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How to use this SICTIC Factsheet

First **copy or download this online document** in menu File - Make a copy / Download - Microsoft Word. Then **make your edits** in your own copy, **remove this first page** with instructions, and **upload your filled-in factsheet when applying for pitching** your startup at a SICTIC event at www.sictic.ch/pitch. Make sure that what you state in your factsheet is correct, up-to-date and complete.

!! Applications to SICTIC without a filled-in SICTIC Factsheet will NOT be considered for funding !!

SICTIC Startup Selection Criteria

Please **carefully read the below startup selection criteria** before completing the factsheet. Startups that accurately complete the factsheet have a **higher chance to be selected to pitch**, as the SICTIC jury can make a better evaluation.

- The core startup team (CEO, CTO, etc.) is based in Switzerland and works on the startup project as their main activity.
- The startup has incorporated or will incorporate in Switzerland or Liechtenstein as a stock corporation (AG).
- There must be a strong information and communication technology (ICT) component that allows to quickly scale up the business;
- The investment will be against the equity of a (possibly yet to be founded) company registered in Switzerland;
- The startup must have a reasonable chance to generate at least CHF 5M yearly revenues within five years after the investment;
- The startup must not be older than five years (since incorporation);
- The startup valuation is under CHF 8M;
- The investment round is max. CHF 2M;
- If the current round is an ICO round, please provide a FINMA/FMA statement.

If you are unsure about whether your startup fulfills all these selection criteria cumulatively, do not hesitate to reach out to info@sictic.ch for clarification.

We wish you success with fundraising!

The SICTIC Team

!! Please remove this first page with instructions before uploading your filled-in factsheet !!

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Startup Factsheet for _____ (company name)

Please keep your answers short and to the point (think tweets).

The Problem

Describe exactly which problem you solve and why it's a real problem that people care about.

Limited to 200 words (recommended 100 words)

The Solution

How does your startup solve the stated problem? What's the value proposition of your solution?

Limited to 200 words (recommended 100 words)

The Team

List your current and future core team members and their time commitment (as % of a full-time job).

Name, role, time commitment, work location	Education and notable past achievements
Joe Sample, CEO, 100%, Zürich	PhD Computer Science from ETH Zürich, 6 years experience as data scientist and software developer lead in the Swiss financial services industry, won the Swiss AI excellence award for my employer's robo advisor project, serial entrepreneur, sold my online insurance marketplace to a US acquirer last year.

The Innovation

What's the innovation of your startup that sets you apart from your competition?

Limited to 200 words (recommended 100 words)

Competition

Who are you competing with? What makes your solution different? Why will you outcompete them?

Limited to 200 words (recommended 100 words)

Business Model

What is the business model of the startup? (B2B, B2C, B2B2C, C2C etc.; marketplace, subscription, customize everything, on-demand, freemium, reverse auction, virtual goods, etc.) What is your strategy for bringing the product/service to the market?

Limited to 200 words (recommended 100 words)

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Market and customer profiles

Describe how your startup plans to earn money, and how well that plan scales up with more customers.
Limited to 200 words (recommended 100 words)

Describe the market you are aiming for and indicate the market size in any applicable geographical region (CH, global, other).

Limited to 200 words (recommended 100 words)

Revenue Model:

What's your revenue for the future and the previous years? Please also specify recurring and non-recurring revenue separately. Are there any relevant partnerships established that will generate revenue? What is the latest status of these partnerships?

Limited to 200 words (recommended 100 words)

Past Financial Results (actuals)

What were your yearly revenues and earnings over the last five years? Leave the years empty if your start-up did not yet exist back then.

Financials (CHF)	2016 (actual)	2017 (actual)	2018 (actual)	2019 (actual)	2020 (actual)
Revenue (thereof non-recurring)					
COGS (cost of goods sold)					
Other cost					
Earnings					
FTEs (full-time equivalent employees)					

Financial Forecast

What are your estimated yearly revenues and earnings over the next five years?

****Please note that in order to comply with the SICTIC Investment Criteria, your startup must have a reasonable chance to generate at least CHF 5M yearly revenues within five years after investment.**

Financials (CHF)	2021 (expected)	2022 (expected)	2023 (expected)	2024 (expected)	2025 (expected)
Revenue					**

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(thereof non-recurring)					
COGS (cost of goods sold)					
Other cost					
Earnings					
FTEs (full-time equivalent employees)					

Product status and key metrics

What have you done so far to solve the problem? Any measurable results so far? If you have an online demo, let us know. How long will it take you to build and beta-launch a minimum viable product (MVP)?

Limited to 200 words (recommended 100 words)

Technology

What technology do you use to solve the problem? Please also mention whether you directly depend on third parties for delivering your service.

Limited to 200 words (recommended 100 words)

Challenges

Which major, known challenges will you need to solve in order to become successful?

Limited to 200 words (recommended 100 words)

Intellectual property, legal issues and freedom to operate

Are there any legal issues we should know of? Are there intellectual property issues or agreements? Any trademark issues? Non-competes for founders? Did you check if you have the freedom to operate (no patent infringements etc.)?

Limited to 200 words (recommended 100 words)

Expense planning

How do you plan to spend the money you raise in this investment round? How long will the raised money last? Will you reach break-even with this investment round? If not, when will you need another investment round and for what amount?

Limited to 200 words (recommended 100 words)

Next steps with the highest priority

What are the things that need to get done next? What is the timeline? How can SICTIC best support you?

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Limited to 200 words (recommended 100 words)

Further remarks

If you want to let us know anything else, here's your space. If you already have mockups or screenshots, feel free to paste them here.

Limited to 200 words (recommended 100 words)