

# Tech Venture Building like a Pro

# 2

Series 2 / 3: Focus Product: Validation in 50 Days, Launch MVP  
and Generate Revenues in 100 Days and Pivot Successfully

## Speakers



**Peach Zwysig**

Board, CEO & Co-Founder Axelra



**Dr. Stephan Meyer**

Co-Founder & CLO Obligate, Dr. iur., LL.M., EMBA,  
Counsel, Attorney-at-Law & Notary Public



**Lucas Pelloni**

Exec. Board und Co-Founder Axelra



|     |  |   |
|-----|--|---|
| 10' | <b>1. Introduction in the Tech Venture Building Journey and its 4 Stages</b> | <b>Peach Zwyszig</b>                                |
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# Axelra in a nutshell



**We are co-creating and shipping revenue-generating MVPs after 100 days since 2019**

We accelerate Tech Venture at early stage for **Corporates** and **Startups** with skin in the game.



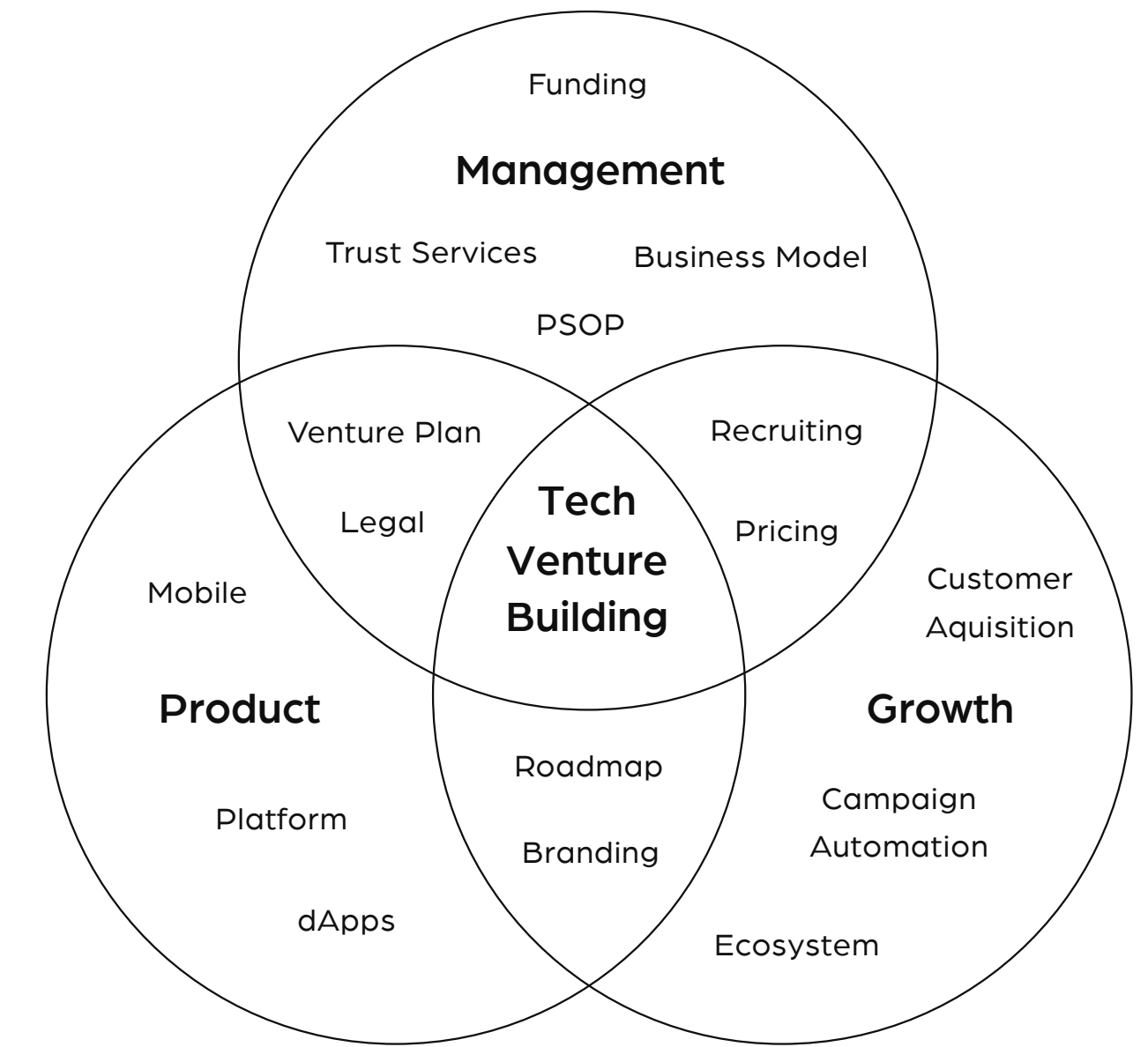
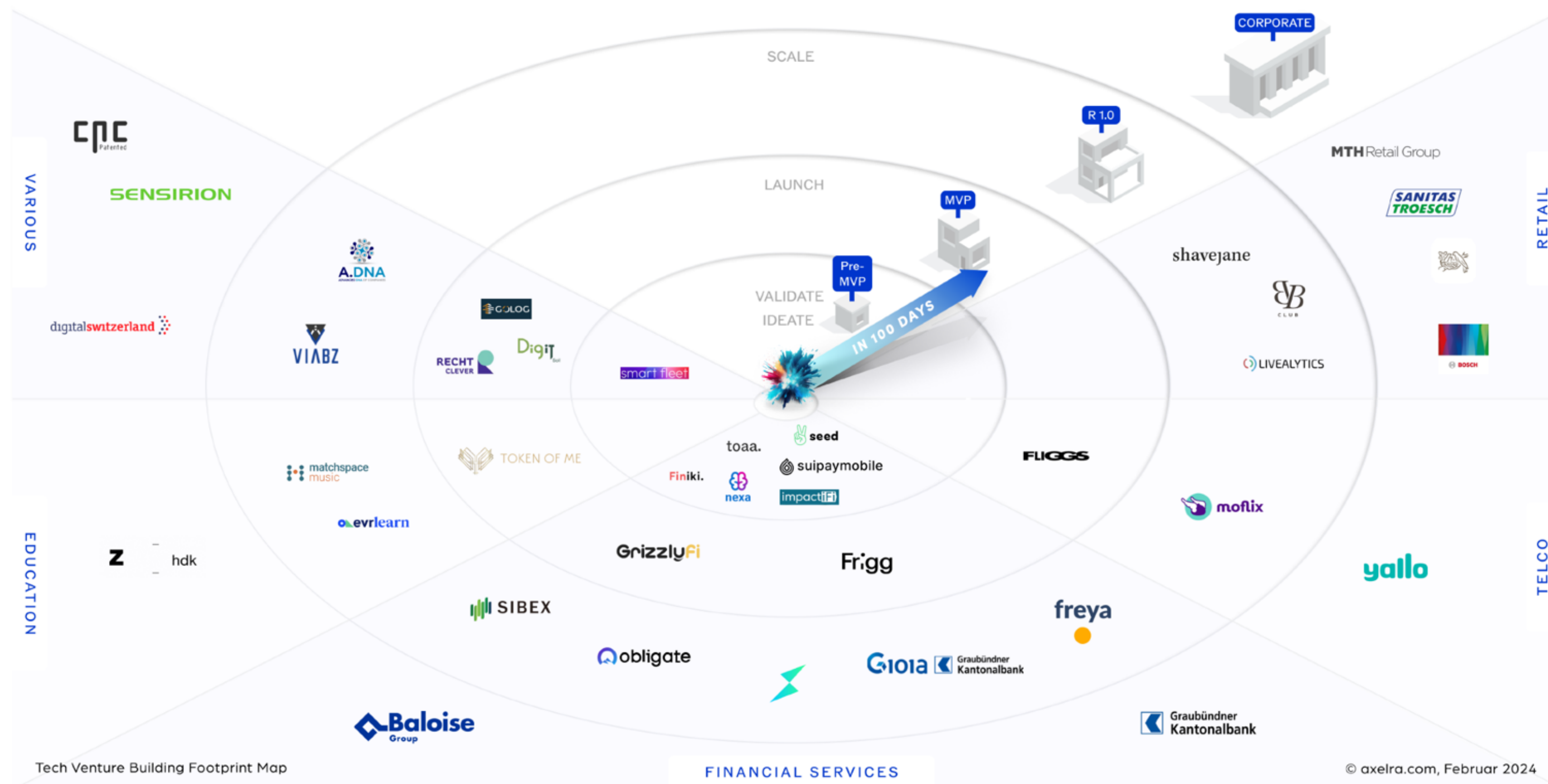
# Privately owned, entrepreneurial and accelerating Tech Venture Building with skin in the game.

## Track Record

Since 2019, we accelerated 38 companies, co-created 20 tech ventures, and hold equity in 10 portfolio startups. 4 tech ventures have valuations 10 - 100 Mio each:

|  |   |  |  |  |   |  |  |
|--|---|--|--|--|---|--|--|
|  | <b>Obligate (former FQX)</b><br>Debt capital markets on-chain |  | <b>DeFi Suisse</b><br>The Revolution of DeFi |  | <b>Moflix</b><br>TelcoTech Platform to drive growth |  | <b>Beyond Beauty Club (GigTech)</b><br>The Next Level of Personalized Social Selling |
|--|---|--|--|--|---|--|--|

More: <https://www.axelra.com/ventures>



## Our Approach

We are industry-agnostic and build in 100 days B2B, B2C, and D2C tech startups, and cover the whole company-building process in the areas of Product, Management, and Growth. We contribute up to 50% of our costs as sweat equity, aligning our interests directly with our ventures.

More: [www.axelra.com/offering](http://www.axelra.com/offering)

The worldwide rise of Venture Builder

**Venture Builder = Company Builder = Startup Studio**





## Better economics and a higher chance of success

### Better Economics

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#### Founder Economics

Higher equity than typical VCs due to "founder economics".

#### Less Dilution

Lower build costs, reducing the need for higher funding and dilution.

#### Deal Flow Access

Investors have access to Venture Builder deal flow.

#### Recycle Investment

Reuse learnings from successes and failures.

