



Press release

Trends of the Swiss Innovation Challenge 2024: Data and AI

From 3 to 5 June, the participants in the Swiss Innovation Challenge (SIC) 2024 completed their first pitch. This year, there was a particularly strong focus on data, its enrichment through AI and the various areas of application. A total of 50 companies are now eagerly awaiting the second pitch in September.

Pratteln, 11 June 2024 – Last week saw the successful completion of the first pitch of this year's Swiss Innovation Challenge: From 3 to 5 June 2024, the participating companies presented their business ideas to the 10-member jury. The pitch was held in the auditorium of the conference and events centre (TEC) of the Haus der Wirtschaft (HDW) in Pratteln. The entrepreneurs had three minutes in which to convince the jury of their vision and to make it through to the next round as one of 50 innovation projects. (An overview of the 50 companies is available [here](#).)

At the first pitch, there was a particular focus on the level of innovation as well as the customer benefit and the presentation. In the 10th edition of the programme, the field of participants proved to be exceptionally heterogeneous once more. However, one sector emerged as particularly innovation-driven in 2024. "This year, start-ups and companies that are involved in collecting data, enriching it with AI and presenting it in user-oriented dashboards are particularly striking," says Mathias Welti, who is responsible for communication, the mentoring programme and sponsoring & partnerships for the Swiss Innovation Challenge. He continues: "The focus is not only on supporting decarbonisation, but also on clear efforts to promote the general use of renewable raw materials and at the same time to intensify the circular economy. The SIC thus demonstrates once again that the innovation competition is absolutely in tune with the times and highlights trends that concern our societies accordingly."

Second pitch in September

The 50 companies that succeeded in convincing the jury of their business idea at the first pitch will now enter the next round. Over the coming months, the participants will be able to attend further seminars and benefit from the free coaching and mentoring program. At the second pitch, the jury will be focusing more strongly on the business plan, i.e. the business model which provides the basis of the innovation idea. In this context, on 5 and 6 September 2024, 20 companies will be chosen to pitch in the final round of the Swiss Innovation Challenge 2024, when the overall winners will be chosen.

1000 projects funded since the launch in 2014

Since its launch in 2014 and its first event in 2015, the SIC has supported over 1000 projects and contributed to the creation of more than 1,800 jobs. To date, more than CHF 350,000 has been awarded in prize money, and CHF 750,000 has been granted in the form of support services as seminars, coaching and mentoring.

Key dates of the Swiss Innovation Challenge 2024

Second pitch	5 and 6 September 2024
Final pitch	21 October 2024
Award ceremony on the occasion of the "Economy Day"	21 November 2024

Want to take a look behind the scenes?

SIC opens its doors on the occasion of the pitches. Guests experience the pulse of the start-up and innovation ecosystem live. Access is open to interested sponsors and foundations.

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About the Swiss Innovation Challenge

The Swiss Innovation Challenge is the largest Swiss innovation promotion programme with competition, in which 20 finalists and one winner ("Award Winner") are selected from over 100 innovation projects in three elimination rounds ("Pitches"). The participants in the competition are SMEs and start-ups from all over Switzerland. In addition to the Award, participants can win a special prize in the "Construction" category. The competition lasts eight months. During this time, participants can take part in free, user-oriented seminars. In addition, participants have access to mentoring and coaching programmes where they are supported and encouraged with practical knowledge. In addition to these benefits, the participants and their innovation projects profit from networking events and various publicity measures. The Award Winning Ceremony will take place on the occasion of the "Tag der Wirtschaft" (Business Day) in the St. Jakobshalle Basel. Baselland Chamber of Commerce (WIKa), the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) and the Basellandschaftliche Kantonalbank (BLKB) are the sponsors of the programme.

Previous SIC winners

2023 – irmos technologies AG
2022 – aiEndoscopic
2021 – CondensZero
2020 – AgroSustain
2019 – Tolremo Therapeutics
2018 – skAD Labs
2017 – Topadur Pharma AG
2016 – GOLD S AG
2015 – Apex Sports LLC