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In this 7th edition, the seif Awards 2017 aim to follow on their tradition to celebrate and promote innovation drivers for change, at both national and international levels. We at seif are glad to see that Social Entrepreneurs have become a recognisable feature of our ecosystem: Social Entrepreneurship is truly becoming the ‘new black’ in business.

The quality of the 171 submitted business plans was impressive. Each year we can identify a huge development in terms of professionalism, including measuring as well as presenting the social impact. Out of all these applications, 24 teams were invited to pitch and answer the sometimes tough questions of the 16 seif Awards jury members. The jury managed to make the list of the 24 nominees shorter and shorter until they selected the 10 finalists. After heated discussions among the jury members, the final decision about the 5 winners was made.

But before talking about this year’s winners, let’s quickly look back at former award winners and acknowledge their success. We are impressed – and also a little bit proud – that they are making their way, acting as role models for future Social Entrepreneurs.

Take Eaternity for example – one of the seif Awards winners 2012. They started out with the idea to calculate the climate effects of the menus in restaurants. Today, they have implemented their management solution for climate friendly nutrition in 74 restaurants and are supported by 13 team members.

The story of Gartengold started in 2013 when two students of the University of St. Gallen saw a lot of apples lying on the ground while they were jogging. They then decided to found a Social Business for disabled people gathering the fallen fruits to produce premium apple juice. After winning the seif Award in the year 2013, they developed their business further and are now delivering apple juice all over Switzerland.

Discovering hands, seif Awards winner 2014, trains and deploys visually impaired women with their highly developed sensory skills to detect the early signs of breast cancer. They started off in Germany and expanded their operations to Austria. To scale their business, they are currently conducting pilot projects in Colombia and India. Further country roll-outs operated through a social franchise model are planned.

These are just three out of many more amazing seif Awards winners – have a look at the next page to get a full overview. Moreover, you can find interviews with the winners from last year in this brochure.

The tension is rising and we can’t wait to finally reveal the five seif Awards winners 2017 who will receive a prize money of CHF 10,000 each. The applications came from an incredibly broad range of sectors and fields ranging from highly complex business solutions using cutting-edge technology to rather local concepts with bottom of the pyramid approaches. But even though it wasn’t an easy job to select the winners out of this competitive pool, the seif Awards jury is convinced that these five social businesses are a good portrayal of companies who successfully create both a social and an economic value.

The applications came from an incredibly broad range of sectors and fields ranging from highly complex business solutions using cutting-edge technology to rather local concepts with bottom of the pyramid approaches.

At today’s Awards Ceremony, besides the award presentation itself, you will see the live pitches of the 10 finalists and hear about the personal experience of social innovators. But that’s not all: To make this special event as interactive as possible, there will be an additional award given by the audience and attendees will get the opportunity to engage directly with different Social Enterprises at the seif Marketplace.

We would like to whole-heartedly thank all of those who were part of this amazing journey. A special thank you goes to our partners Suva, UBS, PwC and Johnson & Johnson who are demonstrating that the collaboration between corporates and startups is not only possible but also crucial to address the long-term needs of our planet.

Foreword

Prof. Mariana Christen Jakob
FORMER WINNERS

2011

diesozialfirma

euforia

2012

Attract & Kill

BoxTango

eaternity

2013

GARTENGOLD

Was hab’ ich?

WE ACT

BROTSEITEN

SwissLeg

2014

discovering hands*

O SHARELY

GORILLA

2015

MIT SCHAFFE.CH

ASS BAR

PRYSTEM

weoolers

2016

stuward

CARBON DELTA

GREEN CITY SOLUTIONS

MOSAM

Choba Choba
SEIF AWARDS CEREMONY 2017 IN ZURICH

The seif Awards for Social Entrepreneurship rewards ventures which apply innovative business ideas to current social and/or environmental problems. A total of 50,000 CHF in cash prize is available to be divided among the winners of each of the following five categories:

- SUVA Award for Integration & Prevention
- UBS Award for Entrepreneurial Innovation
- PwC Award for Future Trends
- Johnson & Johnson Award for Digital Healthcare
- seif Award for Social Entrepreneurship

Keynote Speaker
Paula Schwarz is an innovation artist and runs a trust network called “Startupboat”.

The movement began when Paula and her crew digitized refugee camps in Greece with partners like Facebook, Google and the United Nations Refugees Agency. They met on open water and developed solutions for challenges linked to the European refugee crisis around healthcare, mobility and shelter innovations that were used by a total of 9 million users in 2015.

Today, Startupboat operates permanently in Afghanistan, Jordan and Greece. Founders who are endangered by extremism receive psychosocial support and get access to an online incubation program, as well as to a community of trusted strategic partners.

Paula was named among the ‘100 Real Leaders of Tomorrow’ by Forbes Magazine for connecting tech-giants with grassroots initiatives that deal with the refugee crisis in Europe, was listed among the ‘30 social entrepreneurs under 30’, she was chosen as among ‘40 top entrepreneurs under 40’ and ‘6 female founders to watch out for in Germany’ by Capital Magazine for 2016.

