

Press Release from 31. August 2021

Creative Economies Switzerland

PETITPEU wins Creative Hub prize money of CHF 10,000

At the end of the one-year coaching program at the Creative Hub, PETITPEU wins the prize money of CHF 10,000. The pitch from PETITPEU, the potential it shows and its entire development in the last few months has convinced the jury.

With Creative Business Coaching, Creative Hub, a national funding platform for the creative industry, supports outstanding start-ups from the Swiss creative industry for the duration of a year, brings their ideas and products to final market maturity and markets them. For the first time this year, at the end of a coaching year, Creative Hub awarded prize money to the start-up that showed the greatest development in coaching.

Five teams enjoyed the coaching services in the 2020/2021 funding period: JACOBY moebel, PETITPEU, Leonie Risch, Mymic and FEEL A FIL. Last Thursday, these teams competed against each other as part of the Design Biennale Zurich and pitched their projects in front of a jury and the interested public.

“Ultimately, the deciding factor in PETITPEU's victory was the coherent overall package they offered, the recent successes and the clearly identifiable focus of their business strategy. The goals aimed at with the prize money were also convincing. The jury also liked the fact that PETITPEU relies on local and sustainable supplies,” said the jury of Lilia Glanzmann, Tobias Koller and Martina Unternährer in their statement.

Meanwhile, Stephanie Ospelt and Tobias Zimmermann from PETITPEU are overjoyed about the win: “We found a clear focus for our company through the coaching from Creative Hub and the support of our main coach Jan Füscher and were able to benefit enormously. We are pleased that we could now also convince the jury that our project has a great future ahead of it.”

Congratulations go to PETITPEU, but also to all the other teams. The jury says, “It is remarkable how all the coachees have made progress this year. With the support of Creative Hub, they focused on their strengths, developed their ideas for the future and developed them market-ready. An impressive vote for the Swiss creative industry.”

Read more about PETITPEU

Website: <https://petitpeu.ch>

About Creative Hub

Creative Hub helps Swiss creatives to make innovative product and business ideas usable - either economically, ecologically or socially. In addition to professional training modules and networking events, the offer also includes access to a top-class network.

After eight years of funding activity, the pioneering Creative Hub project will cease its activities in December 2021.

<http://www.creativehub.ch>

More information about Creative Hub

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