

**MEDIA RELEASE – RETENTION PERIOD UNTIL
TUESDAY, 11:30 A.M.**

**New startup promotion in Bern:
sitem-insel launches club with private partners**

Bern, January 26, 2021 - The Swiss Institute for Translational and Entrepreneurial Medicine launches the Sitem Startup Club. Well-known companies are participating in a private partnership with the aim of promoting startups in the MedTech sector and locating them in the Canton of Bern. The new MedTech Hub is being built in the immediate vicinity of the medical location Insel Campus Bern. At today's online media conference, those responsible will present the initiative in the presence of the Director of Economic Affairs of the Canton of Bern.

The medical location Insel Campus Bern combines university research, hospital and business. Networking and cooperation among a wide range of disciplines create ideal conditions for innovation. The idea of networking is exemplified by sitem-insel. The Swiss Institute for Translational and Entrepreneurial Medicine at the Insel Campus Bern, which opened in the summer of 2019, pursues innovation with different "platforms" from clinic, industry, research, and education. "Quite a few startups are already integrated in sitem-insel, but sitem-insel has been fully occupied practically since the beginning. With the founding of the Sitem Startup Club (SSC), we are continuing the previous development at a fast pace and responding to the needs of the market as well as to the interest of investors," says sitem-insel Board of Directors and Club President Daniel Buser.

One of the most important development priorities of the Canton of Berne is the expansion of the canton to become Switzerland's leading medical location with international appeal. "The Sitem Startup Club initiative generates added value for the canton. It sends a signal and offers opportunities to establish a magnet for startups. This can attract new companies," says Cantonal Councillor and Economic Director Christoph Ammann. "This initiative exemplifies and clearly shows that sitem-insel AG is developing according to plan and why the federal government and the canton of Bern have fully assured sitem-insel AG of the funding amount requested for the period 2021-2024." He also praises the commitment of the initiators, who are driving startup promotion on the Insel Campus Bern without public funding.

Advice, coaching and access to investors

Startups have multi-faceted needs. In addition to financing, medical, technical, business and regulatory issues need to be addressed. Startups need affordable space to drive their research and innovation. Simon Rothen, sitem-insel CEO and board member of the SSC comments: "This is where the Sitem Startup Club comes in. It offers startups in the MedTech sector access to consulting, coaching, potential investors and to low-cost workspace in the newly emerging Sitem MedTech Hub. The expertise offered by the club is provided in close cooperation with the platforms of sitem-insel and other partners. sitem-insel has already created co-working spaces and labs for startups in the MedTech sector within the framework of the sitem-insel School and has successfully established startups. The Sitem MedTech Hub is the logical and consistent continuation of the

Sitem Startup Club Leading Partners:



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startup promotion in the MedTech sector at the Insel Campus Bern." The SSC is currently under development and will start operations in the first quarter of this year.

Convinced partners with exclusive access

The idea of the Sitem Startup Club convinces well-known partners from a wide range of industries. Leading partners are Berner Kantonalbank AG (BEKB), KPT, Guido Fluri Stiftung, F.G. Pfister Holding AG, sitem-insel AG and Swisscom. Discussions are ongoing with other potential members. Membership in the club enables Leading Partners to invest in suitable startups from the MedTech sector at a very early stage. "With this commitment, BEKB is joining a promising ecosystem in the medical sector and can thus sharpen its focus on SMEs and thus promote their innovative strength," says Armin Brun, CEO of BEKB, explaining BEKB's commitment. The club's Leading Partners are not the only notable ones. "Members of the Board of Directors, the Advisory Board and the Expert Panel of the Sitem Startup Club are well-known personalities from business, science and politics," says Club President Buser, not without pride.

Building for the MedTech Hub within walking distance of sitem-insel

At Weyermannstrasse in Bern, the Sitem Startup Club was able to rent an area of about 1500m² on a long-term basis. The building is located on the edge of the Insel Campus Bern. "Localities around the Insel Campus Bern are very rare. The fact that we found a suitable building within walking distance of sitem-insel in such a short time is a stroke of luck. For startups, the location offers enormous opportunities to network with other disciplines and research institutions," says Daniel Buser. The building will be purposefully renovated by summer so that the Sitem MedTech Hub can start operations in late summer. "Another milestone has been reached to strengthen the medical location of the Canton of Bern and on the way to successfully positioning the Insel Campus Bern on a national and international level," adds Christoph Ammann.

Queries, individual questions, interviews:

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[Link to the video of the online media conference](#)

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