Audience Award
The audience gets the chance to vote for and support their favourite startup – Powered by RaiseNow

Marketplace
An exhibition where different Social Entrepreneurs present their businesses. Attendees have the chance to engage directly and learn more about their work.
The seif Awards jury is composed of specialists from fields as varied as academia, impact investing, foundations, the business world and the start-up community. Their versatile skills and competences guarantee a high-quality jury process.

**THE JURY**

PROF. MARIANA CHRISTEN JAKOB
seif
CEO & Founder, Chair of the Jury

ROLF SCHMIDIGER
Suva
Strategy & Portfolio Manager

JULIA WOLFER
Johnson & Johnson
Manager Knowledge Transfer & People Engagement

PHILIPP RIES
Google Switzerland
Industry Leader

PASCALE VONMONT
Gebert Rüf Stiftung
Deputy Director

DR. MONIKA BINKERT
MONIKA BINKERT GmbH
CEO & Founder

DR. MICHELE KELLERHALS
Luzern University of Applied Sciences and Arts
Head of the Institute of Innovation and Technology Management

DOMINIK WLODARCZAK
Jura Holding
Head of Business Development

ROGER KUNZ-BRENNER
PwC
Partner Advisory
We thank all jury members for their support and commitment!
SEIF AWARDS WINNERS 2017
SEIF AWARD FOR
INTEGRATION & PREVENTION

myAbility

MANAGING PARTNER
WOLFGANG KOWATSCH

FOCUS
INTERNATIONAL

FOUNDED
2014

MAIN ACTIVITY
INTEGRATION

WEBSITE
WWW.MYABILITY.ORG

BUSINESS MODEL
HYBRID

SUPPORTED BY suva
PROBLEM
Approximately 15% of the population has a disability. Employment is a crucial factor for a self-determined life. People with disabilities have reduced access to the labour market and increasingly struggle to get out of unemployment. Reasons for the high unemployment rate of disabled people are prejudices on corporate side as well as a large information deficit. Therefore, people with disabilities are confronted with insurmountable obstacles beginning at the very first stage of the recruitment process.

SOLUTION
myAbility creates an accessible society with equal opportunities through economic co-operations with the business community and enables social participation through generating accessible products, services and jobs for people with disabilities. myAbility offers an efficacious, integrated concept of consulting as well as placement services and solutions. The overall goal of myAbility is a transformation of the whole society: And every product and service that becomes accessible contributes to social participation and equal opportunities for 15 million people with disabilities in Germany, Austria and Switzerland.

THE JURY'S DECISION
One third of our society is either directly affected by some form of disability or has a concerned person in his/her close environment. This means that one third of all potential clients and one third of all employees of a company are affected by disability: large target groups that cannot be ignored; the jury agrees on that point.

The accessibility of economic services for disabled people is crucial. The jury therefore thinks that myAbility can have a huge impact on the chance to social participation. Thanks to their successfully implemented approach to integrate people with disabilities into the business community and its vast potential for social impact, myAbility merits the seif Award for integration and prevention, supported by Suva.

The jury members are convinced that myAbility will invest the prize money wisely in further developing their consulting and recruitment tools and expanding to Germany and Switzerland.

MOTIVATION
Gregor Demblin, Founder of myAbility, is paraplegic since a bathing accident at the age of 18. He experienced the difficulties that having a disability pose for finding a job first-hand. His goal is to put an end to the exclusion of disabled persons from the labor market, thus enabling them to lead an independent and satisfied life. He wants to reform the traditional labor market towards equal opportunities and believes that changing the public’s perception is the key to it. Gregor’s goal is 100.000 job offers for people with disabilities in whole Europe by 2020. His vision is an inclusive and barrier-free society, in which people with and without disabilities can live and work together. Today, myAbility has a strong management team, beside Gregor, Wolfgang Kowatsch and Michale Aumann there are 10 employees, of whom 50% have some sort of disability themselves. The growth rate is impressive, every year the revenues have doubled since they started their endeavor. Keep going!
SEIF AWARD FOR ENTREPRENEURIAL INNOVATION

CEO
FELIX ADAMCZYK

FOCUS
NATIONAL

FOUNDED
2014

MAIN ACTIVITY
IOT

WEBSITE
WWW.SMART-HOME-TECHNOLOGY.CH

BUSINESS MODEL
PROFIT
PROBLEM
Organizing an efficient and environmentally friendly supply chain is one of the most complex challenges companies in the manufacturing and logistical industries face. Gathering necessary data on stocks often requires a physical presence and numerous maintenance visits. To increase efficiency and lower costs and CO₂ emission, companies are increasingly looking to the Internet of Things (IoT). It enables products to communicate and become an active participant in the supply chain.

But for every new technology there are new obstacles. Big providers of IoT solutions typically focus on the needs of bigger companies. Small and medium sized companies often lack support and struggle to use all the benefits IoT has to offer for their company and the environment.

SOLUTION
The Swiss company Smart Home Technology has developed a physical device to collect data and a platform to present analyzed insights. Their so-called IoT Concentrator is aimed specifically at small and medium sized companies and can measure the performance of a product and the efficiency of operating models in place remotely. The collected data is transferred to a cloud to provide insights and analysis that will allow companies to transform their operation, enhance efficiency and ultimately reduce CO₂ emission.