### Better Chance of Success

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#### Better Ideation

Venture Builder find opportunities and build it. They don't wait

#### Access to Talent

Attraction of top talent that standalone ventures cannot

#### Shared Resources

Sharing of talent, customers, tech and infrastructure

#### Brand Effect

«Sequoia Effect» - Brand help for hiring, biz dev and fundraiser



## A tech venture builder delivers experience and speed

**Higher IRR –  
Return on investment**

Traditional Startup

21.3%

**Venture Builder**

**53%**

**Higher Multiple –  
Ratio investment and earnings**

Traditional Startup

1.57

**Venture Builder**

**5.8**

**Shortening of Time –  
from 0 to Series A**

Traditional Startup

56 month

**Venture Builder**

**25.2 month**



# Axelra identified as one of Europe's Leading Startup Hubs 2024

#1 in Switzerland and #32 in Europe

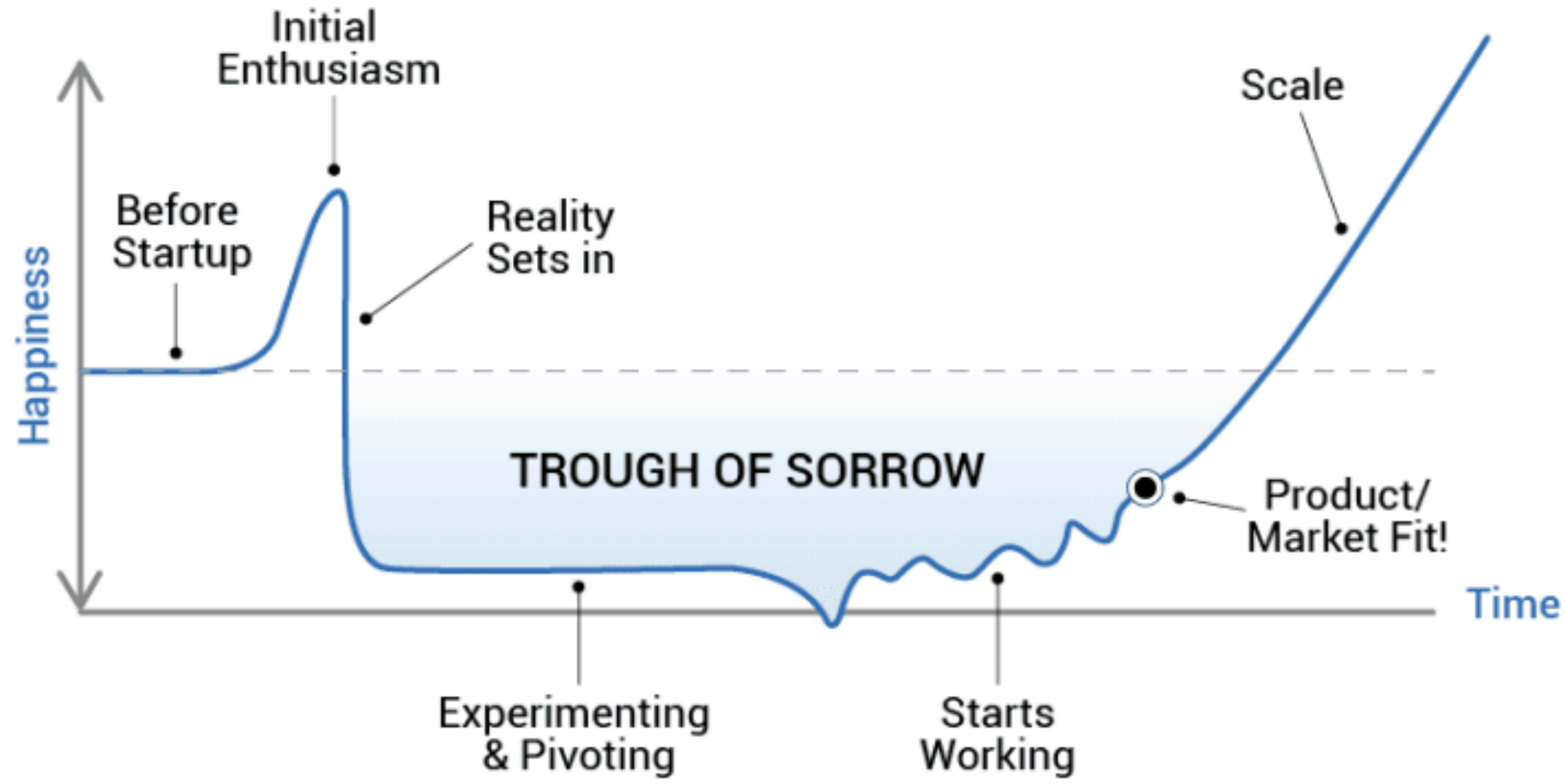




Let's dive into the stages of the  
Tech Venture Building Journey

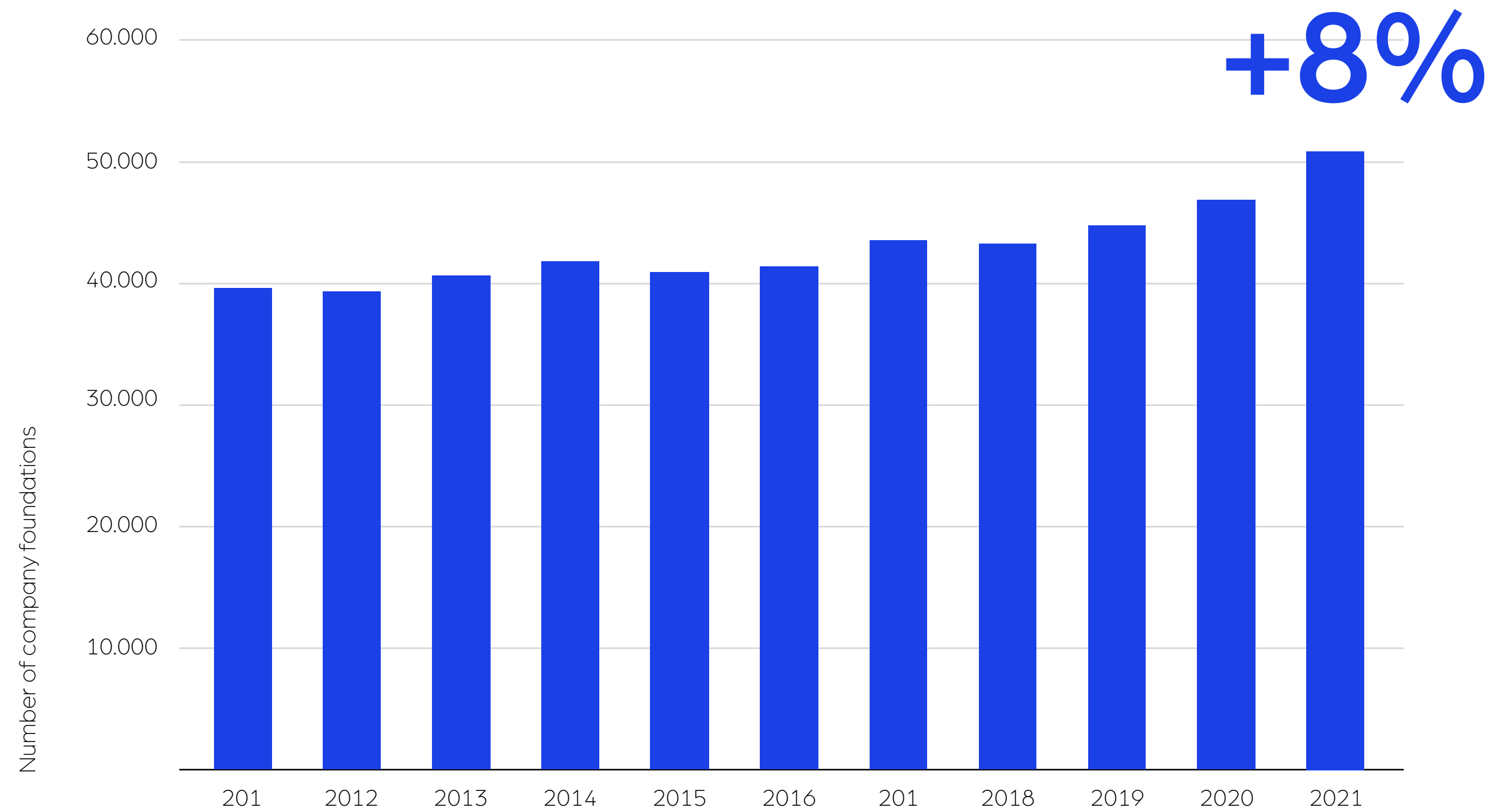
The Tech Venture Building Journey is super intense

**With lots of ups and downs**



50'500 New Startups in Switzerland in 2021 (51'637 in 2023)

**+8% compared to the previous year**



company foundation (2021)

**50'537**

Foundation rate (2020)

