

# SWISS DIGITAL HEALTH STARTUP MAP

## STATUS REPORT

1<sup>st</sup> of April 2022





## ABOUT THIS REPORT

This is already the second edition of the SWISS DIGITAL HEALTH STARTUP MAP status report, following the first publication in October 2021. In this report, Health-Trends provides an update on the latest changes on the map. You will learn which digital health startups have been added, including detailed information about them (e.g. elevator pitch, location, e-mail address). In addition, we inform you which digital health companies are no longer part of the map. And, you will also find a lot of background information on Health-Trends in the report. Enjoy reading.

# 1. The SWISS DIGITAL HEALTH STARTUP MAP

See page 3 and following pages

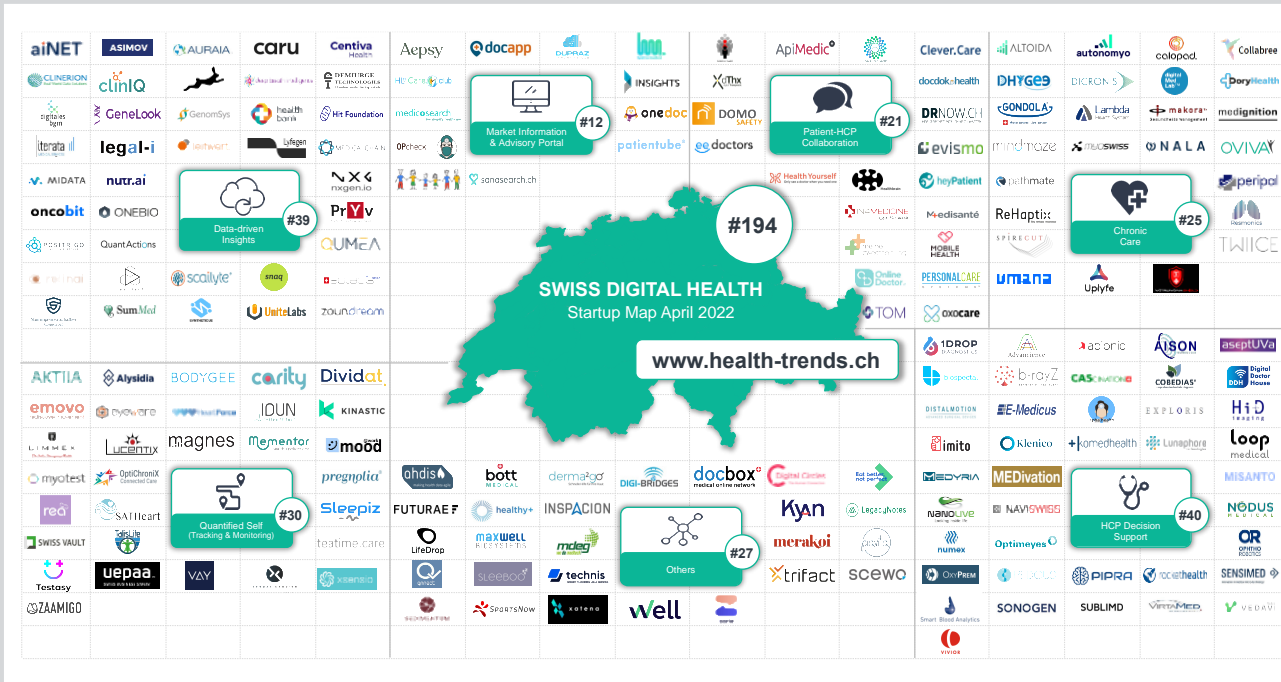
# 2. Overview of Major Map Updates

See page 7 and following pages

# 3. About Health-Trends

See page 16 and following pages

# 1. The SWISS DIGITAL HEALTH STARTUP MAP



## The SWISS DIGITAL HEALTH STARTUP MAP



Switzerland-wide unique overview of startup-based digital health innovation



Updated semi-annually based on available data in the Health-Trends startup database



Available free of charge at any time on the Health-Trends website

**The SWISS DIGITAL HEALTH Startup Map provides a unique and comprehensive overview on digital health startups in Switzerland. Currently, Health-Trends has identified 194 Swiss-based digital health startups.**


The map has been updated semi-annually since 2017 and thus offers a good and Switzerland-wide unique overview of the Swiss startup scene in the digital health environment. Startups apply for a place via the Health-Trends online survey. After a review of the given data by the Health-Trends team, the logo of each new company is placed on the map in

the category requested in the survey. If necessary, our team helps to select the correct or appropriate category.