JURY’S DECISION
To be successful, companies usually think big. Smart Home Technology is doing the exact opposite: They think small and it has put them firmly on the road to success. Their IoT Concentrator focuses on small and medium sized companies, offering them small devices that help them lower the number of unnecessary steps in their value chain and to subsequently reduce their CO₂ emissions.

The jury has awarded Smart Home Technology this year’s seif Award for Entrepreneurial Innovation – supported by UBS – because of their innovative approach towards a technology that will transform the way companies manage their supply chains. Their technology aims to not only help small and medium sized companies become more efficient but also to save costs and to contribute to a more environmentally friendly way of running their supply chains.

MOTIVATION
Smart Home Technology GmbH is an ETH spin-off founded in 2014. The core technology, Zero Standby®, was partly developed during a Master’s thesis at Power Electronic Systems Laboratory (PES) at ETH Zurich and Fraunhofer Institut in Kaiserslautern (ITWM). In 2016, Zero Standby® created tremendous traction as a solution to turn off a device if it is not in use, save energy and extend battery life.

The jury’s decision to award Smart Home Technology with the Award for Entrepreneurial Innovation was based on three key points:

The first is their focus on companies based in Switzerland. In-depth discussions and in-person meetings are vital to fully understand a company’s challenges. The Jury is convinced that Smart Home Technology’s local approach will help them to develop tailor made products catering exactly to clients’ needs. It also allows Smart Home Technology – being an ETH spin-off – to use their robust knowledge of the Swiss market;

The second aspect is a client base of small and medium sized companies. They often have no background in IoT and benefit from the IoT Concentrator that includes both hardware and software solutions;

The third point that impressed the jury is the environmental impact that can be achieved with the IoT Concentrator. A pilot project with a Swiss beer manufacturer not only saw the manufacturer save CHF 2 million in costs, they were also able to reduce the number of unnecessary drives resulting in 1400 t CO₂ less in just one year.

“We create connectivity for your smart devices applying tomorrow’s zero-standby power technology.”
Felix Adamczyk, CEO Smart Home Technology

For the jury members these three pillars are a winning combination and we are convinced that the prize money will support Smart Home Technology to expand their customer base in the next few years and to build a solid business.
SEIF AWARD FOR FUTURE TRENDS

CO-FOUNDER
KRISTINA TSVETANOVA
FOCUS
INTERNATIONAL
FOUNDED
2014
MAIN ACTIVITY
ICT AND INTEGRATION
WEBSITE
WWW.BLITAB.COM
BUSINESS MODEL
PROFIT

SUPPORTED BY PWC
PROBLEM

Worldwide there are more than 285.3 million people with sight loss (World Health Organization, 2013). Despite the million braille readers, only 1% of books are available in braille – the fundamental tool for education and literacy of blind users.

The correlation between a braille user and being in employment is over 90%; for those with no usable sight that enables print reading, braille makes the difference between employability and educational attainment. Many efforts have been made in providing more content in braille, traditionally in hard copy form. More recently, the challenge has been to deliver a solution that enables more people to access electronic braille display technology. Solutions that provide digital content in braille currently cost up to $10,000, and are often inefficient and difficult to use. All this leads to low literacy rate among blind children, high unemployment rate and social isolation.

SOLUTION

To bridge that gap BLITAB® was invented, a next generation affordable multi-functional device for braille reading and writing that displays one whole page braille text, without any mechanical elements. BLITAB® is the first-ever braille tablet, using an innovative exponential technology to create tactile relief outputting braille, graphics and maps for blind and partially sighted people.

For the first time tactile graphics can be output on a digital device and this opens a complete new world of content.

The technology that underlies this development can be deployed in a multitude of environments for mainstream and specialist access. It is like an innovative e-book which instead of using a screen displays small physical bubbles. They rise and fall on demand, composing a whole page in braille code, without any mechanical elements. BLITAB® is a next curve braille device for reading and writing that displays one whole page braille text, based on open discussions with blind people and absolutely new technology based on liquid smart materials.

JURY’S DECISION

BLITAB® is the first ever mobile device for people with sight loss that can output and input data on one whole digital page. The question was not whether this would create significant benefits but rather why people with sight loss had to wait that long for such a device. Simple answer: the technology has not been available.

The BLITAB team has not only invented and developed the hardware (device) but has also pioneered and developed a new segment which will find – it is hoped – many “imitators”, e.g. motivated other teams to develop further solutions for the blind.

“We have not only developed a device, we can change the life of millions of people. Never stop at borders, think globally.”

