



Swiss start-up success through Crowdfunding

CSW Summit Geneva, May 26, 2015



- **Status** Start-up incubation since 1991
Private non-profit foundation supported by canton of Geneva
- **Mission** Catalyse innovation and create economic value
- **Incubator** Found, host, accelerate & grow innovative tech start-ups
- **Industry** Medtech, ICT, Fintech & Cleantech
- **Impact** 40+ companies, 150 jobs, CHF 50M+ raised, 10+ M&A exits



- 1. Offices** 3700 m² professionally equipped space, hosting 40+ cos
- 2. Services** Administration, accounting, legal, company foundation
- 3. Coaching** By serial entrepreneurs & industry experts
- 4. Financing** Seed financing + access to partners for A rounds

Fongit is the ideal home for a successful start-up

- Talk Overview
 - Startup Crowdfunding in Switzerland
 - Case Study: ProtonMail
 - Future and Outlook

- Test product / market fit / pricing and positioning
- Gain exposure
- International reach

An ideal platform for launching a product

- Initially: pre-sales of consumer goods
- Today: virtually any product or service
- Public perception of crowdfunding is shifting
- Pre-orders → Platform for revolutionary change



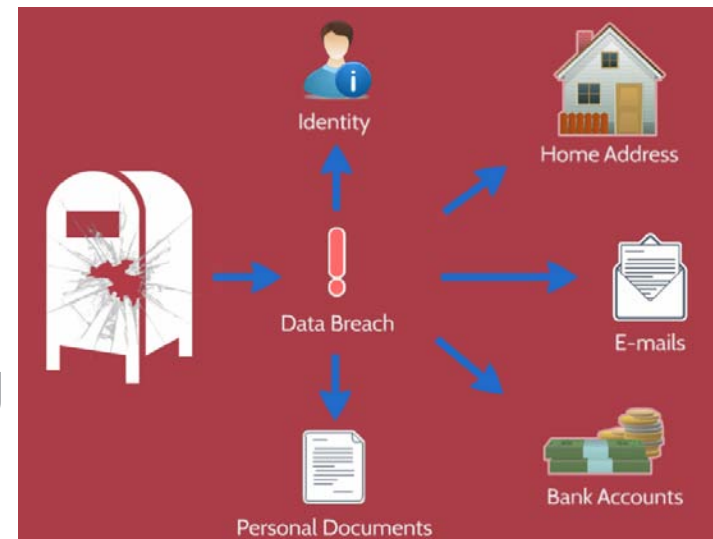
Perfect match for disruptive technologies

- Disruptive technology
- Consumer facing
- Broad appeal
- Credible team
- Social good
- Bold execution (product, video, social and media)

A good crowdfunding campaign is one that tells a meaningful story

Case Study 1:
 **ProtonMail**

- Key Statistics
 - Founded in 2013 by CERN researchers
 - Raised 500,000 CHF on Indiegogo (record for software)
 - Now the world's largest end-to-end encrypted email provider (500,000 signed up)
- Zero knowledge technology
- Complex cryptography is invisible to users
- New model for safeguarding personal data online



ProtonMail

Geneva, Switzerland Technology

5.4k Story Updates 6 Comments 367 Funders 10,576 Gallery 7

Share 2,378 Tweet 541 +1 Email Embed Link Following

ProtonMail Indiegogo



Swiss based encrypted email, protecting privacy rights for everyone.

\$550,377 USD
raised by **10,576 people** in 1 month

550% funded 0 time left

\$100,000 USD goal
Flexible Funding

CAMPAIGN CLOSED
This campaign ended on July 31, 2014

SELECT A PERK

\$47 USD **Featured**
ProtonMail+

- Hit 5x funding target in 1 month
- Demonstrated market exists for the product
- Grew userbase 2x over course of the campaign

- Raised 500,000 CHF in far less time than a traditional financing round
- All funds raised were non-dilutive
- Energized the public around the world behind the product and mission
- Received valuable media coverage for free
- Demonstrated strong willingness to pay for the product
- Obtained a core group of early adopters for further product optimization

Other Case Studies

KICKSTARTER

For Your Eyes Only: the graphic book from Greg Guillemain



This is a graphic book from the 'Secret Life Of Heroes' illustration series.

[Visit my Website!](#)

Created by
Greg. 'Léon'
Guillemain



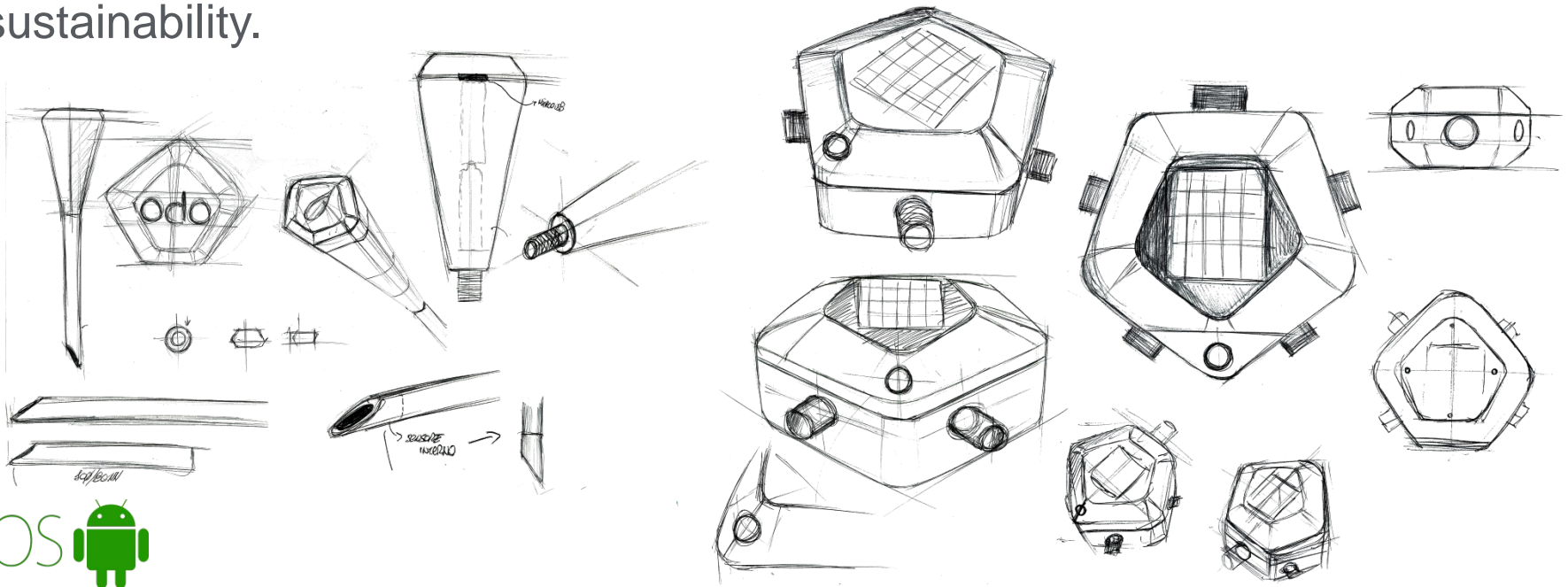
793 backers pledged \$62,288 to bring this project to life.



Kickstarter for testing new business models

We are on a mission to reduce the impact of human activities on potable water reserves, providing the most advanced, efficient, sustainable and **smart irrigation solution**. At an affordable price. For everyone.

This isn't just about smart gardening: this is a social movement for water sustainability.



Kickstarter campaign launch: JULY 2015

Thank You

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