

Our customers



We connect companies with students and researchers

What we "sell"



Selected Research & Business Partners

ETH zürich

 Universität St. Gallen

 Universität
Zürich UZH

 OST
Ostschweizer
Fachhochschule

zh
aw

B
F
H
Bern
Fachhochschule

 **economiesuisse**

 Die Arbeitgeber
Les Employeurs
Gli Imprenditori

Most companies face **two structural bottlenecks** they cannot solve on their own:

Talent *Access to students*

Companies need early access to skilled graduates.
Instead, they meet students too late and hire with weak signals.

Access to universities is difficult and expensive

Fragmented channels, high effort, low reach.

Competition for top students is extremely high

Especially for SMEs without strong employer brands.

High risk of mis-hires

Degrees signal little about real skills, motivation, or job fit.

Innovation *Access to research*

Innovation pressure is high - but structured innovation is unaffordable for most companies

Traditional collaboration formats don't work

Labs, chairs, and flagship programs work for the top 1 % only.

Finding the right researcher is very hard

No visibility into who works on what, where, and with which skills.

No low-risk entry point into academic innovation

Starting collaboration is risky, slow, and resource-intensive.

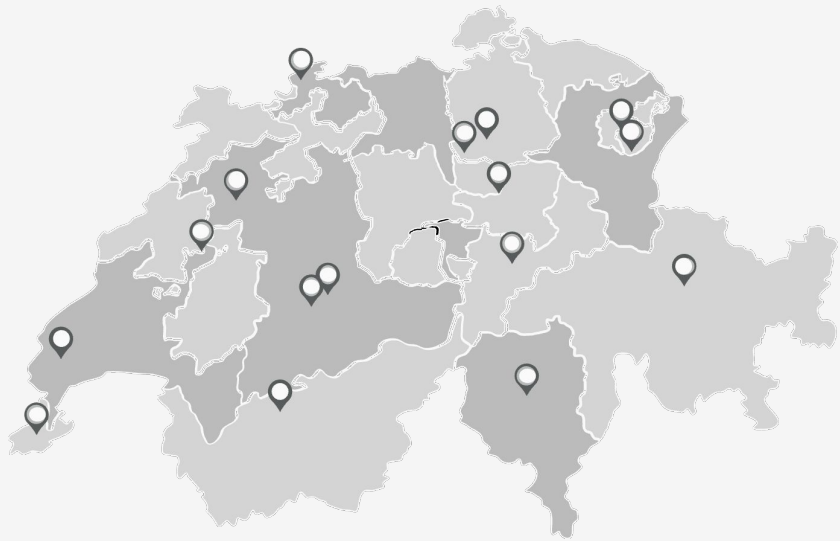
For companies, Studyond is the trusted partner for university relations



Giuliana Breu
Open Innovation Manager at Swiss Post

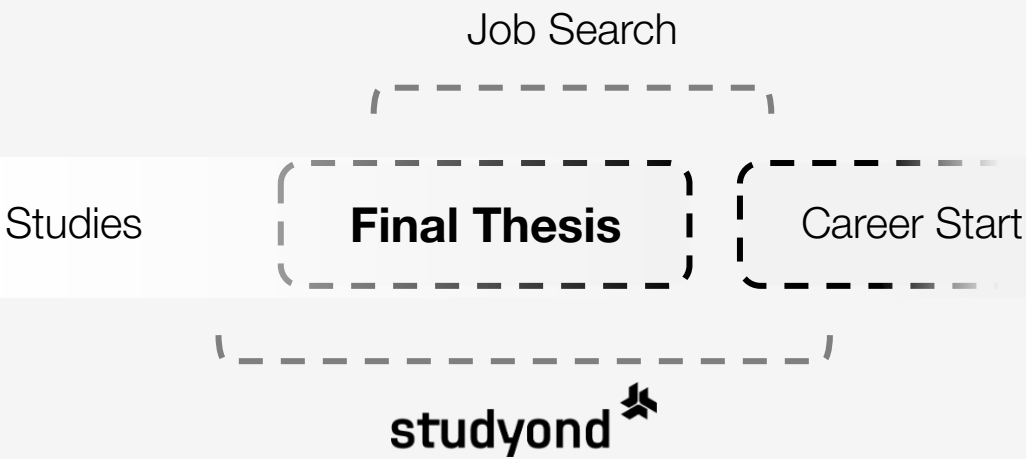
“Studyond helped us to streamline our university approach across the board. We now can successfully equip every team with an **access to academia and research projects.**“