Kristina Tsvetanova, CEO & Co-Founder BLITAB®

MOTIVATION

The idea to develop a next generation affordable multi-functional device for braille reading came at the university when a blind colleague of Kristina Tsvetanova (Co-founder and CEO) asked her to sign him for an online course. This was the moment when she realized that there has not been an innovation in this market for more than 40 years. From the very start, blind users were involved in the product development because BLITAB® is fully designed according to their needs. It makes it possible for children and students with sight loss to finally have access to latest technology and thus to learn and study more efficiently.
SEIF AWARD FOR DIGITAL HEALTHCARE

PRESIDENT
FRANCESCA FEDELI

FOCUS
INTERNATIONAL

FOUNDED
2014

MAIN ACTIVITY
HEALTH

WEBSITE
WWW.FIGHTTHESTROKE.ORG

BUSINESS MODEL
HYBRID
PROBLEM
3.5 million children worldwide suffer from brain damage at very early stage in their life. A perinatal stroke is a brain injury that can occur any time during the nine months of pregnancy or shortly after birth. It is a complex system: While there are many actors on the medical side, the family is considered as a passive actor, providing poor social support to parents. Many parents of children born with special needs struggle to find answers to the millions of questions or to get proper advice. The cost of rehabilitation is high and there is no transparency on the overall care plan.

SOLUTION
Fightthestroke developed Mirrorable – an interactive platform that helps children with perinatal stroke to learn motor skills while observing. The tool couples the latest findings in neuroscience and artificial intelligence for a new model of motor rehabilitation at home, specially designed for children. The scientific principle on which the solution is based is the ability to stimulate the plasticity of the motor system by activating the mechanism of mirror neurons, i.e. through Action Observation Therapy: watching the video-stories and exercising in couple with people with similar needs.

Mirrorable enables for the first time a data collection process and a single register of different series, thus turning into a tool that can process data and draw useful statistical evidence to study the various brain injuries and develop new rehabilitation strategies.

JURY DECISION
The availability of Mirrorable ‘in the cloud’ allows the geographical spread spectrum and therefore lowers the cost of delivery and time expenditures for travel and prevents the crowding of active rehabilitation facilities in the territory. However, it does not exclude the health worker’s role, on the contrary, it strengthens it, providing a useful set of data to measure and set gradually incremental goals.

The platform increases the level of effectiveness of the healing process because the children can use it at home in a favorable development environment. Fightthestroke has formulated a cross subsidy model where the profits come from other areas of application (i.e. E-learning, adults with stroke, Parkinson’s patients) will be used to finance the support of children affected by perinatal stroke.

The jury was impressed how Fightthestroke combines some of the most pioneering research findings on the human brain to improve care for young stroke victims using technology while empowering families. Successful therapy can make a significant difference to these children. Both, the innovative digital rehabilitation therapy solution and its high impact on children’s lives were strong reasons for the Jury to honor Fightthestroke with this year’s seif Award for Digital Healthcare – supported by Johnson & Johnson.

“It’s been wonderful for me to see technology, design, science and passion come together to positively impact people’s lives. Currently we’re moving ahead with our social enterprise that will convert our discoveries for a few into a platform for all.”

Roberto D’Angelo, CEO Fightthestroke

MOTIVATION
Being parents of a child with perinatal stroke, the founders of Fightthestroke realized that there is hardly any motor rehabilitation therapy available specifically for small children. They were doing mirror therapy exercises at home with their son and realized that he was not only copying their movements, but also their facial expressions and moods. This is when they decided that there has to be a more joyful and child-friendly way to help their son develop his motor skills and ultimately live a more independent life.

The jury sees a great potential in the gamification of rehabilitation therapies as an innovative approach not only for children, but also adults and other disease areas. Moreover, the Jury wants to acknowledge the professionalism of the team behind Fightthestroke and the commitment of the founders who were able to unleash the potential and vitality of their son and other children living with perinatal stroke.
SEIF AWARD FOR SOCIAL ENTREPRENEURSHIP

CO-FOUNDER
MARTIN REH

FOCUS
INTERNATIONAL

FOUNDED
2015

MAIN ACTIVITY
HEALTH

WEBSITE
WWW.RSO-LIFESHIFT.COM

BUSINESS MODEL
PROFIT

SUPPORTED BY

seif
**PROBLEM**
Currently more than 1.4 billion people worldwide have no access to electricity, and about 800 million people have no access to clean water. In many regions of Africa and parts of Asia, these restrictions make it difficult to provide safe healthcare across the whole area. Conventional medical devices and hospital facilities require a constant power supply, and in many cases highly purified water, in order to function reliably. Based on current studies, the World Health Organization (WHO) estimates that more than one in ten patients who undergo surgery in developing and emerging countries contract surgical site infections. In addition, there is the risk of transmitting infectious diseases such as HIV/AIDS, tuberculosis or hepatitis.

**SOLUTION**
RSO Shift develops technological innovations that are specially adapted and energy self-sufficient. The LifeShift Sterilizer is a medical device for a decentralized processing of surgical instruments to ensure germ-free surgery in the remotest regions of the world. It cleans, disinfects and sterilizes surgical equipment and is powered by solar energy only. The fluctuating solar radiation is efficiently used by an innovative energy storage and energy recovery technology. Thus, a high process reliability which is required for medical devices can be ensured. Even contaminated water from rivers or lakes can be converted into highly purified water with the devices’ integrated water treatment system which is crucial for the sterilization process.

