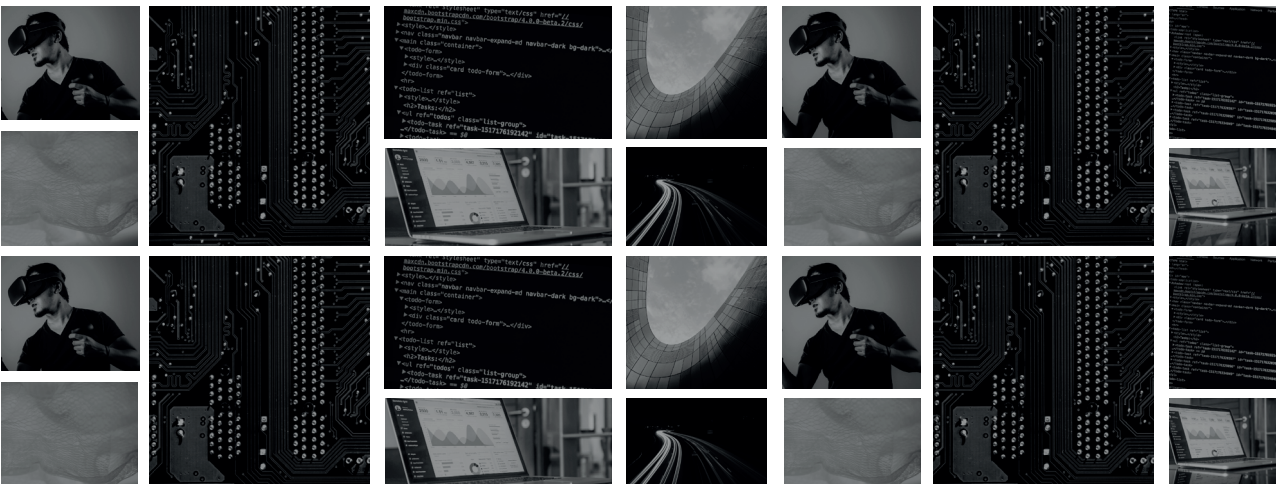


# BOOST MY START UP CHALLENGE

# 2021

30th August >  
26th September

## MEDIA KIT



HOSTED BY



UBS

## DESCRIPTION

Boost My Startup Challenge is a brand new Swiss challenge, born in 2021 from a common vision between UBS and BG Consulting Engineers, to put innovation at the heart of our economy and provide solutions to environmental and societal issues impacting engineering, construction, real estate, energy, logistics and mobility sectors.

Convinced that no single player will be able to meet today's challenges alone, we have chosen to rely on collective intelligence and the creation of partnerships between organizations with different backgrounds and experience. With the Boost My Startup Challenge, we are creating an

environment conducive to the development of new products and services in the engineering sector. BG and UBS bring their technical and financial expertise, as well as their customer and investor networks, to one or more startups, which in turn bring their ability to grasp digital services. It takes a good ecosystem to anchor innovative products in commercial reality. BG and UBS are convinced that collaboration between established companies and startups will enable the sustainable development of approaches that meet the societal and environmental challenges of the coming decades!

Official Event Website:  
<https://boostmystartup.ch/>

Contact:  
[contact@boostmystartup.ch](mailto:contact@boostmystartup.ch)

Event Date:  
October 7, 2021

## TAGLINE

Join our Boost My Startup Challenge and scale your way up !

## MATERIALS TO USE TO PROMOTE THE EVENT:

For Event Flyer

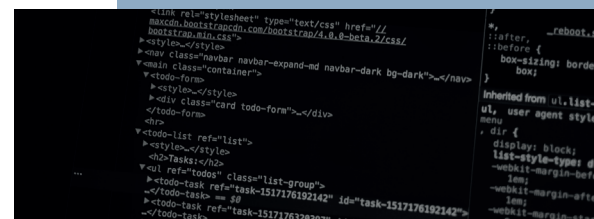
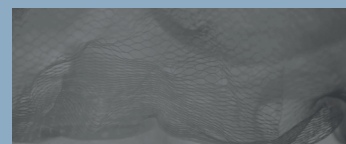
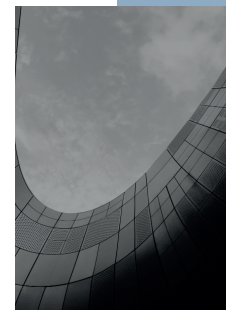
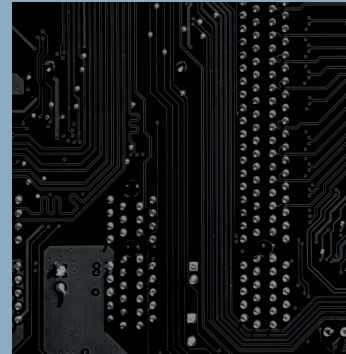
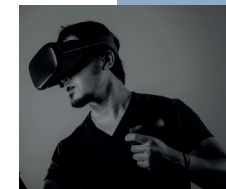
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Images

