



swiss made  
software

# basel**tech**

## Community survey for structured networking

Your voice for maximum output.  
5 minutes of your time and  
you're already building with us.



**baseltech**

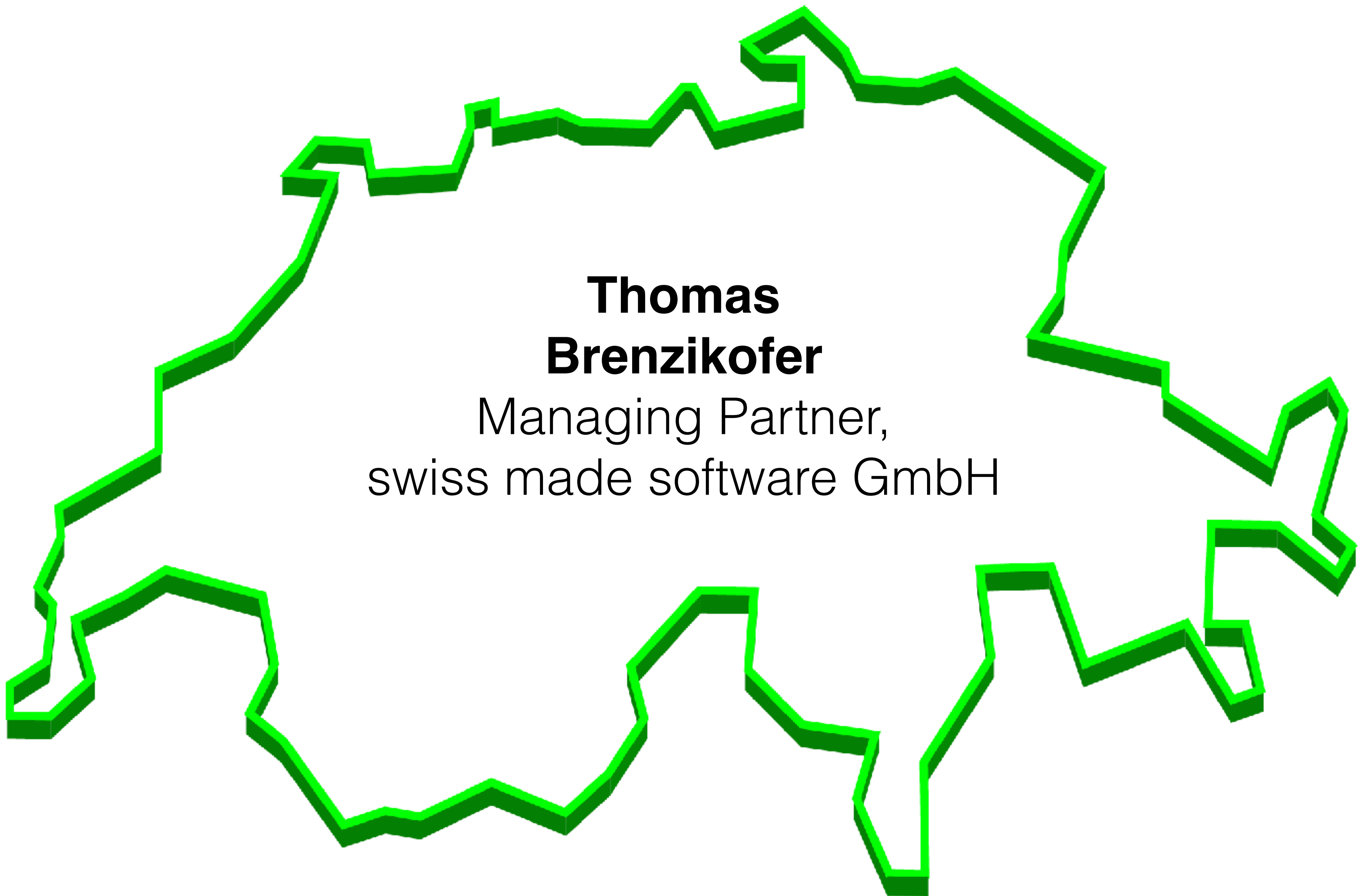


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software

# IT'S ABOUT TECH

the place where tech enthusiasts meet

**Edition 2023**



**Thomas  
Brenzikofer**

Managing Partner,  
swiss made software GmbH



**IT's ABOUT TECH #6**

**How to start a tech company today**

Where are the sweet spots? Where the blind spots? VC or bootstrap?