The startups shown on the map are all headquartered in Switzerland but may also be active internationally. The location criterion is the most important criterion for Health-Trends, as we want to highlight Switzerland-based innovation in digital health. In addition, there is a detailed criteria catalog (see page 6) with a total of eight criteria, according to which our Health-Trends team decides whether the startups on the map are still in a startup state.

Since the startup landscape is very dynamic and can change quickly, our team strives to keep the map and the database behind it as up-to-date as possible. Our team decides in each case based on available data provided by the startups as well as indications from the digital health community out there. Therefore, if you have valuable information about a changed status of a startup on the map, please contact us directly via [info@health-trends.ch](mailto:info@health-trends.ch) or the dedicated contact form on our website [www.health-trends.ch](http://www.health-trends.ch).

**Together, we're advancing digital health in Switzerland!**



## SWISS DIGITAL HEALTH STARTUP MAP

### The Seven Categories



**Chronic Care**

Startups that deal with the topic of chronic diseases and, for example, develop new digital therapy approaches for chronically ill patients are grouped under the category “Chronic Care”.



**Data-driven Insights**

“Data-driven Insights” includes startups that launch data-driven business models and derive insights for medical treatment from the data. This category also contains startups with a strong focus on new technologies (e.g., artificial intelligence, blockchain, IoT).



**HCP Decision Support**

Startups that focus on medical service providers (i.e., doctors, hospitals, pharmacies) and provide them with digitally supported decision aids for their medical work (e.g., digital documentation and triage aids, simulations) are listed in this category.



**Market Information & Advisory Portal**

Startups that aggregate market information in healthcare, create transparency in the market or offer patients orientation and information (e.g., evaluations, second opinions, information portals) are summarized under this category.




**Patient-HCP Collaboration**

“Patient-HCP Collaboration” includes startups whose solutions focus on process innovation and reducing of media disruptions on the patient journey due to new digital collaboration opportunities between medical service providers and patients.



**Quantified Self  
(Tracking & Monitoring)**

Startups that provide services for long-term tracking and monitoring of a patient’s health status, especially to end customers in the healthcare sector (i.e., patients but also healthy people), are grouped in the “Quantified Self” category.



**Others**

All other startups that cannot be assigned to one of the above categories are listed in the category “Others”.

**Startups are very important market players when it comes to innovation in an industry. However, opinions differ as to when a company should be considered a startup and when it leaves startup status.**

The classification of companies into the category of startups is generally a vague thing. That is why we regularly receive inquiries from the digital health community about why we consider a certain company on the SWISS DIGITAL HEALTH STARTUP MAP to be a startup. These inquiries, which usually occur in combination with updates of our startup map, have motivated us to come-up with our own definition of the

term “startup”. The definition is applied in each case when reviewing new map candidates as well as existing startup companies on our startup map.

From a Health-Trends perspective, at least eight assessment factors are needed to evaluate a startup in terms of its status. As long as at least three-quarters of these factors are met, a company is categorized as a startup by Health-Trends. The combination of factors does not matter. Only the cumulative consideration of the factors is in focus. If less than three-quarters are met, we consider the company as an established company with well-established structures. If the latter is the

case, the company in question will be removed from the map.

Attentive readers have now noticed that the amount of funding by capital providers and investors is not one of the eight factors. From a Health-Trends point of view, funding is important for the sustainable economic success of a startup. However, it has only a secondary influence on a company’s status as a startup or an already well-established company. Therefore, we do not include the funding factor in our examination. And, finally, current figures on funding are also difficult to obtain, as startups often handle this information confidentially.

