

# creative hub



With our coaches and business partners, we support excellent product and service ideas from the Swiss creative industry.



## Promotion projects

[Current & earlier promotion projects >](#)



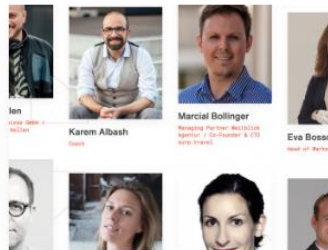
## Our coaching

[Creative Business Coaching >](#)



## Creative Business Cup

[More information >](#)



## Coaches

[Meet our coaches >](#)



## About us

[The Creative Hub >](#)



## Partners

[Our partners >](#)

# Creative Hub

Creative Hub is a non-governmental and non-profit promoting platform with a clear mission:

Since 2013 Creative Hub has been helping Swiss creative talent to commercialise innovative products and services – economically, ecologically or socially.

We share the opinion of scientist Anna Power, that «creativity is the most coveted skill of the future».

# Creative Business Coaching

- Advanced training and individual coaching modules
- networking events / cooperation with fairs and exhibitions
- wide network (design and art schools / design organizations / ...)
- direct nomination to Creative Business Cup Switzerland

Our goal: Offer an effective market introduction system, individual and tailor-made for talented creative minds in Switzerland.



**VARIA INSTRUMENTS**



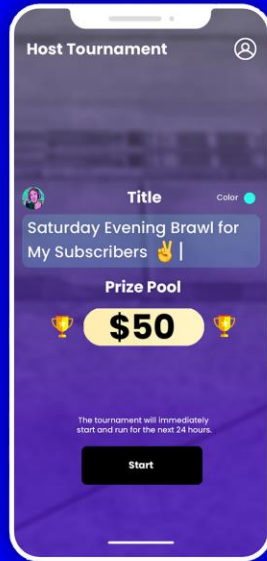
**ANUVAD**



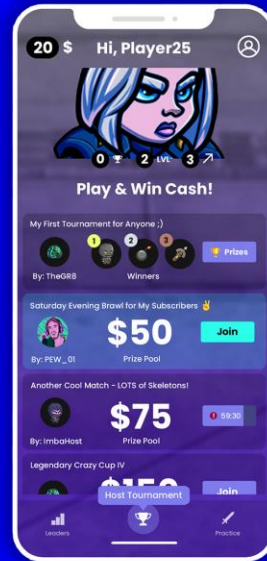
PETIT MAI



Everyone is an eSports athlete.  
Everyone is an eSports host.



Host



Play



Win

STREAX



## Creative Business Cup Switzerland

- The Creative Business Cup is an international competition involving the best new product and service ideas.
- Every year national qualifying rounds are first held around the world, before the international finals take place in Copenhagen, Denmark.
- The Creative Hub is a national partner of the Creative Business Cup.





**WORM UP**



**#CBCUP19**

# Our Network



## Coaches

Getting promoted by Creative Hub means learning from the cream of the crop. Our coaches are recognised experts in their fields. Or experts for specific industries. Sometimes even both.

View of expertise:  Language:



**Yannick Aellen**  
Director / Head Business Unit / Founder / Yannick Aellen



**Karem Albash**  
Coach



**Rolando Baron**  
Owner / Think, Popcorn & Bira Baron GmbH



**Marcial Bollinger**  
Managing Partner / Multislink Agentur / Co-Founder & CEO / nup, travel

## Advisory Council

For our strategic alignment, and the shaping of our programmes and network activities, we can draw on an excellently equipped committee: our advisory council. Its members support us with assistance and advice.



## International Advisory Council

One of the strengths of the Swiss is their openness to new ideas. Here we are aided by the world-class members of our international advisory council.



## Promoting partners

**ENGAGEMENT**  
A DEVELOPMENT FUND OF THE MIGROS GROUP

## Supporting partners

**ERNST GÖHNER  
STIFTUNG**

**Christa Gebert**

Unterstützt vom  
Kanton Zug

**SWISS  
DESIGN  
TRANSFER**

**Standortförderung  
Kanton Bern**

**prohelvetia**

**SWISSLOS  
Kultur Kanton Bern**

**Kanton Zürich  
Volkswirtschaftsdirektion  
Amt für Wirtschaft und Arbeit**

**KANTON LUZERN  
Kulturförderung  
SWISSLOS**

## Event & network partners

