Within the Greater Zurich Area, Zug is the driver in the start-up landscape. A cluster of start-ups has formed, comprised of companies from the ICT, life sciences, wholesale and fintech sectors. Budding entrepreneurs benefit from the outstanding economic development and the excellent business environment of the Canton of Zug.

**Start-ups in Switzerland**
Each year, 12,000 new companies are created in Switzerland (about 1,900 in the Canton of Zug). This corresponds to approximately 2% of the overall population of enterprises. Companies here benefit from a stable economic climate. Switzerland has been named the most innovative country worldwide in a study by The Global Innovation Index. The survival rate of start-ups is very high by international standards. Specifically, 80% of newly founded enterprises come through their first year, and 50% remain active over the next five years. Switzerland’s excellent education system and the high density of patents per million inhabitants are significant contributing factors.

**Start-ups in the Canton of Zug**
The Canton of Zug exhibits outstanding economic development and offers an optimal setting for start-ups. Today, a large cluster of start-ups has formed in the Canton of Zug. Renowned entrepreneurs from the ICT, life sciences, wholesale and fintech sectors have set up companies in Zug. «Crypto Valley», for example, was established by start-ups from the fintech sector. In the heart of Switzerland, its pioneers are creating a Mecca for experts in blockchain technology.

The high density of start-ups can serve as the foundation for the development of further enterprises.

**Canton of Zug location advantages**
The business-friendly Zug authorities, Zug’s political and financial stability, its central location in the heart of Europe and Switzerland, the availability of a highly-skilled workforce, its first-rate infrastructure and high quality of life all result in the best overall package for doing business effectively.

**Global Innovation Index 2016**
www.globalinnovationindex.org

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Equippo is an online start-up. From here in Zug, we want to revolutionize the global market for used heavy equipment. Deals with buyers from around the world are done in our transactional marketplace, including international transport. The Canton of Zug offers start-ups such as Equippo important location advantages, among others, relaxed management of wealth tax, co-operative and service-oriented authorities as well as the possibility of relying on bank guarantees.

Michael Rohmeder, Co-Founder and CEO, Equippo
Contacts & platforms

The business and residential area Zug offers a dense network of partners, services and private organizations that support start-ups.

Businesspark Zug & Lab Network
The Businesspark Zug offers assistance to entrepreneurs starting their own business: affordable office space, a modern infrastructure and professional services. Additionally, they organize a lab network where start-ups can profit from three labs. These provide professional consulting services and resources in the fields of measurement technology as well as material processing.
– www.businessparkzug.ch

Lucerne University of Applied Sciences and Arts: Institute for Financial Services IFZ
The IFZ is the largest Swiss applied sciences institute in the area of financial services. It focuses on three core competencies – Banking & Finance, Controlling & Accounting and Real Estate.

School of Information Technology
The Lucerne School of Information Technology offers degree programs, applied research and development, and continuing education programs in Information Technology and Business Information Technology in Rotkreuz-Zug.
– www.hslu.ch

Commission for Technology and Innovation (CTI)
As the confederation’s innovation promotion agency, CTI lends support to R&D projects, to entrepreneurship as well as to the development of start-up companies.

i-gründen
Serves as a platform for company founders.
– www.i-gruenden.ch/pages/de/rechtsformen.php

Technology Cluster Zug
V-ZUG is developing a visionary and homegrown center for industrial technology and innovation in the heart of Switzerland. The focus of these activities is the V-ZUG site – a location with a tradition of innovation.
– www.technologycluster-zug.ch

zenschweiz innovativ
zenschweiz innovativ is a program initiated by the cantons of Central Switzerland with the goal of supporting the ingenuity and innovation of small and medium-sized enterprises.
– www.zentralschweiz-aktiv.ch

IFJ Start-up Support
The Institute for Young Entrepreneurs (IFJ) is the first address in Switzerland for people setting up a company. Since 1989, more than 100,000 entrepreneurs have fulfilled their dream of founding their own company.
– www.ifj.ch

Zug: doing business
The Economic Promotion Office’s brochure provides vast information about setting up and managing a company.
– www.zg.ch/economy

Gründen – start-up guide
The booklet orients readers regarding offerings in Switzerland. It motivates, inspires and details the most important aspects for people setting up a company.
– www.gruenden.ch

Monetas chose Zug, Switzerland because of its long tradition of neutrality, privacy, direct democracy, world-class infrastructure and educational institutions, and stable, business-friendly legal and political system. Zug is consistently rated #1 with a local government that is easy to access, open, innovative, and supportive. This makes Zug the ideal location for developing Crypto Valley into a leading crypto-finance center. It provides an excellent platform for scaling from start-up to global leader, and boasts a fantastic quality of life.

Johann Gevers, Founder, Crypto Valley, and Founder and CEO, Monetas