

## Press Release

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# The Swiss Startup Association has one more voice with oneclick AG

On 31 March this year, the Swiss Startup Association was launched and has already 100 members: [www.swissstartupassociation.com](http://www.swissstartupassociation.com). Each additional voice counts in order to represent the interests of start-ups in Switzerland. And now oneclick AG, which has its head office in Zurich, has also become an active member.

The Swiss Startup Association aims to improve the legal, regulatory and tax framework conditions for founders and start-ups in Switzerland. The association will work together with existing innovation and start-up initiatives and support these with the voice of hundreds of members. Another focus is the development of a start-up friendly atmosphere with Swiss authorities as well as an increased social and political awareness for the Swiss start-up ecosystem.

The board of the Swiss Startup Association is made up of experienced and well-known representatives of the Swiss start-up sector. They are all entrepreneurs who started their own business such as the association's president, Urs Häusler, current CEO and co-owner of DealMarket.

"Start-ups are one of the key innovation drivers", explains Mr Häusler. "In many industry sectors, they create more jobs than established companies. The Swiss start-up ecosystem grows continuously and becomes more and more influential. However, there are always some remaining important political and regulatory stumbling blocks, which prevent Switzerland becoming one of the most successful start-up locations worldwide."

Even at the beginning of its activity, the Swiss Startup Association was able to rely on support from industry, politics and the economy. Hans-Ulrich Bigler, Director of the Swiss Trade Association, said regarding the foundation of the association: "Start-up businesses are a vital part of the Swiss economy. They intensify the dynamics and competition in the market place. And with their creativity and innovation, they also contribute significantly to the wealth and welfare of Switzerland."

"The big challenge for a start-up is to become a global player and conquer world markets", add the three founders of oneclick AG, Dominik Birgelen, Mathias Meinke and Florian Bodner. "Only a few manage this, even though there are many start-ups with great knowledge and technological world firsts." One suggestion of the three founders: "It would be ideal to have an incubation centre on a national level to increase growth perspectives. This could evaluate new technologies and support start-ups with their

internationalisation. Established companies as well as consulting and venture capital businesses could also be integrated in such an incubation centre." There is one thing the founders of oneclick AG have learnt: "It is impossible to manage it all alone. The key to success is a network that supports you along on your entrepreneurial way with all its hurdles. The USA demonstrate how it's done."

oneclick AG operates an application delivery platform as a service, that enables companies to provide digital workspaces in an automated way. The platform consists of a full management environment and includes the complete infrastructure. New users are set up within seconds and their workspaces are equipped with all required software applications for mobile access. Applications are streamed with high speed to the user. Awarded the seal of approval by "Trusted Cloud, this confirms compliance with strict security requirements. In March, the platform was recognised with the INNOVATION AWARD IT in the category "Best of 2016 in Cloud Computing".

To find out more about the digital workspaces of oneclick AG, visit <https://oneclick-cloud.com> for further information and to apply for a test account.

*568 words, 3,735 characters, released for publication*

## **About oneclick AG**

oneclick AG with headquarters in Zurich, Switzerland, and an innovation motor in Prien am Chiemsee, Germany, is specialized in the development of a platform for the automated and secure deployment of digital workspaces. The goal of oneclick AG is to play a major role in shaping and improving end user computing. oneclick AG has been founded 2015 and has 25 employees.

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