Startups are young, not yet established companies that are founded to realize an innovative business idea with little seed capital and usually rely on either obtaining venture capital or seed capital very early on to expand their business and strengthen their capital base.

#### Factors used by Health-Trends to cumulatively evaluate a startup:



≤ 10 years after  
founding



≤ CHF 10 mio.  
yearly revenues



≤ 49  
employees



≤ 5 executive  
seats



Established  
business model



No acquisition by  
other company



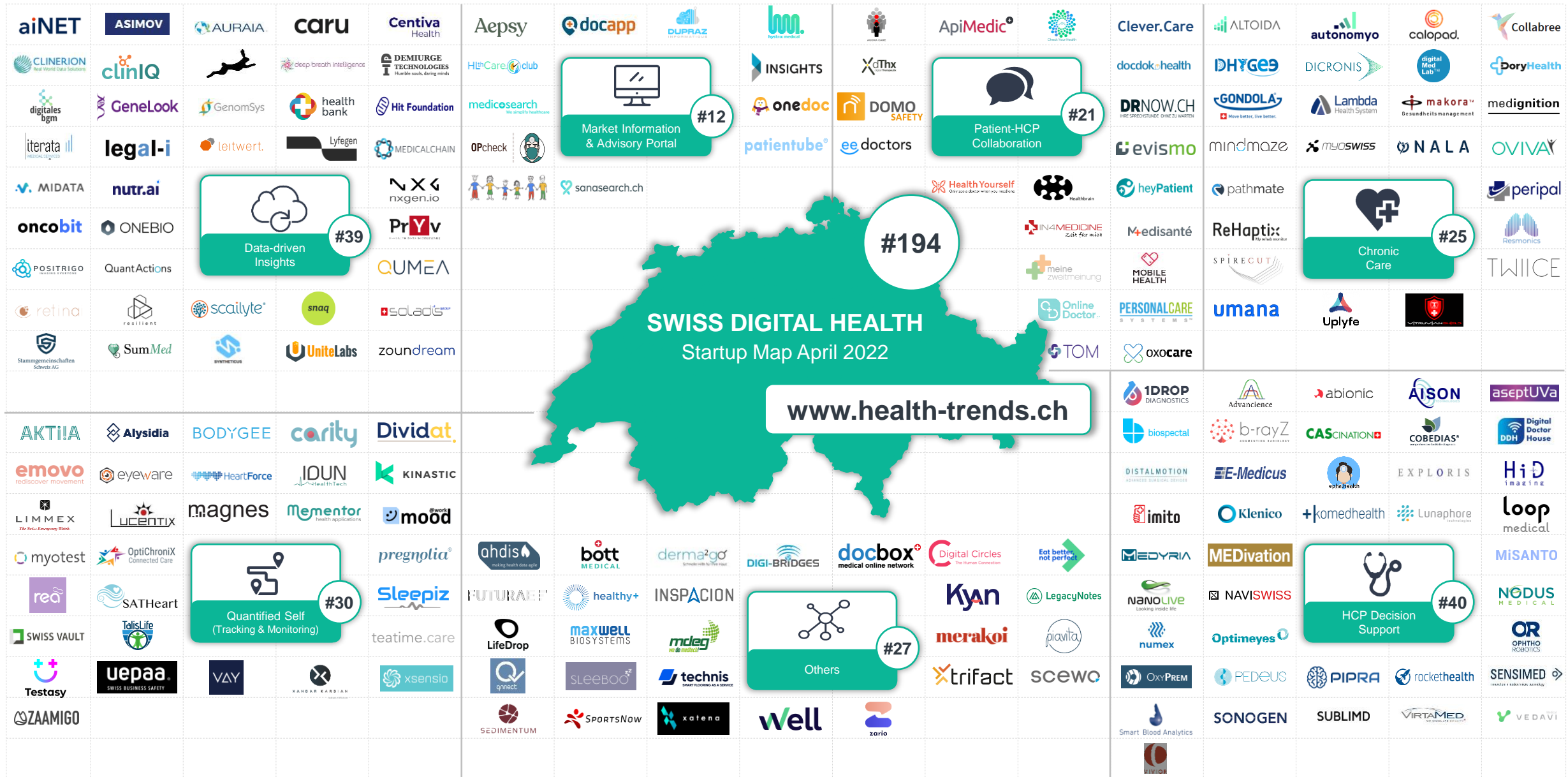
≤ 3  
locations



Founders with share  
rights still present

Note: For the semi-annual assessment of whether a startup remains on the map, the most important criterion of "headquarters in Switzerland" mentioned on page 4 is also used.

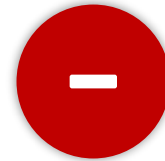
## 2. Overview of Major Map Updates



Note: The logos on the map are linked to the websites of the respective startups.



— Since the last update in October 2021, a total of **9 new digital health startups** have been added.



— **6 digital health companies** have been removed from the map, as they are no longer in startup status or have relocated abroad.



— **6 digital health startups** requested a category change since October 2021.

**The SWISS DIGITAL HEALTH STARTUP MAP continued to grow. We were able to welcome 9 new startups on our map in April. A net growth of 3 startups.**

We were able to record further growth on our map. Compared to the previous update in October 2021, Health-Trends welcomed 9 new startups to the map. In the same period, however, the map was in total adjusted by 6 Swiss startups, resulting in a net growth of 3

new startups on the map. These adjustments were made based on new information about the status of a startup (e.g., discontinued operations, relocation of headquarters abroad, or failure to meet the Health-Trends startup criteria listed on page 6) that we receive from the community.

Health-Trends constantly revises the startup database, for example in connection with projects with partners (e.g. the Zurich Digital

