

Swiss Startup Association Facts and Figures

About us

The Swiss Startup Association (SSA) is the umbrella organisation and the voice of Swiss startups. As a sector-independent non-profit organisation, the SSA gives startups a strong voice vis-à-vis politics, business and the public and works to improve the conditions for startups in Switzerland. Beyond its political engagement, the SSA fosters a community for startups, recognizing the unique challenges they face. Through networking opportunities, educational sessions, and practical services, the SSA collaborates with industry partners to offer tailored support and valuable resources to guide founders on their entrepreneurial journey.

- Founded in 2015
- 25 Partnerships
- 1,800 Startup Members
- 23,000 LinkedIn Followers
- 7,000 Newsletter Subscribers
- Non-profit organization funded through membership fees and partnerships

Our Brand

Our vision, mission and values form the foundation of our work to strengthen startups in Switzerland and to actively contribute to shaping a sustainable and innovative future.

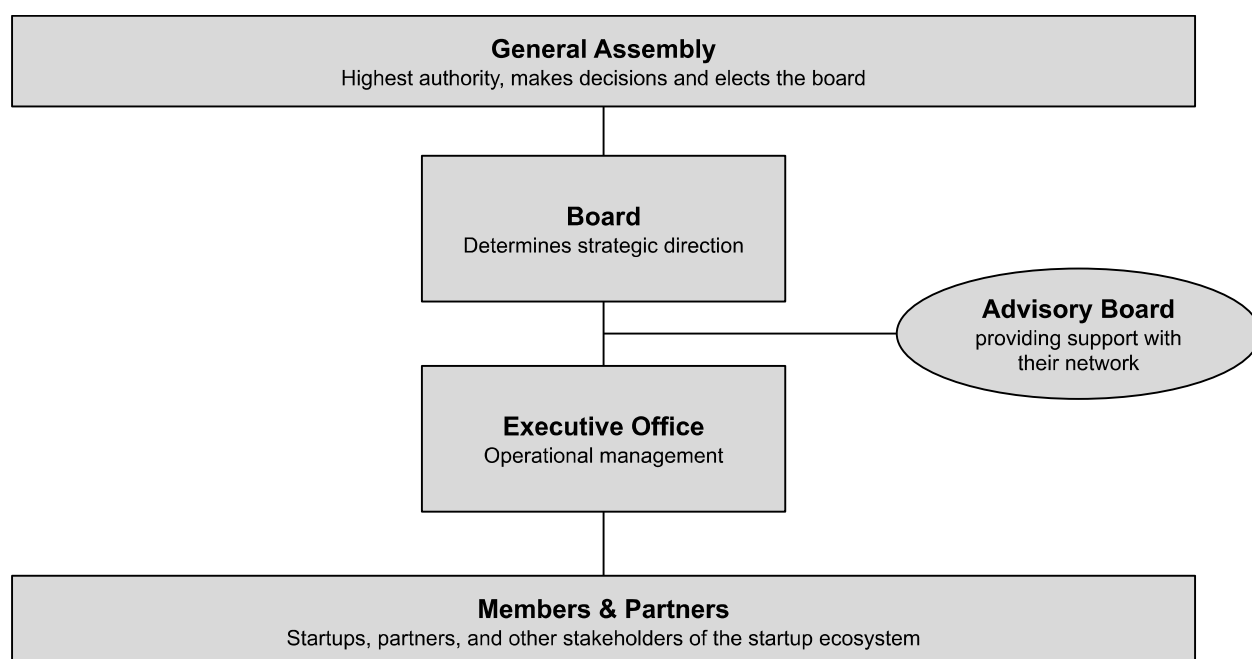
VISION	Switzerland is the leading startup ecosystem in Europe and the SSA is the official voice and advocacy organization of Swiss startups and entrepreneurs.
MISSION	We empower all startups, entrepreneurs and the Swiss ecosystem by giving them a voice – advocating for them on the political agenda. We strive to create and cultivate an environment where startup founders can find best political and economic framework conditions and get all the necessary expertise, network, and tools to be successful.
PROPOSITION	The voice of Swiss startups.
VALUES	Empowerment, Transparency & Independence, Equality, Hands-On Approach, Execution

Our relevance in the Swiss startup ecosystem

The Swiss Startup Association (SSA) plays a vital role in Switzerland's fragmented startup ecosystem. Due to the absence of a consistent institutional framework, the needs and concerns of startups within the ecosystem have often been underrepresented. Moreover, startups lack sufficient political influence to effectively advocate for their interests. The SSA addresses these challenges by uniting key stakeholders and serving as a strong, credible voice for the entire startup ecosystem across political, business, and public spheres.

