



STSP+




STSP

SWISS TURKISH STARTUP PROGRAM

Swiss Days Istanbul 2021



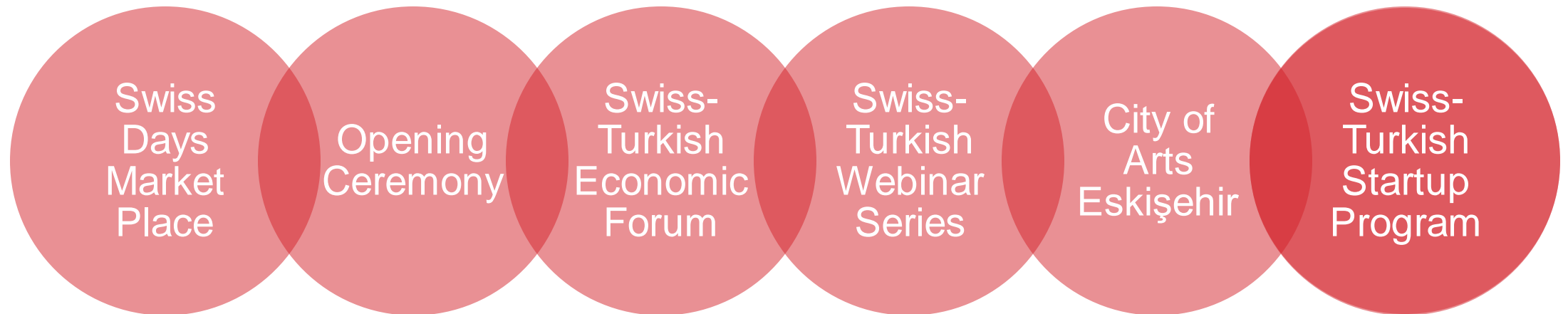


SWISS DAYS ISTANBUL

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](#)

ANCHORS OF SWISS DAYS ISTANBUL





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

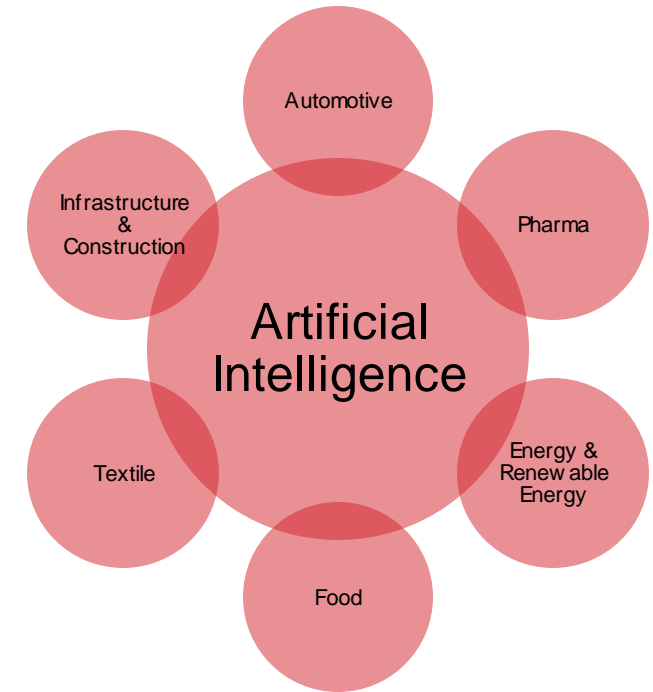
APPROACH

MARCH 2021

Application of Startups

Defined sectors:

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



15.06.2021

Virtual qualifier with 10 preselected Swiss & Turkish Startups

Virtual Pitching-Event in front of the jury

24.-26.09.2021

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



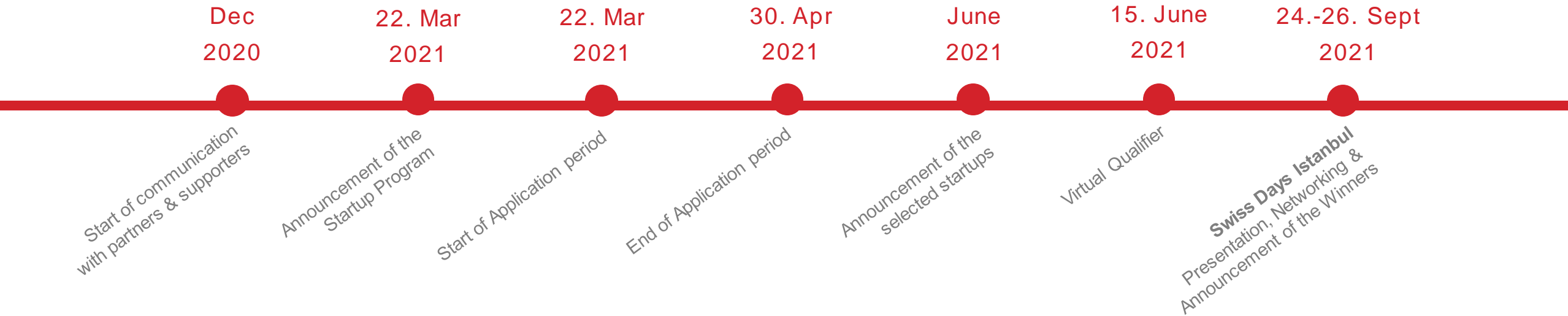
Criteria for Eligibility

- 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

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

⁸ *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



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



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 & [Yasemin Öztürk](#)

Turkey

[Yasemin Öztürk](#) & Eda Hosceylan

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

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