One access to all  universities



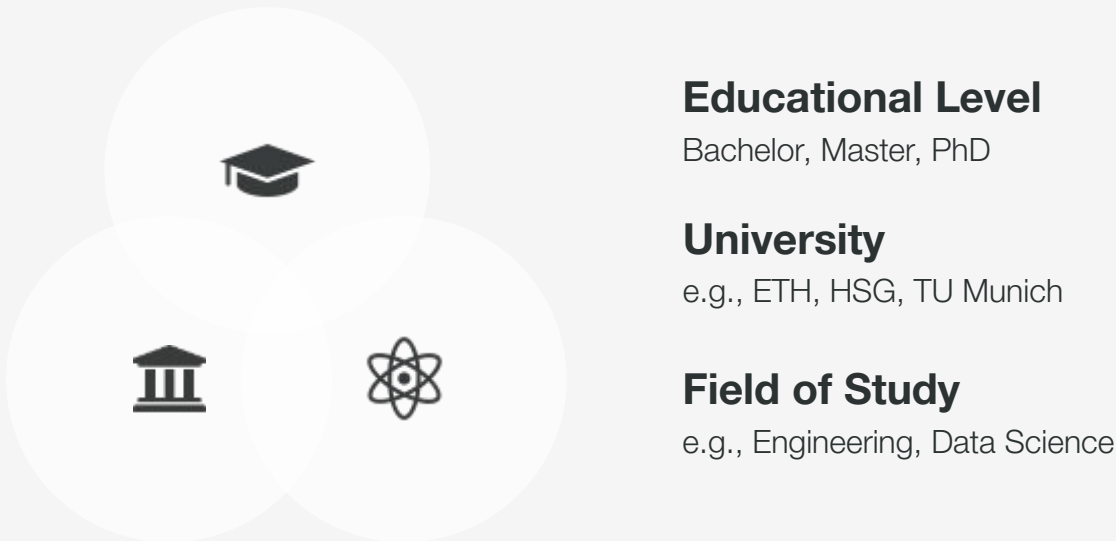
With Studyond, companies in Switzerland get access to students in **1680+ degree programs** through one login - **365 days a year.**

Reach students at the perfect time



With Studyond, companies connect with the right students exactly **when they are making their next career decision** - in their **final semester.**

Hire by skills, not by chance



Our **AI matching system** ensures companies only spend time with graduates who are **intrinsically motivated and genuinely interested** in their business.

Our first 18 months:
25+ paying clients
including Big 4 and
Fortune 500 companies

Selected **industry leaders** trusting Studyond



... and a few more.

What we do differently: We do not “sell into” universities - **we are part of them**

Building a platform and community between universities and companies follows different rules. Three reasons why we are winning:

THE CORE MECHANIC

1680+ Study program leaders

unlock entire student cohorts (in CH)

Embedded in the curriculum

Study program leaders control curricula, students, and industry exposure.
One leader unlocks an entire cohort - students use Studyond by default.

Students attract companies

Companies pay to post (thesis) topics, source talent, and access research capacity - especially SMEs without strong employer brands.

Professors deepen the loop

Professors lack institutional support for sourcing PhDs, projects, or industry partners - Studyond fills that gap, reinforcing adoption.

INSTITUTIONAL ANCHORING

Built WITH Universities - not only for them

- ETH Startup & HSG spin-off with deep academic integration
- Co-creation with Innosuisse (“AI-powered matching”)
- Partnerships with leading employer associations across CH

ALUMNI FLYWHEEL

Alumni partnerships for two-sided user growth

- First startup with (financial) HSG Alumni partnership
- Structural incentive to connect students with alumni
- HSG Alumni: one of world’s leading orgs. (door opener)