# IT's ABOUT TECH

Starting in the Basel  
Region as the community  
platform of BaselTech

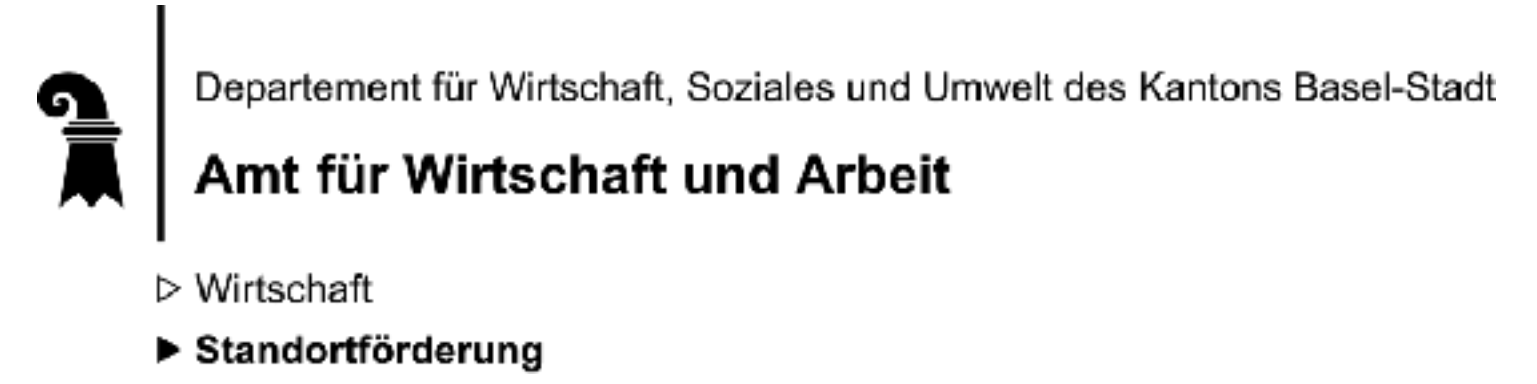


**in Collaboration with:**

Economic Development  
of Basel-Stadt

In Collaboration with:

**baseltech**



Leading Partner:

**ti&m**

**cyón**

Presenting Partner:



Supporting Partner:



IT's ABOUT TECH #6 Co-Host:



