



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch



瑞  
中  
經  
濟  
協  
會

## 免费专题公益讲座：如何在瑞士创新创业？

瑞士，这个小而富有的国度，多年来蝉联全球创新指数（GII）榜首。核心的技术、团队的合作、投资者的信任、政府的支持等等，都是每个创业者梦寐以求的成功要素。如何在这样一个具有全球领先竞争力的国家实现自己的创业梦想，是每个创业者积极探求的问题。

有些人已经起步，有些人还在彷徨，有些人跃跃欲试，有些人期待指点迷津。

千里之行，始于足下。

我们特别邀请到三位瑞士最著名的创业者企业家和最有经验的专家，跟大家讲瑞士创业、资金来源，同时和大家分享他们在创业中可遇到过的问题等等最一手、最贴切的经验。

你和“创客”的头衔只是一步之遥，你和“创始人”的名分仅是一念之差。小小的梦想，也可以创造出自己的一片天空。相信自己，相信我们社区，相信我们的讲座会使你受益匪浅！



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch



瑞  
中  
经  
济  
协  
会

# 免费专题公益讲座：如何在瑞士创新创业？

**时间：** 2018年9月21日，星期五，17:00 -20:30

**地点：** IFJ Startup Space, Wiesenstrasse 5, 8952 Schlieren

**嘉宾：**

Georg Mihatsch, IfJ

Dr. Dorian Selz, CEO & Co-Founder Squirro

Jan Fülcher, President & CEO Senozon AG

**语言：** 英文

**报名：** <https://docs.google.com/forms/d/e/1FAIpQLSd01xlU4zsukMiwAWDscA6EYhi0ZPKpBejji6->

(报名截止 2018 年 9 月 19 日)

**着装：** Business casual

**主办单位：瑞士中国人社区**

瑞士中国人社区在平等互利的基础上，团结华侨华人一起开展公益性事业，其宗旨是促进在瑞士的华侨华人早日融入当地社会，加强与瑞士政界、商界、金融保险行业、文化教育以及社会各界的联系与沟通。

**合作单位：瑞中经济协会**

瑞中经济协会是瑞士及中华人民共和国两国间可持续性经济合作关系的积极推动者，致力于帮助瑞士和中国企业建立和发展成功的商业合作关系。协会的分支机构遍布瑞士全境，协会广泛联络瑞中两国的企业及个人，搭建交流平台，通过定期组织活动和充分利用数字化通信平台来促进成员间的沟通。

感谢青年创业集团 IFJ 为本次活动提供场地！



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch



瑞  
中  
經  
濟  
協  
會

## Seminar:

### All About Building up Your Own Business

Time: **Fr. 21<sup>th</sup> Sep 2018 at 17:00**

Place: **IFJ Startup Space**, Wiesenstrasse 5, 8952

Schlieren

Speakers:

**Georg Mihatsch, IfJ**

**Dr. Dorian Selz**, CEO & Co-Founder Squirro

**Jan Fülcher**, President & CEO Senozon AG

Language: **English**

Cost: **0 CHF**

Dress Code: Business casual

Registration: (till **19<sup>th</sup>.Sep 2018**)

<https://docs.google.com/forms/d/e/1FAIpQLSd01xIU4zsukMiwAWDsca6EYhi0ZPKpBeJi6->

## **Organizer:**

The Chinese Community in Switzerland (chcch.ch) is a non-profit, non-political, and religiously neutral association, with the objective to help Chinese integrate into Swiss society, to promote the exchange of economy, culture, science and technology between China and Switzerland and to enrich communication among Chinese in Switzerland.

## **Partner:**

The Swiss-Chinese Chamber of Commerce maintains close ties with Swiss and Chinese authorities, with economic associations and companies and with the media. It acts as an intermediary when difficulties arise and provides insight into all aspects of Swiss-Chinese economic relations.

\*We would like to thank IFJ for providing its premises.



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch



瑞  
中  
經  
濟  
協  
會



## Dr. Dorian Selz

Dr. Dorian Selz is co-founder and CEO of Squirro. Before that he founded the Swiss search platform local.ch and made it the market leader in four years. Previously he was a partner and COO at Namics, the largest e-business consultancy in Switzerland & Germany. He holds a PhD from the University of St. Gallen and a Master in Economics from the University of Geneva.

### Squirro - The Insights Company

Squirro is a data insights solution developer. Based in Zurich and with offices in London, New York, Munich and Barcelona, Squirro works with global data-driven organisations, predominately those in the financial services and telecom industries. The core suite of Squirro solutions offers risk, service, and customer insights.