**9.2 %**

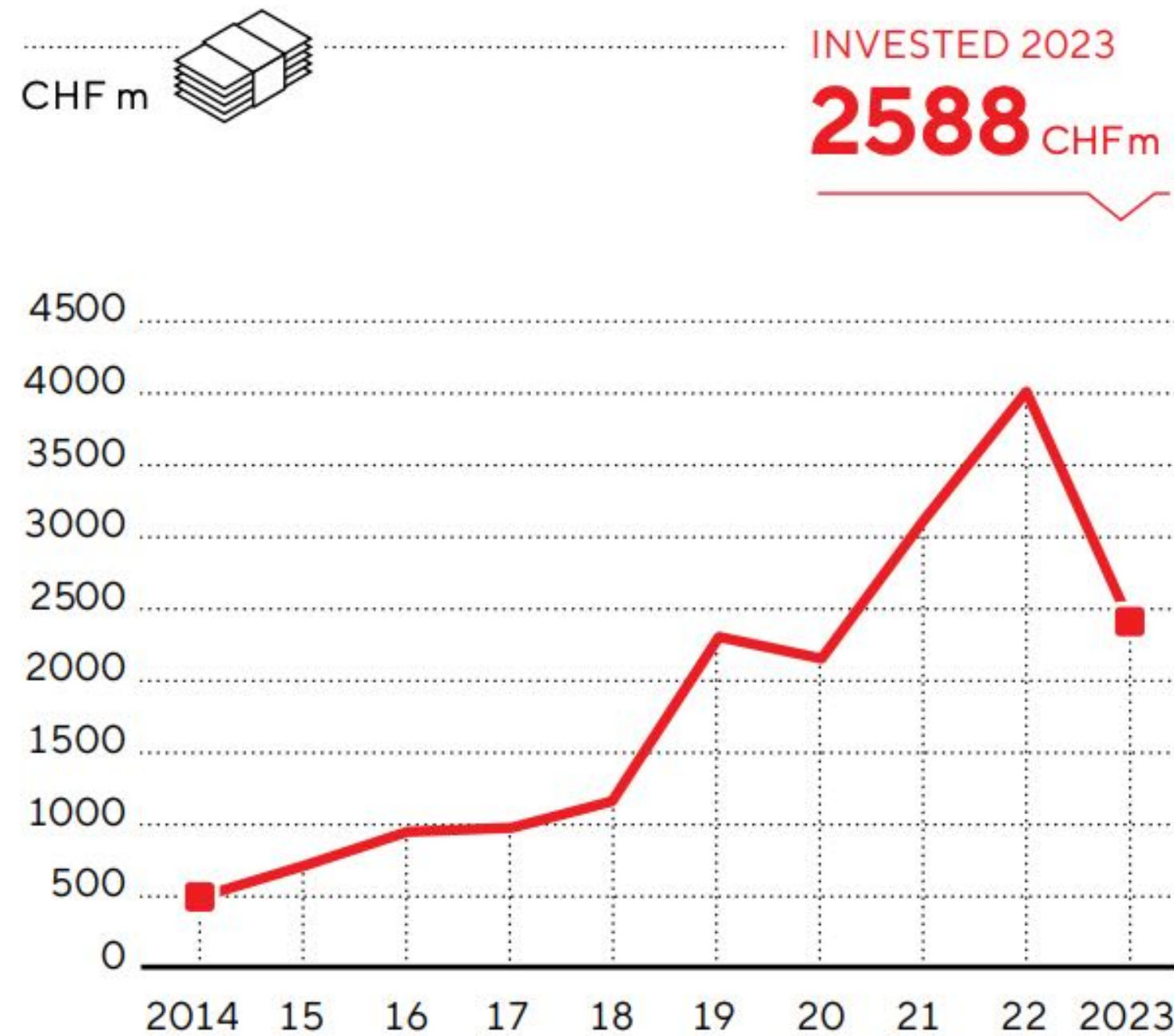
Venture Capital-Investments (2021)

**3.1 Mrd. CHF**

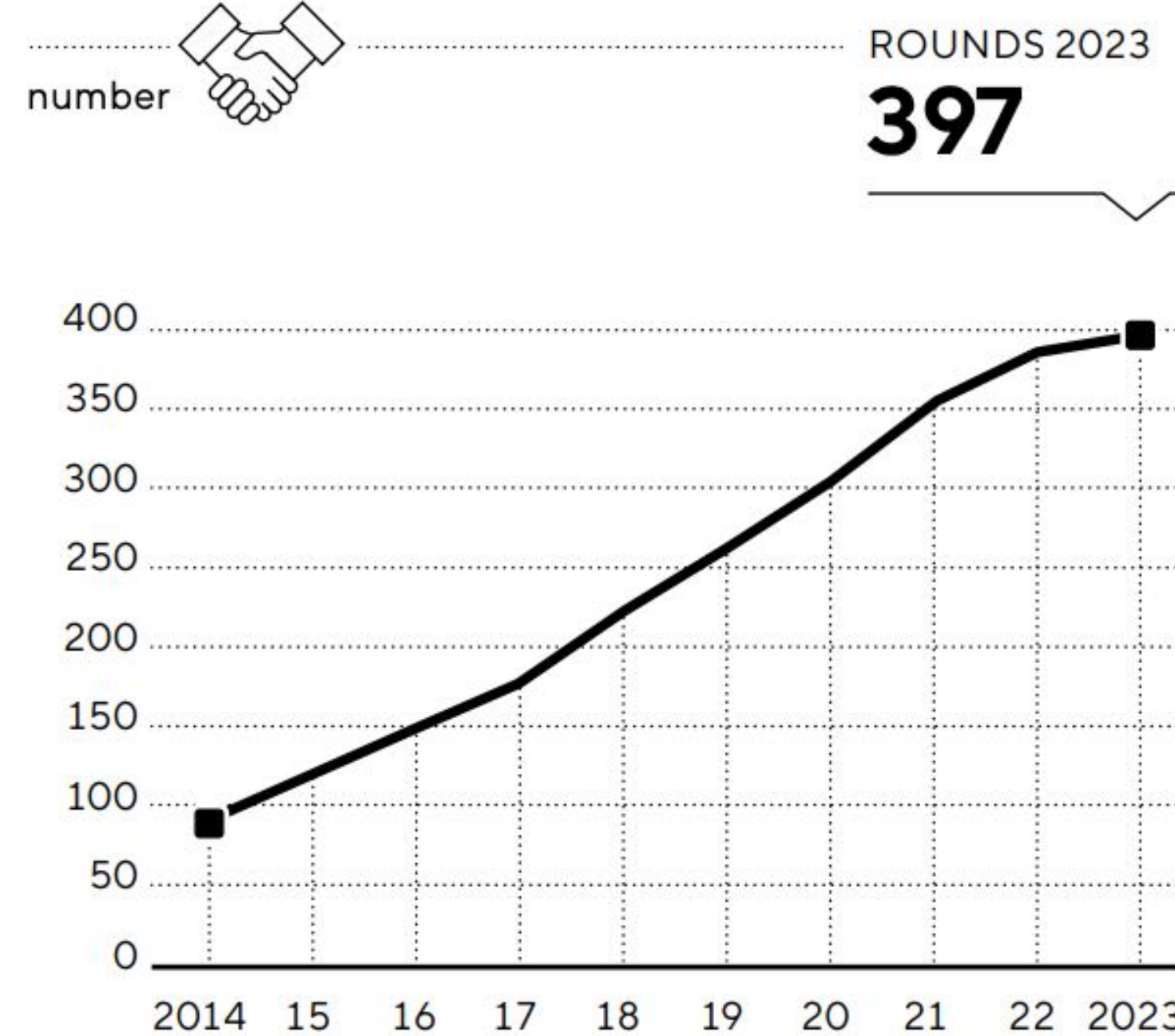


# Hard brake after 10 years | gloomy with some bright spots

### Invested capital in Swiss start-ups



### Financing rounds of Swiss start-ups



### Summary:

- First downturn since financial crisis (-35 % VC Money was invested compared to last year in CH, Canton Zurich had the most decrease with -59%)
- Record number of rounds: almost 400 rounds (but with smaller amounts)
- Early Stage still works + increase of rounds with size 0-2 Mio
- Well known weaknesses: ICT (-62%) and growth
- Risk aversion: Swiss investors and established companies
- Small but successful: 24 Swiss VCs with first closing

The survival rate is low



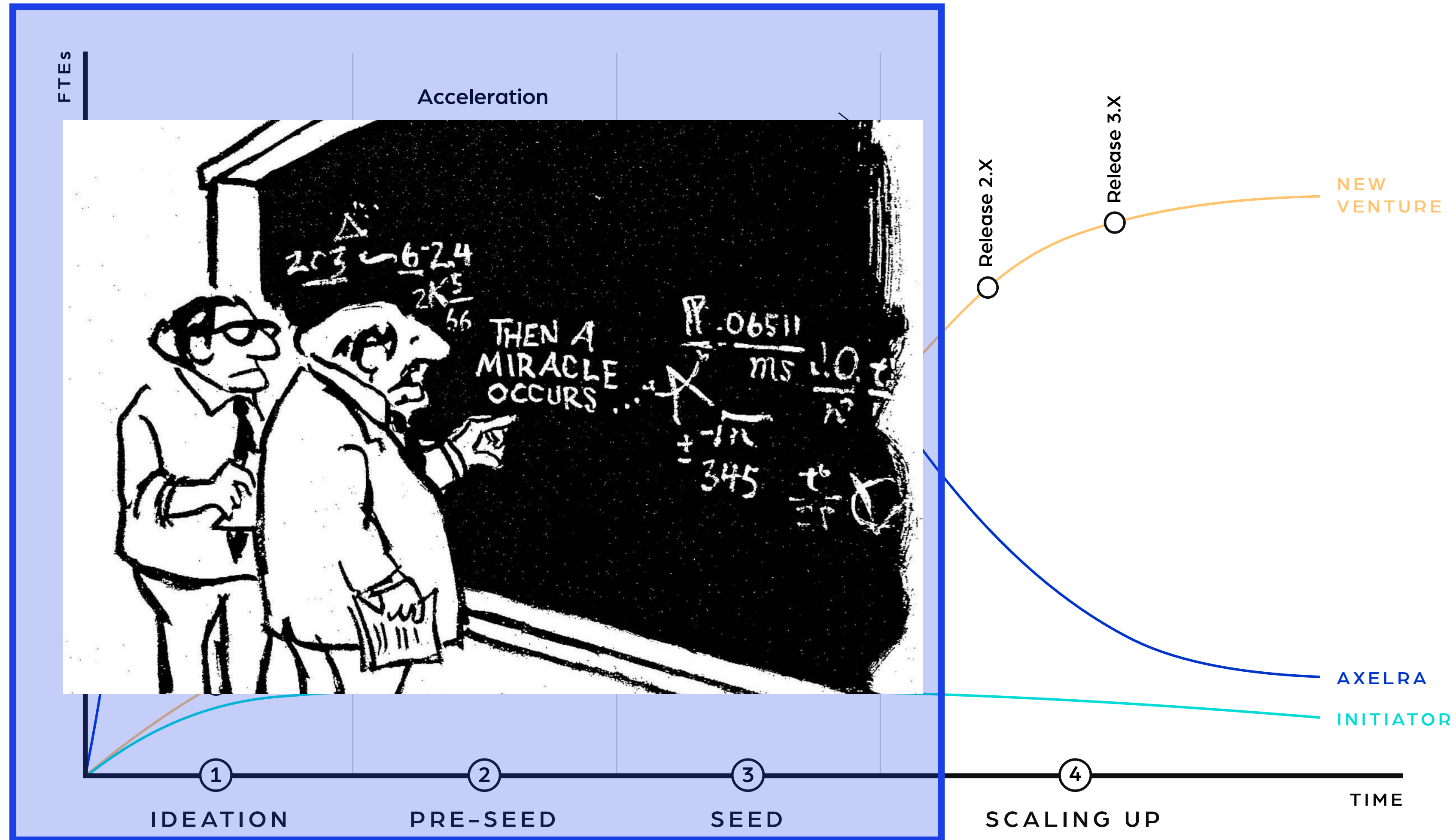
**80-90% of startups fail - 10% in the first year and 70% in the second to fifth year**

| <b>Timing<br/>42%</b>   | <b>Team<br/>32%</b>  | <b>Idea<br/>28%</b>  | <b>Business<br/>24%</b>   | <b>Funding<br/>14%</b>                           |
|---|--|--|---|--|
| No market need<br>Product mistimed<br>Failed geographical expansion | Incorrect team<br>Lose focus<br>Disharmony among team/investors<br>Lack passion Ignore customers | Poor market fit<br>Pricing/cost issues<br>Poor UX Poor marketing | Legal challenges<br>Didn't use network<br>Outcompeted<br>Lacking business model<br>Failure to pivot | No funding/ investor interest<br>Ran out of cash |

