Initiative of the State Secretariat for Education and Research SER
Annex of the Consulate General of Switzerland in San Francisco
Swiss Knowledge Network Outposts in Bangalore, Boston, San Francisco, Shanghai, and Singapore
# CONTENTS

- INTRODUCTION

## EVENTS

- STUDY TOURS & DELEGATIONS
- VISITING STARTUPS
- RESIDENTS

## 2011

## 03

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## INTRODUCTION

## 04

## MANDATES

## 05

## FINANCIALS

## 06

## PARTNERS & SPONSORS

## 07

## MEDIA PRESENCE

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swissnex San Francisco identified and forged opportunities to connect Switzerland and North America in more fields and through more activities than ever before in 2011. Its mix of services, from university outreach to public science events to startup consulting, resulted in successes on both sides of the globe and collaboration across oceans. Have a look at the big picture inside. Visit us online to learn more.

Events include swissnex organized or sponsored conferences, discussions, exhibitions, and workshops held within the swissnex walls as well as out of them. Visiting Swiss startups are those companies who benefit from entrepreneurship services or participate formally in the three-month CTI Start-up accelerator program, the US Market Entry CAMP.

Study tours and delegations visit the West Coast of North America on structured programs arranged by swissnex around a given topic. Residents are long-term members of the swissnex community, such as companies and individuals on sabbatical who work in the swissnex office. Mandates fund special projects, research, services, and initiatives and are supported by partnership agreements with outside parties. An overview of the 2011 financials includes the year’s overall budget and major funding sources. Partners and sponsors are vital to swissnex San Francisco, and each and every one is a valued member of the swissnex network. The many publications and media outlets that mentioned swissnex San Francisco in the last year are listed under media presence.
82 events in total in 2011 gained visibility for Swiss innovators and ideas. Whether on data or neuroscience, biotech or business, robots or gaming, design or architecture, each fostered collaboration and cooperation and spread valuable knowledge.

### Visiting Startups

- **Dacuda** – Alexander Ilic, Martin Zahnert
- **Mirasense** – Samuel Müller, Christof Roduner
- **Fontself** – Franz Hoffman, Julien Perez
- **ViSSee** – Nicola Rohrseitz, Valeria Mozzetti, Francesca Garattoni
- **Sobees** – François Bochatay
- **BioApply** – Frederic Mauch, Michel Pikhanov

### US Market Entry Camp Participants

- **Ralph Eichler**, President of ETH Zurich
- **JAN.**: Stanford University meetings and ETH Alumni Event
- **FEB.**: Official visit to Swissnex San Francisco
- **MAR.**: Social media and university communications
- **APR.**: Official visit to Swissnex San Francisco
- **MAY.**: Explore partnerships with business schools
- **JUN.**: Full social media study tour
- **JUL.**: EXPLORE PARTNERSHIPS WITH BUSINESS SCHOOLS
- **AUG.**: Meet, interview and research in Silicon Valley
- **SEP.**: Academic partnership with UCLA
- **OCT.**: Social media immersion for Swiss academia
- **NOV.**: Explore partnerships with business schools
- **DEC.**: Connect with artificial intelligence experts

### Study Tours & Delegations

- **RALPH EICHLER**, President of ETH Zurich
- **MICHIEL MITCHELL**, International Press Officer, EPFL
- **MANUEL SAGER**, Ambassador, Embassy of Switzerland in Washington, DC
- **PASCAL MARMIER**, Director, Consul, swissnex Boston
- **MAIA WENTLAND**, Professor, HEC Lausanne
- **UNIVERSITY OF GENEVA**, COPISAC Academic Partnership with UCLA
- **OLIVIER DESSISBOURG**, Editor, Le Temps
- **WEBDOC**, Connect with artificial intelligence experts

### Other Startup Visitors

- **STEMERGIE** – DANIEL LEUTENEGGER
- **ORPHANBIOTECH** – FRANK GROSSMANN
- **OPTOTUNE** – MARC BLUM
- **GANGA** – MATTHIAS SALA
- **FULITHA** – HARUN SOLAK
- **FRONTOAN** – MICHELE MAZZUCCHI
- **MINOMAZE** – TEJ TADI