Structure of the Swiss Startup Association

Operating as a non-profit, the Swiss Startup Association advocates for and assists startups across Switzerland.



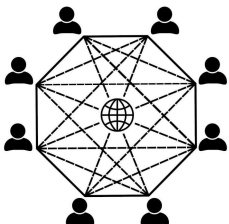
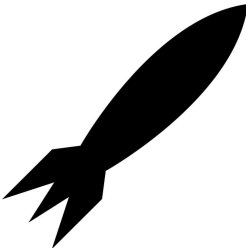
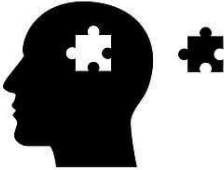
- **General Assembly:** Highest body, makes decisions and elects the board.
- **Board:** Volunteer body setting strategic direction.
- **Executive Office:** Handles daily operations and implements board decisions.
- **Advisory Board:** Experts who advise SSA and provide network support.
- **Members & Partners:** Startups, investors, and other ecosystem participants.

Our Partners

Our strong network of partners plays a key role in sustainably improving the conditions for startups in Switzerland. Through their expertise, commitment, and support, we are able to drive our vision forward.

[Discover more about our partners](#)

Why establish a partnership with the SSA?

		
<p>Exclusive access to the most innovative Swiss startups</p>	<p>Strengthen your brand where it matters</p>	<p>Share your knowledge – help shape the future</p>

Voices from the partner network

"The mix of dynamism and professionalism that the Swiss Startup Association has been demonstrating for years is impressive. That's why we appreciate collaborating with the association." — **Stefan Kyora**, Editor in Chief of Startupticker.ch

"The SSA, a cornerstone of Switzerland's entrepreneurial ecosystem, is fostering favorable political settings for startup entrepreneurs in Switzerland and serves as a catalyst for them to grow and thrive." — **Dominik Isler**, Co-Head of Startup Days & Co-Founder of LINDEN Live Learning Labs

Why become a member of the SSA?

Our members are the heart of the Swiss Startup Association. They make our work possible and give the Swiss startup community a strong, unified voice. Through their diversity, innovative spirit, and entrepreneurial drive, they actively shape the future of the Swiss startup ecosystem.

Membership is worthwhile: it provides access to a unique network, political advocacy, practical know-how, as well as numerous opportunities for visibility and development.

[Learn more about our memberships](#)

Voices from the member network

„I am truly impressed by the diversity of events and the incredible network—an outstanding organization with a dedicated team that actively supports startup founders. SSA provides a great opportunity to connect, learn, and grow together, making a real impact in the entrepreneurial landscape.“ — **Dr. Yasemin Tahris**, Co-Founder/ CXO of FLOWIT AG

„For me, the SSA events allows me to meet like-minded entrepreneurs, exchange openly, and learn from each other's experiences.“ — **Dave Hengartner**, Co-Founder & CEO at rready

Benefits for Our Members and Partners

The Swiss Startup Association strengthens the Swiss startup scene through political advocacy, a strong network, and targeted support programs. Members and partners benefit from numerous advantages across the entire ecosystem. The following points provide an overview of the key benefits.

Unified Political Advocacy	Effective representation to influence policy and improve the startup environment.
Extensive Network Access	Connections to startups, investors, corporates, and strategic partners across the ecosystem.
Optimized Regulatory Framework	Advocacy for fair taxation, streamlined visa processes, and better access to capital.
Professional Development & Mentorship	Tailored programs, events, and guidance from experienced entrepreneurs and experts.
Elevated Visibility & Credibility	Increased public presence through joint marketing and collaborative initiatives.
Commitment to Diversity & Inclusion	Promotion of an inclusive, diverse, and innovative startup culture.
Strategic Ecosystem Partnerships	Building bridges with funding bodies, innovation hubs, industry associations, and academic institutions.

