

Media release of August 24, 2020

Creative Industries Switzerland

Promoting outstanding creative work - Creative Hub Coaching is entering its second round

Today, Monday, August 24, 2020, Creative Hub is issuing the second Call for Submissions and calling on the Swiss creative economy to submit outstanding business ideas. Creative Hub offers the most promising one-year all-round funding: individual coaching with Creative Hub's network of experts, networking, and communication with the economy. The aim is to successfully bring the best ideas from the Swiss creative scene to market.

Creative Hub is a funding platform for the Swiss creative economy. Since 2013, the association (initiated by Engagement Migros) has been supporting Swiss creatives in the commercialization of their products and ideas. The association can fall back on the know-how of a pool of over 60 experts.

In 2019, Creative Hub launched its new funding program Creative Business Coaching, which supports outstanding start-ups from the Swiss creative economy for one year, fosters their ideas and products to market maturity, and promotes them. In addition, Creative Hub networks with relevant economic players, enables trade fair partnerships, and tries to pave the way to the international market.

The Call for Submissions launched today, which is open for submissions to creativehub.ch until midnight October 11, 2020 - is aimed at entrepreneurs from the Swiss creative economy with an outstanding business idea. The selection criteria include the degree of innovation, relevance, boldness, market potential and exportability. In addition, this year the focus is increasingly placed on sustainable projects. Jakob Blumer, ad interim managing director of Creative Hub, says: "We are looking for projects that are committed to a better future in the long term and which consciously use resources, remain aligned with the market, and can survive in a competitive environment."

Funding for the coaching degree

New this year: After coaching is completed, a grant of CHF 10,000 will be awarded to the start-up with the strongest development and the best prospects for success. The grant should serve as additional motivation for the participating teams but also guarantee that the selected start-up can continue the project after coaching with a solid financial basis. In addition, Creative Hub supports all participants financially with trade fair participation, product presentations, and other PR activities.

Applications can be submitted until October 11th. These are then checked and assessed. The most convincing projects will be invited to pitch in front of an expert jury on October 30th. Up to eight entrepreneurial teams are then included in the coaching program.

Link to Call for Submissions

creativehub.ch - Deadline: October 11, 2020 - 12:00 midnight

Learn more about Creative Hub and its call for submissions

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About Creative Hub

Creative Hub helps Swiss creatives make innovative products and business ideas usable - either economically, ecologically or socially. The service includes not only professional training modules and networking events but also access to a top-class network. With these three building blocks, Creative Hub establishes an effective system for talented creatives to access the market.

creativehub.ch