Health Map, see [here](#)), and sifts through entries on startups contained therein. This results in constant cleanups in the database, which affect the composition of the map. In addition, every now and then startups contact Health-Trends that are already on the map and, for example, want to be reassigned to a new category. In this context, there have been a total of 6 reallocations on the map since October 2021.

### Is your startup not part of our map?

Scan the QR-code or click on this [link](#), complete the survey and you are already there









## ABOUT THE NEW JOINERS

On the latest map update for April 2022, a total of 9 Swiss digital health startups have been added. The startups are briefly presented on the following pages.





### LEGEND:

-  — Map Category
-  — Website
-  — Headquarter
-  — Contact



Agora Care is the first digital health company to develop a patient-centered platform for storage and communication of medical images. The Agora Care solution will give patients the opportunity to be fully in control of their medical images using a simple web-based platform allowing them to share the results of imaging procedures with medical practitioners and healthcare providers anywhere in the world at any time.





### FACTS ABOUT THE COMPANY:

-  Patient HCP Collaboration
-  [www.agoracare.ch](http://www.agoracare.ch)
-  Plan-les-Ouates, Genève
-  [oratib@agoracare.ch](mailto:oratib@agoracare.ch)



Autonomyo has created a robotic exoskeleton combined with a digital rehabilitation platform that allows neuromuscular patients to continue their therapy at home, after an initial period at the clinics. On top of supporting home rehabilitation, the autonomyo platform entails the potential to be scaled to other therapies. This companies' solution is the only one favoring full freedom of motion and assistance adaptable to any patient's needs, ensuring the medically indicated movements are attained.

### FACTS ABOUT THE COMPANY:

-  Chronic Care
-  [www.autonomyo.ch/](http://www.autonomyo.ch/)
-  Espalinges, Vaud
-  [hello@autonomyo.com](mailto:hello@autonomyo.com)



clinIQ offers a smart IoT solution for hospitals with a focus on realtime inventory tracking. With clinIQ, hospitals can optimize their own use of resources, for example by finding available beds at the push of a button or monitoring the temperature in medical refrigerators. Hence, clinIQ helps hospitals increase operational efficiency, leaving more time for patients.