From co-creation to independence in 100 days



# Let's decompile this in 4 Steps & 4 Stages





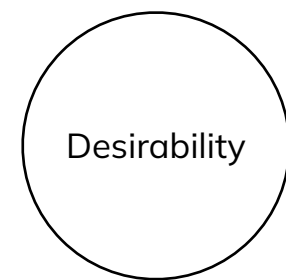
# The 4 Fits, 4 Stages and 3 Areas of a Tech Venture Building Journey



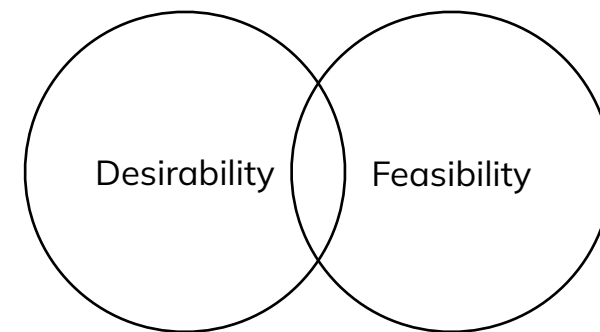


## The 4 fits that determine successful scaling and it starts with the problem (customer need)

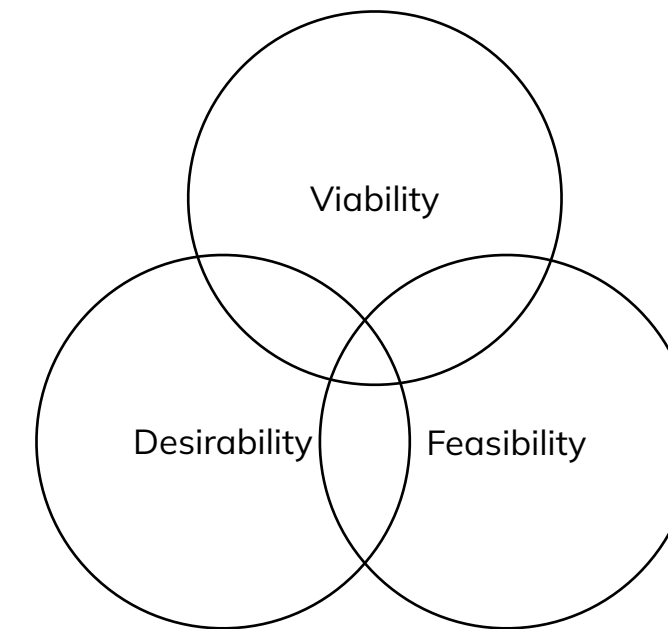
### Customer need



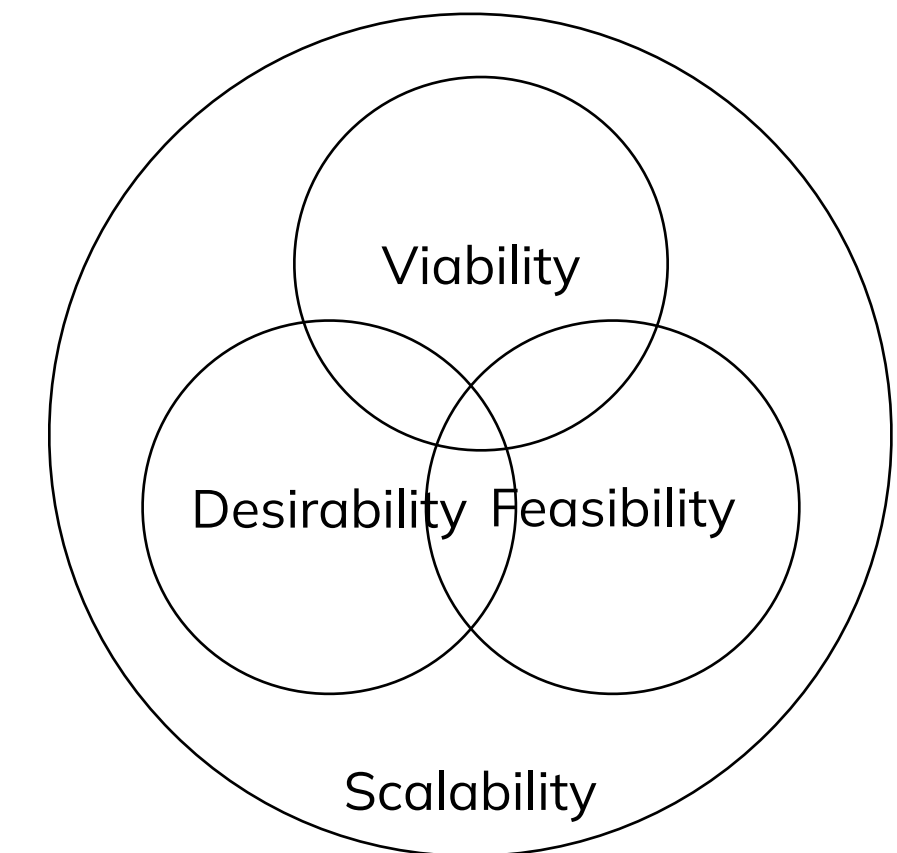
### Product design



### Go to Market & Pricing



### Scaling costs



#### 1. Customer / Problem Fit

Find a problem that is worth solving for a target group

#### 2. Problem / Solution Fit

Get validation from customers that your solution solves their problem (partially)

#### 3. Product / Solution Market Fit

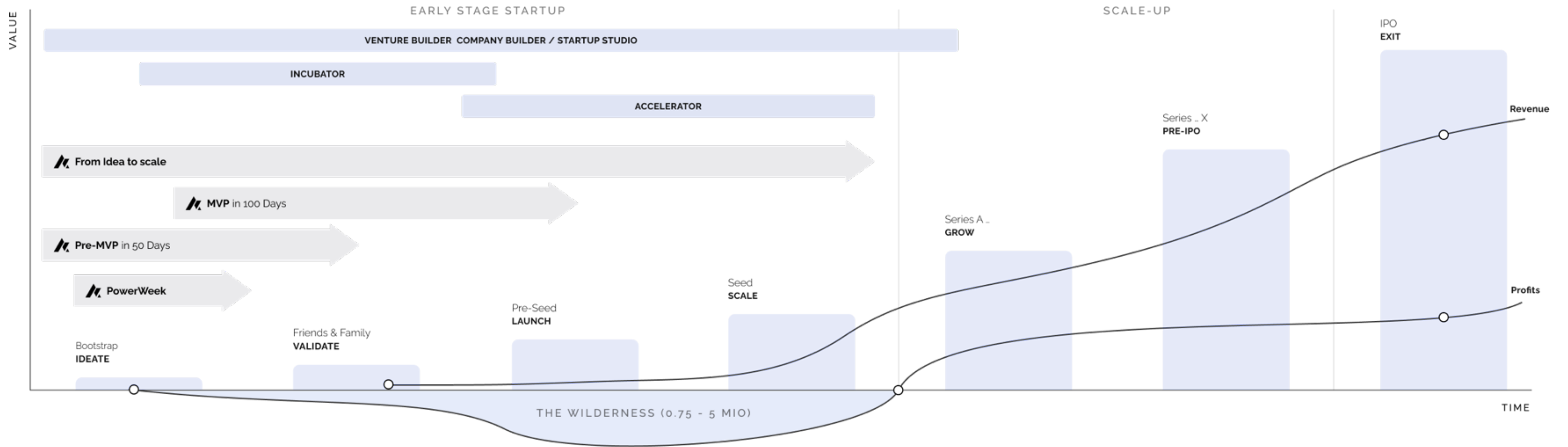
Build an MVP and sell your solution to the market as a product / service