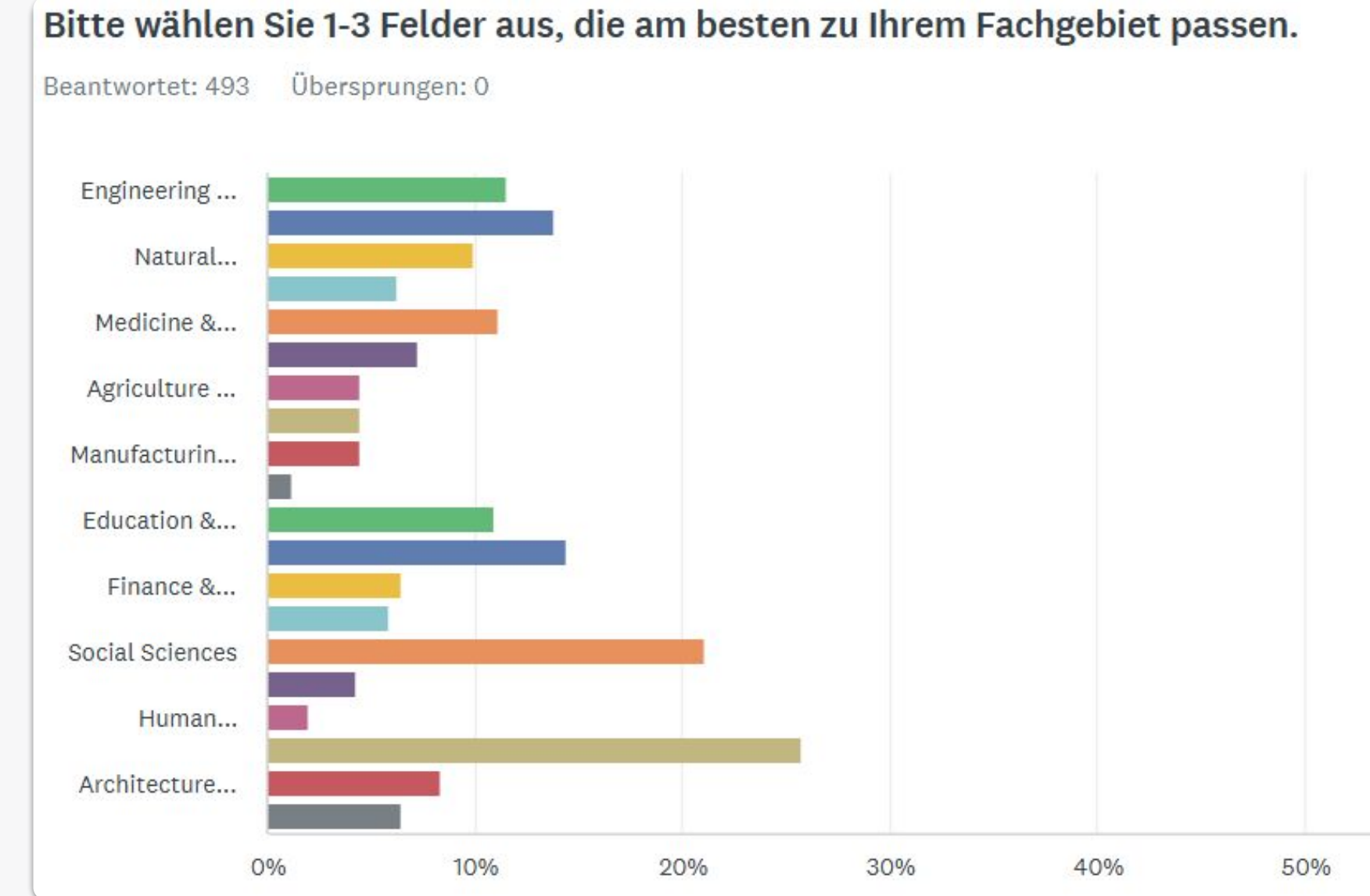
Study program leaders across all academic disciplines want Studyond - beyond Switzerland



