



BECAS

STARTUP EXCHANGE

Switzerland
& México 2024



RELACIONES EXTERIORES

SECRETARÍA DE RELACIONES EXTERIORES

AMEXCID

AGENCIA MEXICANA DE COOPERACIÓN
INTERNACIONAL PARA EL DESARROLLO



University of St. Gallen

Institute of Management in Latin America
Leading House Latin America



March 2024

Startup Exchange Switzerland & Mexico

2024

Introduction

The Mexican Agency for International Development Cooperation (AMEXCID), through its General Directorate for Project Execution Abroad - Academic Exchange Directorate, and the Leading House for the Latin American Region at the University of St.Gallen, with the support of the Embassy of Switzerland in Mexico, the National Council of Humanities, Sciences and Technologies (CONAHCYT), the Swiss Business Hub, and the Swiss-Mexican Chamber of Commerce and Industry, announce the launch of the Startup Exchange Switzerland & Mexico program.

This bilateral innovation initiative aims to foster collaboration between Swiss and Mexican startups through (2) two Bootcamps (one in each country) to be held in May and June of this year.

The Startup Exchange Switzerland & Mexico program seeks to catalyze sustainable innovation projects that add significant value to value chains or communities in both Switzerland and Mexico.

The program, focused on addressing global challenges, encourages startups to propose solutions that contribute to the sustainability and efficiency of existing production chains in the fields of AgriTech, MedTech, CleanTech and Water, FinTech, and Cybersecurity.

In this regard, institutions of higher education (IHEs), public research centers, micro and small enterprises, as well as individuals, are invited to nominate researchers, technologists, or entrepreneurs who are leaders in their field to participate in this call for proposals.



Objectives

The program aims for (1) a representative from each selected Mexican startup to travel to Switzerland next May, while (1) a representative from each selected Swiss startup will travel to Mexico during June 2024 to participate in various activities.

Selected startups will gain access to specialized presentations, networking opportunities with other startups, potential investors, and relevant partners, as well as immersion in local innovation ecosystems, and guided tours of local production centers and industrial facilities

*The following activities are planned for Mexican and Swiss startups **in Switzerland:***

- Stay in Switzerland from May 26 to June 01, 2024.
- Participation in a **"Startup Days"** summit.
- Mentoring and training on topics related to their projects.
- Exchange of knowledge and practices with academic experts, industry representatives, organizations, and other stakeholders in the Swiss innovation ecosystem.
- Pitch competition.
- Possible attendance at the SICPA unlimitrust campus (unlimitrust.com).

*The following activities are planned for Swiss and Mexican startups **in Mexico:***

- Stay in Mexico from June 23 to June 29, 2024.
- Participation in Switzerland Day at the Ministry of Economy and in jointly organized activities with the Swiss-Mexican Chamber of Commerce and Industry.
- Mentoring and training on innovation, entrepreneurship, business, technology transfer, and commercialization with social impact, intellectual property, among others, related to their projects.
- Establishment of networks and identification of potential partnerships with key actors in the private sector, the Embassy of Switzerland in Mexico, chambers of commerce, innovation centers, regulatory institutions, financing entities, and other relevant actors in the Mexican innovation ecosystem.
- Engagement with Higher Education Institutions in Mexico to share best practices for launching their startups.
- Pitch competition.

The costs of air travel, accommodation, on-site travel, transportation, events, and meals will be fully covered by the program partners.



Call Schedule

Activity	Dates
Publication of the Call	March 15, 2024
Submission of Applications	March 15, 2024, starting at 20:00 hrs. (Switzerland time) to April 07, 2024
Call Closure	April 08, 2024, until 6:59 hrs. (Switzerland time)
Review and Evaluation of Applications	Between April 08 and April 15, 2024
Notification of Results to Selected Applicants	May 01, 2024
Activities in Switzerland	May 26 to June 01, 2024
Activities in Mexico	June 23 to June 29, 2024

Fields of Interest

Startups participating in the program should focus on developing market-ready solutions with significant market potential that can bring sustainable change to existing production chains.

