

# Zug: start-ups

Within the Greater Zurich Area, Zug is a hotspot in the start-up landscape. An ecosystem of start-ups has formed, comprised of companies from the ICT, life sciences, wholesale and fintech sectors. Budding entrepreneurs benefit from the outstanding economic development and the excellent business environment of the Canton of Zug.



«yamo is a FoodTech start-up pioneering the new category of fresh organic food for babies and children. We sell directly to consumers through [www.yamo.bio](http://www.yamo.bio), but are also partnering with some of Europe's largest retailers. We experience a very welcoming and friendly climate for start-ups in the Canton of Zug. Authorities work fast, pragmatic and are truly service-oriented. Our employees enjoy the mix Zug offers. There is the proximity to urban hubs, but also the closeness to the lake and mountains.»

**Tobias Gunzenhauser,**  
Co-Founder & CEO, yamo

## Start-ups in Switzerland

Around 5% of Swiss start-ups are based in the Canton of Zug. With the largest concentration of start-ups in Switzerland, the Canton of Zug ranks third in the cantonal comparison of start-up foundations, mainly thanks to Fintech and the Crypto Valley. The survival rate of start-ups is very high by international standards. Specifically, 80% of newly founded enterprises make it their first year, and 50% remain active over the next five years. Companies here benefit from a stable economic climate. Switzerland is continually top ranked within the most innovative countries worldwide. Switzerland's excellent education system and the high density of patents per million inhabitants are significant contributing factors.

## Start-ups in the Canton of Zug

The Canton of Zug exhibits outstanding economic development and offers an optimal setting for start-ups. Today, a large ecosystem of start-ups has formed in the Canton of Zug. Renowned entrepreneurs from the ICT, life sciences, wholesale, and fintech sectors have set up companies in Zug. «Crypto Valley», for example, was established by start-ups from the fintech sector. In the heart of Switzerland, its pioneers have succeeded to create a Mecca for experts in blockchain technology.

The high density of start-ups can serve as the foundation for the development of further enterprises. The Canton of Zug's service-oriented authorities and



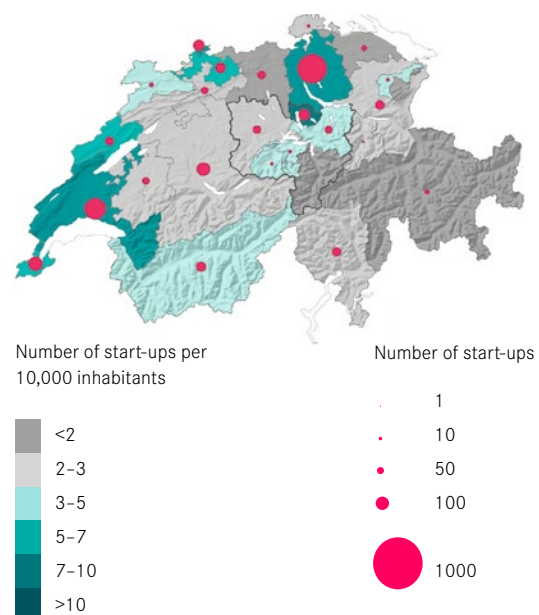
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the Businesspark Zug foster an ideal environment for establishing successful businesses.

## Canton of Zug location advantages

The business-friendly Zug authorities, Zug's political and financial stability, its central location in the heart of Europe and Switzerland, the availability of a highly skilled workforce, its first-rate infrastructure, and high-quality of life all result in the best overall package for doing business effectively.

## Canton of Zug with the highest start-up concentration throughout Switzerland in 2019



Source: Crunchbase, HEC Lausanne und Startupticker.ch, Bundesamt für Statistik, Credit Suisse, Geostat



«Equippo is an online start-up. From here in Zug, we want to revolutionize the global market for used heavy equipment. Deals with buyers from around the world are done in our transactional marketplace, including international transport. The Canton of Zug offers start-ups such as Equippo important location advantages, among others, relaxed management of wealth tax, co-operative and service-oriented authorities as well as the possibility of relying on bank guarantees.»

**Michael Rohmeder, Co-Founder and CEO, Equippo**

## Contacts & platforms

The business and residential area Zug offers a dense network of partners, services, and private organizations that support start-ups.

### Lucerne University of Applied Sciences and Arts: School of Computer Science and Information Technology

The Lucerne School of Computer Science and Information Technology offers bachelor's and master's degree programs, applied research and development, and continuing education programs in Information Technology and Business Information Technology. The «Smart-up» entrepreneurship program supports students in setting up their own start-up and thus obtaining credit points. Research is conducted in Artificial Intelligence, Blockchain, Immersive Reality, and other topics. These all take place in the facilities on the Suurstoffi site in the new campus Zug-Rotkreuz.

#### Institute for

##### Financial Services IFZ

The IFZ is the largest Swiss applied sciences institute in the area of financial services. It focuses on three core competencies – Banking & Finance, Controlling & Accounting and Real Estate. – [www.hslu.ch](http://www.hslu.ch)

##### Co-Working Spaces / Business Centres

Regus – [www.regus.ch](http://www.regus.ch)  
 Spaces Rotkreuz und Zug – [www.spacesworks.com](http://www.spacesworks.com)  
 BusinessPark ZUG – [www.businessparkzug.ch](http://www.businessparkzug.ch)

CV Labs – [www.cvvc.com/cvclabs](http://www.cvvc.com/cvclabs)  
 Office LAB – [www.officelab.ch/standorte/zug-freiruum](http://www.officelab.ch/standorte/zug-freiruum)  
 (full list see website)

#### Incubators / Accelerators

CVVC – [www.cvvc.com](http://www.cvvc.com)  
 Zünder – [www.zuender.ch](http://www.zuender.ch)  
 Blockchain Propulsion – [www.bpropulsion.com](http://www.bpropulsion.com)

#### zentralschweiz innovativ

zentralschweiz innovativ is a program initiated by the cantons of Central Switzerland with the goal of supporting the ingenuity and innovation of small and medium-sized enterprises. – [www.zentralschweiz-innovativ.ch](http://www.zentralschweiz-innovativ.ch)

#### IFJ Start-up Support

The Institute for Young Entrepreneurs (IFJ) is the first address in Switzerland for people setting up a company. Since 1989, more than 100,000 entrepreneurs have fulfilled their dream of founding their own company. – [www.ifj.ch](http://www.ifj.ch)

#### Innosuisse –

##### Swiss Innovation Agency

As the Swiss Innovation Promotion Agency, Innosuisse lends support to R&D projects, to entrepreneurship as well as to the development of start-up companies. – [www.innosuisse.ch](http://www.innosuisse.ch)

#### Gründen – start-up guide

The booklet is a swiss leading guide for start-ups regarding setting up companies, resources and networks. – [www.gruenden.ch](http://www.gruenden.ch)



The Tezos Foundation is based in Zug's continuously growing crypto to valley ecosystem. From Zug, it supports the funding, promotion, and development of the Tezos blockchain protocol, a global, open source, distributed ledger technology. Zug's entrepreneur-friendly legal framework has created an ecosystem of local and international experts and service providers focused on blockchain, VC, investing, law and more.

**Hubertus Thonhauser, Chair of the Foundation Council, Tezos**

We support start-ups by providing comprehensive information and useful contacts within our network. We are your partner.

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