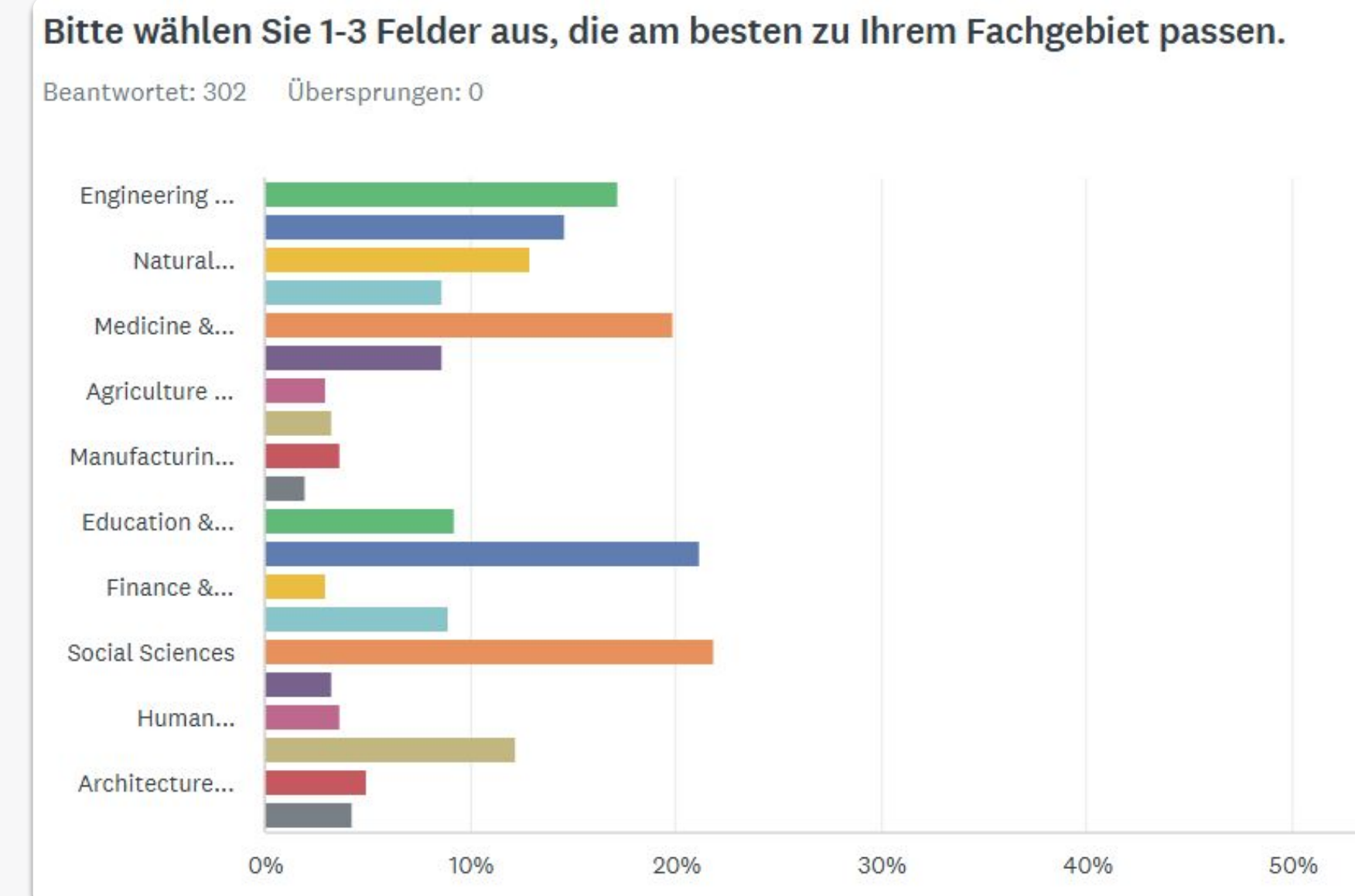
Prof. Dr. Stephan Wagner
Head of Department Management,
Technology & Economics, ETH Zürich

“At ETH Zurich, we experience first-hand how Studyond transforms collaboration between academia and industry. And the empirical evidence we collected **across hundreds of programs** shows that universities everywhere are looking for exactly this - **and they’re ready to adopt it.**”

Survey in Switzerland:
493 study program leaders completed our 30min+ survey
(**51,2%** response rate)



Survey in Austria:
302 study program leaders already filled out our survey (survey still ongoing)



We are a top-tier founding team with successful exits, deep technical and academic expertise - all 100% committed



Dr. Philipp Wetzel CEO
University of St.Gallen

Co-Founder Calculum (HSG spin-off, AI-powered payment optimization platform); PhD in Supply Chain Financing (several publications in top-tier journals) ; Supervised 50+ theses



Romeo Arpagaus Head of Product
University of St.Gallen

Co-Founder Umantis (HR/SaaS platform, sold to HAUFEGroup 2012, later to Abacus 2023); **20+ years product management** experience; Founder Manitoos GmbH



