KICKSTART

ADVISOR GUIDELINES 2019

A spin-off of

Initiated by
Overview

Kickstart bridges the gap between startups, corporates, cities, foundations and universities to accelerate deep tech innovation across different verticals, bringing together key actors in these fields.

Each year, Kickstart brings around 100 entrepreneurs to Switzerland to collaborate with key players for proof-of-concepts, pilot projects and other innovation partnerships. In 2019, Kickstart runs six verticals startups focusing on deep technologies (science and engineering driven technologies such as AI, Big Data, Blockchain and others) in Zurich:

- Cybersecurity
- EdTech & Learning
- FinTech & Digital Assets
- Food & Retail Tech
- HealthTech
- Smart City & Technology
Role

What is an Advisor?
Kickstart Advisors have a track record as an entrepreneur and want to share their knowledge and experiences with the next generation of entrepreneurs.

Your role as an Advisor
As a Kickstart Advisor

- You are genuinely motivated to work with entrepreneurs and give your best to support the development of the startup
- You are a guide, who shares his/her knowledge and experience and who does not try to control, but acknowledges that the teams have to take their own decisions
- You are a door-opener who connects with his/her networks when appropriate
- You provide the startup with actionable advice and challenge him/her in a constructive way
What we offer you

- Access to a wide network of other experts, advisors, investors, corporate partners and many more
- Exposure on our website and on our social media channels
- Tickets to all major events
- Access to the Kickstart space (the innovation space Kraftwerk - Selnaustrasse 25, 8001 Zurich) during the program
Guidelines

- 1 Advisor per startup
- Time requirements: total of min. 29h, divided into:
  - 17h: 10 weeks (2h per week for the 7 weeks of the Collaboration Sprints and 1h per week for the break period) advising your startup (you are free to decide together with your startup how you use this time)
  - 2h: Advisor onboarding
  - 2h: Advisor kick-off event
  - 8h: reserved for supporting other Kickstart startups with your expertise, facilitated by Kickstart team
- Advisor-startup match-making will take place once the startups are selected
- Number of advisors in the Kickstart Advisor pool exceeds number of startups, therefore advisor spots can’t be guaranteed until after the advisor-startup matching
Program Overview 2019

**KEY DATES & EVENTS**

**APRIL 15** Application Start
**MAY 17** Application Deadline
**JULY 8-9** Final Selection (bootcamp)
**JULY 25** Startups Confirmed
**JULY** Advisors matching
**AUGUST** Advisor onboarding event
**SEPT 2-6** Collaboration Planning Sprint
**SEPT** Advisor Kick-off
**SEPT 6** Opening Ceremony
**TBA** Advisors and Experts Get Together
**SEPT 30-NOV 8** Collaboration Sprint
**NOV 8** Closing Ceremony

**Program Overview 2019**

- Recruiting and onboarding of advisors and experts
- Active outreach phase
- Selection phase of the startups with partners and experts
- Onboarding of the startups
- Planning of PoCs and other collaboration
- Implementation of PoCs and other collaborations
- Numerous events and formats focused on:
  - PoC initiation
  - Business development
  - Advisorship and learning
  - Networking in Switzerland
- Lessons learned
- Launch Kickstart 2020
Startup selection - Role of Advisors

- We encourage and invited selected Advisors to be part of the selection process.
  - There are two different steps in the selection process where Advisors can get involved: screening and the final selection.
  - During the screening phase each of the top 50 startups per vertical will be evaluated by Kickstart team, corporate partners and external experts (Advisors and others) based on a criteria set. The evaluation happens directly on the application/evaluation platform. External judges are expected to judge at least 10 startups and provide at least 30 words of feedback.
  - In the Final Selection (July 8-9) 12-20 startups per vertical are invited to Zürich to pitch to a jury composed of Kickstart team, corporate partners and external experts (Advisors and others). There are limited seats available for Advisors.
The Venue:
Kraftwerk Zürich

Kraftwerk Zürich is the innovation and collaboration hotspot of Switzerland.

The old transformer station turned work- and event-space is the home of Kickstart during the six weeks collaboration sprint. Thus, intrapreneurship teams can access Kraftwerk during the whole 10 weeks of the program for progress pitches & meetings & coworking.

Kraftwerk is an initiative of digitalswitzerland, Engagement Migros, ewz and Impact Hub Zürich.

www.kraftwerk.host
THANK YOU
SEE YOU AT KICKSTART 2019