Webinar

ADAPTING YOUR BUSINESS TO COVID-19

March 27th, 2020



REPUBLIQUE
ET CANTON
DE GENEVE

POST TENEBRAS LUX

fongit
innovation incubator



CREDIT SUISSE

venturelab

And the entrepreneurs community !

A seminar in English and French

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World-class Startups. Swiss made.

Welcome - Bienvenue

With you today – Avec vous aujourd'hui (in English and French, feel free to use any)

- Jordi Montserrat, Venturelab
- Antonio Gambardella, Fongit (Fondation Genevoise pour l'Innovation Technologique)
- Kustrim Reka, Economic Development of the State of Geneva
- Taha Bawa, Goodwall
- Carole Nachbauer, Credit Suisse

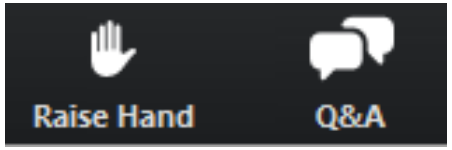
Disclaimer: we don't have all answer: status now

Agenda

- 17h15 - 17h45: What do we know and what can we answer now ? Taking question in online Q&A
- As of 17h45: the networking moment ; opening the video floor to all participants that want and continuing Q&A

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Interacting today ?



- Make sure to use the Q&A tool
- At the end we will give the mike to you
- First a quick survey about your profile, priorities, and to get a sentiment about the current situation
- Use the links and documents send to you and suggest document in the Q&A that we will be able to put online

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What we know today

Mesures de soutien :

- **Charges salariales :** Simplification des démarches et extension du chômage partiel (indemnité, bénéficiaires et durée), y.c. les personnes qui occupent une position assimilable à celle d'un employeur
- **Liquidités pour entreprises** (*directement et indirectement*)
    1. Crédits cautionnés par la Confédération pour les PME
    2. Réserve de liquidités dans le domaine fiscal (fédéral et cantonal), suspension des poursuites et faillites
    3. Report des paiements pour la assurances sociales (sans intérêt)
- **Allocation perte de gain** pour les indépendants

Confédération : https://www.admin.ch/gov/fr/accueil/documentation/communiques.msg-id-78515.html

- Hotline Seco : +41 58 462 00 66, coronavirus@seco.admin.ch

Canton de Genève : https://www.ge.ch/actualite/covid-19-mesures-soutien-aux-entreprises-21-03-2020

- FAE Avance de liquidités
- Soutien de la Fongit pour les start-up (basées à Genève)
- Hotline DG DERI : +41 22 388 34 34, dgderi@etat.ge.ch

Liens utile : RHT à Genève

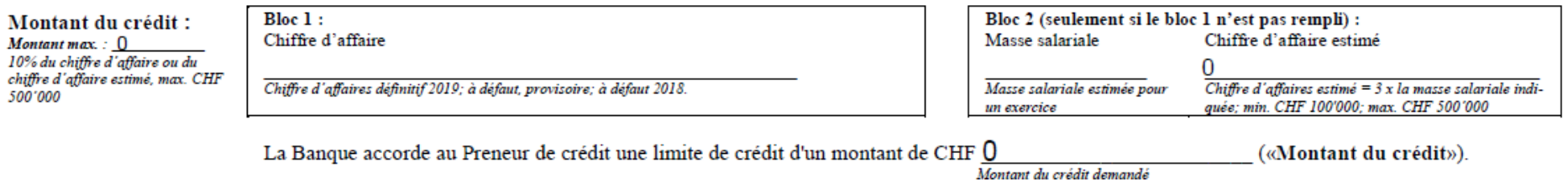
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What we know today (practical aspects)

Confédération :

- Extension du chômage partiel et simplification des démarches

- Liquidités pour entreprises
  1. Réserve de liquidités dans le domaine fiscal, suspension des poursuites et faillites
  2. Report des paiements pour la assurances sociales (sans intérêt)
  3. Crédits cautionnés pour les PME **(NEW!)** - https://covid19.easygov.swiss/fr/



Montant du crédit :
Montant max. : 0
10% du chiffre d'affaire ou du chiffre d'affaire estimé, max. CHF 500'000

Bloc 1 :
Chiffre d'affaire
Chiffre d'affaires définitif 2019; à défaut, provisoire; à défaut 2018.

Bloc 2 (seulement si le bloc 1 n'est pas rempli) :
Masse salariale
Masse salariale estimée pour un exercice
Chiffre d'affaire estimé
0
Chiffre d'affaires estimé = 3 x la masse salariale indiquée; min. CHF 100'000; max. CHF 500'000

La Banque accorde au Preneur de crédit une limite de crédit d'un montant de CHF 0 («**Montant du crédit**»).
Montant du crédit demandé

Canton de Genève:

- FAE Avance de liquidité
- Fongit supported startups (basées à Genève)

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Carole Nachbauer

Chef de Région - Clientèle PME
Credit Suisse

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1. Short-term: reduce cash burn

- **A zero cashflow goal:** which bills can you hold ? Talk to your landlord (rent), suppliers, clients, partners. Look at your current assets (sell or rent)

- **Teams salaries**

  ==> Apply for short-time work (RHT) → check direct links

  ==> Delay / reduce salaries : options in agreement with employees

- **Team and communication** is key (daily interaction of your team)

- **Communication with your existing investors**. Don't leave them in the dark, they are precious

Main goal: survive during the crisis.