**JURY’S DECISION**
In the western world, to sterilize medical devices seems to be quite simple, in remote regions of emerging countries however, it is a complex challenge. Access to clean water is often impossible for people in emerging and developing countries. Nonetheless, conventional medical devices are not able to work without purified water. Therefore, the LifeShift Sterilizer is equipped with an integrated water treatment system and the pre-filtered water is heated up with the heat of the solar collectors. The disinfection is reached by an insertion of steam from one of the energy stores. For this purpose, the energy storage unit is connected directly to the cleaning chamber to ensure the influx of steam. The sterilization takes place in sterile containers with a previously defined cycle. A subsequent possible contamination can thus be excluded. This enables a sterile storage of surgical instruments.

The jury was impressed by the intelligent combination of the different elements to solve a basic need of vulnerable and underserved people in remote regions. RSO Shift cleverly engineered a solution based on practicability in the point of use. Moreover, the innovative LifeShift Sterilizer enables a user-oriented price policy thanks to the fact that there is no direct competitive pressure when determining the market price. The Award for Social Entrepreneurship honors the strong engagement of the founder team.

“I think it’s a positive development that social entrepreneurship is booming and more and more people are willing to work for a social business rather than following a traditional career path.”

Martin Reh, Co-founder RSO Shift

**MOTIVATION**
The enterprise was founded by three graduates of the university of Kassel Germany. Driven by the vision “Efficient healthcare for everyone. Everywhere.” the highly motivated team uses technological innovations to develop products which positively influence the lives of people in developing countries. Those adapted and self-sufficient solutions help that people may take the improvement of their living conditions in their own hands. The name RSO is built from the capitals of the founders name: Reh, Schönweitz and Odernheimer. Today, these three experts are supported by 10 team members to reach their ambitious goal.

The jury members explicitly want to encourage RSO Shift to make the next important steps based on the field studies that are currently taking place in Kenia and Uganda and wish them a successful market entry at the end of this year.
Skypull is an Altitude Wind Energy (AWE) system made of an autonomous drone connected by a tether to a ground power generator. It is known that wind is the cheapest renewable alternative in the world, yet most of the wind energy is not available on the ground. Skypull climbs to and captures the energy from the strong and abundant altitude winds between 200 and 600 meters above ground and produces low cost electricity. The wind energy is converted into electricity through a ground generator that exploits the lift of Skypull.

Swiss Blue Energy is an early-stage technology startup that develops the Thermo-Magnetic Motor (TMM), which is an alternative to energy storage infrastructure. The TMM applies the well-known Curie effect and therefore creates electricity from any low-temperature heat source, for example warm water from industry or oil refineries. The TMM provides a baseload of constant, emission-free electricity that complements and helps regulate the production from other sources (solar, wind and geothermal).

Their vision is to supply humanity with 24/7 electricity in an emission-free way.
SEIF AWARDS NOMINEES
binee makes waste collection a rewarding experience. binee boxes are set up in places of everyday commutes to collect used electronics. The user receives a coupon as a thank you. The coupon providers pay – making the collection of resources possible, where it makes sense ecologically.

Caïo Trading ApS is an impact business that produces premium Nilotica shea butter in Uganda and links rural female suppliers with the international skincare industry. They are creating income opportunities for women and protecting shea trees through their sustainable impact business model.

DeinAdieu is the first online service portal for the end of life and thus contributes to the reduction of the fright of dying and the mitigation of social harm. DeinAdieu offers data-based online tools (e.g. online management of the funeral, last will-generator, digital administration of inheritance, etc.), significant content and much more.

Direct Coffee imports specialty coffee directly from small-holder farmers in Ethiopia and sells it in biodegradable Nespresso-compatibles, as beans, or ground. With each package, the customers support one of the coffee farmer’s kids. They offer a flexible subscription model and a one-push-order-button.

Erase All Kittens (E.A.K.) is the first learning tool designed from the ground-up to teach girls aged 8–14 professional coding languages (e.g. HTML), and eliminate any fears they have of technology. Their vision is to help improve gender equality in tech.

Helperbit uses blockchain technology to offer transparency and auditing services mainly related to humanitarian aid and a new insurance paradigm for natural disasters. They designed a P2P donation platform that empowers users to have full control over their donations and a P2P pool of funds that covers collateral damages and allows microinsurance.

Hippogriff AB is a Swedish value-driven innovation company with a vision to save at least one million lives each year. The successfully proven technology “Complex Disease Detector” is a unique artificial intelligence technology for screening.

Ingredio is an app informing consumers about potential hazards of food & cosmetics ingredients simply by a photo of the product label and using EC&NIH databases. The app is free. There are several in-app purchases and B2B products that target the 4 trillion $ wellness market.
Karegenda is an agenda planner app for people that need informal support (‘patients’) and their family and friends (‘helpers’). The app allows patients to create lists of activities that they need help with and to selectively share them with helpers. Helpers can pick and sign up for tasks and can additionally suggest activities to the patient.

Komed Health is a state-of-the-art messaging platform purposefully build for hospital use. Komed Health enables secured instant medical team communication, which is accessible on iOS, Android and Desktop. The application eases, bundles and organizes real-time communication between medical teams.

