



World Tourism Forum Lucerne

4th Start-Up Innovation Camp in Lucerne, Switzerland

1–2 May 2019



Content

1. Programme	2
2. Application Process	3
3. Finalists	3
4. Winners	4
5. Benefits for the 15 Finalists	5
6. Additional benefits for the 5 Winners	5
7. Jury Members & Coaching Experts.....	5
8. Impressions	7
9. About World Tourism Forum Lucerne and Preview.....	8

1. Programme

Wednesday, 1 May 2019

Schweizerische Hotelfachschule Luzern (SHL)

12.15–13.00	Arrival and registration
13.00–13.15	Welcome & Introduction of World Tourism Forum Lucerne by Martin Barth (President & CEO)
13.15–13.55	Start-Up pitching Category Transaction (RoomPriceGenie, Safety Tax Free, Trip Loop)
13.55–14.35	Start-Up pitching Category Impact (ImpactExplorer, KITRO, Local Alike)
14.35–15.15	Start-Up pitching Category Destination (Adventoro, EuroPass, The Trip Boutique)
15.15–15.45	Networking Break
15.45–16.25	Start-Up pitching Category Mobility (Cocoche, EuroTube, Katla Aero)
16.25–17.05	Start-Up pitching Category Hospitality (COHOSTING, Prognolite, The Bar Corner)
17.05–17.15	Public Voting & Announcement of Public Prize Winner
17.15–18.00	Networking Aperitif
19.00–22.00	Beach Club Party in Hotel Montana

Thursday, 2 May 2019

Schweizerische Hotelfachschule Luzern (SHL)

08.00–08.30	Arrival and registration
08.30–10.00	1:1 Coaching Talks with Experts, part I
10.00–10.30	Coffee Break & registration for Start-Up Alumni
10.30–12.00	1:1 Coaching Talks with Experts, part II
10.30–12.00	Start-Up Alumni Meet-Up
12.15	Organized departure to World Tourism Forum Lucerne 2019
13.45–18.30	World Tourism Forum Lucerne 2019
19.00–22.00	Cocktail Dinner

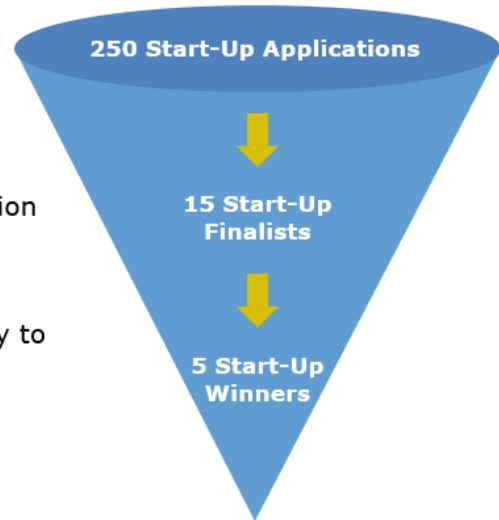
Friday, 3 May 2019

Lucerne Culture and Congress Centre (KKL)