### Residents

- **ARKTIS RADIATION** – RICO CHANDRA, MARIO VÖGELI
- **DETECTORS** – HERBERT BAY
- **KO 若要** – NICO ROMAN
- **ABIONIC** – PASCAL VON RICKENBACH
- **STREAMFORGE** – ANDREAS UTHMANN
- **BLUEECONOMICS** – TEMITOPE OLA
- **DEMO** – NICHOLAS GAMARD
- **Doodle** – MICHAEL NAFT
- **UAYEN** – MERT YENTUR
- **VELA SOLARIS** – SIMON GEISSHAUSER
- **CFINANCIALS** – MICHAEL HEIJMEIJER
- **SMALLRIVERS** – EDOUARD LAMBELET
- **WEBDOC** – VINCENT BOREL
- **QUANITER** – DENIS HARSCOAT
- **D1 SOLUTIONS** – HANS PETER GRANICHER
- **LOGIZE ME / LOCALUNCLE** – ANDREAS HAUENSTEIN
- **QUESTLI** – PHILIP ESTRADA REICHEN
- **Koemei** – DANIL KOZYATNIKOV, STEFAN STEINER

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CTI Start-up
Provide work space, contacts, and Silicon Valley expertise to Swiss startups entering the US market as part of an acceleration program.

University outreach, promotion, and media relations in North America.

École Polytechnique Fédérale de Lausanne (EPFL): International Affairs
Independent research and reporting on international houses and student loan programs.

Swiss Federal Institute of Technology Zurich (ETH Zurich)
West Coast programming for university delegations and promotion of the university in California.

Firmenich
Innovation consulting for the flavor and perfumery producer including front end innovation survey and report.

Gebert Rüf Foundation: US Market Entry CAMP
Financial support for Swiss startups in the three-month accelerator program.

Gebert Rüf Foundation: Social Media for Swiss Academia
Enable Swiss higher education to leverage social networks for communications through novel two-year program.

Nestlé
Open innovation consulting, including identifying strategic partnerships.

Pro Helvetia
Develop a presence on the West Coast of North America for cutting-edge Swiss artists and projects fusing art and technology.
### Financials

#### 2011 Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SER Projects</td>
<td>$240,252</td>
<td>12%</td>
</tr>
<tr>
<td>SER Combined Operating</td>
<td>$616,418</td>
<td></td>
</tr>
<tr>
<td>General Third Party</td>
<td>$665,746</td>
<td></td>
</tr>
<tr>
<td>Event Partners</td>
<td>$551,031</td>
<td></td>
</tr>
<tr>
<td>Mandates</td>
<td>$482,196</td>
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<tr>
<td>Cost-sharing</td>
<td>$55,626</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,611,269</strong></td>
<td><strong>88%</strong></td>
</tr>
</tbody>
</table>

### Activities

#### Third Party vs. SER Projects

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SER Projects</td>
<td>$240,252</td>
<td>12%</td>
</tr>
<tr>
<td>Third Party Cash</td>
<td>$1,312,412</td>
<td>88%</td>
</tr>
<tr>
<td>Third Party In-kind</td>
<td>$442,188</td>
<td></td>
</tr>
</tbody>
</table>

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**Note:** The pie charts visually represent the budget allocation, with SER Projects accounting for 12% and Third Party Cash accounting for 88%.
Partners & Sponsors

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GEBERT RÜF FOUNDATION

PRO HELVETIA, THE SWISS ARTS COUNCIL

CTI START-UP

ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

CREDIT SUISSE

THINKSWISS

ZURICH UNIVERSITY OF THE ARTS

ETH ZURICH

A+D MUSEUM, LOS ANGELES

SAN FRANCISCO ART INSTITUTE

FIRMENICH

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ARTslant
Art Practical
Bilan
Bay Area Science
Dwell
GOOD Design
L'Hebdo
Makezine
Marin Independent Journal
NZZ-Folio
RSR-La 1ère
San Francisco Chronicle
SF Gate
SF Weekly
Télévision suisse romande
The Bold Italic
Wall Street Journal

swissnex San Francisco was popular in 2011. There were 268 additional press mentions that didn’t fit here!

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VIEW THE FULL LIST OF 179 IMPRESSIVE PARTNERS:

WWW.SWISSNEXSANFRANCISCO.ORG/2011/PARTNERS