IT's ABOUT TECH #6

## **Co-Host**

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**Philippe Druel**

Bricks AG

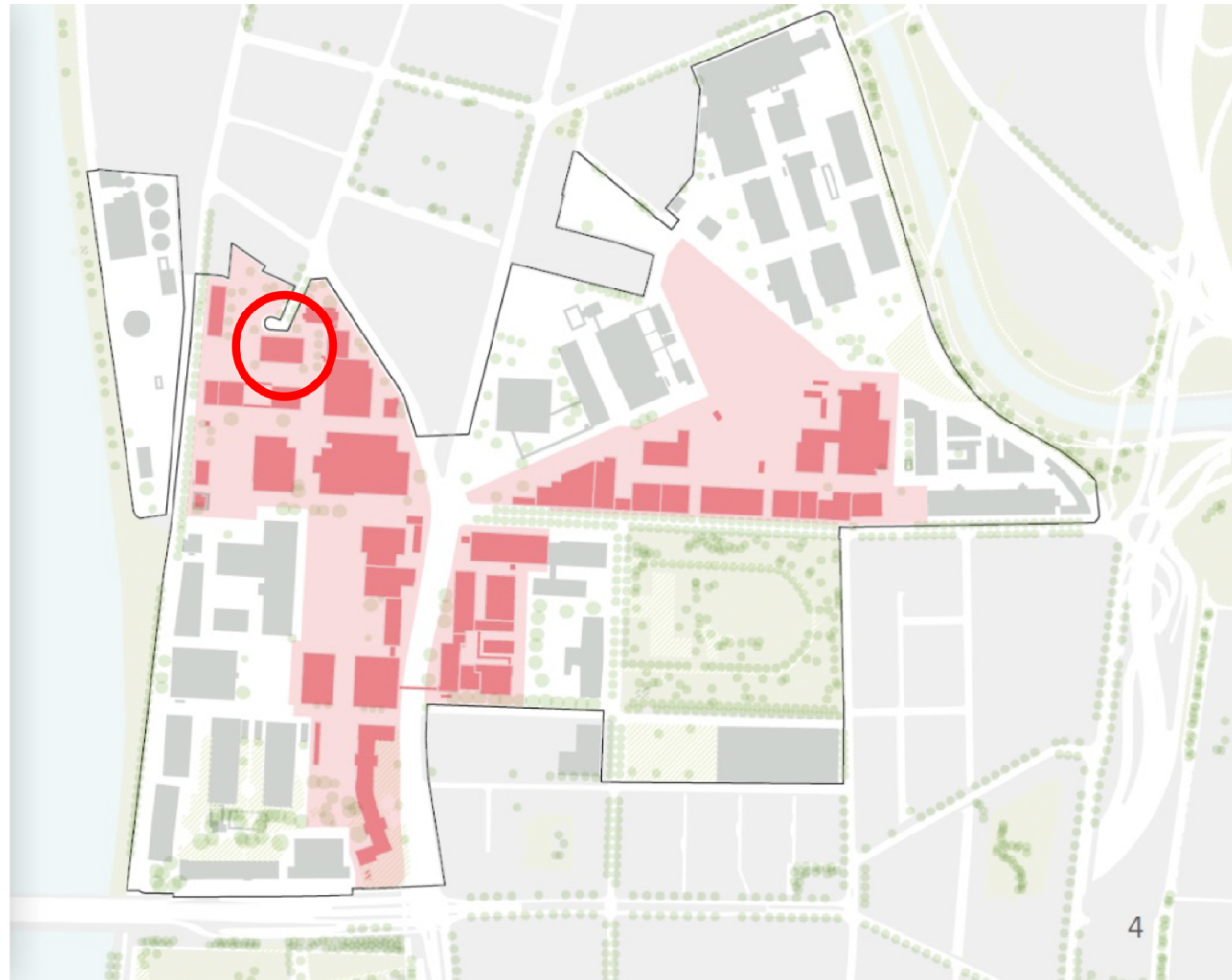
Direktor Niederlassung Basel





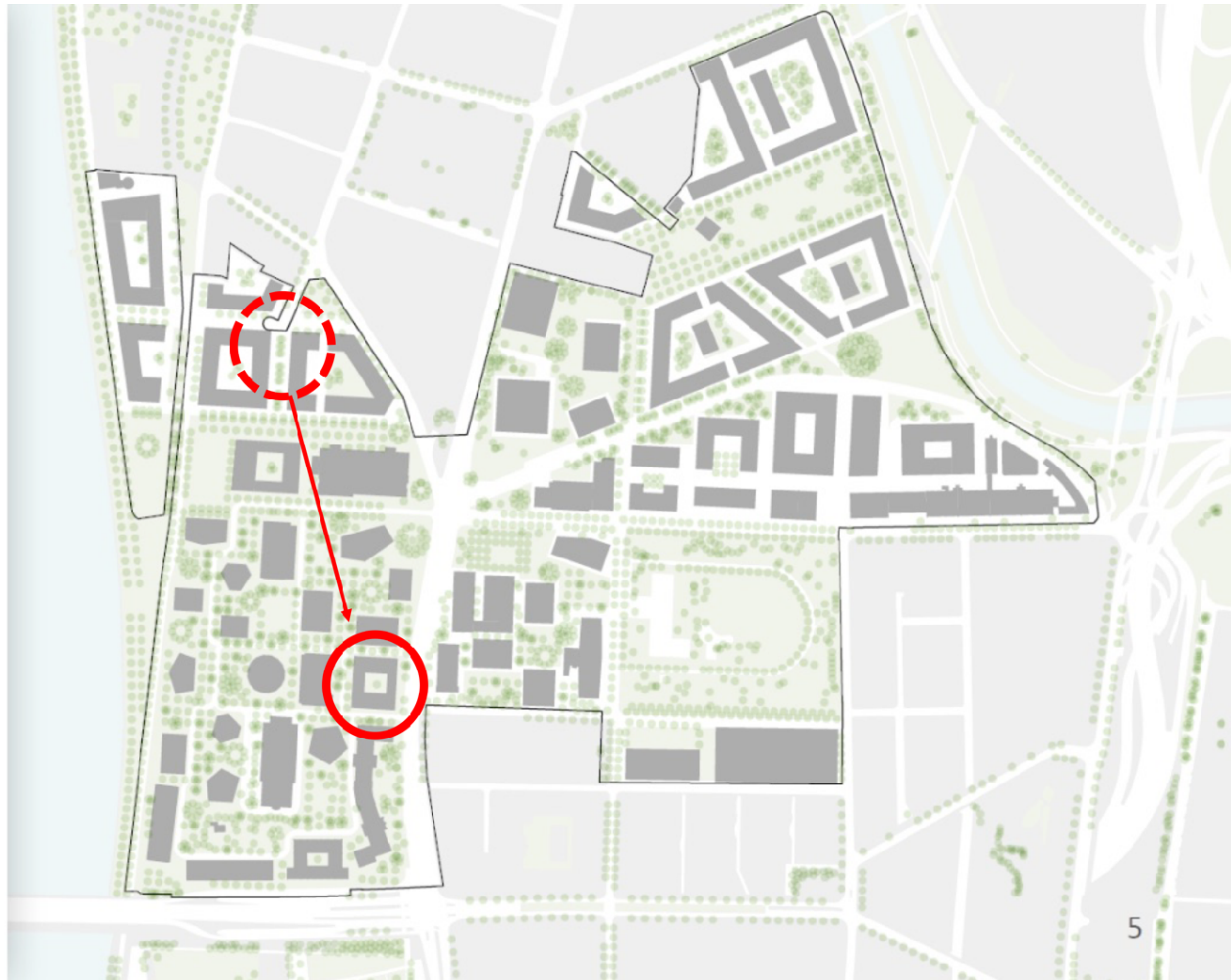


# Klybeck today





# Klybeck tomorrow







## Einzigartige Büro- flächen ab 2024

Die perfekte Bühne für den Arbeitsplatz  
der Zukunft in Basel

# WE



k-25.ch

**K<sup>25</sup>**  
BASEL



## Büro- und Labor- flächen ab 2025

Der neue place-to-grow für  
Life Science Unternehmen



# T



k-410.ch

**K<sup>410</sup>**  
BASEL



## Klassisch konzi- pierte Büroflächen

Maximale Business Privacy, minimale  
Ablenkung. Ab 02.2024 verfügbar

# TECH



k-141.ch

**K<sup>141</sup>**  
BASEL

# Klybeck – Der perfekt Fleck für Ihres Projäkt.



IT's ABOUT TECH #5

## **Co-Host**

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### **Elijah Appius**

Verantwortlicher Digitale Innovation

Departement für Wirtschaft, Soziales und Umwelt des  
Kantons Basel-Stadt

Amt für Wirtschaft und Arbeit, Standortförderung

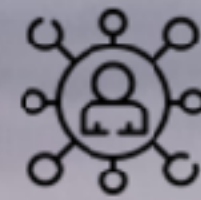




Departement für Wirtschaft, Soziales und Umwelt des Kantons Basel-Stadt