#### FACTS ABOUT THE COMPANY:

-  Data-driven Insights
-  [www.cliniq.ch](http://www.cliniq.ch)
-  Zurich, Zurich
-  [julius.willems@cliniq.ch](mailto:julius.willems@cliniq.ch)



Testasy provides at-home lab tests under telemedical supervision by HCPs to give patients control over health insights that matter. Having launched our flagship product – Testasy antigen and PCR kits – in several European countries including Switzerland, we moved on to offer a range of solutions including testing for infectious diseases and measuring antibody levels, all of which can be done from home and by connecting to a member of our medical team. Testasy works exclusively with medical professionals to guarantee customer safety, reliability of results and compliance with Swiss and EU regulations.





#### FACTS ABOUT THE COMPANY:

-  Quantified Self (Tracking & Monitoring)
-  [www.testasy.ch](http://www.testasy.ch)
-  Zurich, Zurich
-  [social@gobix.ch](mailto:social@gobix.ch)



Kyan Health is the first Swiss digital health company supporting companies and employees with their mental health and well-being to live healthier and happier lives. Using the Kyan health app, users can gain self-knowledge through science-based self-assessment, build resilience with personalized self-care tools, chat with a counselor and connect with coaches.





#### FACTS ABOUT THE COMPANY:

-  Others
-  [www.kyanhealth.com](http://www.kyanhealth.com)
-  Zollikon, Zurich
-  [hello@kyanhealth.com](mailto:hello@kyanhealth.com)



No one leaves this world without having arranged everything for their loved ones. LegacyNotes makes your administrative work easier and supports your loved ones when you are no longer able to do so. You can easily regulate your estate, create a living will and an advance directive, as well as generate your personal will template with the inheritance planner. In addition, you can secure important data and determine how your digital accounts are handled.


#### FACTS ABOUT THE COMPANY:

-  Others
-  [www.legacynotes.ch](http://www.legacynotes.ch)
-  St.Gallen, St.Gallen
-  [info@legacynotes.ch](mailto:info@legacynotes.ch)



Spirecut is a Swiss MedTech company, which develops orthopaedic 3D-printed braces. Spirecut commercialises sono-instruments® to treat carpal tunnel syndrome and trigger fingers. The spirecut instruments promise: No skin incision, safer surgery, better results. SPIRE is the acronym of Swiss Percutaneous Instruments, allowing Rapid and Efficient Surgery.





#### FACTS ABOUT THE COMPANY:

-  Chronic Care
-  [www.spirecut.com](http://www.spirecut.com)
-  Fribourg, Fribourg
-  [info@spirecut.com](mailto:info@spirecut.com)



Syntheticus provides a true enterprise-grade synthetic data platform that enables public and private healthcare entities to unlock and monetise untapped data easily while staying fully compliant with privacy regulations. Syntheticus leverages the unique potential of privacy-enhancing technologies by using cutting-edge proprietary AI combined with differential privacy.

#### FACTS ABOUT THE COMPANY:


-  Data-driven Insights
-  [www.syntheticus.ai](http://www.syntheticus.ai)
-  Zurich, Zurich
-  [hello@syntheticus.ai](mailto:hello@syntheticus.ai)



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Zario is a collaborative digital wellbeing app that helps people reduce unwanted screentime and replace it by meaningful activities. It combines psychology and gamification and uses daily micro-challenges to help users change their habits in a fun and easy way, while leveraging AI to personalize the journey.

#### FACTS ABOUT THE COMPANY:

 Others

 [www.meetzario.com](http://www.meetzario.com)

 Zurich, Zurich










 [info@zario.io](mailto:info@zario.io)



## ABOUT THE LEAVERS

A total of 6 digital health companies were removed from the map as of April. On this page we comment on the background of our decision.

### LEGEND:

-  ≤ 10 years after founding
-  ≤ CHF 10 Mio. yearly revenues
-  ≤ 49 employees
-  ≤ 5 executive seats
-  Established business model
-  No acquisition by other company
-  ≤ 3 locations
-  Founders with share rights still present
-  Other



Best Smile was acquired by Migros in 2022 (see [here](#)). Since Best Smile is therefore no longer an independent company, it is no longer listed as a startup on the map. In addition, some startup criteria are no longer met, e.g. in terms of sales or employees.