Dr. Alexandra Allgaier Academic Partnerships
University of St. Gallen

Dipl. Wipäd; Member Swiss GAAP FER; PhD in Accounting; Publications in Accounting/Finance; Supervised 50+ theses



Daniel Nydegger Corporate Partnerships & Sales
ETH Zürich

10+ years in financial services sales & advisory B2B & B2C; Previous: Credit Suisse, Saxo Bank, Petiole Asset Management; Fintech expertise;



Micha Brugger Brand & Research
CEMS, University of St.Gallen

Creator Biddit (acquired by SHSG, used by ~80% of students at HSG); PhD candidate in Information Systems (A-Journal publication), focus **GenAI in education**; Open Source creator with 250'000+ downloads



George Tsopouridis CTO
Democritus University of Thrace

15+ years enterprise software architecture; Cloud-native expert; Previous: LG Electronics, Sunrise, Umantis; AWS Certified Solutions Architect



Alex Cibotari Senior Developer
Academia de Studii Economice

Led team of 32 developers at Sunrise; Cloud & microservices expert; **19 years full-stack** experience; Previous: Sunrise, T-Mobile, Orange;



Florence Hafner Accounting (20%)
HSO Business School

5+ years in university administration; Managing Director at two HSG institutes (Computer Science & Law of Innovation and Technology); Trustee and auditor experience;

As GitHub is to development and LinkedIn is to business identity, Studyond will be the central hub where academia-industry collaboration happens

Students & Professors at universities

Our vision

Industry experts in companies¹

We build the **infrastructure layer** for knowledge & technology transfer between science and practice.



[1] Selected companies that publish topics for theses and thesis-internships.

The talent market alone represents a multi-billion-euro market opportunity

Focusing on innovative companies in Western and Northern Europe (~15% of the market), Studyond addresses a multi-billion-euro opportunity with **a realistic path to €36–66m ARR** at 2% market share within the next 5-7 years.

The scenarios we see:

Scenario	Spend/Graduate ¹	TAM Europe	SAM Europe ²	SOM Europe ³	ARR Studyond
Low cost	€2,500	€12.5 bn	€1.8 bn	2%	~€36m
Average cost	€3,500	€17.5 bn	€2.6 bn	2%	~€52m
High cost	€4,500	€22.5 bn	€3.3 bn	2%	~€66m

Core assumptions:

- [1]: 5 million graduates per year are hired
- [2]: Innovative companies in Western & Northern Europe with recurring talent demand ≈ 15%
- [3]: Realistic market share within 5-7 years is 2-5% (ARR calculated here with 2%)

Our platform works; but we're not (yet) done

Studyond is used by students and professors from **20+ universities** in Switzerland.
We feature **7,500+ thesis topics**, and are trusted by **50+ companies** for their university relations.

studyond

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Die Schweizerische Post

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55 Organizations found

Manage your project's details such as name, image, description and settings.

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Die Schweizerische Post

10'000+ employees

Explore a wealth of intriguing thesis topics offered by industry experts at renowned companies, who are eager to collaborat...

Open for: Topic Proposals Internships

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Coffee is at the heart of everything we do, and consumer satisfaction is why we do it. Our story started with one simple idea: everyone should be able to make the pe...

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10'000+ employees

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10'000+ employees

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10'000+ employees

CERN ist eines der weltweit führenden Forschungszentren für Teilchenphysik. Hier arbeiten Wissenschaftler:innen, Ing...

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Sefar AG

1'001-5'000 employees

Sefar ist mit Präzisionsgeweben weltweit führend im Siebdruck und in der Filtration. Sefar-Produkte finden ihre Anwendung in einem breiten Spektrum, von der Elektronik, Grafik, Architektur, Medizintechnik, Automobil-, Lebensmitt...

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Dualoo AG

+ Follow



Abraxas Informatik AG

Following



CONCORDIA

+ Follow

Make your company visible

Create your company profile and position your brand on campus.



Schweizerische Post

Anwendung von Smart Glasses in der Logistik - Mehrwert oder nur ein Gadget?

Open for: Internship PhD +2



SBB CFF FFS

Codified functional Intelligence - How to make specialist enterprise knowledge available 24/7

Open for: Internship PhD +2

3 people are interested in this topic

Publish your business challenges, find partners and new insights

Build your network



Reto Hegelbach

Head of Innovation

Als Head of Innovation bei der Sefar AG verantworte ich die strategische Leitung sämtlicher Innovationsprojekte und gestalte aktiv die Zuk...