Although the program remains open to various types of applications, priority will be given to innovative technologies addressing the following sectors with great potential and urgent need for solutions:

- Agritech (precision agriculture, smart farming, etc.).
- Clean technologies and water (water treatment, waste management, etc.).
- Medical technology (healthcare innovations, medical products, etc.).
- FinTech (financial inclusion, digital payment solutions, etc.).
- Cybersecurity (data protection, secure communication, etc.).





Eligibility

Startups must meet the following eligibility criteria to be considered for evaluation:

- Demonstrate how their solutions contribute to the sustainable development of the economy and the local ecosystem.
- To be aligned with the United Nations Sustainable Development Goals (SDGs) and strive to achieve them.
- Be registered in Switzerland or Mexico, with founders or team members of any nationality.
- Have market-ready solutions that can be applied in the short term.
- Offer scientifically-based innovations that add value to bilateral cooperation in both countries.
- Have an advanced level of English.

Application

This call will be open from 20:00 hrs. on March 15 until 6:59 hrs. on April 08 of the current year (Switzerland time).

Swiss startups should contact the program coordinator at the Leading House for the Latin American Region directly, submitting their applications electronically to the following email address: rocio.robinson@unisg.ch. This organization will be in charge of the pre-selection process for Swiss participants.

Mexican startups willing to participate must submit their applications electronically through the **Academic Cooperation Management System (SIGCA)** on the following website: <https://sigca.sre.gob.mx/>

The following documentation scanned in PDF format is required of the Mexican candidates, in the order listed below:

- 1) [Registration Sheet from the Mexican Ministry of Foreign Affairs/AMEXCID](#) and Letter of acceptance of the general conditions with recent photograph, duly filled out and signed.
- 2) [Questionnaire from the Mexican Ministry of Foreign Affairs](#), duly answered and signed.
- 3) Prioritization Matrix (appendix 1).
- 4) ID of the startup representative who will make the trip.
- 5) Passport with a **minimum validity of 6 months**.



- 6) A motivation letter detailing the reasons why the trip is relevant for the company, the impact it would have on it, and the contributions it could make to its country once the trip is concluded.
- 7) It is **essential** to have **an advanced level of English** for participation in activities in Switzerland and Mexico, as **all activities will be conducted in this language.**
- 8) **Availability for full-time participation** in both Bootcamps in Switzerland and Mexico on the corresponding dates.

Evaluation and Selection

The evaluation process will be carried out by the program partners, who will select **up to 8 startups from Switzerland and up to 8 startups from Mexico.** The main selection criterion will be the alignment of the application with the objective of the call.

The evaluation committee will select proposals between **April 08 and April 15, 2024.** Selected participants will be notified by email no later than May 01, 2024.

Selected companies must notify acceptance of support within 48 hours of the grant, otherwise support may be awarded to another startup.

Those selected must have an international & medical insurance that covers the totality of their stay in Mexico. In case of not having this insurance, the selected person must cover the expenses of any medical eventuality without responsibility for the partners of the program.

Important Points

1. Only applications that meet all the requirements and documentation delivery established in this Call and that have been submitted in a timely manner will be considered.
2. Incomplete files will not be accepted.
3. The submission of all required documentation does not guarantee selection as a beneficiary.
4. The deadline for receiving applications cannot be modified. Applications received after that date will not be considered.
5. Any matter not provided for in this Call will be resolved by the program partners.
6. Only selected startups will be notified.



Contact Information

For any questions related to this call, please contact:

For candidates in Mexico:

Scholarship Promotion and Dissemination Center

Email: infobecas@sre.gob.mx

Tel. +52 55 36 86 51 00 ext. 5274 5275 and 5276

For candidates in Switzerland:

Leading House for the Latin American Region

Dr. Rocío Robinson-Wiedemann

Email: rocio.robinson@unisg.ch

**THE DECISION REGARDING THE GRANTING OF THE
SCHOLARSHIP IS FINAL AND CANNOT BE
APPEALED.**