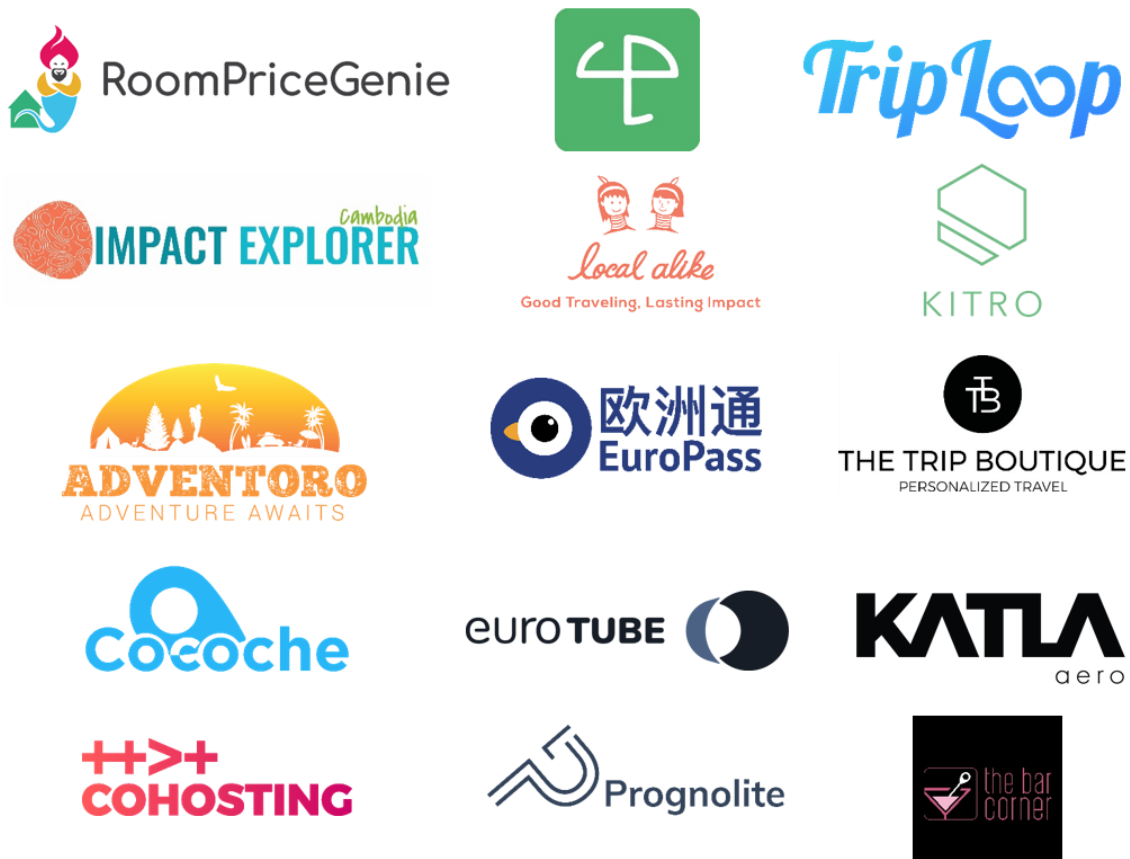
08.30–16.30	World Tourism Forum Lucerne 2019
16.30–17.30	Farewell: Swiss Cheese Fondue

2. Application Process

- 
14 January – 24 February 2019
 Submission open for start-ups
- 
25 February – 25 March 2019
 Evaluation of start-up applications and selection of finalists
- 
25 March – 5 April 2019
 Invitation of the best 3 start-ups per category to the Start-Up Innovation Camp in Lucerne
- 
1 – 2 May 2019
 Start-Up Innovation Camp 2019



3. Finalists



4. Winners

Category Destination

The Trip Boutique

The Trip Boutique is your personal travel advisor: save hours of internet research and experience the best of a destination with fully tailor-made travel plans.

www.thetripboutique.co



Category Impact

KITRO

KITRO is the first fully automated food waste management solution for commercial kitchens. We measure and they save, because what gets measured gets done.

www.kitro.ch



Category Transaction

RoomPriceGenie (Zug)

We make dynamic pricing possible for smaller hotels. www.roompricegenie.com



Category Hospitality

Prognolite

We help restaurants to improve staff planning and reduce food waste by telling them the demand for any day in the future.

prognolite.com



Category Mobility

EuroTube

EuroTube is a non-profit research organisation developing technologies and building test infrastructure for sustainable vacuum transportation. eurotube.org



Public Prize Winner

KITRO

KITRO is the first fully automated food waste management solution for commercial kitchens. We measure and they save, because what gets measured gets done. www.kitro.ch



Never give up and one day you maybe get the chance to pitch in front of 550 people from all around the world! Start-Up Innovation Camp 2019 was an amazing experience.