Open for: Interviews Topics



Giuliana Breu

Open Innovation Manager

Companies pay a **subscription fee** - students and professors use it for free

Basic

CHF 4'900 / year¹

- ❑ Post up to **2 Jobs** (no time limit)
- ❑ **2 User (Owner) + Unlimited Expert user**
- ❑ Post **unlimited topics** and thesis-internships
- ❑ **Company profile**
- ❑ **Single-Domain** Support (@example.ch)

Professional

Recommended

CHF 18'900 / year¹

*Includes everything in **Basic***

- ❑ Post up to **10 Jobs** (no time limit)
- ❑ **5 User (Owner) + Unlimited Expert user**
- ❑ **Active Sourcing**
- ❑ **365 Days Employer Branding** at 20+ CH Universities
- ❑ **Dedicated 1:1 support & onboarding**
- ❑ **Multi-Domain** Support

Enterprise

Custom starting CHF 48'200 / year¹

*Includes everything in **Professional***

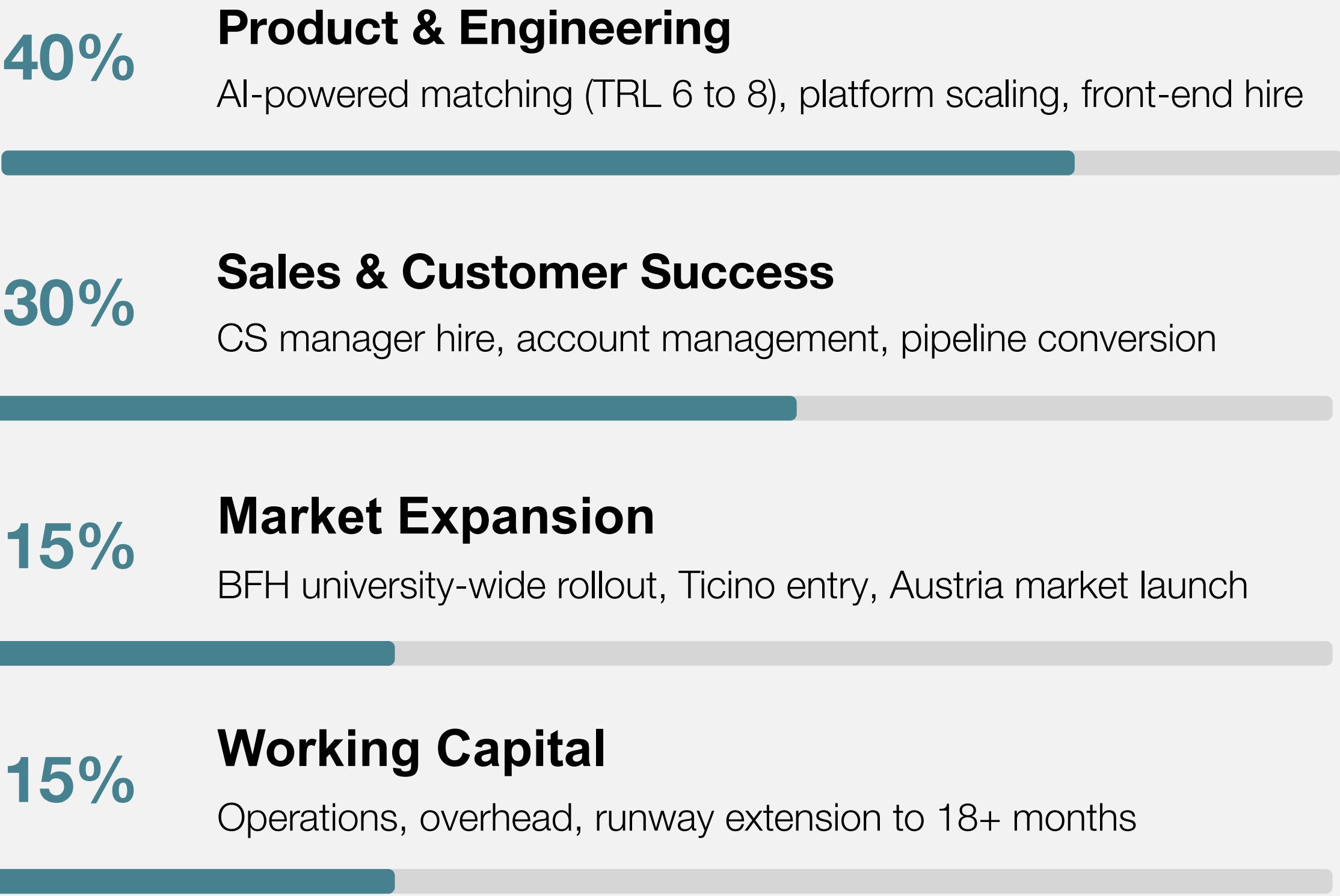
- ❑ **Modular Job Packages / year**
- ❑ **Custom user setup (Owner)**
- ❑ **Co-Creation & Advisory Modules**
- ❑ **Strategic Visibility & curated Events**
- ❑ **Official Innovation Partner label:** Featured across Studyond publications & website

