

Zürich  
meets  
New York

A Festival of  
Swiss Ingenuity  
May 16-23, 2014

WEDNESDAY, MAY 21, 6 P.M. - 9.30 P.M. → PRESENTATIONS

## Meet the Startups - Disruptive Ideas from Zurich in New York



Meet the startups is a unique event designed to help educate, inspire and connect entrepreneurs from both New York and Zurich. Carefully selected startups share their story with our community and tell us about their game-changing ideas and innovations. It is an amazing opportunity to learn from the best Zurich has to offer, to network with members of the startup community from Zurich and New York, to meet investors and policy makers, and improve your chances of entrepreneurial success.

**Michael Hengartner**, President, University of Zurich  
**Sri Swaminathan**, Director, New York Economic Development Corporation



### Projective Space

72 Allen Street, 3rd Floor  
New York, NY 10002  
[projective.co](http://projective.co)



Free admission

**RSVP** required:

[facebook.com](https://www.facebook.com) or  
[ZHNY.eventbrite.com](https://www.eventbrite.com)



Presented by the  
University of Zurich  
and the City of Zurich,  
in partnership with  
swissnex Boston - New  
York Outpost

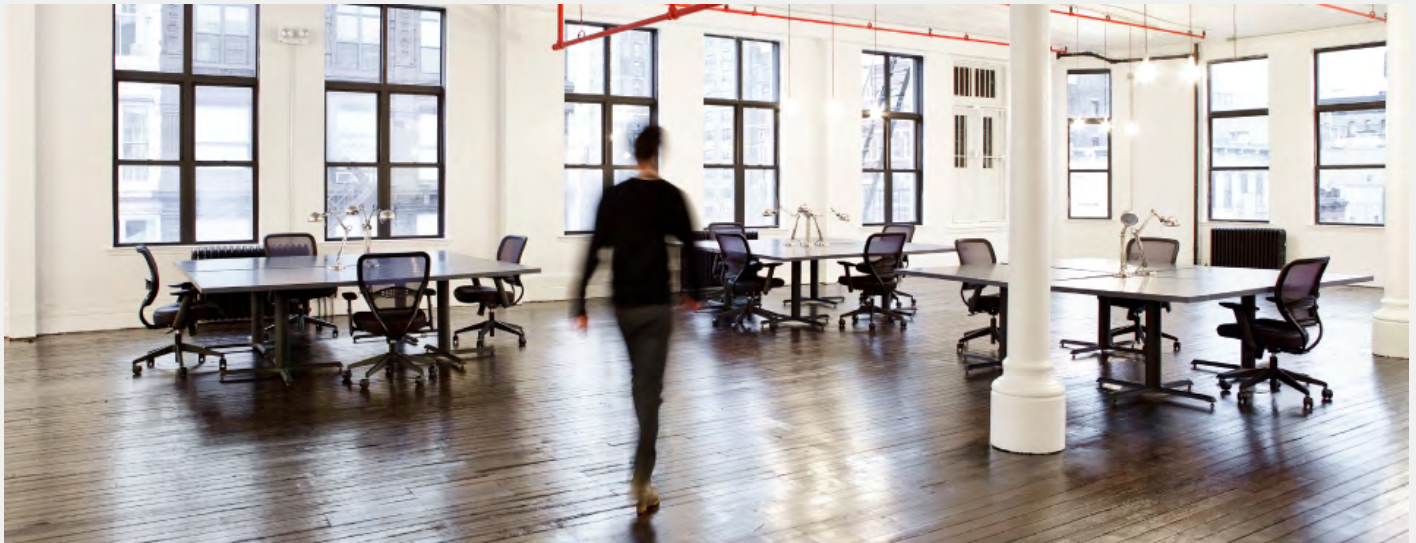


University of  
Zurich <sup>UZH</sup>

→ [www.zurichmeetsnewyork.org](http://www.zurichmeetsnewyork.org)

Join the conversation on Twitter @SwissCGNY #ZHNY

# Program



- 6.00 p.m. Welcome address by **Michael Hengartner**  
6.10 p.m. Input speech: Startup programs in New York, **Sri Swaminathan**  
6.30 p.m. Short presentations by startups from Zurich  
**Daniel Dessauges**, Co-Founder, Zkipster  
**Urs Haeusler**, CEO, DealMarket  
**Robert Lederer**, VP Sales, TrekkSoft  
**Simon Dössegger**, CEO, Skybotix  
**Carlos Ruiz**, CEO, Flatev  
**Isabelle Linder**, Co-Founder, Instahive  
**Stefan Blarer**, Chief Strategy Officer, QualySense  
**Fabian Pfortmüller**, CEO, Holstee  
**François Lachausse**, Gbanga  
**Stefan Halter**, Founder, Headstore
- 7.30 p.m. Individual exhibitions by startups
- 8.00 p.m. Reception and networking

## Featured Startups



### Zkipster

Zkipster is the industry's fastest, most-reliable guest list app for non-ticketed event check-in at premieres, parties and galas, promotional events and conferences. It's the first check-in app compatible for iOS, Android, Windows 8 platforms-offering secure real-time guest list management for public relations and event professionals.

[zkipster.com](http://zkipster.com)

**zkipster**



### DealMarket

DealMarket is a global online platform for fundraising and deal flow management - a one-stop shop for Private Equity. DealMarket counts 70'000+ users from 150 countries; more than 3'000 deals & service providers are listed and hundreds of investors, associations and networks trust their comprehensive service offering including:

- DealMarket**PLACE**, a free marketplace to find investment deals & capital (with no commission)
- DealMarket**STORE** offers affordable access to industry leading third party information & services on demand
- DealMarket**OFFICE** is a state of the art deal flow management & deal exchange tool, helping investors & networks to capture, store, manage & share their deal flow more efficiently.

