



PKB *AddVenture* Academy

2025



PKB ADDVENTURE ACADEMY

It is an initiative created by the Swiss private banking group **PKB Private Bank**, in collaboration with the innovation boutique **Match Strategies**. Our mission is to support and accelerate the development of high-potential startups by providing tools and skills to build a solid foundation for long-term success.

VALUE PROPOSITION

PKB AddVenture Academy is an exclusive programme that combines strategic resources, targeted expertise, and operational support to create lasting value in startups. Through an intensive pathway, we help teams to:

- Enhance their ideas and build scalable business models
- Increase risk awareness and optimize organizational management
- Access networking opportunities with private and institutional stakeholders, both Swiss and European

CALENDAR

Duration: From 10.02.2025 to 30.09.2025

Location: Lugano, Canton Ticino

Application Deadline: 20.01.2025



PROGRAMME

- Thematic meetings for startups and investors, co-organized by Match Strategies and PKB Private Bank
- 100 hours of customized strategic and operational support for each startup, provided by Match Strategies

APPLICATIONS

The Academy is open to **three selected startups** with **headquarters or operational expansion plans in Ticino**. Interested startups can apply by submitting their project. A committee of experts will evaluate the applications to ensure that only the most promising ideas take part in the programme.

Join us and become part of an innovation journey!



45

Compliant Applications

6

Participating startups

660

Consulting hours delivered

18

Private & institutional Stakeholders involved

48

Hours delivered for training modules

6

Target industries
(Industrial, Fintech, IT, ICT, Marketplace, Healthcare)



We are the Swiss private and independent bank with one objective: to enable our customers to grow, achieve and prosper. The PKB Group, controlled by the Trabaldo Togna family, manages CHF 12 billion (PKB CHF 6.2 billion) and employs over 200 specialists dedicated to customer service. Based in Lugano, the PKB Group is internationally present in Switzerland (4 offices), Italy (5 offices), and Latin America (1 office). It offers wealth solutions to private and institutional clients, and entrepreneurs. In Italy, it operates through Cassa Lombarda (founded in 1923), an Italian private banking boutique.

We are an Innovation Boutique offering support services for business creation and development. We support academic and industrial startups and spin-offs, enhancing their ideas with our resources. We identify entrepreneurial ideas, support teams in business management and raising capital. We work with innovative companies to improve the effectiveness of their management, organizational and institutional operations and use our network to facilitate their access to opportunities in the Swiss and European innovation ecosystem.