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LinkedIn post suggestion

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BOOST MY STARTUP CHALLENGE - LOGO  
Black on light background



● CMJN : C0 M5 J0 N96  
RVB : R26 V23 B27

○ CMJN : C0 M0 J0 N0  
RVB : R255 V255 B255

White on dark background



The shape of the logo, its dimensions and proportions must be respected. The following prohibitions apply to all the brand blocks in the graphic charter.

- 1/ Never change the proportions.
- 2/ Never change the font.
- 3/ Never stretch or compress.
- 4/ Never add effects under the logo.
- 5/ Never change the colours.
- 6/ Never reverse the symbol and the logo.

[Download logos](#)

## TESTIMONIALS

“The startup challenge is one of our open innovation cornerstones. We offer a business development ecosystem to startups. We will support their growth, give access to our network and encourage the development of sustainable products adapted to the needs of our customers”

Pierre Epars  
CEO, BG Consulting Engineers



“Networking is a critical skill for young entrepreneurs and vital for the success of their startup. It is a powerful tool in connecting with prospective customers and possible investors. Professional and active networking is so an important part of their business strategy”

Philippe Schlegel  
Corporate Finance Growth Advisory, UBS



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## FOR YOUR MAILING & ARTICLES



### BG and UBS have a Challenge for you!

BG Consulting Engineers and UBS are looking for innovators to develop cutting-edge and sustainable solutions in the areas of construction, real estate, energy, logistics, or mobility.

Do you have a solution and want to take part in this challenge?  
Stand out and start a collaboration with BG and UBS!

It's quick and easy:

- Make sure that your idea matches our [criteria](#) and submit your project by September 26, 2021.
- The selected companies will pitch their projects on October 7th, 2021
- The winning startup companies start their collaboration with UBS and BG Consulting Engineers

Good luck!

Stay tuned!  
Subscribe to our newsletter

Boost My Startup Challenge  
[contact@boostmystartup.ch](mailto:contact@boostmystartup.ch)



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BOOST MY  
START UP 2021  
CHALLENGE

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The best part: it's quick and easy. Submit your idea and start a collaboration with UBS and BG Consulting Engineers.

REGISTER  
from 30th August  
to 26th September

[www.boostmystartup.ch](http://www.boostmystartup.ch)



BOOST MY  
START UP  
CHALLENGE 2021  
30th August - 26th September

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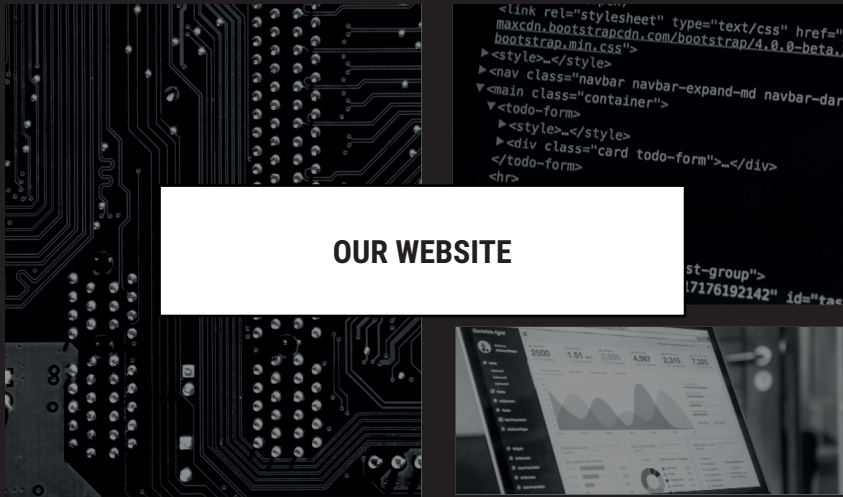
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