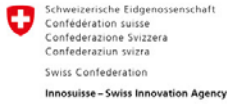




SWISS
INNOVATORS



World Tourism Forum Lucerne

1st Swiss Start-Up Innovation Camp

Lucerne, Switzerland on 9 November 2018



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1. Programme

08.00–08.30	Registration & morning coffee
08.30–08.45	Welcome & Introduction of World Tourism Forum Lucerne and Innosuisse – Swiss Innovation Agency
08.45–10.45	Elevator Pitches – Part I Category Hospitality: Appetita – Capsule Hotel – Nexenic Category Impact: KITRO – My Green Trip - INVOLI Category Destination: Get Local – My-Mountains – The Trip Boutique
10.45–11.15	Networking Break
11.15–12.30	Elevator Pitches – Part II Category Mobility: Jenson – Parquery – ShareyourBICAR Category Transaction: re:spondelligent – RoomPriceGenie – WeWent
12.30–13.30	Lunch
13.30–15.10	Group A – Stimulus Sessions <ul style="list-style-type: none"> - Impact tourism: Empowering communities and creating new destinations – Paras Loomba (Founder, Global Himalayan Expedition) - Social impact through technologies – Charoula Gkioka (Program Manager, Social Responsibility, Amadeus) - Social impact through innovations: Crossing domains in a strategic way – Stephanie Kaudela-Baum (Professor, HSLU) <p>Group B – 1:1 Coaching Talks (for Start-Ups only)</p> <ul style="list-style-type: none"> - Teamwork makes your dream work: Set yourself up for success by building a high performing team – Elisabeth Stevens, Booking.com - From product/market-fit to scaling up – Markus Popp, Mühlemann & Popp Online Media - Growth Hacking: The 6 steps to customer development process – Jasper Mutsaerts, The Start-Up Coach - How to get sustainable investments? – Reto Ringger, Globalance Bank - Pitching: How to get attention? – René Zeier, HSLU
15.10–15.30	Coffee Break
15.30–17.10	Group A – 1:1 Coaching Talks (for Start-Ups only) Group B – Stimulus Sessions Group C – Entrepreneurship as part of the new tourism strategy (hosted by the State Secretariat for Economic Affairs, SECO)
17.10–17.30	Start-Up Innovation Award & Final Word
17.30–18.30	Networking Apéro

2. Application Process



6 August – 23 September 2018

Submission open for start-ups



24 September – 19 October 2018

Evaluation of start-up applications and selection of finalists



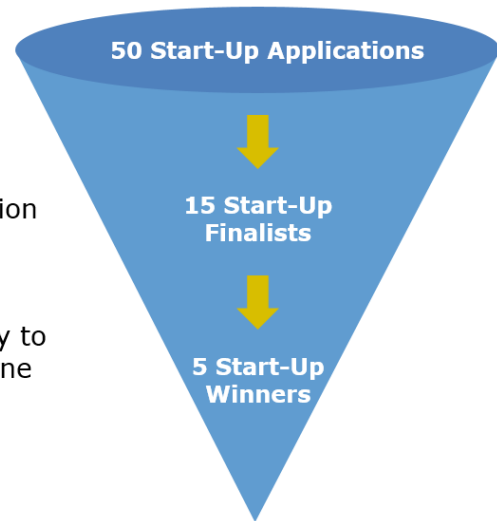
22 October – 2 November 2018

Invitation of the best 3 start-ups per category to the Swiss Start-Up Innovation Camp in Lucerne



9 November 2018

Swiss Start-Up Innovation Camp 2018



3. Finalists



NEXENIC



4. Benefits for the 15 Finalists



- Present your business model to the jury, industry executives, media and investors at the first Swiss Start-Up Innovation Camp
- Attend 1:1 Coaching Talks to grow as young entrepreneur and receive valuable advice from renowned business leaders
- Benefit from a unique networking platform
- Become part of the Alumni Network of WTFL Innovators with regular meetings
- Participate at World Tourism Forum Lucerne 2019 in Switzerland for a special price

5. Additional benefits for the 5 Winners



- Swiss Start-Up Innovation Award of CHF 5'000
- Coaching programme with an experienced industry executive over the next 2 years
- Free participation at World Tourism Forum Lucerne 2019 in Switzerland (1-3 May)

6. Winners

Category Destination

The Trip Boutique (Zurich)

Planning a trip? The Trip Boutique is your personal travel assistant. We help you save hours of travel research with fully personalized travel guides. Curated by experts, tailored to you.

www.thetripboutique.co



Category Hospitality

Appetita (Zurich)

APPETITA is a virtual server who ends needless waiting and streamlines service. Available instantly via any smartphone, APPETITA is always there for guests with detailed answers, effortless ordering, and secure payments. www.appetita.ch



Category Impact
KITRO (Zurich)

KITRO is the first fully automated food waste management solution, empowering canteens, hotels and restaurants to reduce their food costs and wasted resources. www.kitro.ch



Category Mobility
Share your BICAR (Bubikon)

Share your BICAR sells a new electric mobility solution with a unique emission free vehicle, the BICAR, optimized for short distances in and around cities. www.shareyourbicar.com



Category Transaction
RoomPriceGenie (Zug)

RoomPriceGenie is a new kind of revenue management software that makes dynamic pricing simple and affordable even for smaller hotels. www.roompricegenie.com



Public Prize Winner
INVOLI (Renens)

Involi offers the ultimate solution for the integration of drones into air traffic. Allowing drones to fly in a safe way will completely change our way of travelling (drone taxi) and moving goods (drone delivery). www.involi.com



7. Impressions



8. About World Tourism Forum Lucerne and Preview

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place every second year in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

In order to find the most promising and innovative business models in the travel, tourism and hospitality industry, World Tourism Forum Lucerne organises international as well as Swiss Start-Up Innovation Camp every year. The next international Start-Up Innovation Camp will take place on **1-3 May 2019 in Lucerne**, integrated in World Tourism Forum Lucerne 2019. The next Swiss Start-Up Innovation Camp will be held on **8 November 2019 in Lucerne**.

Meanwhile, all Start-Ups become part of the WTFL Start-Up Alumni Network with regular meetings and online exchange. It is our goal to keep in touch with the innovative young entrepreneurs and to follow their success path. With the Start-Up Innovation Camp and the WTFL Start-Up Alumni Network, World Tourism Forum Lucerne gradually develops itself as the leading innovation platform in the travel, tourism and hospitality.

Martin Barth
President & CEO World Tourism Forum Lucerne

Lucerne, 16 November 2018