

Creative Hub finalists revealed

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The jury of the Creative Hub Funding Program 2019/20 has nominated five entrepreneurs to benefit from the program. The cohort will receive tailor-made training and coaching to transform their ideas into market-ready solutions.

Creative Hub supports founders that have creative business ideas with high potential. The aim is to develop marketable products and services that can assert themselves internationally. For 2019/20 Creative Hub funding program, sixty-eight individuals and teams from the Swiss creative industry submitted business ideas to for the.

After a pre-selection and triage, the jury selected five participants that demonstrated the best business idea, creativity, and have a professional and interdisciplinary team. The selected individuals also met the criteria which included; the degree of innovation, relevance, courage and market potential/export capability.

The following entrepreneurs have entered the program

Anuvad by Chhail Khalsa - Anuvad deals with the symbiotic and seamless combination of E-textile technology with

traditional Indian craftsmanship. In close collaboration with Bhujodi craftsmen in western India, a series of heated carpets, heating pads and LED stoles have been developed with the circuit integrated into the fabric. The products combine the potential of traditional craftsmanship with the latest technology.

Read On by Sandra Kaufmann, Monika Fink and Will Lloyd - Almost every third person uses reading glasses, which are often lost or scratched in their pockets. Read On has developed an extremely flat pair of reading glasses with a sophisticated case to minimise scratches. The glasses are functional, compact and unisex with a unique design.

Varia Instruments by Simon Schär and Marcel Schneider -The Bernese company produces handmade quality instruments for DJs and music professionals.

Streax by Flurin Jenal and Qinzhu Xu – The eSports market is growing rapidly, but it is still dominated by complex desktop titles for hardcore gamers. Streax is a mobile eSports platform focused on democratizing the eSports sector by applying competitive tournaments for prize money (sponsored by corporations or by the crowd itself) to the mobile lifestyle. Anyone with a smartphone can become an eSports athlete or tournament organizer.

Petit Mai by Anne Tu Quoc - the Freiburg based company is committed to producing environmentally friendly products such as blankets, leather finches, hats and other accessories.

The experts are currently promoting the selected concepts in up to 16 tailor-made training courses and coaching sessions to successfully introduce their ideas to the market as well as to develop the businesses themselves. In addition, Creative Hub communicates the businesses, helps network, and allows participation in the Creative Business Cup 2020, which will provide national and international attention to these entrepreneurs.

(RAN)

Photo: Front from left: Arinda Bouman, Lela Scherrer, Raphael Rossel. Rear from left: Tobias Koller, Georg Fontana, Regula Staub, Claudius Habisreutinger, Daniel Schaffo, Jakob Blumer

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