Pathmate Technologies enables healthcare providers to design and deliver digital therapies. A digital coach – a ‘Pathmate’ – guides patient and health professionals based on evidence-based and data-driven digital clinical pathways to optimize health outcomes.

RethinkResource is an intelligent B2B marketplace for industrial waste and side-stream materials. As early adopters their customers profit from cross-industry know-how sharing and emerge as industry leaders with respect to resource stewardship.

tohu&bohu is an initiative for a meaningful exchange of design and artistic projects in collaboration with social and cultural workshops.

The vision is to create a platform to exchange needs and skills, to use resources that are at hand and to invest in personal and local potential.

Wessex Social Ventures (WSV) uses the proven growth strategy of franchising to deploy impactful locally driven solutions at scale and allow NGOs to create long-term impact with limited resources. WSV developed three micro-social enterprises that deliver vital solutions to people living on less than $3 a day.
LOOKING BACK TO THE SEIF AWARDS 2016
CARBON DELTA – THE ENVIRONMENTAL FINTECH

Carbon Delta is an environmental fintech startup that produces equity research focusing on identifying and analyzing the climate change resilience of publicly traded companies.

After having won the seif Award last year, you were announced as Europe’s best climate venture at the Venture Competition 2016 and you are currently nominated for the EIT Venture Awards. Would you say that winning the seif Award was the springboard to your success in other competitions?

It surely was the start for a series of startup awards. Being an entrepreneur is a roller coaster ride with many ups and downs. Unlike typical employment, every aspect has a much stronger emotional impact. Winning an award is the first confirmation that something in the idea must be right. External confirmation is the best tool.

Obviously, you are capable of convincing different award juries. Can you share general pitch tips and advice for starting entrepreneurs?

Pitching is all about practice and review. I learned that a good pitch takes about 80 hours of training. I suggest everyone to find very critical reviewers. Only the critics will help you to improve! Especially in a complex business-to-business environment, practice is important to strike the balance between simplicity and getting the major points across to the audience.

What is the most critical point for a startup?

The most important point in starting a business really is to start with the simplest product possible and to start testing the market with that. In our case that was a real problem, because of the complexity of the economics of climate change. In the course of talking to potential customers, we made dozens of material changes to our product. Those changes ranged from naming to fundamental changes in the underlying mathematics.

What is next for Carbon Delta?

We are now really at a market entry phase. We talk to many potential customers and partners. The process of teaching them how to use Climate Value-at-risk is challenging, adventurous and fun. We are constructing climate resilient funds with partners, consumer labels for the public and run a number of research studies with academic institutions. At the same time, we will never stop to innovate parts of our model, because that’s what’s at the center of our interest and competence. We are currently incorporating technological changes, supply chain effects and legal aspects to our company valuations. We are looking forward to another very exciting year of building a social enterprise.

“Winning an award is the first confirmation that something in the idea must be right.”

Oliver Marchand, Founder & CEO Carbon Delta
GREEN CITY SOLUTIONS – SO CITIES CAN BREATHE AGAIN

Green City Solutions is a German-based biotech and Internet of Things start-up that makes smart units, so-called City Trees, that absorb air pollution in the urban environment. One City Tree has the impact of 275 trees.

What are you doing right now?
We are continuing the development of our product, the CityTree, and new approaches in order to improve the air in the cities.

One year passed since you won the seif Awards. Tell us about your biggest achievements during that time.
In the last year, we installed many CityTrees across Europe, e.g., in Glasgow, Brussels, Modena, Skopje, Essen, Hamburg, expanded our network by attending several events around the world – and most importantly, we landed our first round financing and tied up new partnerships, which will enable us to launch new products and therefore intensify our effort for purifying the urban air. In addition, our team got bigger: We are now around 30 people working on our vision of bringing cool and clean air back to the cities.

You won an impressive amount of awards. In your opinion, what are the main benefits of participating in such competitions?

First of all, participating in competitions is a great occasion of connecting with creative and ambitious people and finding out about their innovative ideas about how to improve the future. Besides, all the contests build up and increase the confidence in young companies and their innovative products and raise attention and awareness. Such competitions offer a platform in which start-ups can reach out and find support, be it financial or based on expertise from renowned advisors.

What strategy or tactic helped you the most in funding and growing your business?
Especially during the start-up phase, there were many challenges to overcome. We started without having many relevant (industrial) contacts or external funds. Therefore, the planning and construction of the first prototype at the HannoverMesse 2014 was entirely carried out with our own resources. However, we managed to overcome this difficulty and other obstacles and successfully launched our product. In all situations, the team of Green City Solutions played and plays an enormous role with its coherence and the passion to work on a more sustainable future.

What is next for Green City Solutions?
In the future, we wish that the services offered by Green City Solutions become an integral part of the smart city, contributing to the creation of a more sustainable and healthier cityscape. Playing an active part in the climate change adaptation strategies, we imagine our product integrated into and on buildings, or freed, as part of the city infrastructure, continually improving the living conditions of its residents.