#### 4. Business Model Fit

Scale the business model profitably and pay attention to quality



# Understanding both your «End-Game» and the pivotal steps leading there

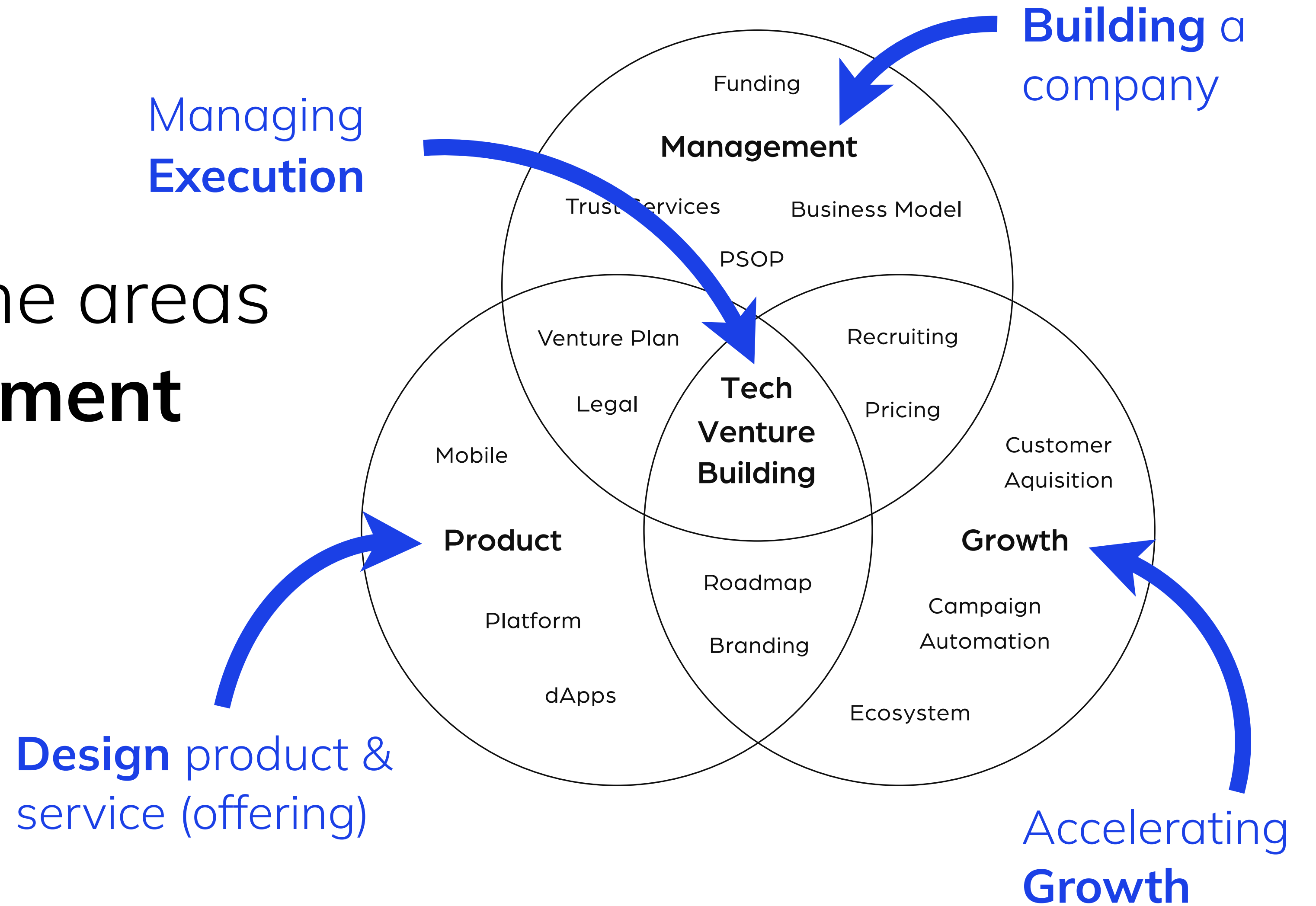


| Scribble  | Pre-MVP   | MVP   | R 1.0  | R 2.0  | R 3.0  | R 4.0   |
|---|---|---|--|--|--|---|
|   |   |   |  |  |  |   |
| <b>Customer/Problem Fit</b><br>Find a problem worth solving for a target group<br><br>Revenue: 0<br>Profit < 0<br>Valuation: 0.01 | <b>Problem/Solution Fit</b><br>Get validation from customers that your solution solves the problem<br><br>Revenue: > 2k<br>Profit < 0<br>Valuation: 0.1 - 1 Mio | <b>Solution/Market Fit</b><br>Build an MVP and sell your solution to the market as a product/service<br><br>Revenue: > 100k<br>Profit < 0<br>Valuation: 4 - 6 Mio | <b>Business Model Fit</b><br>Scale the business model profitably and pay attention to quality<br><br>Revenue: > 1 Mio<br>Profit > 0<br>Valuation: 10 Mio | <b>Revenue Growth</b><br>Scaling revenue by investing in hiring, marketing / branding to expand market<br><br>Revenue: > 15 Mio<br>Profit > 0<br>Valuation: 16 Mio | <b>Growth</b><br>Acquiring businesses and scale to international markets<br><br>Revenue: > 20 Mio<br>Profit > 0<br>Valuation: 40 Mio | <b>Exit</b><br>sell the shares to the public in a new stock issuance for the first time<br><br>Revenue: > 100 Mio<br>Profit > 0<br>Valuation: 200 Mio |
| <b>50 k</b><br>Bootstrap, Family & Friends  | <b>100 k</b><br>Family & Friends, Grants, Angels  | <b>0.5 - 1 Mio</b><br>Angels, Early Stage VCs   | <b>1 - 3 Mio</b><br>VCs, Funds, Family Offices   | <b>2 - 8 Mio</b><br>VCs, Private Equity Firms  | <b>15 - 50 Mio</b><br>VCs, Private Equity Firms, Hedge Funds   | <b>30 - 100 Mio</b><br>Venture loans, Bank funds, IPO Investors   |



It is about co-creation in the 3 areas of connecting to achieve bottom line results

We are working in the areas of **Product, Management and Growth.**



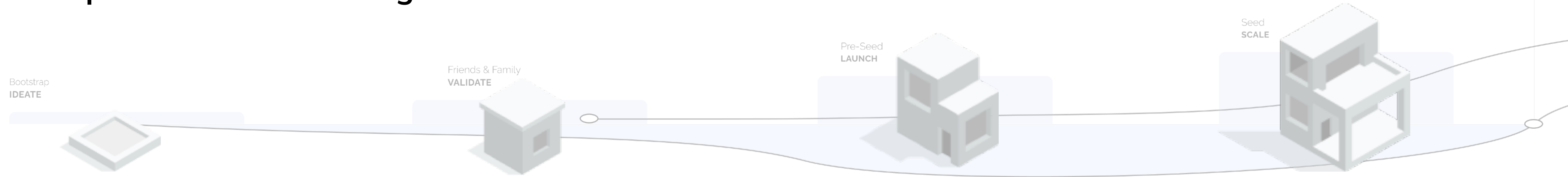


# Tech Venture Building like a Pro - Series 2 / 3

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## 2. What to focus on your Product along the stages

# Focus develops over time - so recognize what needs to be achieved and when



### Ideation

Customer/Problem Fit

Start with the Problem and spend more time with understanding the problem (target group, severity, alternative painkillers etc.) and less with the solution.

Revenue: 0, Profit: < 0, Valuation: 0.01

- Talk to **real** Customer
- Focus on **Problem** and **Pain** and it's **intensity**
- Max 1 Week Hackathon for Prototype (**Temptation** is huge)

#### Tipp:

- You can use Scribbles, Slides to identify, verify and understand and deep or discuss the problem with your target group.

### Validation

Problem / Solution Fit

The best validation is when your target group pays a small amount of money. Can be a little as CHF 100 or CHF 9.90 / month.

Revenue: > 2k, Profit < 0, Valuation: 0.1 - 1 Mio CHF

- Select **MVP Scope** (most value add first)
- Build a **beautiful prototype to validate** (not to show user settings)
- **Pricing Info** is a must

#### Tipp:

- Build a Pre-MVP or interactive prototype to showcase how (the solution) solves the problem. Can be no code or low code or a working Pre-MVP (for the main use case that solves the biggest problem). But needs to contain a price as well.

### Launch

Solution/Market Fit

Ship an MVP in 100 days after you started to generate the first 100k revenue. You will be rebuilding large parts of it anyway - so don't be shy - ship and learn quickly.

Revenue: > 100k, Profit < 0, Valuation: 4 - 6 Mio CHF

- Launch **MVP** to **generate revenue** (you'll keep only parts of it)
- **Iterate** and learn based on data quickly
- **Pivoting** is standard

#### Tipp:

- MVP that is able to generate 100k revenues and more. The product as MVP needs to be built and shipped. This demonstrate your ability to deliver, launch and generate revenues.

### Scale

Business Model Fit

Now is the right time to think about scaling. Keep an eye on CACs and CLTVs and push growth hacking!

Revenue: > 1 Mio CHF, Profit > 0, Valuation: 10 Mio CHF

- **Decrease product** development **pace** incl. releases
- **Reevaluate USP & Scope** of your product
- Look for and provide own **integrations**

#### Tipp:

- You'll come close to your R1.0 (of course it's never complete) of your product vision and it makes sense to scale up.



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### 3. Efficient strategies for rapid product validation and MVP launch



## A smart slide about



### Validation

Problem / Solution Fit

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### Launch

Solution/Market Fit

Ship an MVP in 100 days after you started to generate the first 100k revenue. You will be rebuilding large parts of it anyway - so don't be shy - ship and learn quickly.

## Approach

Pitfall «Tarpit Idea»

Testing features or the love of the product?

Your friends ≠ honest real customers

Quickly verify your assumptions

Throwaway No / Low Code

Ask for and the why for a recommendation

## Execution

Use Best Practices

Content & Design for Intro Screens

Spending time with real customers

TestFlight to prevent AppStore Processes

Importance of Details (Customer Experience)

Ask for a small amount of money



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IT'S EASY TO LOOK SHARP  
WHEN YOU HAVEN'T  
DONE ANY WORK.



A large billboard for Netflix is shown against a clear blue sky with a few clouds. On the left side of the billboard is a large, 3D red 'N' logo. To the right of the logo, the text "DON'T GIVE UP ON YOUR DREAMS. WE STARTED WITH DVDS." is written in bold, black, sans-serif capital letters across three lines. The billboard is supported by a metal structure with several spotlights. In the background, there are palm trees and a building. A smaller sign with the word "NETFLIX" in red is visible at the bottom right of the billboard structure.

**DON'T GIVE UP  
ON YOUR DREAMS.  
WE STARTED WITH DVDS.**

**NETFLIX**



Pivoting is not an admission of failure  
but a strategic decision to align the  
startup more closely with market  
opportunities .



## What is a Pivot?

- A pivot signifies a **strategic shift in a startup's direction**, focusing on a new market, product, or business model.
- Pivots can be **proactive** or **reactive**, based on internal insights or market pressures
- **Successful pivots** require thorough market research, customer feedback, and a clear understanding of the startup's core competencies.
- It helps to **decide**, have a **plan** and then to execute, **measure** & improve the pivot



## An overview of the 10 types of pivots and their importance for startups

### Product Pivot

- **Zoom-in Pivot:** Focus shifts to a successful feature of the product.
- **Zoom-out Pivot:** Expansion of the product's features or services.
- **Platform Pivot:** Changing from app to platform or vice versa.
- **Technology Pivot:** Switching the underlying technology for better efficiency or value.

