Webinar
ADAPTING YOUR BUSINESS TO COVID-19 #2
March 31st, 2020

And the entrepreneurs community!
A seminar in English and French
Welcome - Bienvenue

With you today – Avec vous aujourd’hui (in English and French)

• Raphaël Conz: Canton de Vaud – Chef de l'Unité Entreprises
• Patrick Barbey et Caroline Graf: Innovaud
• Ronald Colliard: Credit Suisse, Responsable Hub Startup
• Didier Muller: BCV, Responsable PME Région Riviera
• Pierre Metrailler: CEO Spotme
• Samir Bouabdallah: Fondateur et CEO Flybotix
• Moderator: Jordi Montserrat: Venturelab

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

Agenda

• 8h30 - 9h00 : What do we know and what can we answer now? Taking question in online Q&A
• As of 9h00 : the networking moment : opening the video floor to all participants that want and continuing Q&A

www.venturelab.ch/coronavirus
www.innovaud.ch/fr/infos-covid-19
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
What we know today

1. Federal and cantonal support for companies
Reminder of the main decisions taken par the Swiss Government (loans, RHT, ...)
   • General information: www.vd.ch/coronavirus-economie
   • Current situation at cantonal level:
     o On-going support from Innovaud, SPEI and FIT
     o New actions/supports planned at cantonal level
   • Hotline Seco: +41 58 462 00 66, coronavirus@seco.admin.ch

2. Overview of the for start-up / scale-up proposal
(not yet validated by the Vaud Government)
   • Proposed model: general overview
   • Next steps
Innovaud Extended Support

- **Updated Info page:** [www.innovaud.ch/fr/infos-covid-19](http://www.innovaud.ch/fr/infos-covid-19)
  => GDrive folder with important shared documents and survey to hear your needs and fears

- Facilitated and quick access to a coaching intervention (platinn)

- FIT suspends interests payments for 3 months

- If you don’t have a contact person at Innovaud, contact us now.
We also need better solutions for startups at the federal level

Take the survey, we need inputs:
Already collected several suggestions going from grants to a special pandemy fund


Additional comments on the loan guarantee to be checked:
- Guarantee only for ongoing cash requirements.
- To date it becomes ordinary debt (no subordination)
- Money only for Swiss entities / jobs

Ronald Colliard

Ronald Colliard
Responsable Hub Startup
Director @ Credit Suisse
Pierre Metrailler
CEO Spotme
SpotMe

- Platform to build mobile apps for corporate events 5M users, >100 pax
- $21M revenues; 140 FTEs
- Offices in CH, US, Bulgaria and Singapore

- First impact in APAC mid-January; worldwide since March
- Bookings down 90% in March
- 250 projects cancelled per month
- Travel and gatherings outlawed
# SpotMe “plan”

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<th>People safety &amp; comms</th>
<th>Liquidity stress-testing</th>
<th>Revenue</th>
<th>Costs</th>
<th>Offensive</th>
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<tr>
<td>• Health and safety measures</td>
<td>• Assume all customers stop paying</td>
<td>• Assuming no new bookings -&gt; Sep/Nov</td>
<td>• RHT for services teams</td>
<td>• Called all our competitors</td>
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<td>• Work from home</td>
<td>• No new bookings</td>
<td>• Assume deep recession Q23</td>
<td>• Staff reduction</td>
<td>• Offered flexible cancellation terms to customers</td>
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<td>• Flex time off for parents</td>
<td>• Maximize runaway</td>
<td>• Marginal contribution from new products</td>
<td>• Furloughs</td>
<td>• Keep customer conversations</td>
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<td>• Avoid negative equity</td>
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<td>• Worktime reduction</td>
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<td>• Exec team pay cut</td>
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<td>• Cancelled all corp credit cards</td>
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<td>• Renegotiate all suppliers</td>
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<td>• Daily CEO video on internal comms apps</td>
<td>Drawn 100% of all existing credit lines Secured CH gov COVID loan in 6 hours Applied for Plus loan</td>
<td>• Focus on alternative traction metrics (inbounds, demos)</td>
<td>• Reduced gross burn rate by 38%</td>
<td>• Launched virtual event experience product</td>
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<td>• Less reassurances, more facts</td>
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<td>• Conversion campaigns</td>
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SpotMe offensive

No more full-day availability

No more AV show
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Previous disease outbreaks have peaked after 1-3 months and recovered pre-outbreak levels in 6-7 months.
FLYBOTIX REACTION (1/2)

- Establish worst & best case scenario
  - Development/sales roadmap
  - Cash runway
  - Estimated duration of the crisis’ economic impact ...
FLYBOTIX REACTION (2/2)

- Continue development / Keeping burn rate under control
  - Postponed recruitments / hired consultants
  - Requested support from the state
  - Supported startup-friendly initiatives
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
Thank you for being with us!

Stay tuned, more webinars to come