“Participating in competitions is a great occasion of connecting with creative and ambitious people and finding out about their innovative ideas about how to improve the future.”
Dénes Honus, Founder & CEO Green City Solutions
MOSAN – MOBILE SANITATION

MoSan is an ecological in-house sanitation solution in developing countries and emergency relief situations. MoSan consists of a sanitation service and a compact mobile urine-diverting dry toilet that is distributed in partnership with aid organizations.

What are you doing right now? One sentence.
We are preparing the market entry for MoSan, building strategic partnerships and growing our team.

How did winning the Award help the company, besides the money?
I am amazed and excited how fast we progress. We just incorporated the MoSan GmbH last summer. Winning the seif Award was a big milestone for us. We became publicly known, expanded our network, identified new mentors and benefit a lot from those connections.

One year passed since you won the seif Awards. What were your main achievements during that time?
We grew our team, which allowed us to develop new areas and professionalize our process. We also brought the MoSan toilet into production, identified new markets and customers.

You are passionate about Social Entrepreneurship, was it more of an advocacy or career path?
As a designer, I was first passionate about social innovation and the possibilities creative and collaborative creation offers. I was excited about the impact my work could have to improve the life of millions of people. To work on that goal becoming an entrepreneur seemed to be the only way. It allows me to work iterative and close with our users.

What was a major lesson you have learned about working with developing countries?
The main lesson is probably, that things never go as planned and that you need to be flexible to adapt to a constantly changing world. I love to work in complex settings and improvise, if necessary. Working in developing countries asks for flexibility, patience and optimism on all levels.

What is next for MoSan?
Currently we are preparing a project for Central America, learning about local regulations and improving our Spanish :-)

“Winning the seif Award was a big milestone for us. We became publicly known, expanded our network, identified new mentors and benefit a lot from those connections.”
Mona Mijthab, CEO & Founder MoSan
What are you doing right now?
We are focusing on customer acquisition and currently onboarding a forward-thinking, Swiss-based healthcare provider as our first customer who will be using the Stuward platform to offer patients and their family carers a new specialized TeleCare service for dementia.

One year passed since you won the seif Award.
What was your main accomplishment?
A pilot project with the Red Cross which is using our platform to train and support community family caregivers in rural South Africa in providing safe and efficient care to loved ones with dementia.

What has been your biggest challenge?
Our biggest challenge and at the same time our biggest success was finding and validating a business model that enables Stuward to become a profitable company and still staying true to our mission of directly helping millions of family caregivers around the world to care for a loved one living with a chronic disease.

What lesson did you learn during your journey?
It takes a lot more time and a lot more money than you think it will. So, plan for the worse and hope for the best.

How did winning the Award help the company, besides the money?
Winning the award was a respected form of validation and we actively did our best to promote it.

What are your goals for the future?
To educate healthcare providers, payers, and pharmaceutical companies around the world that the secret to their success lies in supporting and empowering family caregivers and that we are the company that can help them do it.

“Winning the seif Award was a respected form of validation.”
Lee Greene, Founder & CEO Stuward
Nowadays, however, there is a certain degree of consensus on what social enterprises are: organisations looking to solve social and/or environmental problems through business methods and innovation. In other words, social enterprises set out to create both a social and an economic value.

The word “and” is particularly important here because although these organisations may look and operate like traditional businesses, social entrepreneurs exist to solve a social problem, being this at the centre of all their activities, even if the generation of an economic value is integral to fixing, or at least to the lessening of, that problem. That is, social entrepreneurs do good by doing well.

WHAT NEXT?
The growth and establishment of social enterprises in all areas of life seems unstoppable. Social entrepreneurs are already active in all kinds of sectors and industries, and are rapidly gaining weight in the delivery of private as well as public services. The question now is how to make this business model sustainable in the long term, ensuring that today’s social start-ups are still there in years to come.

As social entrepreneurship becomes more established and the community around it grows the focus should be on strengthening the skills and competences of the people and companies working on the field. But alongside capacity building, there needs to be increasing awareness of the possibilities and opportunities social entrepreneurship offers, especially among traditional and impact investors who can support innovative social ideas.

Moreover and to ensure the steady and viable progress of social enterprises, these will have to, on one hand, prove to investors their ability to make money; while on the other hand, creating and showing their social and environmental impact, because the profitability of a social enterprise is not only measured in economic terms, as important as those are.
THE TEAM AND ADVISORY BOARD

Team

PROF. MARIANA CHRISTEN JAKOB
Mariana is responsible for the Impact Investors Circle, the Impact Investing Congress and the seif Award and is founder and CEO of seif. She has a degree in Social Sciences from the University of Zurich (UZH), an MBA from the University of St. Gallen (HSG), a Certificate in Organisational Development and was enrolled at the Impact Investing Executive Education Program at the Oxford University. Besides her work at seif she is a professor for Social Innovation and CSR at the University of Applied Sciences in Lucerne.

NADIA RAINONE
Nadia is mainly responsible for the seif awards and communications. After her studies and a career with a large corporation in the finance sector, she joined an early stage investor relations startup. Her aim is to help social enterprises combine the corporate’s professionalism and the dynamics of the startup world with a new, more compassionate and inclusive way of doing business.

