Media Release

Real protection against thieves and counterfeiting? Latest venture kick winners UrbanAlps and ScanTrust make it possible.

St Gallen / Zurich / Lausanne, December 3rd, 2014. UrbanAlps and ScanTrust from ETH Zurich and EPFL starting a new era in the field of protection, a burning issue in today’s fast growing technological society. Now both startups raised CHF 130,000 by winning the third and last round of venture kick.

For sure you lock your door before leaving or even upgrade it with highly secure locks to better protect your goods and chattels. 3-D printing technology could change that. In the past high security keys could only be illegally duplicated by skilled thieves. Today the unintended side effect of 3-D printing technology is that even high security keys can be easily duplicated at home. This means that burglars can have easy access to your home with 3-D printed keys.

Today anybody can duplicate your house key with just a picture
High security keys and their mechanical features have been compromised by the emergence of 3D printing and 3D scanning. Even if you have a mechanical plus electronic key, you should be aware that you only have one barrier left. The Zurich based startup UrbanAlps, who took part in this year’s venture leaders program in Boston and New York, offers the safest high security system in the world. A range of cylinder locks and un-scannable keys based on the Stealth Key concept, a patent pending key that cannot be duplicated, no matter how many pictures or scanners are used: a groundbreaking solution. UrbanAlps’ co-founder Alejandro Ojeda is a mechanical engineer and currently a PhD student at the ETH Zurich. He has received multiple awards, the most remarkable a grant from F1 driver Fernando Alonso. “It was never easy, it will not be easier now, but venture kick was a critical helping hand through our challenging journey. The program was one of the reasons why we went from a rookie league to the NBA of startups. It is not only about financial kicks, but also a game-changing education through the kickers' camps!"

Real protection against counterfeiting? Just a scan away
Each year, counterfeit products cause billions in damages to industry and trade. EPFL based startup ScanTrust is now taking an innovative approach to combating counterfeiters. The patent-pending solution is based on a copy-proof QR code which is integrated into the packaging or directly into the product. The code contains a copy-sensitive layer that irreversibly degrades during copying. Customers can verify directly if the product is genuine by scanning the code using a ScanTrust smartphone app. CEO Justin Picard has good chances to capture the US-market with his innovation. In 2014, he was not only part of the venture leaders program, he also visited the Silicon Valley with the Swisscom StartUp Challenge. Above all, he is a winner of the prestigious startup Award TOP 100, which shows the best Swiss startups out there: “venture kick is a unique program for startups: the structure of the process allows to measure the progress made and the kickers camps are opportunities to address the difficult questions. Moreover, venture kick is a great way to get in touch with investors as well as to gain visibility. I can say that venture kick truly paved the way for the first year of ScanTrust.”
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:

UrbanAlps

ScanTrust

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The previous winners of total 130’000 CHF:
- Wolfgang Moritz, InSphero, Uni Zürich (Biotech), www.insphero.com
- Stefan Tuchscheid, Virtamed, ETH Zürich (Medtech), www.virtamed.com
- Stephane Doutriaux, Poken, IMD Lausanne (Internet), www.poken.com
- Johan Mundinger, RouteRank, EPF Lausanne (Internet), www.routerank.com
- Vincent Schickel, Prediggio, EPF Lausanne (Internet), www.prediggio.com
- Florian Kowalke, Aidoacation International, ETH Zürich (NPO), www.aiducation.org
- Benoit Dagon, Imina Technologies, EPF Lausanne (Nanotech), www.imina.ch
- Ralph Schiess, ProteoMediX, ETH Zürich (Biotech), www.proteomedix.ch
- Christoph Roduner, Mirasense, ETH Zürich (Internet), www.mirasense.com
- Christoph Gebald, Climeworks, ETH Zürich (Cleantech), www.climeworks.com
- Michael Dupertuis, Geroco, HES-S0 Valais (Cleantech/Internet), www.geroco.com
- Marcus Aebi, Malcisbo, ETH Zürich (Biotech), www.malcisbo.com
- Jean-Christophe Zufferey, SenseFly, EPF Lausanne (Elektronic), www.sensefly.com
- Alfredo E. Bruno, AdvancedOsteotomy Tools, Uni Basel (Medtech), www.aot-swiss.com
- Francesco Dell’Endice, QualySense, Uni Zürich (Industrie), www.qualysense.com
- Nicolas Durand, Abionic, EPF Lausanne (Medtech), www.abionic.com
- Thorsten Schwenke, Thelkin, ZHAW (Medtech), www.thelkin.com
- Martin Odersky, Scala Solutions Sàrl, EPF Lausanne (ICT), www.scalasolutions.com
- Susanne Wechsler, BOOKBRIDGE, Uni St. Gallen (Social), www.bookbridge.org
- Dominik Bell, Aeon Scientific, ETH Zürich (Medtech), www.aeon-scientific.com
- David Bonzon, Pandora Underwater Equipment, EPF Lausanne, www.pandora-uwe.com
- Amin Shokrollahi, Kandou Technologies, EPF Lausanne (ICT), www.kandou.com
- Timo Hafner, Gastros AG, Uni St. Gallen (Food Materials), www.gastros.ch
- Andreas Brühlart, Bcomp, Hochschule für Wirtschaft Freiburg (Materials), www.bcomp.ch
- Matthias Haussmann, Uepaa, ETH Zürich (ICT Mobile), www.uepaa.ch
- Serguei Okhonin, ActLight, EPF Lausanne (Energy), www.act-light.com
- Andreas Graber, UrbanFarmers, ZHAW (Cleantech), www.urbanfarmers.ch
- Ricardo Beira, DistalMotion, EPF Lausanne (Medtech), www.distalmotion.com
- Olivier Küng, Pix4D, EPF Lausanne (ICT Multimedia), www.pix4d.com
- Emile de Rijk, SWISSto12, EPF Lausanne (Electronics), www.swissto12.ch
- Daniel Lepori, Designergy SA, SUPSI/ISAAC (Energy), www.designergy.ch
- Yann Tissot, L.E.S.S – Light Efficient SystemS SA, EPF Lausanne (Energy), www.less-optic.com
- Felix Holzner, SwissLitho, ETH (Nano), www.swisslitho.ch
- Carlos Ruiz, Flatev, UZH (Food/Electronics), www.flatev.com
- Christian Wolfrum, Glycemicon, ETH (Biotech), www.glycemicon.ch
- Philipp Kirchhoff, Koring, Uni Basel (Medtech), www.koring.ch
- Chad Brokopp, Mabimmune Diagnostics AG (Biotech), www.mabimmune.com
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- Eric Tremblay, Composyt Light Labs (Nanotech), www.composyt.com
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- Silvan Küng, Relish Brothers (Consumer Products), http://www.relighbrothers.ch/
- Edoardo Charbon, Fastree 3D (Electronics), http://aqua.epfl.ch/

Complete list of the startup projects of venture kick: www.venturekick.ch/startups