### Business Model Pivot

- **Business Architecture Pivot:** Switching between high margin/low volume and low margin/high volume models.
- **Value Capture Pivot:** Altering the revenue or monetization strategy.
- **Engine of Growth Pivot:** Adjusting the approach to scaling the business.
- **Channel Pivot:** Changing the distribution or sales channels.

### Target Market Pivot

- **Customer Segment Pivot:** Targeting a different customer group.
- **Customer Need Pivot:** Adapting to unmet customer needs.



A pivot consists of changing the strategy without changing the vision.



## Identifying the right moment and method for a successful pivot.

### Why

- The need for a pivot may become apparent when a product does not meet market expectations, or there's too much competition.
- Early signs include slow growth, lack of user engagement, or financial underperformance.

### Decide

- The decision to pivot should be data-driven, with a keen eye on emerging market trends and customer needs .
- Not every pivot leads to a complete overhaul; sometimes, a minor adjustment can have a significant impact.

### Prepare

- Before pivoting, gather ample feedback, conduct market research, and ensure there's a viable path forward.
- Planning involves setting clear goals, identifying new target markets, and developing a roadmap for implementation.
- Effective communication with stakeholders, including employees, customers, and investors, is essential throughout the pivot process.
- Be prepared to make difficult decisions, including discontinuing products or changing business focus entirely.

### Execute, Measure & Improve

- Execution requires commitment, the right resources, and the flexibility to adapt based on ongoing feedback.
- Regular review and adjustments are crucial to keep the pivot aligned with market demands and business goals .
- Measuring the impact of the pivot through key performance indicators can guide further strategic decisions .



## **Strategic advice and common mistakes to avoid during a pivot.**

### **Mindset**

- Commit fully to the pivot; half-hearted attempts can lead to failure.
- Remember that pivoting is a means to an end, not an end in itself; the goal is to build a more sustainable and successful business.
- Prepare for short-term challenges but stay focused on the long-term potential of the pivot.

### **Strategy & Plan**

- Ensure the pivot aligns with long-term business goals and vision.
- Be wary of pivoting into overly saturated markets without a clear differentiation strategy.
- Do not pivot away from core competencies without a viable plan to acquire the necessary skills or technology.
- Avoid pivoting too frequently without a clear, strategic reason.
- Do not ignore customer feedback or market data that suggests the need for a pivot.

### **Execution**

- Avoid neglecting team input; employees can offer valuable insights into pivot strategies.
- Utilize data and analytics to guide decision-making and measure success post-pivot.





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**On-Chain Debt Securities** – a New Era of Finance

Dr Stephan D. Meyer, Co-Founder & Chief Legal Officer

## Obligate's solution

**End-to-end  
on-chain digital securities  
platform & infrastructure**

# Debt capital markets lack accessibility

Traditional bonds require:

**6**

**weeks** to issue  
on average.<sup>1</sup>

**2,000**

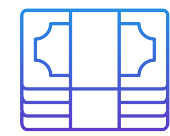
**manual tasks**  
to complete.<sup>1</sup>

up to **13**  
**paid**  
**intermediaries.**

**It is costly, lengthy and only viable for large issuances.**

# Obligate is the future of digital capital markets, on-chain

## All-in-one securities platform



Marketplace and direct securities  
issuance to qualified investors

## Decentralized lifecycle & settlement infrastructure



Automated securities  
settlement in T+0

up to **5x**  
Cheaper\*

up to **5x**  
Faster\*\*

\* Overall costs calculated for a USD 50m bond issuance, including arranger, dealer, law firm, issuing & paying agents, FMI & custodians: reduced from 4.7% to 0.84%)

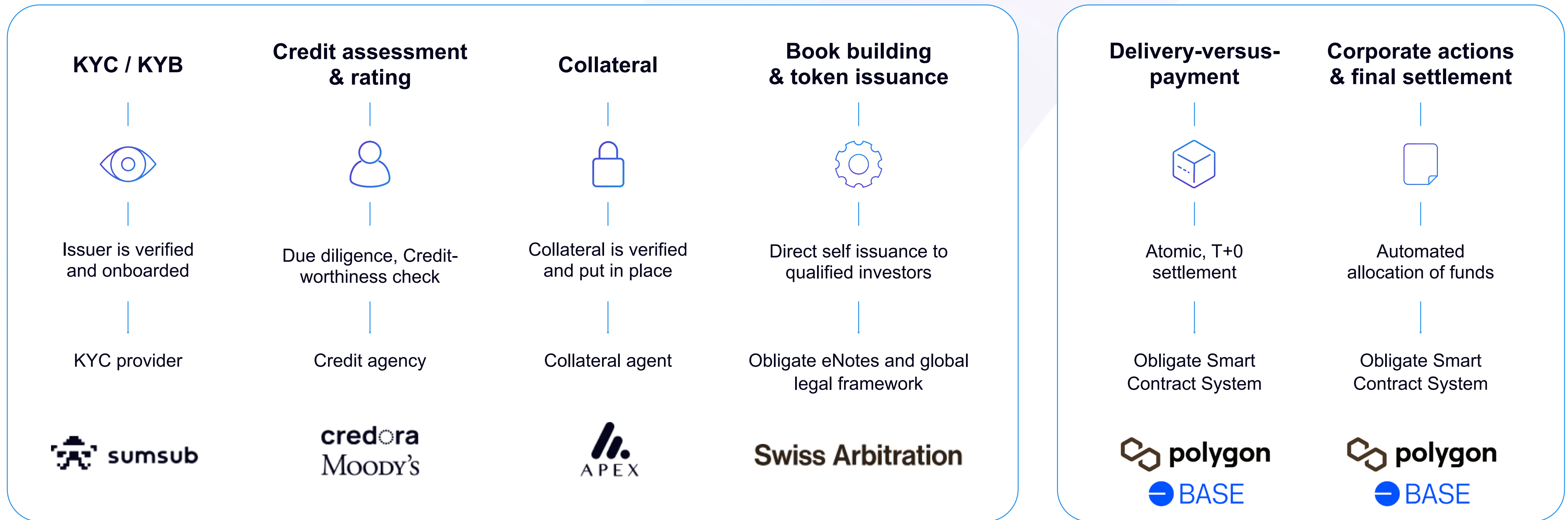
\*\* time reduction from 6 to 1.2 weeks

# A quick and direct path towards issuing securities

## Arranging

## Trading (Primary Market)

## Post-Trading



# Obligate platform: some screenshots

## Marketplace

Find open issuance programs and investment opportunities

PRIMARY OTC TRANSFERS

| eNote Company                                    | Credit Information | Total issuance     |
|--|--------------------|--------------------|
| SWCI - 5.00 26Jan23 USDC G<br>Swiss Company Inc. | A                  | USDC 10,000        |
| WEB3 - 7.20 02Feb23 USDC G<br>Web 3 Company      | BB                 | USDC 22,000        |
| SWZH - 8.10 12Mar23 USDC G<br>ZH Company         | B                  | USDC 35,000        |
| AUST - 9.20 16Apr23 USDC<br>Austria Company      | C                  | USDC 4,000,000.00  |
| GZAN - 5.20 05May20 USDC<br>D&H Ltd.             | AA                 | USDC 20,200,505.00 |
| FRBS - 14.70 21Jun23 USDC<br>France Company      | N.A.               | USDC 15,000,000.00 |

## Issuance

For funding, the investment needs to be paid by Jan 26, 2023, 00:00 UTC. eNotes can be claimed at any time once fully paid on the issuance date.

|                                       |   |                                      |                              |
|---------------------------------------|---|--------------------------------------|------------------------------|
| eNote denomination<br>USDC 100,000.00 | Coupon payment per eNote<br>USDC 5,000.04 (per tenor) | Payment per eNote<br>USDC 105,000.04 | Interest rate<br>5.00 % p.a. |
|---------------------------------------|---|--------------------------------------|------------------------------|

Commitments  
USDC 0.00

Target amount  
USDC 800,000.00

Publishing date  
TBD ⓘ

Book building deadline  
Dec 31, 2022 ⓘ

Payment window

## Collateral

Borrower has secured this eNote with collateral. If the financing goal is reached, issuer assigns collateral to investors.

| Collateral type | Receivables                                  |
|-----------------|--|
| 9.20%           | Apr 16, 2023 60 Days Monthly Secured bond    |
| 5.20%           | May 05, 2023 360 Days Annually Secured bond  |
| 14.70%          | Jun 21, 2023 360 Days Quarterly Secured bond |

## Sign and subscribe

Your signature indicates acceptance of the quoted terms, and confirms your commitment to pay the investment amount and investment fee for the subscription of this issuance. The investment fee will be collected outside of the platform.

|                            |                   |
|----------------------------|-------------------|
| Investment amount          | USDC 8,000,000.00 |
| Total investment fee       | USDC 1,795.67     |
| Investment fee (0.5% p.a.) | USDC 1,666.67     |
| VAT(7.7%)                  | USDC 128          |

By signing I accept the [terms & conditions](#), the [privacy policy](#) and the transaction terms inserted before. These terms will be legally binding.

