

UP Capital

A unique investment access to **Swiss** start-ups!

A clear mission to link Swiss start-ups with international private investors



We provide

→ international private investors access to selected opportunities in Swiss high tech start-ups

Through our expertise in selecting high rewarding start-ups, we offer investors the possibility to take part in round of investments at the right momentum.

→ Swiss start-ups access to financing from international private investors

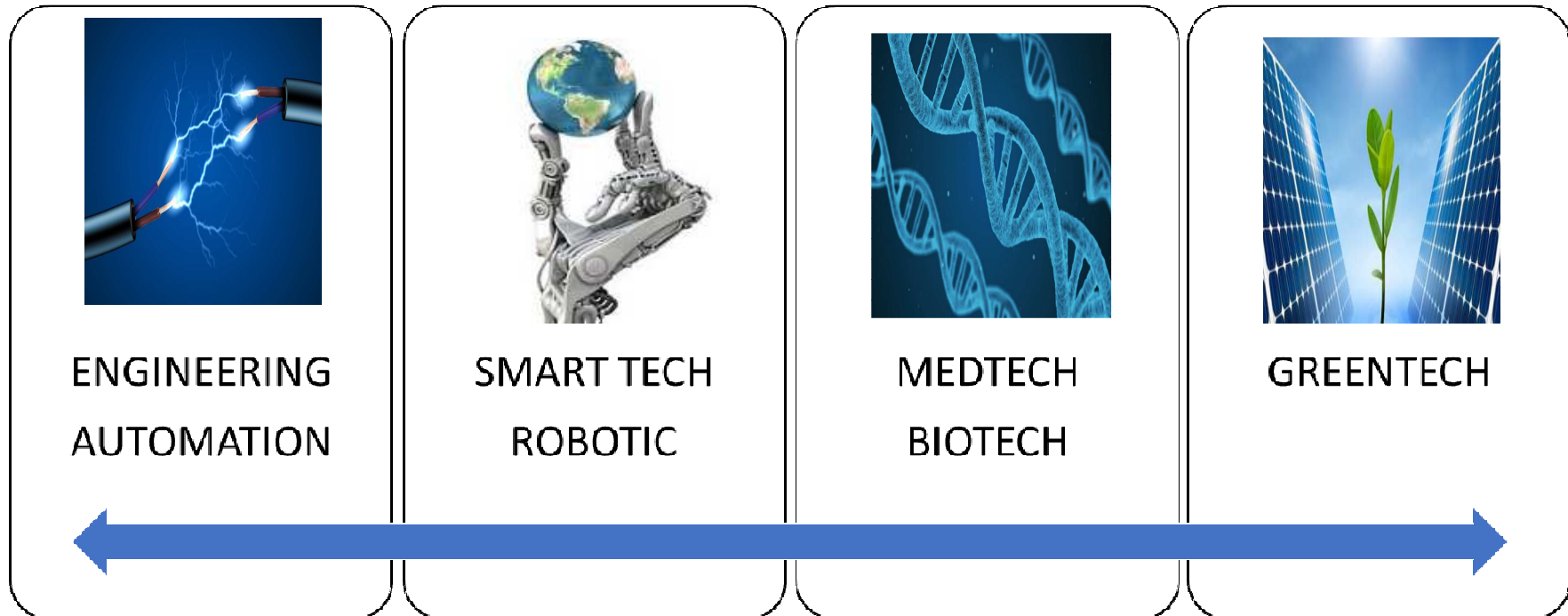
Our investment structure offers start-ups easy, simplified and secured access to international private investors.

A selection of Swiss start-ups based on clear criteria's

Our Investment Committee proposes start-ups opportunities after a multi-criteria selection process focused on **3 strategic targets**:



Areas of expertise of the Swiss industry



Advantages for private international investors

- An access to selected Swiss premium opportunities in innovative technologies.
- An open understanding of investors' expectation and criteria of investment.
- A Founder team of Swiss and European entrepreneurs with over 100 years cumulated experience in manufacturing, market development, management and investment.
- A multinational intercultural understanding to guide you through all the investment process.
- A selection under strict multicriteria and valorization process.
- A representation of the Committee at the start-up to defend your interests and to provide quarterly reports and operational monitoring.
- A business model depending on the profitability of your investment.

