

PUBLIC VOTE: NO. 1 FOR ACATENA

Interest in the TOP 100 Swiss Startup Award was huge with thousands participating in the online public vote on startup.ch. The Zug-based blockchain start-up came out on top.

by Claus Niedermann



Investor Nicola Fantini (left) and CEO Matteo Panzavolta started with a tracking solution for drinks manufacturers. Now they are toasting victory in the public vote.

Zug-based Acatena's mobile end-to-end marketing system enables products to be tracked from the production site to the consumer. The transponder solution allows direct interaction between the manufacturer or distributor and the consumer via smartphone, opening up a direct channel that allows them to build their own community. The pilot project was developed as a solution for producers of wines and spirits, and is being used successfully. The system protects products from counterfeiting and can determine, for example, whether an expensive bottle of cognac or wine has been opened by fraudsters.

Matteo Panzavolta, founder and CEO of the start-up, has worked as a marketing and innovation manager for global companies for more than 20 years. He developed the idea for the patented product tracing technology, in which both global industrial groups and manufacturers of luxury products have shown great interest. "We're developing a project for agrochemicals," says Panzavolta.

1. **ACATENA, ICT, ZUG**

2. **SLEEPIZ, MEDTECH, ZURICH**

3. **NEON SWITZERLAND, FINTECH, ZURICH,**
(TOP 100 STARTUP rank 33)

ALUMNI

INTENT ON GROWTH

To be eligible for the TOP 100 Swiss Startup Award, a company must be no more than five years old. For this reason, 19 companies that are continuing to grow have dropped out of this year's rankings. These include drone manufacturer **Flyability (1st place in 2019)**, **Lausanne-based Lunaphore (2)**, which concluded a financing round of CHF 25 million at the beginning of the year, femtech company **Ava (3)**, **Bestmile (5)** and **Astrocast (12)**, which is building a global Internet of Things network with nanosatellites.

TOP 100 STARTUPS 2020

THE CONCEPT

The 100 start-ups with the greatest potential have been chosen by a jury of 100 experts – all well-known connoisseurs of the start-up scene. Each expert selected 10 start-ups, with 10 points awarded for first place and one point for 10th place. The companies with the most points made it into the TOP 100. The ranking was launched in 2011 by **Beat Schillig** (top) and **Jordi Montserrat** (centre), who also set up the national training programme Venturelab and the international programme Venture Leaders; they also manage the Venture Kick initiative.

The project manager is **Stefan Steiner** (below), co-managing director of Venturelab; JNB Journalistenbüro is co-initiator and implementation partner. The project is supported by Credit Suisse, SVC, Swiss Prime Site, Swiss Private Equity & Corporate Finance Association (SECA), digitalswitzerland and the Gebert RUF Stiftung. The media partners comprise Handelszeitung, PME Magazine for western Switzerland, www.startup.ch for the English edition and CSTEC for the Chinese edition.



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