**SIGN AND SUBSCRIBE →**

## Our evolution («pivot»?)

**FQX**

2019-2022

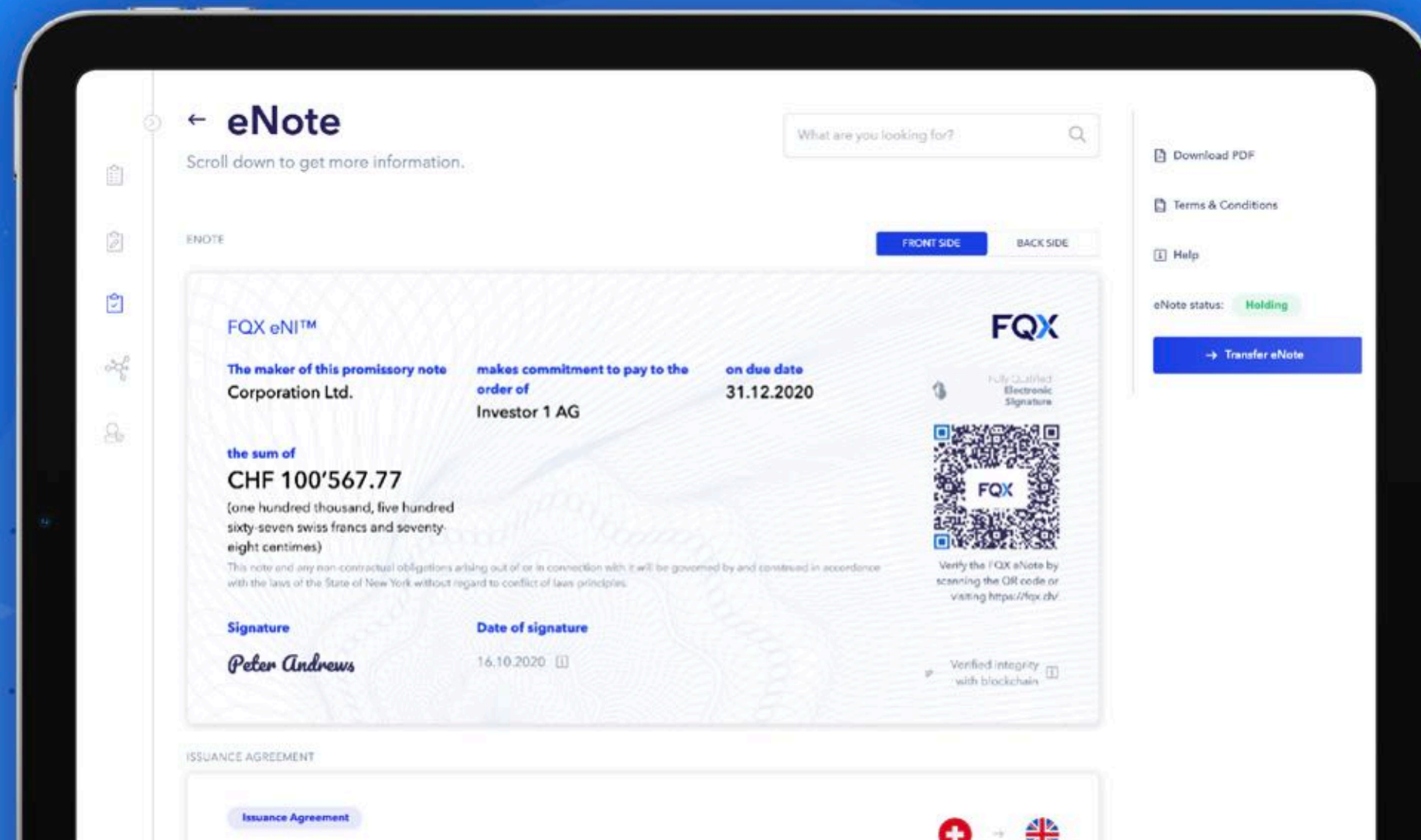
Centralized SaaS engine to issue  
bilateral promissory notes based  
on a private DLT



# «FQX 1.0»

# FQX eNotes™

FQX brings Promissory Notes into the Digital Age to enable the flow of liquidity on a global scale



## eNote™: Use Cases

1

### Short-Term Debt (CF)

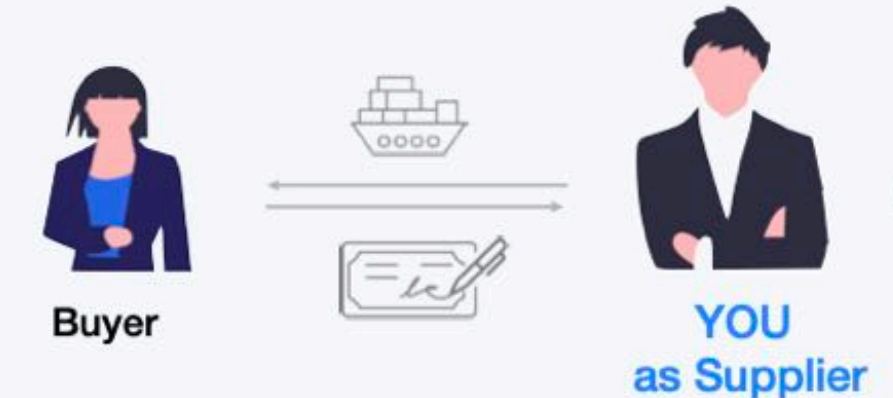
1. **YOU** issue and sell the eNote™ to an Investor
2. The Investor pays out the financing amount to **YOU**
3. At maturity **YOU** pay the face value to the investor



2

### Receivables Finance (SCF)

1. **YOU** have invoiced for delivered products / services
2. The buyer issues an eNote™ as payment instrument
3. **YOU** sell the eNote™ to an investor
4. At maturity the buyer pays the face value to the investor



3

### Payables Finance (SCF)

1. The supplier has invoiced for delivered products / services
2. **YOU** issue an eNote™ as payment instrument
3. The supplier sells the eNote™ to an investor
4. At maturity **YOU** pay the face value to the investor



# «FQX 1.0»



Thursday, 17 September 2020 10:14

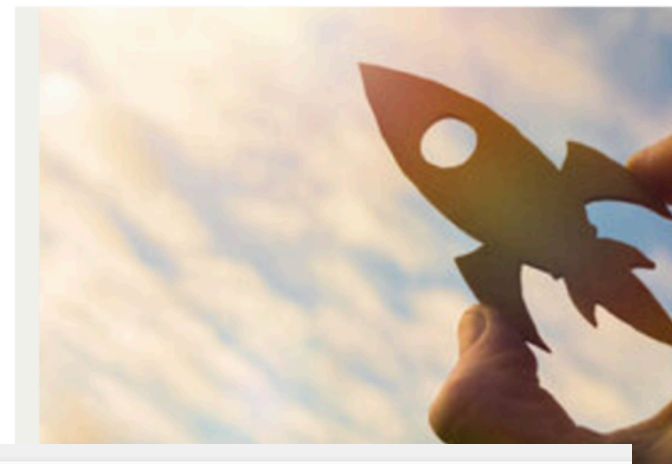
## Sygnum Goes Medieval

- ▶ Swiss Crypto Banks Face Growing Pains
- ▶ Sygnum Gets Go-Ahead for Trading Platform
- ▶ Marc Buerki: «We're Not the Wild West»

(Image: Wikimedia Commons/Marinus van Reymerswaele, before 1533)



The Swiss crypto bank is joining up with fintech FQX to put a common financial instrument popularized in the Middle Ages onto blockchain.



Blockchain for Banking · News

## Credit Suisse trials blockchain promissory notes with FQX

January 11, 2022 · by Ledger Insights

Blockchain for Banking · News

## FQX processes promissory notes using Swisscom blockchain

November 13, 2020 · by Ledger Insights

# From closed to open. From bilateral to multilateral.

## 4 of our key findings:

①

Selling an eNote SaaS engine to loan platforms is challenging, because loans and promissory notes are like apples and oranges. Very different flows are required.

②

Using a closed DLT silo (ourselves) does not bring any efficiency increases.

③

In bilateral loan constellations, an eNote has limited USPs (especially if "buy and hold").

④

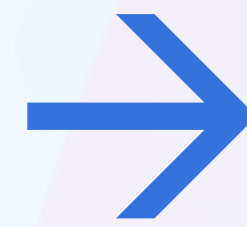
For long(er)-term financing, the instrument of a promissory note is too generic: modularity is required.

## Our evolution («pivot»?)

**FQX**

2019-2022

Centralized SaaS engine to issue  
bilateral promissory notes based  
on a private DLT



same core,  
same know-how,  
but executed &  
implemented differently

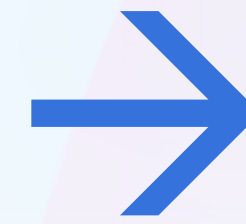
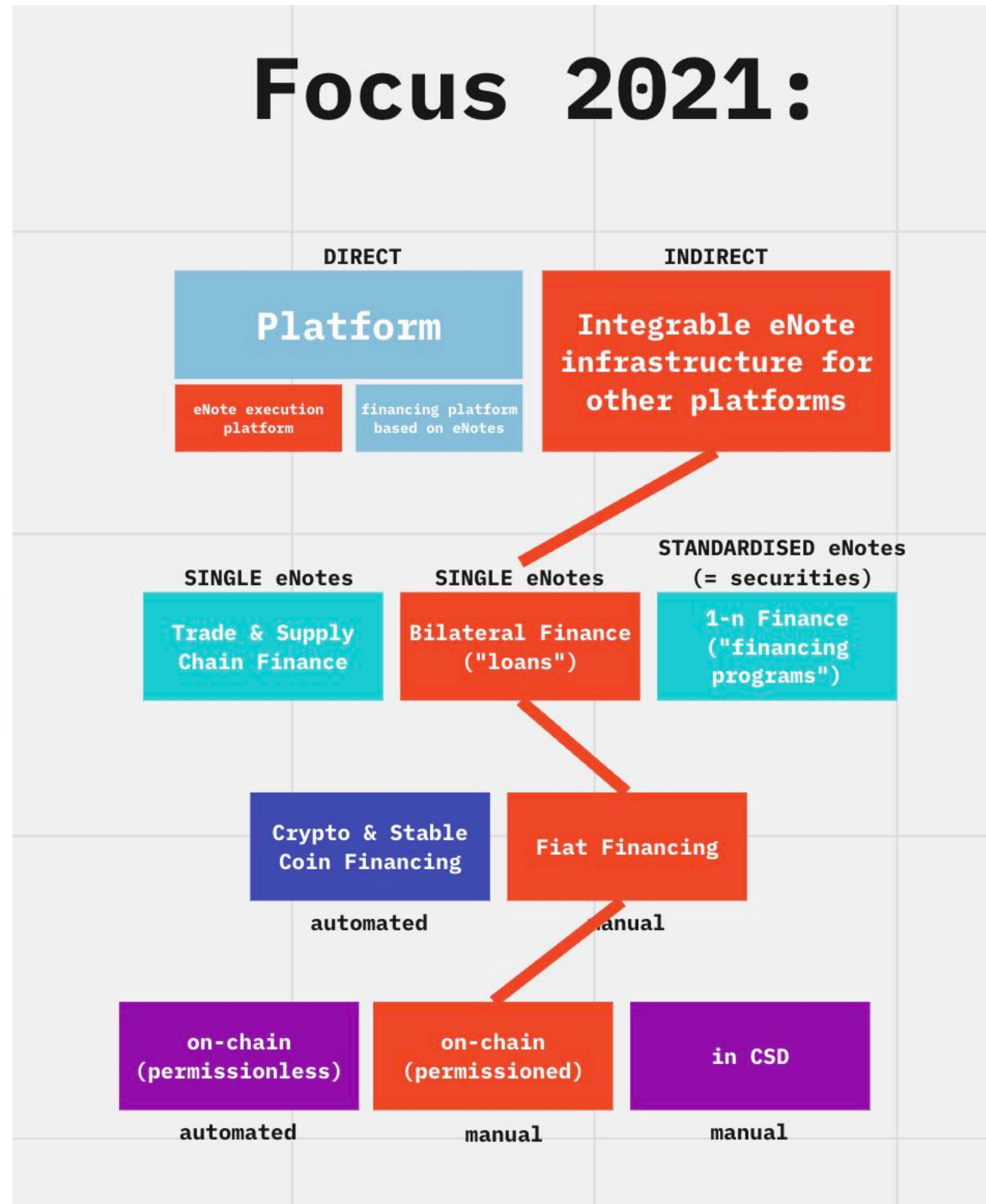
 **obligate**