Amt für Wirtschaft und Arbeit

# baseltech



## Unlock Basel's tech potential



### A programm to strengthen the ICT and tech community in Basel

**Abstract:** #@ct #together #now

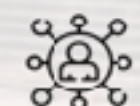
We see us as enablers and facilitators in the digital ecosystem.

We support networking, make success stories visible and promote targeted, joint and cross-industry projects to strengthen the digital ecosystem in Basel-Stadt and beyond.

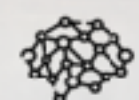
**Goals:** #1 trinationl Tech-location



Attractive location for Tech start-ups and companies



Strong network among actors in the region



Impulse for digital innovation

#### Partners

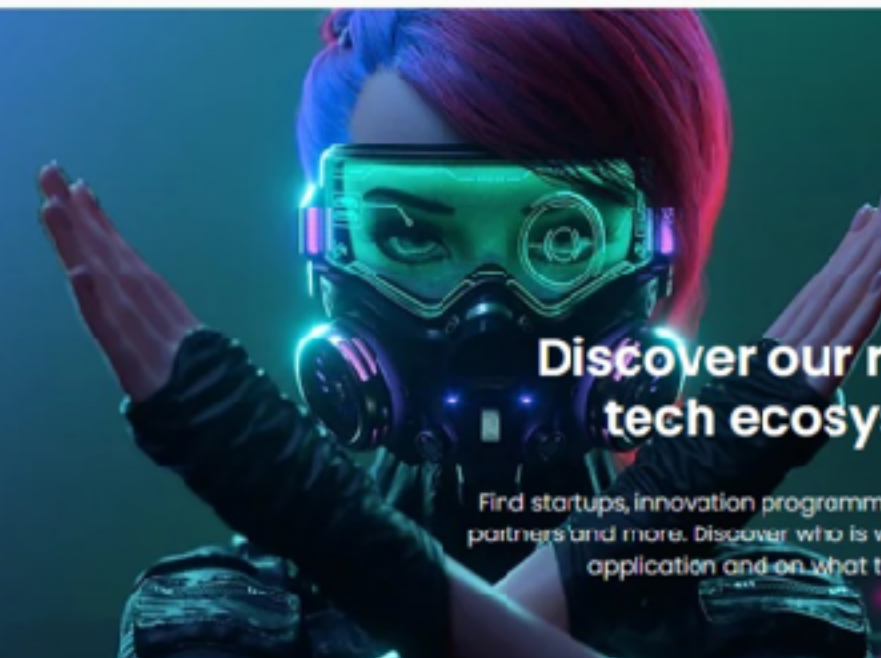
University, start-ups, companies, institutions, individuals (freelancer)

#### Funding

Basel-Stadt for 8 years + local Sponsors

baseltech

DE EN ECOVETEM UP TO DATE EVENTS ABOUT



### Discover our regional tech ecosystem

Find startups, innovation programmes, meetups, research partners and more. Discover who is working in what fields of application and on what technologies.



