

THE FOUNDERS COALITION

a knowledge and community platform to support Swiss startups

Why?

The Swiss market is a valuable proving ground for startups, providing ample support for early growth, financing, and mentorship. However, Switzerland is a small market without significant late-stage capital, meaning that many startups will need to internationalize to further grow.

Exploring foreign markets early is a wise strategy for Swiss startups, which can incorporate learnings and feedback from abroad into their expansion plans. Currently, existing support for internationalization is limited to time-intensive, live, and in-person programs intended for mid- to later-stage startups.

As a response, swissnex Boston and New York has decided to provide online learning experiences to prepare startups and promising entrepreneurs earlier for the process of entering the US market, both during the coronavirus pandemic and beyond.



What?

Launched under the theme of #LearningTomorrow in our 20th anniversary campaign nex20, the Founders Coalition is a learning and community platform that allows founders to connect to the information and relationships needed to find a pathway to internationalize in the US.

Specifically, the Founders Coalition is an invite-only subscription platform where startups can access important market, cultural, legal, communications, and strategy resources as well as gain access to swissnex startup staff.

Hosted on Mighty Networks, the Founders Coalition also provides startups with chat and messaging functions that allow them to connect to other startups and founders who either have valuable experience to share or are navigating through the same challenges.





How does it work?

The platform will provide subscribers with the following tools to successfully internationalize in the US:

- Pre-recorded informational learning modules with local US experts in:
 - IP strategy
 - Business incorporation
 - Regulatory
 - Marketing
 - Pitching
 - Web design
 - Tax strategy
 - HR
 - Culture
- Periodic live training sessions with local experts in the above topics or requested topics
- Periodic public demo days from participating startups
- Office hours with swissnex staff
- Periodic startup networking (online and/or in Switzerland)
- Curated written content:
 - Best practices
 - Local news of interest
 - Repositories of local opportunities, events, and resources

Who is it for?

- Innosuisse startups accepted into an internationalization camp
- University startup incubators and accelerators
- Angel investor cohorts
- Individuals or students

Interested in learning more?



Email Alicia Evangelista, swissnex Boston's Head of Innovation+ at alicia@swissnexboston.org



Access/Pricing

- All Innosuisse startups accepted to the internationalization program will be automatically granted access, and future bootcamps will be hosted and organized through the platform.
- All non-Innosuisse internationalization startups will either need to be sponsored through an institutional package or apply individually. Startups must have a Swiss HQ. Founders must either be Swiss citizens/nationals or attending a Swiss university.
- Institutional access will be granted on a per/year and per/volume basis to be negotiated. As a baseline model, we will charge a baseline fee for access to the platform, with surcharges for in-person add-ons or exclusive demo days.

swisstech.

Founders Coalition is generously supported by Presence Switzerland and their #swisstech campaign, which shines a spotlight on the outperformance of the Swiss innovation ecosystem by showcasing the best of Swiss Made technology products and services.

www.swissnexboston.org