Doctena Switzerland GmbH is a 100% subsidiary of Doctena SA Luxembourg. Since the SWISS DIGITAL HEALTH STARTUP MAP only shows companies with Swiss headquarters, Doctena has been removed from the map.












Evoleen is a venture-builder with focus on digital health. Since Evoleen cannot be considered a digital health startup in the strict sense (i.e., with services or products targeted to HCPs or patients), it was decided together with Evoleen that it will be listed on the SWISS DIGITAL HEALTH VC MAP.

## ABOUT THE LEAVERS

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-  Established business model
-  No acquisition by other company
-  ≤ 3 locations
-  Founders with share rights still present
-  Other



Modum was acquired by Roambee in 2021 (see [here](#)). Since Modum is therefore no longer an independent company, it is no longer listed as a startup on the map.



Opiniooon was acquired by JLS Digital AG in 2021 (see [here](#)). Since Opiniooon is therefore no longer an independent company, it is no longer listed as a startup on the map.



Virtamed no longer meets various startup criteria, including the fact that the company was founded in 2007, which is too far back in time. Also, the number of employees or the turnover exceed the corresponding criteria.

# 3. About Health-Trends



## OVERVIEW

We would like to contribute to making the influence of innovations, trends and new technologies on the Swiss healthcare system visible and tangible.



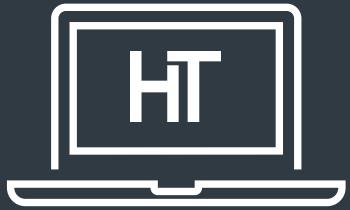
## EMPOWERMENT

We provide insights into the most important digital health topics and reflect on them in the context of the Swiss healthcare system.



## NETWORK

We want to help Swiss healthcare startups and established healthcare companies to network better and to drive joint innovation in healthcare.



Visit our website  
[www.health-trends.ch](http://www.health-trends.ch)  
for more information about  
us and our volunteer work  
for digital health.



**Denise Bernhart**

... knows the Swiss health startup scene from several professional engagements. She has also worked as a consultant in the Swiss health sector and knows the industry quite well.



**Stefan Koller**

... is an entrepreneur, consultant and innovator. He has been involved in the Swiss startup scene for years – primarily in the areas of FinTech and digital marketing.



**Valentin Splett**

... is a proven healthcare startup and lifescience expert and has been on the road for years as a startup coach with his own consulting company in the Swiss market.



**Matthias Mettler**

... has been on the market for years as a digital business builder and digital health advisor. He is a long-standing expert on the Swiss digital health and innovation scene.



### How we can collaborate



**Startup Database Insights**



**Tailored Content Reports**



**Consulting & Research Projects**



**Digital Health Keynotes**

### What our clients say about working with Health-Trends



**Danielle Spichiger**

Cluster Manager Life Sciences, Business & Economic Development, Canton of Zurich



**Prof. Dr. Alfred Angerer**

ZHAW Digital Health Lab



**Frank Kumli**

Basel Area Business & Innovation



Check out what clients say about working with us also [here](#)



## ABOUT HEALTH-TRENDS

Health-Trends was launched in 2016 with the ambition to follow global digital health trends and to reflect them against the background of the market-specific characteristics of the Swiss healthcare system.

Our motivation is to provide more transparency regarding various trends and developments in the Swiss healthcare market and to generate positive impulses for the development of startups and entrepreneurship in the healthcare sector.

We pursue our activities as a hobby alongside our professional commitment and make most of the information available free of charge. Health-Trends is not founded. More about us here: [www.health-trends.ch/contactus/](http://www.health-trends.ch/contactus/)



### Interested in partnering with us?

We are still looking for partners on the topic of digital health. If you are interested in working with us, please contact us at [info@health-trends.ch](mailto:info@health-trends.ch) to discuss possible collaboration options.

# Contact us

info@health-trends.ch

www.health-trends.ch