Explore and discover:  
Search the tech ecosystem



Meet and connect:  
Join the tech events

#### Topics & Technology

Fintech, Insurtech, Cyber Security, Big Data, VR, IoT,, Blockchain, AI )

#### Tool box / Impulse

Ökosystem, Community Building, Campus, Incubation und weitere



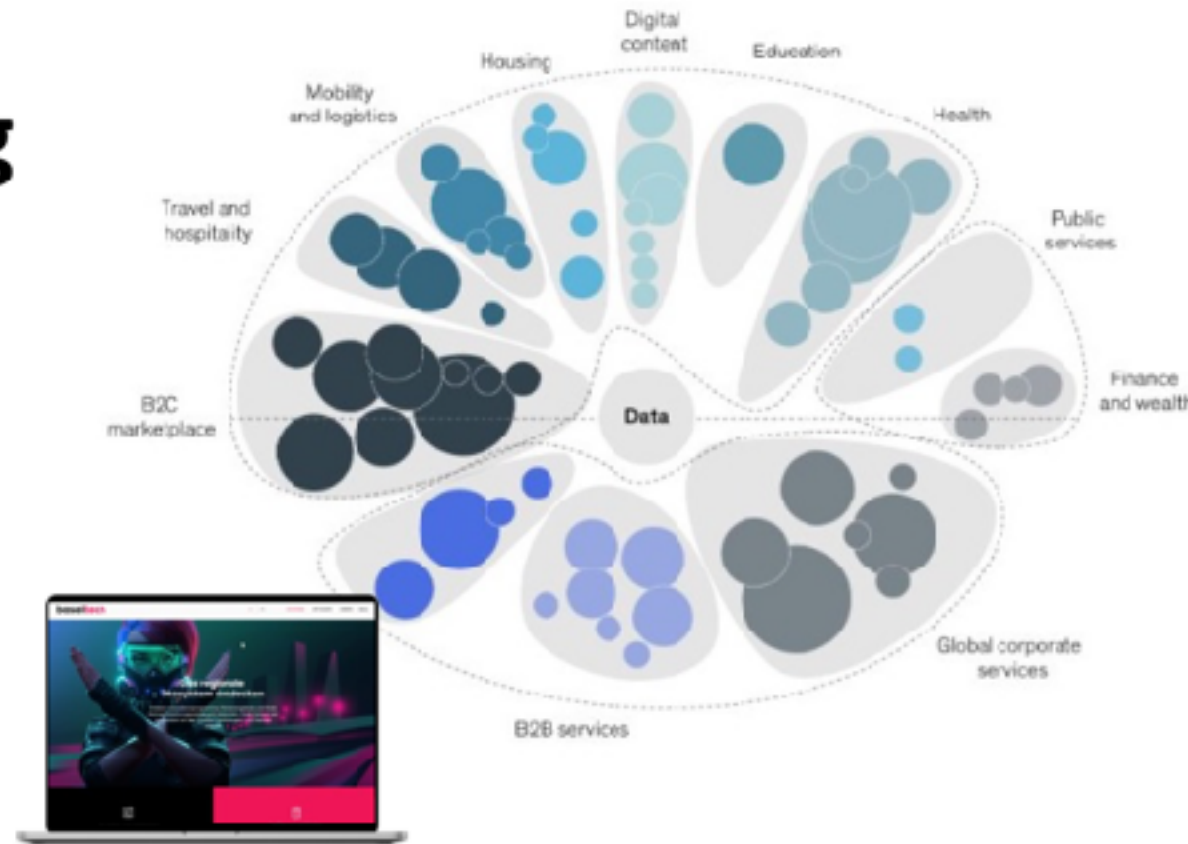
# baseltech *Toolbox und iterative Ideation*

## Ecosystem Mapping

= Noticeable ecosystem

# events, projects, companies

+ one web platform  
+ put Basel on the map



## Community Building

= Curated event series

# for tech enthusiasts

+ to exchange ideas  
+ networking opportunities  
+ for deeper collaboration.



