Media Release

Clink glasses for a new Google Glasses competitor and a pair of jeans kicked by 130.000 CHF

St Gallen/Zurich/Lausanne, July 14th, 2014. Composyt Light Labs and Selfnation, spin-offs from EPFL and ETH Zurich starting a new era of smart glasses and jeans, raised CHF 130.000 by winning the third and last round of venture kick.

2013 was the year of wearable computing: Smart Glasses and Watches began to dress us. In Switzerland the EPFL spin-off Composyt Light Labs with their wearable display technology for see-through augmented reality, have a good chance to swim with the big fishes in the next years.

Smart and stylish: EPFL spin-off created a new generation of smart glasses

You might know the augmented reality eyewear from Google, the Google Glasses, but what Mickaël Guillaumée and Eric Tremblay created reaches the next level. They developed smart glasses which provide more than a 40 degree field of view in the smallest possible form. Clunky and obtrusive display technologies are a huge obstacle. The ultra-compact wearable display platform provides a new generation of aesthetic smart glasses. But winner Eric Tremblay knows, that a great product is not enough: “venture kick has really helped us to get out of the lab to validate and find traction for our technology. Our goal is now to close a key strategic partnership and the final kick will support us to reach that goal.” We are thrilled to observe who is developing further and faster in the field of the augmented reality eyewear: the big players or the small startup from Lausanne.

The perfect pair of jeans? Just a click away

On average, women try 20 pair of jeans until they finally buy one. Selfnation, a team of fashion designers and engineers, solves this problem and makes the jeans shopper’s life much easier. The ETH spin-off offers perfectly fitting jeans with online 3D visualization technologies and highly automated production processes. Selfnation’s own software creates a 3D model from the body measurements which the customer has to enter on their website. At the end the animation looks like as you would stand in front of a mirror at a fashion store. 14 days later the jeans with sustainable Italian denim will be sent to the customer. “The mental and strategic support helped us even more than the monetary grant. Especially the feedbacks and motiveive advises by the venture kick coaches and the jury pushed us to a next level.” said Andreas Guggenbühl after his success.
More about venture kick

Since the launch of venture kick on September 26, 2007, 326 project teams have benefited from CHF 12.7 million. It contributed to the creation of more than 2400 newly created jobs and a financing volume about CHF 500 million. These results show that this approach offers a great return for the Swiss economy and its enterprises. Thanks to venture kick, startups learned how to win customers and convince investors more rapidly. The program is open to all young talents with innovative ideas, which have not yet founded their company and are enrolled or employed at a Swiss University: students, postgraduates, researchers and professors.

The private initiative venture kick is financed by the Gebert Rüf Stiftung, ERNST GÖHNER STIFTUNG, OPO-Stiftung, AVINA STIFTUNG, Fondation Lombard Odier, DEBIOPHARM GROUP and André Hoffmann. The project is managed by the IFJ Institut für Jungunternehmen in St. Gallen. The objective of the initiative is to double the amount of startups originating from Swiss universities and technical colleges. Each month, eight projects get the chance to present themselves to a jury. The four most promising receive CHF 10'000 and automatically qualify for the second round held three months later, where the two best teams receive another CHF 20'000. In the third and final round, taking place six months later, the winner is granted CHF 100'000.

www.venturekick.ch

More about the winners:
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Selfnation

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The previous winners of total 130'000 CHF:

- Wolfgang Moritz, InSphero, Uni Zürich (Biotech), [www.insphero.com](http://www.insphero.com)
- Stefan Tuchscherer, Virtamed, ETH Zürich (Medtech), [www.virtamed.com](http://www.virtamed.com)
- Stephane Doutiaux, Poken, IMD Lausanne (Internet), [www.poken.com](http://www.poken.com)
- Jochen Mundinger, RouteRank, EPF Lausanne (Internet), [www.routerrank.com](http://www.routerrank.com)
- Vincent Schickel, Prediggo, EPF Lausanne (Internet), [www.prediggo.com](http://www.prediggo.com)
- Florian Kowalke, Aiducation International, ETH Zürich (NPO), [www.aiducation.org](http://www.aiducation.org)
- Benöth Dagon, Imina Technologies, EPF Lausanne (Nanotech), [www.imina.ch](http://www.imina.ch)
- Ralph Schiess, ProteoMediX, ETH Zürich (Biotech), [www.proteomedix.ch](http://www.proteomedix.ch)
- Christoph Roduner, Mirasense, ETH Zürich (Internet), [www.mirasense.com](http://www.mirasense.com)
- Christoph Gebald, Climeworks, ETH Zürich (Cleantech), [www.climeworks.com](http://www.climeworks.com)
- Michael Dupertuis, Geroco, HES-S0 Valais (Cleantech/Internet), [www.geroco.com](http://www.geroco.com)
- Marcus Aebi, Malcisbo, ETH Zürich (Biotech), [www.malcisbo.com](http://www.malcisbo.com)
- Alfredo E. Bruno, AdvancedOsteotomy Tools, Uni Basel (Medtech), [www.aot-swiss.com](http://www.aot-swiss.com)
- Maurice Dell'Endice, QualySense, Uni Zürich (Industrie), [www.qualysense.com](http://www.qualysense.com)
- Nikolaus Durand, Abionic, EPF Lausanne (Medtech), [www.abionic.com](http://www.abionic.com)
- Thorsten Schwenke, Thelkin, ZHAW (Medtech), [www.thelkin.com](http://www.thelkin.com)
- Dominik Bell, Aeon Scientific, ETH Zürich (Medtech), [www.aeron-scientific.com](http://www.aeron-scientific.com)
- David Bonzon, Pandora Underwater Equipment, EPF Lausanne, [www.pandora-ewe.com](http://www.pandora-ewe.com)
- Amin Shokrollahi, Kandou Technologies, EPF Lausanne (ICT), [www.kandou.com](http://www.kandou.com)
- Nils A. Reinke, Winterthur Instruments, ZHAW, [www.winterthurinstruments.com](http://www.winterthurinstruments.com)
- Timo Hafner, Gastros AG, Uni St. Gallen (Food Materials), [www.gastros.ch](http://www.gastros.ch)
- Matthias Haussmann, Uepaa, ETH Zürich (ICT Mobile), [www.uepaa.ch](http://www.uepaa.ch)
- Serguei Okhonin, ActLight, EPF Lausanne (Energy), [www.act-light.com](http://www.act-light.com)
- Andreas Gruber, UrbanFarmers, ZHAW (Cleantech), [www.urbanfarmers.ch](http://www.urbanfarmers.ch)
- Ricardo Beira, DistalMotion, EPF Lausanne (Medtech), [www.distalmotion.com](http://www.distalmotion.com)
- Olivier Küng, Pix4D, EPF Lausanne (ICT Multimedia), [www.pix4d.com](http://www.pix4d.com)
- Emile de Rijk, SWISSSto12, EPF Lausanne (Electronics), [www.swissto12.ch](http://www.swissto12.ch)
- Daniel Lepori, Designergy SA, SUPSI/ISAAC (Energy), [www.designergy.ch](http://www.designergy.ch)
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- Felix Holzner, SwissLitho, ETH (Nanotech), [www.swisslitho.ch](http://www.swisslitho.ch)
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- Chad Brokopp, Mabimmune Diagnostics AG (Biotech), [www.mabimmune.com](http://www.mabimmune.com)
- Benoît de Combaud, CombaGroup SA (Biotech/Food), [www.combagroup.com](http://www.combagroup.com)
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Complete list of the startup projects of venture kick: [www.venturekick.ch/startups](http://www.venturekick.ch/startups)