— Simon Michel, CEO Prognolite, winner of Start-Up Innovation Camp 2019 in category Hospitality

5. Benefits for the 15 Finalists



- Present your business model to our jury, industry leaders and active investors.
- Receive free travel (max. value of 1'000 USD) for 1 person and accommodation (2 nights) for 2 persons in Lucerne, Switzerland.
- Attend our half-day workshop to grow your start-up.
- Receive hands-on advice from renowned business leaders.
- Benefit from a unique global networking platform.
- Receive free participation at WTFL 2019 and all our social programmes (1-3 May).
- Become part of our Alumni Network "WTFL Innovators" (2 yearly meetings).
- Use our Finalist badge for your website and promotional material.

6. Additional benefits for the 5 Winners



In addition to all finalist benefits:

- Get your "5 Minutes of Fame" on the main stage of WTFL 2019.
- Receive our Start-Up Innovation Award of 20'000 USD.
- Participate for free at WTFL 2021 in Switzerland.
- Benefit from our coaching programme with an experienced industry executive over the next 2 years.
- Use our Winners badge for your website.

7. Jury Members & Coaching Experts

Jury Members



Chairman of the World Tourism Forum Lucerne Startup Innovation Camps

Jasper Mutsaerts, The Start-Up Coach



Category Destination

Jacinta Nzioka,
Director of Marketing,
Kenya Tourism Board



Category Hospitality

Juliana Gallo,
Business Developer



Category Mobility
René Zeier, Head of the Startup Programme Smart-Up and the Master Programme, HSLU



Category Transaction
Roland Zeller, General Manager and Owner, Innuvik Ventures



Category Impact
Elisabeth Stevens, Start-up Advisor & Scale-up expert



Category Transaction on location
Michael Ros, COO / Co-Founder, bidroom.com

Coaching Experts

Pitching: How to keep their attention

Douglas MacKevett, Head of MScBA Major in Online Business and Marketing, Lecturer in Business Communication, HSLU

Radical focus! Achieving brand power through compression

Dr. Arnd Zschiesche, Brand-Sociologist, Managing Director Büro für Markenentwicklung Hamburg

Teamwork makes your dream work: Set yourself up for success by building a high performing team

Elisabeth Stevens, Start-up Advisor & Scale-up expert

Build your company culture through values, not things (internal and external customers)

Juliana Gallo, Business Development Manager

How to get sustainable investments?

Reto Ringger, Founder and CEO, Globalance Bank

From product/market-fit to scaling up

Michael Ros, COO / Co-Founder, bidroom.com

The value of sustainability: Did you consider sustainability as one of your USPs?

Tuan Pham, Program Manager, Corporate Social Responsibility, Booking.com International B.V.

Workshop: new Dealflow Tool and your feedback

Markus Popp, CEO, Mühlemann & Popp Online Media

Tips and tricks how to get investor on board

Nathalie Chemtob, Founding partner, Alpana Ventures

Ask a Lawyer

Michel Kertai, Startup Attorney, EMBARK.LAW

8. Impressions



9. About World Tourism Forum Lucerne and Preview

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place every second year in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

In order to find the most promising and innovative business models in the travel, tourism and hospitality industry, World Tourism Forum Lucerne organises international as well as Swiss Start-Up Innovation Camp every year. The next international Start-Up Innovation Camp will take place in **Lucerne in April 2021**, integrated in World Tourism Forum Lucerne 2021. The next Swiss Start-Up Innovation Camp will be held on **8 November 2019 in Lucerne**.

Meanwhile, all Start-Ups become part of the WTFL Start-Up Alumni Network with regular meetings and online exchange. It is our goal to keep in touch with the innovative young entrepreneurs and to follow their success path. With the Start-Up Innovation Camp and the WTFL Start-Up Alumni Network, World Tourism Forum Lucerne gradually develops itself as the leading innovation platform in the travel, tourism and hospitality.

Martin Barth
President & CEO World Tourism Forum Lucerne

Lucerne, 15 May 2019