Media Contact

For press inquiries, please contact our media team at media@swissstartupassociation.ch

Key Media Contacts



President and Face of the Organization – Raphael Tobler

Raphael Tobler relaunched the Swiss Startup Association in early 2020 and has since shaped it as President to provide the Swiss startup community with a unified voice.

He is available for interviews, statements, and background discussions

Press images can be downloaded from our website



CEO of the Swiss Startup Association – Regula Bleuler

Since May 2022, Regula Bleuler has been the CEO of the Swiss Startup Association. As a passionate bridge-builder, she connects startups with politics, business and society—believing that innovation only thrives through collaboration. With entrepreneurial spirit and determination, she develops formats that bring people together and create lasting impact.

Regula Bleuler is available for interviews, statements, and background discussions.

Press images can be downloaded from our website

SSA Press Releases

You can subscribe to our press releases on our website or by contacting us at media@swissstartupassociation.ch

Q&A with President Raphael Tobler & CEO Regula Bleuler

The Swiss Startup Association is actively driving the future of the Swiss startup ecosystem. President Raphael Tobler and CEO Regula Bleuler share their visions and insights.

1. What does the Swiss Startup Association stand for?

Raphael Tobler:

We are committed to making Switzerland the most startup-friendly location in Europe, providing the best conditions for startups to grow successfully and drive innovation.

Regula Bleuler:

It is important to us to see startups not just as individual companies but as part of a vibrant, connected ecosystem that we actively help shape and strengthen.

2. What topics are currently most relevant for the Swiss Startup Association?

Raphael Tobler:

We continuously work to improve the economic and political framework conditions for startups in Switzerland. Several key issues are currently in focus. Particularly important are visa regulations for founders from third countries with Swiss university degrees and simplifying the taxation of employee stock option plans—an essential tool that enables employees to participate in the company.

Regula Bleuler:

Additionally, we see major challenges regarding access to international talent and tax regulations, which often are not tailored to the specific needs of startups. Another growing topic is ESG (Environmental, Social, Governance), whose systematic integration we actively support to sustainably strengthen the startup ecosystem.

3. What role does the Swiss Startup Association play in Switzerland's economic dialogue?

Raphael Tobler:

Startups have long been an integral part of the Swiss economy. They create innovation, jobs, and drive transformation. For this role to be recognized at the national level, it is crucial that we, as the Swiss Startup Association, actively participate in the economic policy dialogue.

Regula Bleuler:

That is exactly why we are a member of *economiesuisse*, the umbrella organization of the Swiss economy. This ensures that startups' interests are represented within a broad, internationally oriented network and that we can collaboratively develop sustainable solutions for Switzerland's economic future.

4. How does the Swiss Startup Association concretely support startups?**Raphael Tobler:**

Besides our political work, we offer practical support: a strong network, valuable expertise, and helpful tools for everyday startup challenges. Our members benefit from exchanges with industry partners, investors, and fellow founders.

Regula Bleuler:

We place great emphasis on holistic support—from the first founding steps to scaling up. Services like training, events, and access to relevant contacts are central pillars of our work.

5. What should the public know about the work of the Swiss Startup Association?**Raphael Tobler:**

The Swiss Startup Association is the voice of Swiss startups—independent, neutral, and dedicated. We represent the interests of founders toward politics, business, and society.

Regula Bleuler:

In addition, we provide concrete support to our members and create a platform for exchange and collaboration. Through close partnerships with industry and business, we jointly advance the development of the startup ecosystem.

6. How has the Swiss Startup Association developed in recent years?**Raphael Tobler:**

The last two years have seen strong growth. Today, we count around 900 startups as members. Our LinkedIn community has over 11,000 followers.

Regula Bleuler:

This growth shows how important our work is. We bring startups, scale-ups, companies, and investors together from all over Switzerland and jointly shape the future of the Swiss business landscape.

Digital Channels

Website: swissstartupassociation.ch

Linkedin: [SSA Profile](#)

Instagram: [SSA Profile](#)

Newsletter: swissstartupassociation.ch/newsletter

Logo

Our logo is available for download on our website.

Our Location

The Swiss Startup Association (SSA) is based in Winterthur, Switzerland.

Address

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8400 Winterthur

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E-Mail: info@swissstartupassociation.ch