SICTIC Startup Selection Criteria

Please **carefully read the below startup selection criteria** before completing the factsheet. Startups that accurately complete the factsheet have **a higher chance** to be selected to pitch, as the SICTIC jury can make a better evaluation.

● Startup core team based in Switzerland or willing to move to Switzerland in case of funding;

● There must be a strong information and communication technology (ICT) component that allows to quickly scale up the business;

● The investment will be against equity of a (possibly yet to be founded) company registered in Switzerland;

● The startup must have a reasonable chance to generate at least CHF 5M yearly revenues within five years after the investment;

● The startup must not be older than five years (since incorporation);

● The startup valuation is under CHF 8M;

● The investment round is max. CHF 2M;

● If the current round is an ICO round, please provide a FINMA/FMA statement.

Once you have completed this factsheet, **please** **delete the first page of this document** and finalise your startup submission on the [SICTIC website](https://www.sictic.ch/pitch/).

If you are unsure about the selection criteria, do not hesitate to reach out to info@sictic.ch for clarification.

We wish you success with fundraising!

The SICTIC Team

Startup Factsheet for <Project / Startup>

*Please keep your answers short and to the point (think Tweets).*

**Please fill in and submit this document as part of your SICTIC Funding Application.**

**Any application that does not contain the completed SICTIC Factsheet will not be considered for funding.**

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#### Elevator Pitch: <The essence of your startup in no more than three lines of text.>

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| Startup company name (if any): <name> | Last modified date: YYYY-MM-DD |
| Submitter name and e-mail:<first name, last name, e-mail address> | Submitter relationship to startup:<role description> |
| Number of employees (FTEs): <number> | Company domicile: <postal address> |
| Start of operations: <yes/date or no> | Founded: <YYYY-MM-DD> |
| Website: <URL> | Company type: <AG, GmbH etc.> |
| Pitch deck: <yes/URL or no> | Crunchbase link: <yes/URL or no> |
| Application recommended by: <yes/Name or no> | Part of accelerator/program: <yes/name or no> |
| Core team based in: <country> | Core team willing to move to Switzerland in case of funding <country> |
| Type of Financing: <equity, loan, etc.> | Expected pre-money valuation:CHF <amount> |
| Investment round: <incorporation, seed, A, B> | Capital needed: CHF <amount> |

#### The Problem

*Describe which exact problem you solve and why that is a real problem that people care about.*

*Limited to 200 words (recommended 100 words)*

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#### The Solution

*How does your startup solve the stated problem. What’s the value proposition of your solution?*

*Limited to 200 words (recommended 100 words)*

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#### The Team

*List your current and future core team members and their time commitment (in % of a full time job).*

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| **Name, role, time commitment, work location** | **Education and notable past achievements.** |
| N.N., CEO, 100% |  |
| N.N., CTO, 100% |  |
| N.N, CFO, 80% (to be hired) |  |

#### The Innovation

*What’s the innovation of your startup that sets you apart from your competition?*

*Limited to 200 words (recommended 100 words)*

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#### Business Model

*What is the business model of the startup? (marketplace, subscription model, customize everything, on-demand, freemium, reverse auction, virtual good model, etc.) What is your strategy to bring the product/service to the market?*

*Limited to 200 words (recommended 100 words)*

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#### Market and customer profiles

*Describe how your startup plans to earn money and how well that scales up with more customers.*

*Limited to 200 words (recommended 100 words)*

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*Describe the market you are aiming for and indicate the market size in the respective geographical region (CH, global, other).*

*Limited to 200 words (recommended 100 words)*

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#### Revenue Model:

*What’s your revenue for the current and Last Year? Please also specify recurring revenue and non-recurring revenue. Are there any relevant partnerships established? What is the latest status on this partnerships?*

*Limited to 200 words (recommended 100 words)*

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*What are your estimated yearly revenues and earnings over the next five years?*

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| **Financials (CHF)** | **Year 1(expected)** | **Year 2(expected)** | **Year 3(expected)** | **Year 4(expected)** | **Year 5(expected)** |
| **Revenue** |  |  |  |  |  |
| **Cost** |  |  |  |  |  |
| **Earnings** |  |  |  |  |  |
| **FTEs**full time equivalent employees |  |  |  |  |  |

#### Product status and key metrics

*What have you done so far to solve the problem. Any measurable results so far? If you have an online demo, let us know. How long will it take you to build and beta launch a minimum viable product (MVP)?*

*Limited to 200 words (recommended 100 words)*

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#### Technology

*What technology do you use to solve the problem? Please also mention if you directly depend on third parties for delivering your service.*

*Limited to 200 words (recommended 100 words)*

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#### Challenges

*Which are the major known challenges that you need to solve in order to become successful?*

*Limited to 200 words (recommended 100 words)*

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#### Competition

*Who are you competing with? What makes your solution different? Why will you outcompete them?*

*Limited to 200 words (recommended 100 words)*

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#### Intellectual property, legal issues and freedom to operate

*Are there any legal issues we should know of? Are there intellectual property issues or agreements? Any trademark issues? Non-competes for founders? Did you check if you have freedom to operate (no patent infringements etc.)?*

*Limited to 200 words (recommended 100 words)*

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#### Expense planning

*What do you plan to spend the money on which you raise in this investment round? How long will the raised money last? Will you reach break even with this investment round? If not, when will you need another investment round and for which amount?*

*Limited to 200 words (recommended 100 words)*

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#### Next steps with highest priority

*What are the things that have to get done next and what is the timeline? How can SICTIC support you best?*

*Limited to 200 words (recommended 100 words)*

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#### Further remarks

*If you want to let us know anything else, here’s your space. If you already have mockups or screenshots, feel free to paste them here.*

*Limited to 200 words (recommended 100 words)*

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