

## **EDTECH STARTUPS RECEIVE A TOTAL OF CHF 180'000 DIRECT CASH INCLUDING PRIZES OF CHF 100'000 AS KICKSTART ACCELERATOR EDTECH PROGRAM IN LAUSANNE CLOSES**

LAUSANNE/ ZURICH, 23 November 2017 – The high quality and great execution of the first European, EPFL-based EdTech accelerator delivered its promise, as seven out of the 10 EdTech startups selected for the program have won prizes in the final pitch session. The winners of the intense 11-week acceleration program operated by [venturelab](#), on behalf of [Kickstart Accelerator](#), together with the [Ecole polytechnique fédérale de Lausanne \(EPFL\)](#), are [Mathrix](#) (F) and [UbiSim](#) (CH) each winning CHF 25'000 each. [Institut Le Rosey](#) is contributing to the Mathrix prize with Kickstart Accelerator. [Dual Academy](#) (CH), [InTeach](#) (F), [MalMath](#) (D), Teachy/[SOSNachhilfe](#) (CH), [The Experience Accelerator](#) (CH) each won CHF 10'000. The CHF 100'000 worth in cash prizes comes in addition to the CHF 80'000 in stipends offered during the program.

Danièle Castle, venturelab program director of the Kickstart Accelerator EdTech program says “This was the first EdTech accelerator in Europe and we are proud of the achievements of the ten startups: amongst their many achievements, the startups have garnered 5 proof concepts, 14 pilot projects, 9 beta tests, 3 strategic partners and 12 trial launches. Based in the [EdTech Collider](#), the startups benefitted from huge interaction with the ecosystem, as well as high quality support from mentors, experts and businesses alike.”

### **Online education for Math becomes attractive for teenagers thanks to Mathrix**

Set up by two young EPFL graduates, Filipi Cabalzar and Julien Schneider, Mathrix offers a range of online courses in dynamic and colourful video format to boost grades for high school students. Starting with mathematics, and expanding into physics and the social sciences, Mathrix exploits the social media to garner huge followings on YouTube and Instagram, some 150'000 subscribers and 3 million views in the first year. What sets Mathrix apart is that the team goes beyond school curricula and provides motivational content.

“We are really excited to have won this recognition. With the prize money we intend to incorporate in Switzerland. It will allow us to develop all the disciplines and aim for the million subscribers by end of 2018.” says Filipi Cabalzar. Julien Schneider adds: “The accelerator gave us extensive access to experts and business development in a stimulating environment that has paved the way for contracts and partnerships.”

“Mathrix’s innovative approach to the flipped classroom will increase interest in the model in the francophone world and will perfectly complement Le Rosey’s bilingual approach,” states Christophe Gudin, Director of the prestigious boarding school based in Rolle. “Mixing rigorous academic content with the codes of a viral YouTube video makes learning more enjoyable without sacrificing quality: an obvious win for student engagement”

### **UbiSim addresses the shortage of trained nurses**

EPFL alumnus Florian Brutsche and Gauthier Dubrue co-founded the Chinese and Swiss-based startup UbiSim as they identified a huge market opportunity in training nurses. In view of a global shortage of trained nurses and to respond to the need to keep trained nurses skilled and up to date with quality training, UbiSim provides a virtual reality training solution for nurses. Virtual reality is much more cost-effective than current training methods and offers a decentralized training space where procedures can be repeated often and easily. The first blood transfusion scenario developed with respected [Institut et Haute École de la Santé La Source](#) in Lausanne is completed and four more are to follow shortly.

"The financial support and mentorship provided by the program really helped us to further refine our product offering and business model," says Florian Brutsche. "Thanks to the program, we have gained even more momentum in our mission to better train millions of nurses!" added Gauthier Dubrue.

The five startups that each won CHF 10'000 are involved in lifelong training (Dual Academy, the Experience Accelerator and InTeach), tutoring for apprentices (Teachy) and mathematics assistance for high school students (MalMath).

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## KICKSTART ACCELERATOR

### About Kickstart Accelerator

[Kickstart Accelerator](#) invests in solutions that work for problems that matter. The program, an initiative of [digitalswitzerland](#) is one of Europe's largest zero equity, multi-corporate accelerators with the aim of putting the Swiss innovation ecosystem on the global map of entrepreneurship.

For 11 weeks, 50 startups come to Switzerland where they are provided with coworking space, seed funding as well as direct access to leading corporate partners, investors, mentors and experts. The program is open to the best international startups within the following six verticals: FinTech, Food, Smart Cities, Robotics & Intelligent Systems, are operated by [Impact Hub](#) and located in Zurich. The EdTech vertical is in partnership with EPFL and operated by [venturelab](#). To offer the healthcare-specific vertical, Kickstart Accelerator has entered into a partnership with [BaseLaunch](#) (operated by [BaselArea.swiss](#)).

Kickstart Accelerator's corporate partners are AXA Winterthur, Coop, Credit Suisse, EY, Gebert-Rüf-Stiftung, Migros, PwC Switzerland, Raiffeisen Switzerland, Swisscom and UBS. The program is also supported by ABB, Accenture, Empa, ETH, Global Fintech Association, Helbling, Helsana, Hilti, Maxon Motor, Metall Zug, Stäubli, Swiss Life as well as the city of Zurich, city of Bern and city of St. Gallen.

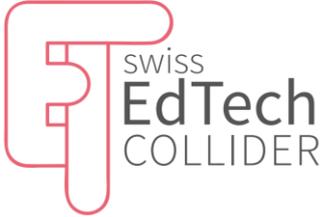
### About venturelab



Together with successful founders, key academic and industry partners such as BKW, Swiss Prime Site and Swisscom, [venturelab](#) designs and operates support programs to bring the best startup talents to their next development level. It is part of the [IFJ](#) Institute for Young Entrepreneurs, a company with offices and a startup space in Zurich, and offices in Lausanne and St Gallen. It includes programs such as Venture Kick, a pre-seed fund which has supported 500+ projects in the past 10 years, resulting in the launch of over 350+ new ventures which have

cumulatively attracted CHF 1.5 billion of investment, or venture leaders, the Swiss startups national teams platforms, which selects and boosts startups on their funding and global expansion path.

### **About EdTech Collider**



The [Swiss EdTech Collider](#) is Switzerland's first collaborative space dedicated to ambitious entrepreneurs transforming education and learning through technology. Located in the EPFL Innovation Park just a few steps away from EPFL's Center for Digital Education, we provide a modern coworking space to our members ranging from early-stage to established startups. Unlike a classical startup incubator or accelerator program, we offer ongoing support and access to edtech experts, industry leaders and investors.