## Tech City-Campus

= urban physical hub

# startups, companies and  
educational institutions

+ meet and settle  
+ cluster building  
+ range of offerings



**In Discussion with Partners**  
Evaluation phase

## Incubation - Acceleration

= Public-private programs

# early-stage startups and spin-offs

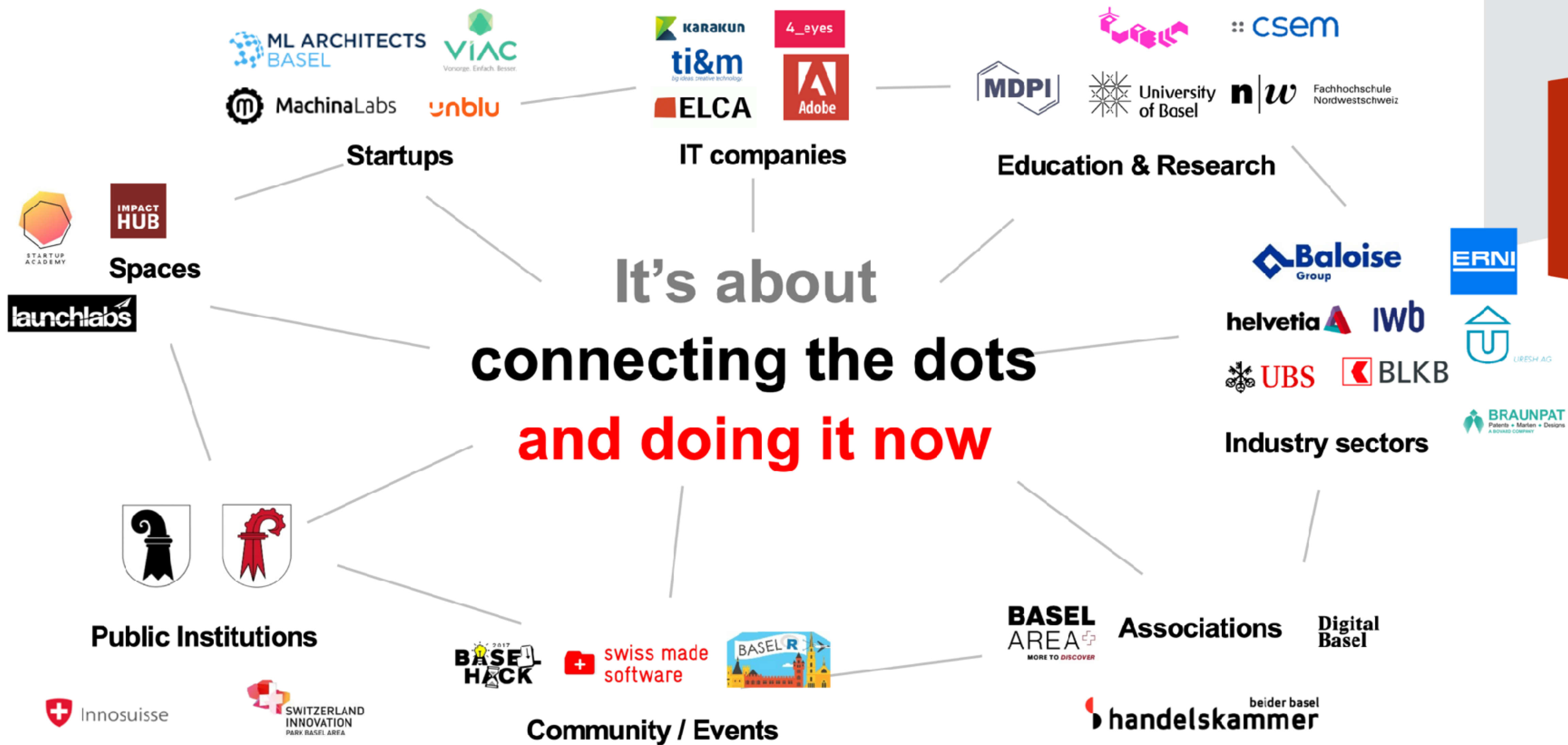
+ financing offers  
+ product development  
+ collaboration universities and companies



**In Discussion with Partners**  
Evaluation phase



# It's about connecting the dots and doing it now





# BASELTECH'S 1# BATCH: PIONEERING THE FUTURE OF WEB 2.0!



### The Soulful Strategist

**Elijah** is our strategy maestro. He's got a musician's soul and a strategist's mind, making sure we're always in tune and ahead of the game. Elijah believes that the best strategies are like music: they move people and leave a lasting impression.



### The Design Thinking Maestro

**Angelina** is our intellectual powerhouse. She's got a mind that thrives on design thinking, pushing us to consider not just how things look, but how they function and feel. She is the reason our projects are as smart as they are beautiful.



### The Digital Leader

**Jan** is our digital compass. He's got an uncanny ability to navigate the digital world, guiding us on how to build and sustain an engaged community. Jan's leadership is about empowering each of us to be our best digital selves.



### The Tech Guru

**Pere** is our tech whisperer. Whether it's coding, troubleshooting, or dreaming up the next big tech innovation, Pere is the guy. He's also working on a coffee-making bot, because let's face it, we all need our caffeine!



### The Project Manager Creative Designer

**Mara** is our go-to for ideas come to life. She's a genius at project management and a creative designer who turns a concept into a masterpiece. Mara's the one who keeps us organized while making sure we look good doing it!

**STAY TUNED**  
Next Batch  
coming soon 2024



**baseltech**

may soon be building (your) networking platform?

