

This anniversary book published to mark the tenth edition of >>venture>> celebrates Switzerland's most important start-up competition—and Swiss entrepreneurialism. From fledgling firms based in student dorms to companies with over 600 employees, sales above one hundred million Swiss francs, and IPOs, the book lets successful >>venture>> graduates tell their own stories, thereby providing advice and encouragement to the next generation of founders. How did they come to start a company? What were the greatest obstacles? And why can failure be a blessing? Looking for role models? Here they are!