

## Playtrip wins Creative Business Cup Switzerland

24.08.2018 09:10



**In June they launched their app, yesterday they won the national competition of the Creative business Cup and in November they will contend for the global prize. Playtrip, a startup from Ticino is developing a mobile app to engage travelers and storytellers to create digital stories.**

The Creative Business Cup competition is designed to motivate, train and develop the entrepreneurs by strengthening their business skills and developing their ability to create a company based on their creative abilities. Different countries from all around the world participated in the 2018 competition.

Yesterday at the Swiss national finals, Creative Hub – the organizer of the competition in Switzerland – presented six finalists that pitched their ideas to the audience and the jury.

The startup idea from Playtrip convinced the jury most due to its market potential, creativeness and the overall business concept. The jury was most impressed by the company because it engages the society.

PlayTrip developed a mobile application to facilitate digital storytelling for the travel and tourism industry. Travelers can use the app to share their engaging travel experience based on both visual storytelling and travel storytelling principles. For writers, photographers and video-makers, Playtrip platform acts as a narrative multimedia editorial platform that allows them to harness their creativeness through storytelling. The app was launched in the market in June 2018 and has registered over 100 storytellers. The founding team, comprising of 11 members, is currently working towards reaching the next steps including raising funds.

“Winning the national finals proves that our idea has a great potential”, said Matteo Scarpellini, founder of Playtrip. Playtrip will now proceed to the global competitions in Copenhagen to prove themselves against contenders from other participating countries. The first global winner will receive EUR 7,000 and two months of free office space at any ALLEY – A curated community for Creators. The second and third winner received EUR 3500 and 1500 respectively.

Besides Playtrip two other ideas were selected among the top three: Avatronics, developing a noise cancellation solution and Oiu, specializing in handmade knitting.

(RAN)

Photo: Matteo Scarpellini (l) and Stefano D’Albora (r), founders of Playtrip.

## Never miss a deadline again

Start alarms for award deadlines  
Receive tailor made mails with news about your awards

—

## Comments

Please [login](#) or [sign up](#) to comment.

[Commenting guidelines](#)