[1] Charged upfront excl. VAT

CHF 2M qualified round:

80% committed

USE OF FUNDS



Round

Size	CHF 2M
Committed	CHF 1.8M (90%)
Remaining	CHF 0.2M
CLAs	CHF 1M (2024)

12-MONTH MILESTONES

Q1 2026	Close 29 pipeline deals → CHF 100K+ ARR
Q2 2026	BFH university-wide, HSG Alumni public launch
H2 2026	Austria market entry, target CHF 250K+ ARR
Non-dilutive	Innosuisse (CHF 920K, decision spring 2026)

Thank you

Join us in building the global infrastructure layer for talent and innovation.

Dr. Philipp Wetzel

philipp@studyond.com

+41 77 424 43 84

Studyond AG

www.studyond.com



Start-up

ETH zürich



Appendix

We are deeply anchored in Switzerland’s leading academic and business networks – the ideal launchpad for scaling in CH and beyond



Prof. Dr. Rudolf Minsch

Chief Economist & Board Member,
economiesuisse

Member of Council,
University of Liechtenstein



Dr. Patrick Chuard-Keller

Chief Economist,
Swiss Employers Association



Senta Cottinelli (Advisor & Board)

Founder & Partner,
Cottinelli Advokatur und Notariat GmbH



Dr. Caroline Obolensky

CEO,
Thurgau Institute Digital Transformation

Co-Founder,
ConcentrAID



Prof. Dr. Marco Leimeister

Managing Director,
Institute of Information Systems (IWI-HSG)

Full Professor,
University of Kassel & University of St.Gallen



Hermann Arnold (Advisor & Investor)

Co-founder,
b2venture, START, Umantis, IT rockt, etc.

Investor,
VIU, DeepL, Sherpany, PastaHR, etc.



Prof. Dr. Stephan Wagner

Head of Department,
Management, Tech. & Economics (ETH)

Full Professor,
ETH Zurich



Dr. Sina Wulfmeyer (Advisor)

Chief Data Officer,
Unique

Lecturer,
ETH Zurich & University of St.Gallen



Samuel Böhni

Lecturer & Project Lead (IDEE),
Fachhochschule OST



Dr. Anita Buchli

Member of the Strategic Board,
Zurich University of Applied Sciences

Director,
ZHAW entrepreneurship



Prof. Dr. Philipp Ebel

Head of Center Cognitive Automation,
University of St. Gallen



Jörg Bachmann

Lecturer & Project Lead (IDEE),
Fachhochschule OST

Studyond Flagship Event: Thesis Impact Summit 2025

Hosted at the **University of St. Gallen** (HSG), our flagship event brought together over **215 decision-makers** - including study program directors, professors, and education leaders from **19 Swiss universities** and universities of applied sciences. They were joined by representatives from **leading companies** such as:

Arbonia, Bayer, Bosch, Bühler, CELONIS, CERN, DSM Firmenich, EY Switzerland, IBM Research, Kuehne + Nagel, MCH Group, ME Advocat Rechtsanwälte, Nokia, NZZ, PwC Switzerland, Pupil, SBB Cargo, Schindler, SEFAR Group, Swiss International Society, Swiss Re, Talent Kick, Unique AI, Vontobel, and Ypsomed.

The flagship event showcases **Studyond’s unique reach and credibility across academia and industry:**

[Video Expert Voices](#)

[Aftermovie - Thesis Impact Summit 2025](#)

[Article: University of St. Gallen \(HSG\)](#)

[Article Leader](#)