Goal:

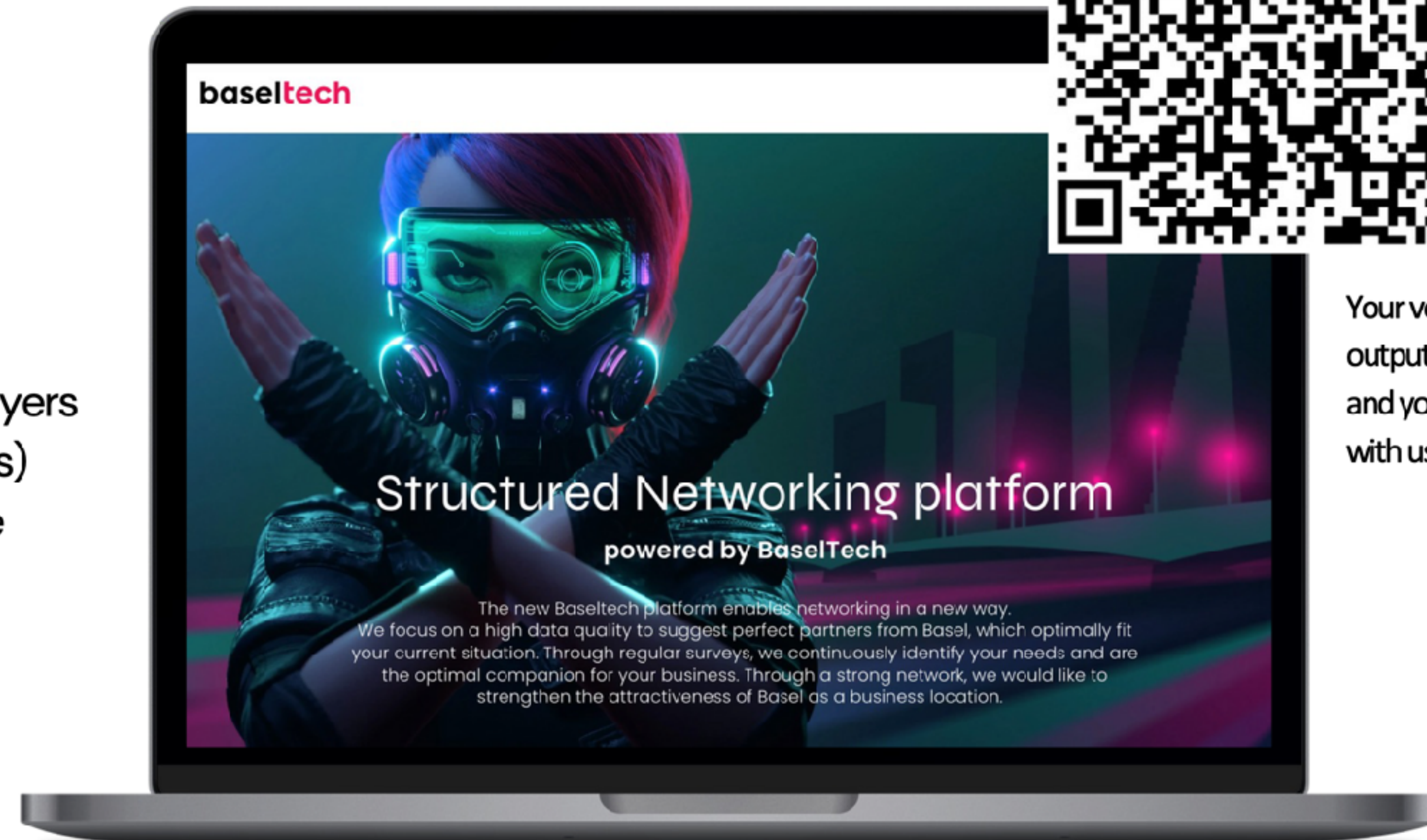
- Intelligent networking
- Increasing the attractiveness of Basel as a tech location

What:

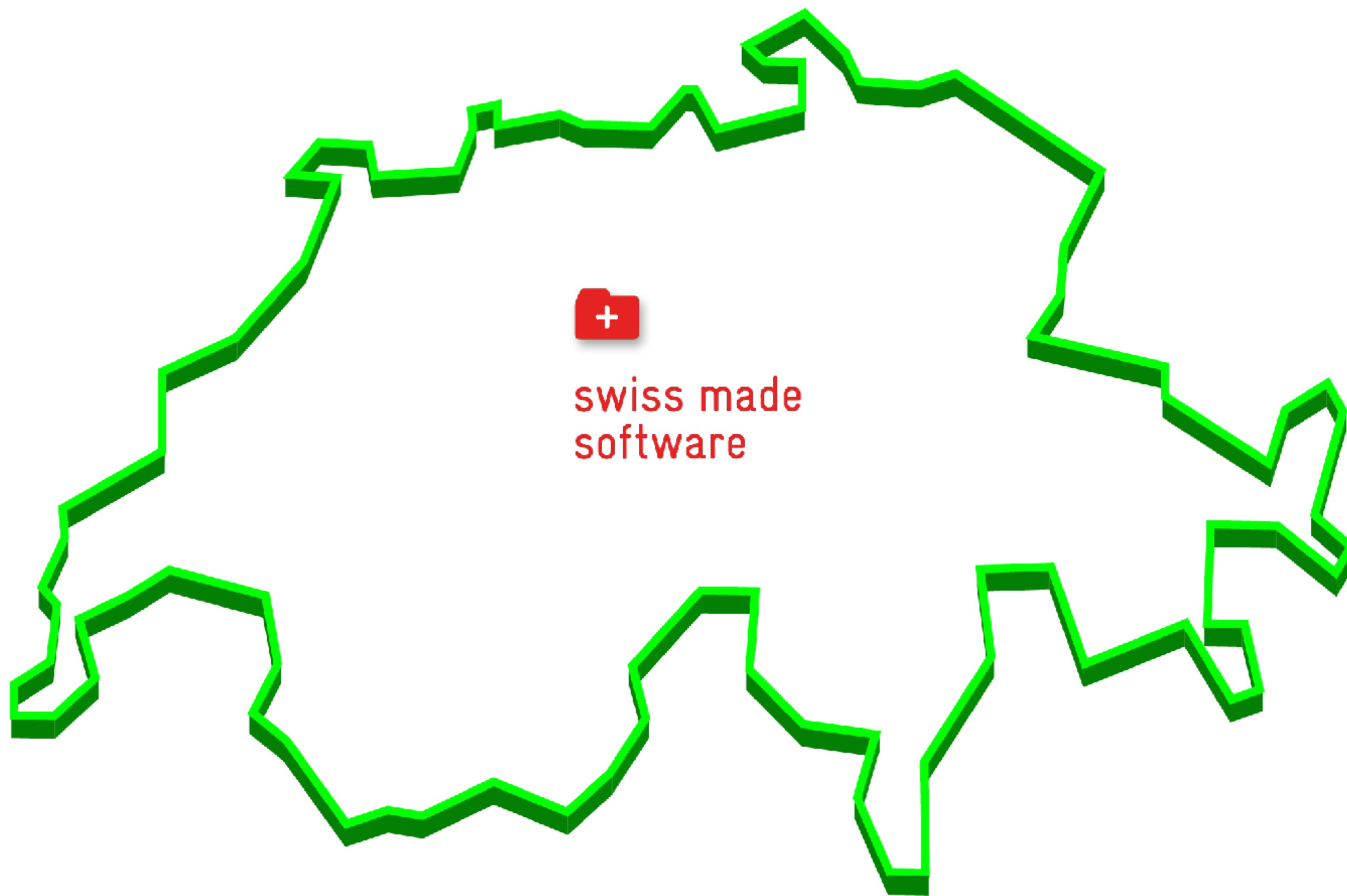
- Networking platform connecting tech players (students, startups, corporates and others) from Basel and making them more visible

Who:

- BaselTech with an interdisciplinary volunteering team
- And you?




Your voice for maximum output. 5 minutes of your time and you're already building with us.



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# Mission



swiss made software stands  
for **Swiss values** like  
quality, trust, innovation,  
and promotes a **digital sovereignty**

www.swissmadesoftware.org:

>>> 1200+ Label-Owner

>>> 800+ Products



The largest company network of the swiss digital industry

# What we do

- ▶ Create trust: **Labels**
- ▶ Make visible: **Platform**
- ▶ Provide Information: **Publications**
- ▶ Foster collaboration: **Events**



IT's ABOUT TECH #6

## How to start a tech company today

Where are the sweet spots? Where the blind spots? VC or bootstrap?



## **Agenda**



17:45 Keynote

**Be eaten or be eaten – Insight into the shark tank of Switzerland's software industry**

**>> Christoph Hugenschmidt, author and journalist**

18:45 Basel Tech Entrepreneurs present their stories

**>> Marco Vogt: Polypheny >> Mathias Mau: MI Architects >> Tim Senn: Narrowin**

**>> Amit Gadhia: Edelion Technologies >> Thierry Gilgen: MachinaLab**

19:00 Talk across the big pond (remote)

**>> David Nüscher, Adobe (ex Day Software), USA**

19:15 Panel Discussion, moderated by Thomas Brenzikofer

**>> Daniel Senn, Abacus >> Dennis Teichmann, BT Venture (ex Jacando)**

**>> Luc Haldimann, Unblu (swiss made software) >> Sandro von Ins, b.telligent**

**>> Christoph Hugenschmidt, author and journalist**

**20:00 Networking, Drinks and Food**