

Creative Business Cup Switzerland 2019
Press release - March 31, 2019

WORMS ARE WINNING THE CREATIVE BUSINESS CUP 2019 SWITZERLAND!



Erich Fässler from the winning team WormUp.ch.

WormUp.ch has won the **Swiss Preliminary Competition of the International Creative Business Cup 2019** and qualifies for the final round in Copenhagen in July.

The WormUp.ch team is to compete in the Swiss Preliminary Competition against five finalists (and around 20 other competitors) and represent Switzerland at the global finals of the Creative Business Cup in Copenhagen on the 1st and 2nd of July 2019. "We were convinced because the product is simple and efficient," said Regula Staub, managing director of Creative Hub, explaining the jury's decision. "Appreciation and approval from outside the company are important to us entrepreneurs, especially in the face of a dry spell," smiles Erich Fässler, co-founder of WormUp.ch. "And," Fässler continues, "the Creative Business Cup gives us added visibility to our customers and investors, which is very important to us startups."



Olympics in the Creative Industry

The Creative Business Cup will be held for the ninth time this year. It is considered a creative industry Olympiad and a global initiative that not only highlights creative startups but also connects them with each other, investors, and the press. In Switzerland, the event is organized by Creative Hub, which for its part promotes the Swiss creative industry with expertise, networking, and visibility. The [WormUp.ch](http://wormup.ch) winning team is invited to travel to Copenhagen in July, to compete with numerous startups from around the world. The winning team will be rewarded with around €7,000 as a bonus, promotion of the business concept, and the opportunity to internationalize itself.

Winner of the Creative Business Cup Switzerland

WormUp, Erich Fässler
wormup.ch

Photos of the winning team can be downloaded for free at

[https://www.creativehub.ch/img/admin/presse/WormUp_Portrait CBC Switzerland 2019.jpg](https://www.creativehub.ch/img/admin/presse/WormUp_Portrait_CBC_Switzerland_2019.jpg)

About Creative Hub

Creative Hub offers tailor-made programs and services that aim to support designers in implementing their product, service, and business ideas.

<http://www.creativehub.ch>

Learn more about the Creative Business Cup and Creative Hub

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