



**Swiss Finance +
Technology Association**

Press Release

21.09.2016

Swiss Finance + Technology Association
Sihlquai 131, 8005, Zurich, Switzerland

Reverse Pitch - a pitching event like no other in Switzerland is taking place on the 6th of October in Zurich

The Swiss FinTech Reverse Pitch is challenging the traditional pitching event format turning the tables to put the investors on stage. Business angels, VCs, and corporate VCs from the six organizations with meaningful activity in Switzerland will go first and introduce their fund and why entrepreneurs should approach them, the opportunities they are currently looking for, as well as some tips about how to pitch. The startup panel will vote and rate the investor pitches. Then the tables will turn again to allow 5 selected fundraising Swiss FinTechs to pitch in front of investors.

The pitching investors are:

1. 11.FS / Life.Sreda
2. Axa Strategic Ventures
3. Lakestar
4. Orange Growth Capital Partners
5. SICTIC Fintech Angels (SFA)
6. Swisscom FinTech Venture Fund

To give startups an even greater exposure, there is a longer list of investors, corporate representatives, and media attending the event. The event is supported by Switzerland Global Enterprise, Commission for Technology and Innovation (CTI), and Technopark Zurich.

The main goals of this different format are to demystify leading international investors and to educate the local entrepreneurs on how to approach them. A more profound understanding of what are the current investors' needs and how they differ among each other. The event will start with a keynote from Richard Olsen, co-founder of Oanda and founder of Lykke.

The application deadline for fundraising startups who would like to pitch has been extended till the 25th of September to allow more high quality Swiss FinTechs to participate. If you are interested in pitching,

please send an email to info@swissfinte.ch to receive the personal invitation and the additional instructions. The 5 selected startups will be announced on the 29th of September. All the other entrepreneurs are invited to attend the event among the audience and get many valuable insights from the leading investors. Moreover, all entrepreneurs have a possibility to apply for one-to-one meetings with investors in the morning. If you are interested in this opportunity, please contact Julian Osborne at j.osborne@swissfinte.ch.

The Reverse Pitch will take place on **the 6th of October** at **Technopark Zurich** ([map](#)) from 1pm to 7pm followed by an extended apéro. Registrations open [here](#).

About Swiss Finance + Technology Association

Established in 2015, Swiss Finance + Technology Association currently counts more than 300 members and aims to serve as the hub and centre of gravity for the Swiss FinTech ecosystem, representing all stakeholder groups. The Association is volunteer-led and engages with a broad network of both local and international partners to pursue its aims. Its activities include networking, advocacy, ecosystem development, research, and promotion of FinTech in Switzerland. Learn more at www.swissfinte.ch.