VIOLA ZOLLER
Viola manages and supports various projects, such as the Impact Investing Congress 2017, the Impact Investors Circle and the Community program. Viola entered the social business world through the Summerpreneurship program at the Impact Hub Zurich and is since then fascinated by the way entrepreneurs develop, fund and implement solutions to social or environmental challenges.

Advisory Board

DR. MONIKA BINKERT
Monika Binkert successfully founded in 2010 her own consulting company for SMEs with a focus on strategic management, change processes and leadership. She also acts as interim manager advising businesses from a variety of sectors. Dr Binkert has a PhD in Law and an Executive MBA, as well as extensive practical experience in working at managerial level with private companies and public institutions. She is currently working with an online marketing firm operating in Switzerland and Germany.

HANSJÖRG UTZ
Hansjörg Utz has studied law in Zurich and finished his studies with a doctorate in Basel. After several years as a lawyer in 1983 he moved into journalism where he started as a freelance to become chief reporter at the “Tages-Anzeiger”. In 1989 he moved to the Swiss television where during eight years he moderated the “Kassensturz” show and was later in charge of the news magazine “10vor10”. In 2013 he founded Media Check GmbH. Hansjörg Utz currently works as a media coach, consultant and journalist.

JÜRGEN KRONENBERG
Jürg has worked for almost 40 years at UBS in various management positions, most recently as Head of Corporate Clients, Zurich region as Relationship Manager for Large Corporates. He also acts as Chief Executive of the Commercial Association of Zurich and Switzerland, Society for Business Cycle Research at ETH Zurich and is a member of the Association Bahnhofstrasse Zurich.

WALTER LÜTHI
Walter Lüthi has many years of experience as CEO, Director and Advisory Board Member of companies such as ADIA, Interim AG, Inter-sport PSC Holding AG, Mühlenbach Holding AG, Hans Mathis Holding AG, Büro Schoch Werkhaus AG, Artum AG, and Betty Bossi AG. He is also a Board member of various industry associations and founded and built up three companies. Since 1999 he is the owner of the investment company Success Factory AG. He has a fundamental technical and a postgraduate in business education.

PETER ZOLLINGER
Peter Zollinger is responsible for assessing the value added of Globalance Bank’s investments on the economy, society and environment (impact). He supports the selection of suitable investments and develops and leads the Globalance Portfolio Footprint for its clients.

JÖRG KRONENBERG
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OTTO BITTERLI
Otto Bitterli holds a Masters in Political Science and has worked for more than 25 years in the Swiss insurance industry in various executive positions. As former CEO of Sanitas health insurance, he took on various responsibilities at the Swiss Insurance Association (umbrella organisation representing the private insurance industry in Switzerland) and curafutura, the association of innovative health insurers. He is currently Chairman of the Board of Directors of the Sanitas Group.

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seif supports social entrepreneurs from all sectors to start, grow and improve their business performance. Have a look at our different seminars, workshops and programs to find out more about how we can help you.

**Business Creation for Social Entrepreneurship**
The five-day seminar is aimed at people who have an innovative social business idea and would like to know more about some of the most important aspects of founding a social enterprise and its development in the initial phase, including business modelling, marketing & communication, and financial strategy and resources.

**Business Growth for Social Entrepreneurship**
This seminar provides those who have successfully founded a social enterprise the essential knowhow and tools to take the next step in the development of their business. The course deals with themes that are important for the growth phase of a social enterprise, such as social impact measurement, social impact investment, scaling models, and finance planning.

**Seminars**

**Impact BOOST Academy**
The Impact BOOST Academy is a skill-based coaching program that matches social entrepreneurs and senior-managers. During 6-months they collaborate on a clearly defined business topic based on the needs of the social enterprise. The Impact BOOST Academy is a crucial part of seif’s broader aim to support social entrepreneurs in achieving impact investment readiness. The corporate side, on the other hand, gains insights of the impact-driven start-up world and the dynamics of the social investment sector. Moreover, senior-managers get the chance to transfer their knowledge and expertise to another context.

**Impact & Finance**

**Impact Investors Circle**
The Impact Investors Circle’s (IIC) main objective is to bridge social entrepreneurs’ funding gap by facilitating their interaction with impact investors. Social entrepreneurs invited to our IIC program have exclusive access to a network of experienced impact investors and are regularly invited to pitch before the group, increasing their chances of investment.

In collaboration with:

**Social Entrepreneurs & Corporates**

**Community Program for Impact Angels**
There is a growing interest from angel investors to get in touch and understand the Impact Investing field. This 1-year program in a closed group focuses on the main issues impact angels have when it comes to impact investing. seif offers a series of workshops and pitching events which are covering all phases of an impact investment process, beginning with the impact investing strategy, explaining the impact measurement, discussing the valuation of an impact business or talking about different exit options. This program can also be customized to financial institutions for the wealth departments or HNWI/UHNWI individuals.

**Save the Date**

17 October – 7 November 2017
Business Growth Seminar for Social Entrepreneurship

5 December 2017
Pitching Event for Impact Angels

For more information on our programs and services go to www.seif.org
seif is supported by the MBF Foundation and the Commission for Technology and Innovation (CTI).

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