Advantages for start-ups

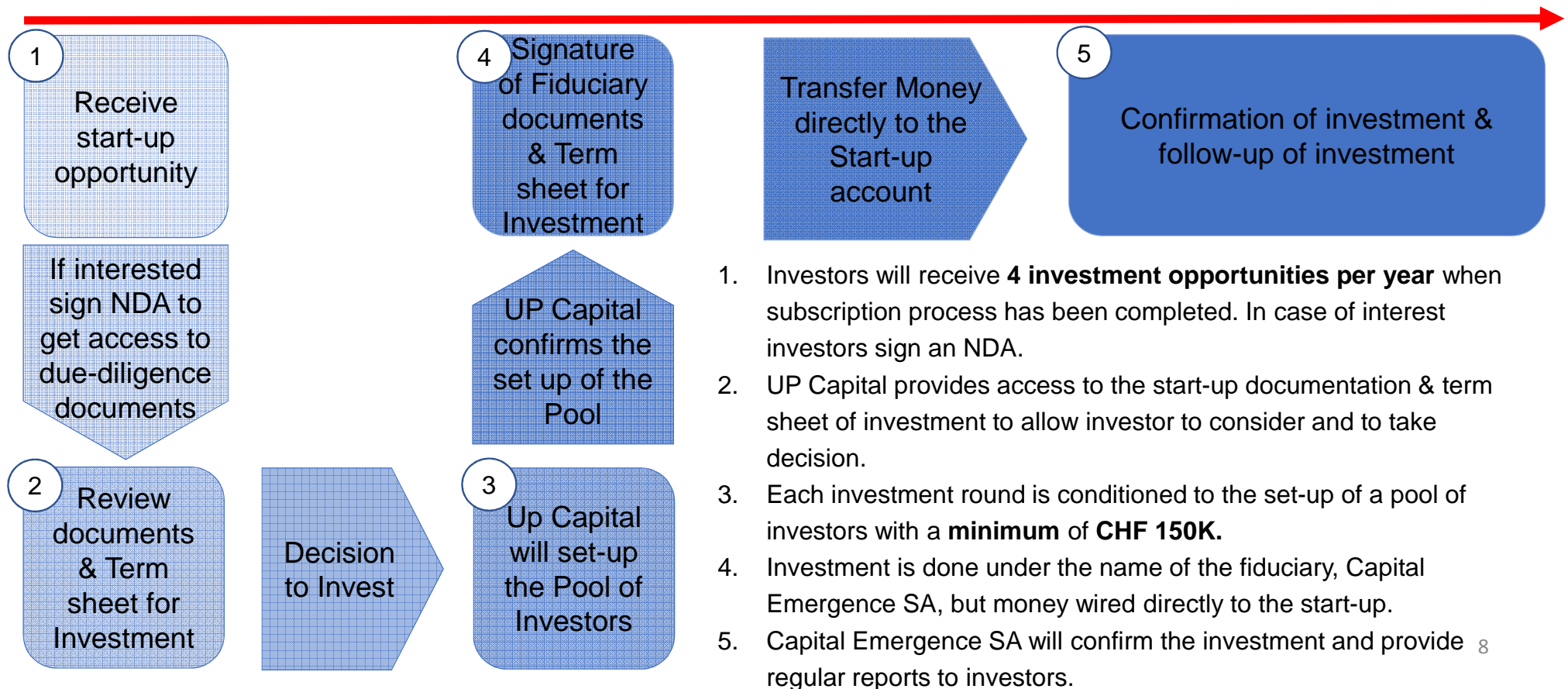
- A unique access to international private investors also being advisors and industry specialists to potentially help your grow.
- A dual active presence in Switzerland and abroad to ensure and facilitate intercultural understanding.
- An exclusive administrative point of contact with international investors.
- An input from investors that confirms the start-up valorization.
- A unique opportunity to grow your network for future rounds of investments.

Conditions to access the services

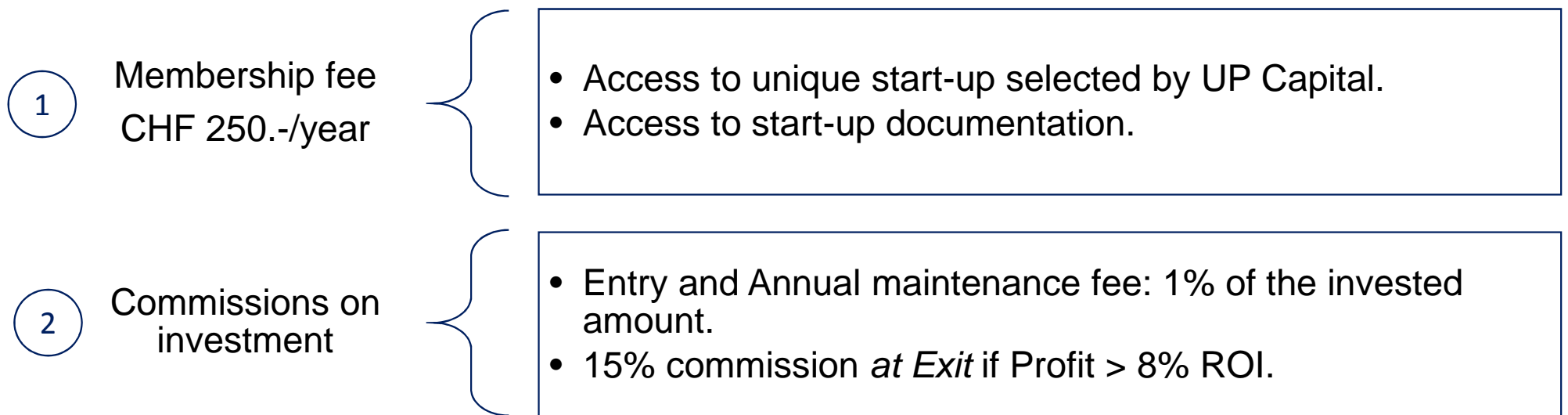
- Capacity to invest in projects selected by UP Capital in Switzerland.
- Compliance obligations to fulfill.
- Full due diligence with detailed source of fund and source of wealth.
- Full personal profile (CV and form) and investor requirements.
- Availability of funds and capacity to transfer funds upon request.

