



# The start-up city

## Eastern Switzerland Start-up Center

[standort.stadt.sg.ch](http://standort.stadt.sg.ch)



**St.Gallen is the center and the engine** of a dynamic economic region which was long dominated by the textile industry, but today is a leader in services and B2B. The St.Gallen-Lake Constance ICT cluster creates a highly innovative entrepreneurial climate which receives crucial nourishment from excellent education offerings and top-level industrial research. The University of St.Gallen, St.Gallen Applied Sciences University and Empa, the Swiss Federal Laboratories for Materials Science and Technology, have close ties with the business community and contribute much to the innovative capacity of the city and the region. The Buchs Interstate University of Technology and Rapperswil Technical University are very close by as well, offering additional prototyping and research resources in addition to leading personnel.

High quality of life, short travel distances and the close inter-networking of business, research and education make St.Gallen attractive as a headquarters location for large and international firms like the Raiffeisen Group, Helvetia Group and Akris AG, and definitely for start-ups as well. The ICT sector, which is seeing steadily rising demand for information technology services from all industries, is made up of such key players as Abacus – founded in St.Gallen over 30 years ago by three HSG graduates – Adcubum and Haufe-umantis, which illustrate the enormous potential of the regional cluster.



## At a glance

- Close ties between business, research and education
- High-innovation entrepreneurial climate
- Startfeld business incubator
- Startfeld Innovation Center



**The city is actively investing** in promoting young enterprises. Startfeld is a business incubator network for innovation and start-ups in the St.Gallen-Lake Constance region that provides support to ambitious entrepreneurs in all phases of innovation. Jointly founded in 2010 by the City, the University, St.Gallen Applied Sciences University and Empa, the innovation and start-up network provides concrete support in three areas: Consulting & Coaching, Financing & Space and Infrastructure. The name Startfeld stands for a 'three-pillars principle' offering by three separate legal entities with distinct missions. The Startfeld non-profit provides active support and hands-on consulting to start-ups. The Startfeld Foundation, formed in cooperation with St.Galler Kantonalbank, provides start-up financing. The Startfeld Innovation Center makes facilities and infrastructure available for start-ups.

**The consulting and coaching services** offered as part of the Startfeld assistance program include for example the possibility of presenting a business idea to a committee of experts for assessment. As member of an education consortium Startfeld also provides the three «CTI Entrepreneurship» course modules for founders of technology and knowledge-based firms. Startfeld additionally provides two forms of start-up capital: microcredit for up to CHF 50,000, in cooperation with Bürgschaftsgenossenschaft BG Ost, and a loan of up to CHF 300,000 from the Startfeld Foundation. «Last but not least,» Startfeld provides access to attractive co-working spaces.

**The Startfeld Innovation Center** offers rooms and infrastructure ranging from offices and meeting rooms to laboratories in a highly dynamic and innovative environment conducive to networking and creative dialogue. Startfeld Diamant is a CHF 50,000 prize funded by St.Galler Kantonalbank which is awarded annually to six outstanding start-ups; the competition finalists benefit from management seminars, networking opportunities and media attention.

**Startfeld** [www.startfeld.ch](http://www.startfeld.ch)

**Startfeld Diamant** [www.sgkb.ch/startfeld-diamant](http://www.sgkb.ch/startfeld-diamant)

**VillageOffice Cooperative** [www.villageoffice.ch](http://www.villageoffice.ch)

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