2023-today

All-in-one securities platform  
leveraging public blockchains  
and stable coins

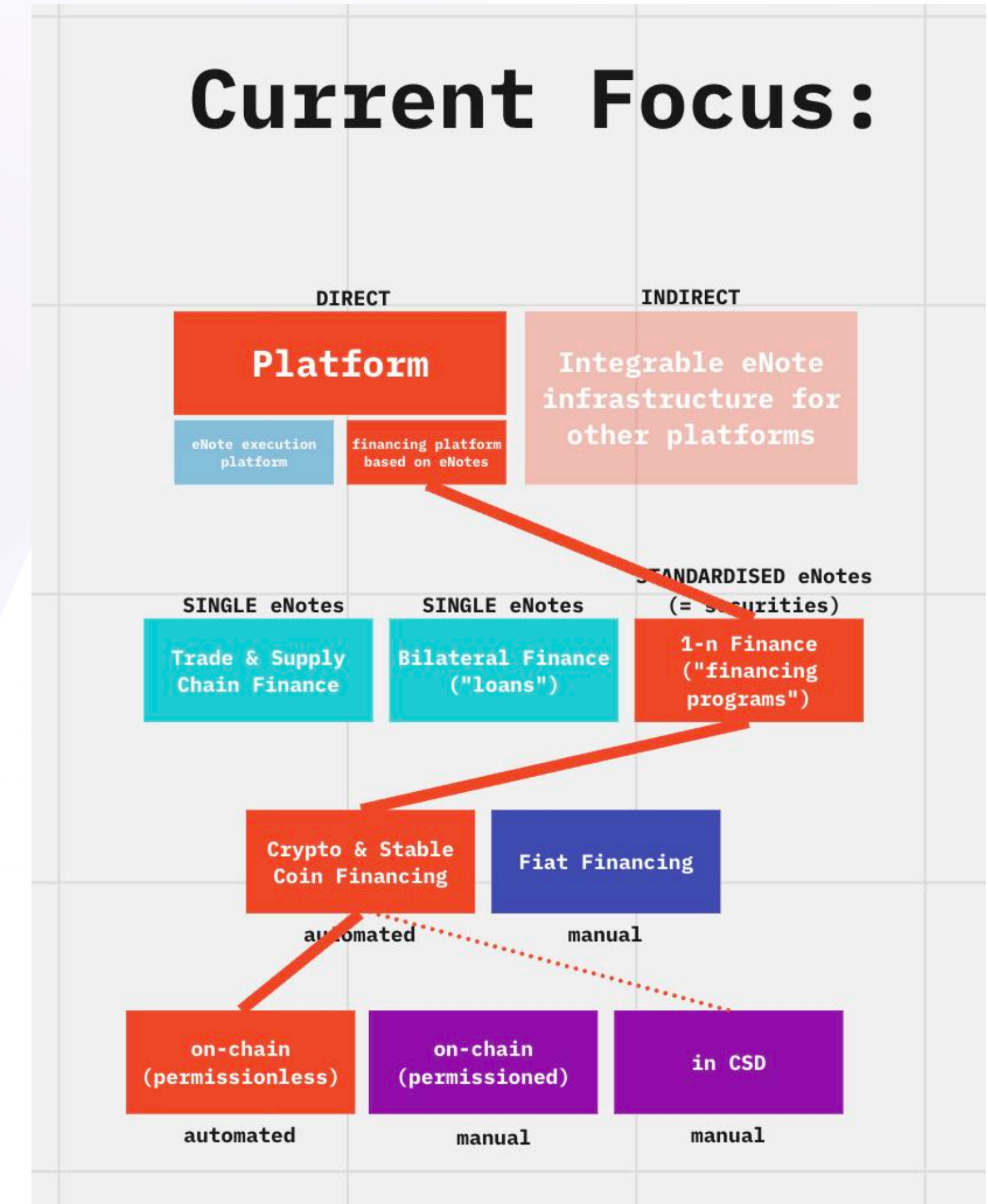
# From closed to open. From bilateral to multilateral.

## Focus 2021:




same core,  
same know-how,  
but executed &  
implemented differently

## Current Focus:



# From Closed to Open. From bilateral to multilateral.

Example **FQX** →  **obligate** :

## 10 Types of Pivots

### Product Pivot

- **Zoom-in Pivot:** Focus shifts to a successful feature of the product.
- **Zoom-out Pivot:** Expansion of the product's features or services.
- **Platform Pivot:** Changing from app to platform or vice versa.
- **Technology Pivot:** Switching the underlying technology for better efficiency or value.

### Business Model Pivot

- **Business Architecture Pivot:** Switching between high margin/low volume and low margin/high volume models.
- **Value Capture Pivot:** Altering the revenue or monetization strategy.
- **Engine of Growth Pivot:** Adjusting the approach to scaling the business.
- **Channel Pivot:** Changing the distribution or sales channels.

### Target Market Pivot

- **Customer Segment Pivot:** Targeting a different customer group.
- **Customer Need Pivot:** Adapting to unmet customer needs.

**Zoom-out (and sideways):** More platform functionality, more value creation on the origination side  
**Platform:** adding a marketplace, but still serving channel partners  
**Technology:** From closed to open DLT(s)

**Channel:** From SaaS to marketplace (and, later, from 2-sided to 1-sided platform)


**(End) User Segment:** From large multi-national companies to medium-size companies and fintechs

# Cutting-edge technology with institutional trust


## VCs

 EARLYBIRD  SIX FINTECH VENTURES  BLOCKCHANGE  CIRCLE Raised > USD 10m

## Based on a regulated environment

 Regulated as financial intermediary in Switzerland for AML and KYC purposes

 VQF Financial Services Standards Association (VQF)

 Obligat acts under the liability umbrella of a Bafin supervised securities firm

 CM-EQUITY GLOBAL INVESTMENT SOLUTIONS

## Partners

 SDA  Fireblocks  credora  APEX  polygon

## Founder and management experience

 BlackRock  Lykke  MME  standard chartered  GE Money

# Changing strategic focus: 3 key suggestions from practice

In order to grow and scale, many startups are required to change their strategic focus at least once. Consider those 3 key aspects:

- ① **Get as much *data* as possible as decision basis (but be aware that you will never reach a “full picture”).**
- ② **Focus on your team’s & product’s core strengths *and* customer value. Focus on solving *genuine* problems (according to point 1 above). **Validate. Decide.****
- ③ **Communicate transparently. Engage your team and stakeholders. Build momentum.**



Zurich

Berlin



Reach out to us: [hello@obligate.com](mailto:hello@obligate.com)

Book a Call

Singapore



## Tech Venture Building like a Pro - Series 2 / 3

|     |   |  |
|-----|---|--|
| 10' | 1. Introduction in the Tech Venture Building Journey and its 4 Stages | Peach Zwyszig  |
| 5   | 2. What to focus on your Product along the stages                     | Lucas Pelloni  |
| 5'  | 3. Efficient strategies for rapid product validation and MVP launch   | Lucas Pelloni  |
| 5'  | 4. Guide for Pivoting   | Peach Zwyszig  |
| 15' | 5. The successful evolution from FQX to Obligate                      | Dr. Stephan Meyer  |
| 15' | <b>6. Interactive Q&amp;A</b>   | <b>Peach Zwyszig<br/>Dr. Stephan Meyer<br/>Lucas Pelloni</b> |
| 5'  | 7. Closing & preview series 3   | Peach Zwyszig  |



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| 5'  | <b>7. Closing &amp; preview series 3</b>                              | <b>Peach Zwyszig</b>                                |



## We'd love to see you to Series 3

1

26.03.2024

**Actionable Insights of 38 Ventures to Double the Speed until Profitability in Product, Management & Growth**

This session delves into the crucial 4 stages of tech venture building: finding the fit for the customer/problem, problem/solution, solution/market, and business model. We emphasize the core aspects of product, management, and growth and reveal actionable insights. Learn and exchange with Peach, Lucas and Sacha and how they doubled the venture's speed toward profitability.

**Speakers**

- Peach Zwysig
- Sacha Uhlmann (GigTech / Beyond Beauty)
- Lucas Pelloni

2

04.04.2024

**Focus Product: Validation in 50 Days, Launch MVP and Generate Revenues in 100 Days and Pivot Successfully**

Speed and adaptability are crucial when building a startup. Learn about efficient ways to design and validate your digital product or service and launch an MVP so that you can start generating revenue within 100 days. We will also talk about the need and efficient ways to pivot and the impact on the validation and traction.

**Speakers**

- Peach Zwysig
- Dr. Stephan Meyer (Obligate / FQX)
- Lucas Pelloni

3

15.05.2024

**Focus Management & Growth: from Venture Building Plan to Funding, CAC to CLTV in Swiss B2C Fintechs and Data Driven Valuations with Equidam**

We refer to building a compelling venture building and hiring plan, incl. a business case with CAC and CLTV in the context of Swiss tech startups, creating a valuation report, and crafting a pitch deck. And we talk about securing early funding for Swiss tech ventures and the funding map. For creating the valuation report, we show insights from our partner Equidam and have the opportunity to talk with the founder & CEO.

**Speakers**

- Peach Zwysig
- Daniel Faloppa (Equidam)
- Stefan Bütler



# Thank you

Peach Zwysig  
Co-Founder & CEO

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