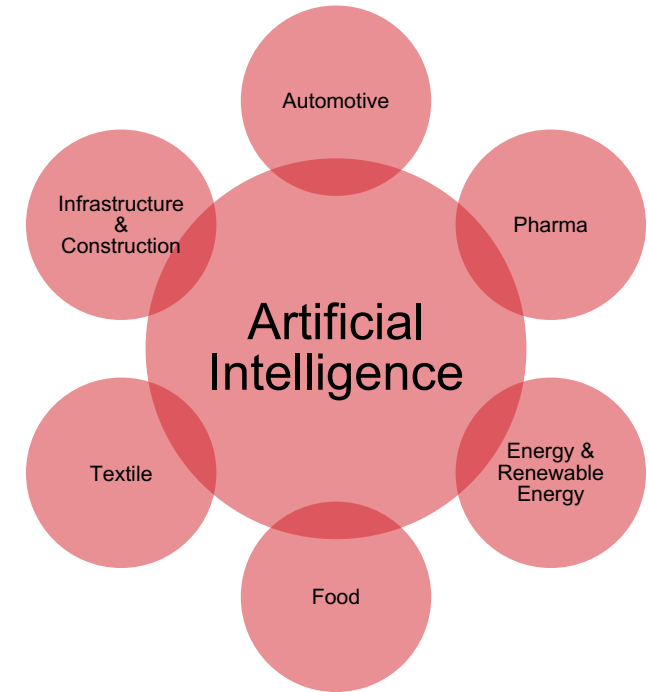
# APPROACH

MARCH 2021

## Application of Startups

Defined sectors:

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



15.06.2021

## Virtual qualifier with ten preselected Swiss & Turkish Startups

Virtual Pitching-Event in front of the jury

Sept/Oct (tbc)

## Showcase of the four Final Startups

Announcement of the Winner Teams, Pitching and Networking

# CRITERIA FOR STARTUPS

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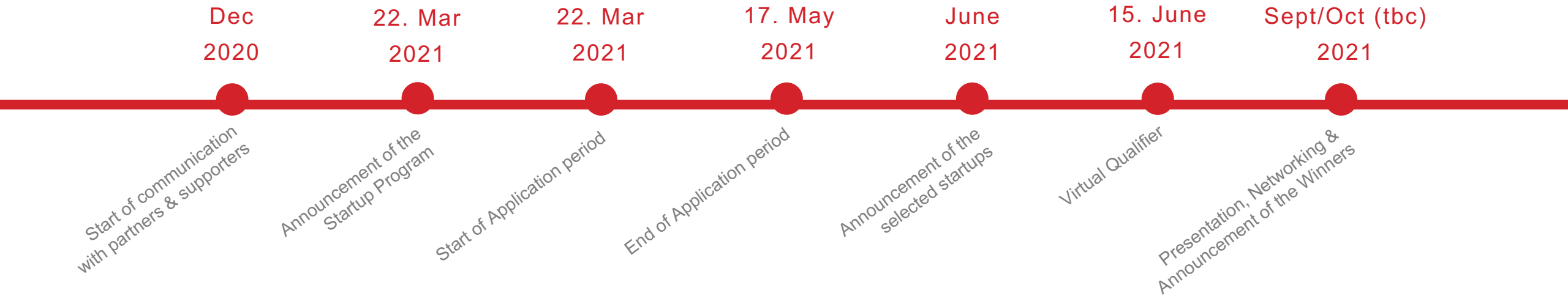
## Criteria for Eligibility

- 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



**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

# JURY MEMBERS

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**DOGAN TASKENT**

Board Member  
R&D and Innovation, Atabay



**MEHMET YILDIRIMLI**

Senior Regional Marketing Manager EMEA  
S-GE



**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



**GIZEM ÖZBAYRAC**

Pharmaceuticals Business &  
Agility Chapter Head  
Roche



## ORGANIZERS



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland  
**Swiss Business Hub Turkey**



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## PARTNERS



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Confederaziun svizra

**Consulate General of Switzerland in Istanbul**



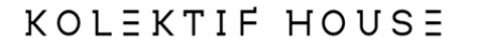
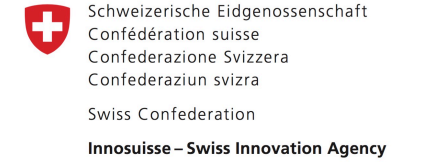
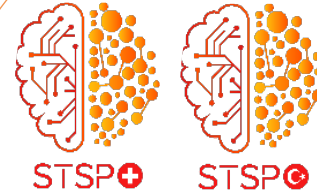
**Global  
AI Hub**



## SPONSORS



## SUPPORTERS



## GET IN TOUCH

### Switzerland

Suhail el Obeid & Yasemin Öztürk

### Turkey

Yasemin Öztürk & Eda Hosceylan

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

For applying as a startup, please click [here](#)

