

Press Release
Creative Industries in Switzerland

A mask start-up shows its face: Mymic wins the Creative Business Cup Switzerland

The start-up Mymic wins the Swiss qualification for the international Creative Business Cup 2021 and qualifies for digital participation in the global final of the competition at the end of June.

Mymic is an integrative solution to a very current problem: Ordinary protective masks are barriers to non-verbal communication, especially for people with hearing loss. In addition, disposable masks in particular are not sustainable. The Mymic mask was developed to protect in a positive and integrative way and solves the problems of the conventional mask: its transparency enables non-verbal communication, it is also washable, environmentally friendly and adaptable for maximum comfort.

"The Mymic concept is convincing with its topicality, potential, its international reach and sustainability beyond the Corona pandemic," said Regula Staub, Managing Director of Creative Hub, explaining the jury's decision.

Team Mymic prevailed over six finalists in the Swiss preliminary round in a digital pitch event and will represent Switzerland at the finals of the international Creative Business Cup on June 28 and 29, 2021.

The Olympics of the Creative Industries

The Creative Business Cup will take place for the tenth time in 2021, and is considered "the Olympics of the creative industries." It's a global initiative that not only highlights start-ups from the creative industry, but also networks them with each other and with investors and the media. In Switzerland, the event is organized by Creative Hub, which in turn promotes the Swiss creative industry with know-how, networking and visibility. Team Mymic will digitally take part in the global finals this year, where it will compete with numerous startups from around the world. Mymic receives prize money of CHF 7,000 for winning the Swiss qualification. In the global final there is a prize of around 7,000 euros, plus the opportunity to promote the business idea and network internationally.

Winner of the Business Cup Switzerland

Mymic: www.mymic.eu

Photos of the winning project can be downloaded for free publication at:

www.bit.ly/cbc-mymic

For more information about the Creative Business Cup contact:

Regula Staub, Managing Director of Creative Hub

Tel. +41 79 769 44 00

[regula@creativehub.ch.](mailto:regula@creativehub.ch)