Deployed by the world's leading banks, law-enforcement organisations and other commercial businesses, Squirro's cognitive technology extracts more value and business-critical information from complex data environments to improve operational efficiency and increase revenues.

[Squirro.com](http://Squirro.com)



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch

SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE

瑞  
中  
經  
濟  
協  
會



## Dr. Dorian Selz

Dorian Selz 博士是 Squirro 的联合创始人兼首席执行官。在此之前，他创立了瑞士搜索平台 local.ch，并在四年内将该平台打造为市场领导者。此前，他是 Namics 的合伙人兼首席运营官，Namics 是瑞士和德国最大的电子商务咨询公司。Dorian Selz 博士拥有圣加仑大学的博士学位和日内瓦大学的经济学硕士学位。

## Squirro —— 一家具有洞察力的公司

Squirro 是一家通过洞察数据寻求解决方案的公司。Squirro 总部位于苏黎世，在伦敦、纽约、慕尼黑和巴塞罗那设有办事处，与全球数据驱动型组织合作，这些组织主要从事金融服务与电信行业。Squirro 解决方案的核心在于提供包括风险、服务与客户相关的深刻洞见。

Squirro 的认知技术由世界领先的银行、执法机构及其他商业企业开发，从复杂的数据环境中提取更多价值和关键业务信息，以提高运营效率和增加收入。

[Squirro.com](http://Squirro.com)



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch

SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE

瑞  
中  
經  
濟  
協  
會



## Georg Mihatsch

Georg was part of a Vienna based sport startup for more than 2 years and therefore knows the needs of young entrepreneurs from his own experience. He further developed his knowledge in entrepreneurship and innovation with the Master degree in Business Innovation at the University of St. Gallen. As project manager at the IFJ he organizes and teaches courses for over 2'500 young entrepreneurs yearly.

## Topic

“How to Start your Company in Switzerland”

Depending on how much time, the following topics will be covered:

- Preparation
- Company name
- Legal structures
- Company foundation process
- Social security insurances and taxes
- The 7 mistakes
- Support



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch

SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE

瑞  
中  
經  
濟  
協  
會



## Georg Mihatsch

Georg 在维也纳的一家体育行业初创公司工作了两年多，这段经验使他非常了解年轻企业家的需求。他在圣加仑大学获得商业创新硕士学位。并基于此进一步发展了自己在创业和创新领域的知识。作为 IFJ 的项目经理，他每年为超过 2,500 名年轻企业家组织和教授课程。

### 主讲题目

“如何在瑞士创办公司”

根据时间长短，将讨论如下主题：

- 准备
- 公司取名
- 法律结构
- 成立公司基本流程
- 社会保险和税收
- 7 个错误
- 支持



瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch

SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE

瑞  
中  
經  
濟  
協  
會



## Jan FÜlscher

Jan has set up his first company in his early 20s and has since founded, co-founded or managed / co-managed about 15 more companies. He was director of a national business angel club for 9 years and has co-founded another one. His current main job is co-founder, president, and CEO of Senozon.com, a spin-off of ETH Zürich and TU Berlin with now 12 employees and offices in Zürich and Berlin. Besides that, he teaches about the practice of entrepreneurship and coaches a number of business owners. He is also a coach for the Climate-KIC and Swiss Innovation Challenge programs.

## Topic

Jan will talk about startup success, why entrepreneurs cannot plan for success, how to handle the daily entrepreneurial rollercoaster ride and why and when to look for investors.





瑞士中国人社区  
Chinese Community in Switzerland  
www.chcch.ch info@chcch.ch

SWISS  
CHINESE  
CHAMBER  
OF  
COMMERCE

瑞  
中  
經  
濟  
協  
會



## Jan Fülcher

Jan 从他二十几岁的时候就已经开始创办或和他人合办多达 15 家以上的公司。他曾是瑞士一家天使投资人俱乐部的总管，任职 9 年。最终自己和他人合办了另一家天使投资人俱乐部。目前他是 Senozon.com 的联合创始人兼总裁和主席。Senozon.com 是苏黎世联邦理工学院及柏林工业大学里的 spin-off。不仅如此，他还教授企业实践同时也是几家企业主的教练。他同时也是欧盟气候创新项目 Climate-KIC 及瑞士创新挑战项目的教练。

### 主讲题目

“初创公司如何成功？”

- 为什么创业者不能够计划成功？
- 怎样把握好企业日常过山车的行驶？
- 为什么要寻找投资人？
- 什么时候要寻找投资人？