Our service is private, confidential and accessible only after payment of annual membership fee and signature of a NDA.

Investment process



Fee structure for investors to access UP Capital services



Membership Fee – CHF 250.- / year

→ Access to a selection of investment opportunities in start-ups

We provide an average of 4 start-ups investment opportunities per year in a clear investment report.

The investment report allows you to have the essential information for you to decide to invest. It includes:

- ✓ Technology/product presentation
- ✓ Short company presentation including history, team presentation, short market analysis and financials
- ✓ Terms and conditions for investment
- ✓ Performance analysis

→ Access to Start-up documents

When interested in investing in one of the selected start-up, you receive access to the start-up documentation and have the opportunity to ask questions to our Selection Committee.

Out of these proposed start-up, we might contact you for specific investment opportunities based on your own criteria of investment.

Fees and commissions

→ **Investment:** 1% of the amount invested

- We structure the pool of investors.
- We make the compliance file.
- We follow the investment in relationship with the Board.

→ **Maintenance:** 1% of the amount invested every year

Fixed Maintenance fee per year as from 1st year for filing, compliance, tax declaration and presence at AGM.

→ **Commission:** at exit

- At exit (held in nominee or in direct): 15 % commission on the net profit of the sale if above 8% total return.
- In case of any cash income for the investor: 15% commission on any cash payment.

The equity will be held in nominee for each investor by CAPITAL EMERGENCE S.A.

Restriction : *no transfer of the Fiduciary agreement allowed till total sale of equity held in nominee*

Selection Committee



Anne-Laure Héritier *Admin & legal structure, Fiduciary service provider*

Founded Capital Emergence SA in 2009 after working 15 years as Trustee & Managing Director of all types and size of companies – including manufactories -. Experienced the set up of Swiss industrial start-up. Specialized in corporate governance and organizational efficiency. Helps PMEs to growth internationally.



Philippe Zwahlen *Advisor & investors finders*

Almost 30 years' experience in building up and managing manufacturing companies, for small and medium European enterprises in China. Has provided services to more than 250 companies, including to be part of the team in the construction of Nestlé Tianjin and 18 other SMEs production companies, as well as managing most of them.



Daniel Brandenburger *Audit & Selection of start-up; Senior Advisor*

Almost 30 years' experience in managing sales, engineering and production operations for large European enterprises in the APAC region, especially China. Has actively participated managed the creation and/or acquisition of more than 15 companies. Today, as a CTI Start-up Coach (Swiss Commission for Technology and Innovation) he shares his experience with the Swiss startup community, supporting the development of their operations up to an industrialized level.



Vincent Boon Falleur – *Financial Advisor & investors finders*

More than 15 years experience in corporate finance, managing director of a financial consulting firm based in Shanghai and founder of a boutique investment and corporate advisory firm helping to bridge the China-Europe market. Sit on the board of several organization helping companies to enter the Chinese market.

Warning & disclaimer

Start-up investments are classified as high risk investment and capital cannot be guaranteed.

Investment is made at own risk of investor.

The Advisors, the Selection Committee and CAPITAL EMERGENCE SA cannot be held liable of the investment and funding.

Important

Please note that early-stage startup investing is a high-risk activity, and a maximum of 10%, or less, of one's assets should be invested in this way. Investments in start-ups can result in profits as well as losses up to the full amount invested. Also, past performance is not indicative of future returns. Startups investments are illiquid, and often take 4-6 years to generate realized returns, if any.

Actual participation in investments and access to information regarding UP Capital's proposed investment opportunities are restricted to those who successfully submit the onboarding investor due diligence documentation, as required under international anti-money-laundering laws and applicable to the personal circumstances of the investor. Particular restrictions may apply to US citizens or residents.

Capital Emergence SA/UP Capital do not provide investment advice or make recommendations in any way. Any decisions to invest must be taken solely by the investor; Capital Emergence SA/UP Capital shall in no event be liable for any damages or losses except to the extent permitted by law.

UP Capital accompany you through all the process of investment.

Interested to know more about our services?

Please send us an email to upcapital@capitem.ch for more information and to fulfil your investor's profile.

UP Capital in Switzerland

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