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2. Medium-term: maximize cash influx

- **Prioritize your objectives:** do what you did not have the time to do the last months (operations, distribution partners,..)

- Full focus on development and customers (including R&D teams):

  ==> current pipeline: digital / live demo

  ==> help your existing customers

- **Turn this crisis into an opportunity:** reinvent the way we work/prioritize

Main goal: prepare the future and be stronger after the crisis.

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Adapting the company (1)

- PLAN : you need to have a working plan
  - 2-3 scenarios, with hypothesis when the crisis is over
  - HR and financial plans
  - Primarily for you to navigate the coming months
  - But also will be required by investors, support entities
  - What is your single biggest risk?
- Three phases
  1. Stabilize (protecting the team, the activity, keeping contact with customers, etc., reduce costs and maximize income, loans)
  2. Plan and manage the transition
  3. Re-emerge (sales process, part pivot, steps to reposition, new opportunities, etc.)

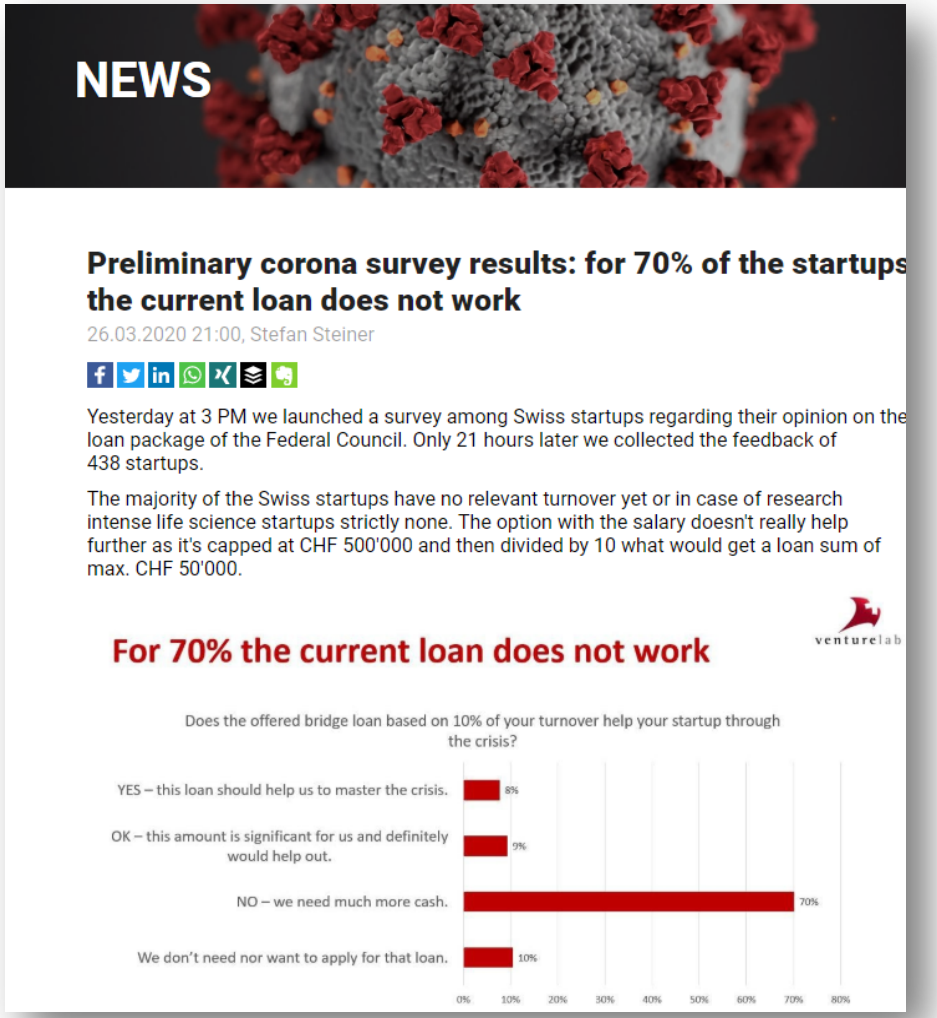
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Adapting the company (2)

- Your team is precious
  - Lack of face-to-face / manager out of touch
  - Lack of information / loneliness / better overcommunicate !
  - Put some structure / daily check-ins
  - Manage stress / anxiety
  - Need to project assurance
- Beware of blindspots
  - Cyber-attacks are on the rise
- Always stay positive: every storm runs out of rain!

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We also need better solutions for startups



www.venturelab.ch/Preliminary-corona-survey-results-for-70-of-the-startups-the-current-loan-does-not-work

438 respondents in total

Take the survey, we need inputs

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Join us next Tuesday

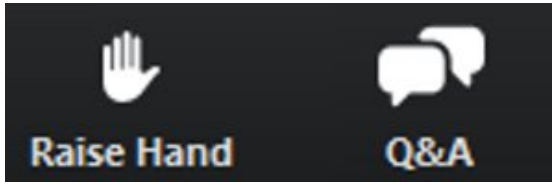
- Situation is evolving fast, yet we need to see what authorities are deciding.
- Join us next week Tuesday 8h30 for a next webinar update.

Register here: www.venturelab.ch/adapt-covid19

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Now: networking moment for everyone and open discussion

- Raise your hand if you want to join, we will invite you



- NB: to be able to properly manage this part, please wait for the moderator to "give you the stream" by name before talking

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Thank you for being with us!



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