[dealmarket.com](http://dealmarket.com)

**DEAL:MARKET**  
THE GLOBAL PRIVATE EQUITY PLATFORM

## Featured Startups



### TrekkSoft

TrekkSoft is an online booking solution for tour and activities provider. We offer a software-as-a-service solution for suppliers worldwide and allow them to manage their business and sell their products online, mobile and over the counter. Additionally we work together with distribution partners like Hotelplan.ch or Lastminute.ch and enable our merchants to sell their products on those marketplaces and have all information automatically synchronized within one system. Our integrated payment gateway allows companies to setup their online booking presence in less than 15 minutes through an intuitive online signup process and they can take bookings and payments through our new mobile application right where they execute their business.

[trekksoft.com](http://trekksoft.com)



### Skybotix

The ETH Spin-off Skybotix provides navigation and collision avoidance solutions for unmanned aerial vehicles (UAVs) based on visual-inertial sensor technology. By enhancing off-the-shelf UAVs with its unique stereoscopic camera sensors, Skybotix offers a highly accurate and easy-to-pilot visual data acquisition tool for indoor as well as outdoor operation very close to structures, independent of GPS. This enables very productive flight missions for non-UAV experts and leaner inspection planning while minimizing the risk for accidents.

[skybotix.com](http://skybotix.com)

Skybotix  
TECHNOLOGIES



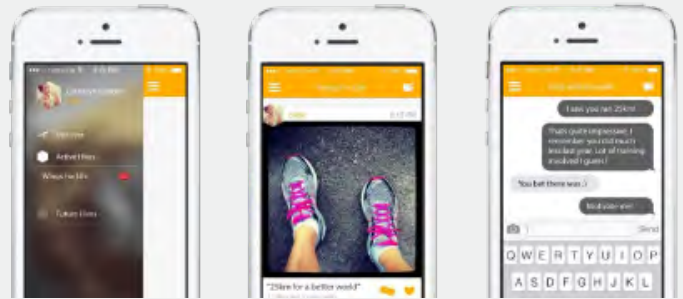
## Featured Startups



### Flatev

"Daily bread" was once a staple of every meal. But modern households don't have time to make fresh bread and what they can find in the store is low quality. Flatev is changing the way the world thinks about bread and we're starting with tortilla. We provide fresh flatbread, cooked in seconds, as authentic as homemade, at the touch of a button. It provides unparalleled convenience through its simple pod-based system that's already seen success with products like Keurig or Nespresso.

[flatev.com](http://flatev.com)



### Instahive

Instahive is a social app that focuses on building temporary micro-communities around events. Our product is based on native apps backed by a web platform. Our vision is to empower people at events to share their experiences with one another, get to know each other and digitally enhance their physical event experience.

The idea evolved from being a simple ticketing and entry management solution to further meet the needs of the new mobile age. Connecting likeminded people with each other and bringing artists, event organizers and brands closer to their audiences is our core competency and mission.

[instahive.com](http://instahive.com)



## Featured Startups



### QualySense

QualySense has pioneered high-speed single kernel technologies and it is proud to offer the QSorter Explorer, the life science single kernel robot for high-speed accurate analysis and sorting of grains, seeds, and beans. The proprietary and state-of-the-art technology of the QSorter Explorer is the successful outcome of a long collaboration between QualySense and leading academic institutions such as the United States Department of Agriculture, the Swiss Breeding Research Institute and EMPA.

[qualysense.com](http://qualysense.com)

**QualySense**  
Excellence in grains, seeds, and beans sorting



### Holstee

Holstee is a product startup based in Brooklyn, NY. Many people have a nagging feeling that something is wrong with their lives and that they want to change something about their lifestyles. But they don't know how or what to change. Holstee exists to help people understand, what a positive lifestyle means for them and creates products that enable them to live that lifestyle. Holstee currently creates artwork on posters, art prints and cards that inspire people to live a positive lifestyle. The company's art has been shared over 100 million times online and the organization's manifesto has been described by the Washington Post as "the new just do it". Holstee can be found online and in over 300 stores worldwide, including Nordstrom, Whole Foods and Paper source in the US, and Change Maker in Switzerland.

[holstee.com](http://holstee.com)

**HOLSTEE**

→ [www.zurichmeetsnewyork.org](http://www.zurichmeetsnewyork.org)

Join the conversation on Twitter @SwissCGNY #ZHNY

## Featured Startups



### Gbanga

Gbanga is a pioneer and specialist in mixed-reality entertainment that is fun, interactive, context-aware and location-based. The projects range from scavenger hunt game apps to gamification apps that create walk-in customers.

[gbanga.com](http://gbanga.com)



### Headstore

Headstore will become the Global Leading Provider for eCommunication. E-Communication is the next level of E-Commerce. Headstore opens a new business channel to sell know-how, information, advice, online through live video-communication. Easily embed Headstore on your portal, and brand it as yours. Set your own price, and communicate live one to one by video or voice. Your customers pay you by minute with the option of their choice. Manage everything on your smartphone, tablet, or desktop and get paid for the know-how you share. Next to your presence on LinkedIn and Twitter, Headstore becomes the perfect business channel.

[headstore.com](http://headstore.com)

