

## PRESS RELEASE

PKB AddVenture Academy, programme 2023 successfully concluded. Winner of this first edition is GhenPower, a high-potential start-up active in the power generation sector.

- **PKB AddVenture Academy, a private initiative to support innovation in Switzerland**

---

Wealth Solutions.  
Simply Beautiful.

---

Lugano, 21 September 2023

In front of a large audience and with the main players of the Ticino's innovation ecosystem, the final event of the first edition of the **PKB AddVenture Academy** was held yesterday evening at the Hotel Luganodante. This programme was conceived to contribute to the initiatives already existing in the territory to support the development of high-potential Swiss startups. With this initiative, launched last year and born from the collaboration between PKB Private Bank and the innovation boutique Match Strategies, PKB is committed to contributing to the development of a dynamic local ecosystem capable of stimulating innovation in Switzerland. As emphasised by Alessandro Trabaldo Togna, Head of Strategic and Growth Initiatives at PKB, this project aligns perfectly with the bank's values, which include an entrepreneurial spirit and strong roots in the territory.

An initial selection process, supported by Match Strategies, identified three start-ups with high added value and an operational base in Ticino: [DolcePack](#), [Elysium](#) e [GhenPower](#). In the next phase, the selected start-ups were accompanied on a six-month path, receiving dedicated support on topics relevant to realities in the definition and growth phase: from business development to operational management, from the search for financing to marketing and human capital management aspects. The

programme included a range of training modules with contents developed by Match Strategies and PKB professionals. In addition to these sessions, the three start-ups benefited from 120 hours of tailor-made strategic and operational support delivered by Match Strategies' team of professionals.

At last night's event, the vote of the audience in the hall was added to the vote of a dedicated PKB panel, crowning GhenPower, specialised in the power generation sector, as the winning startup for this first edition of the initiative. GhenPower received a sponsorship from PKB to enable it to continue its path of development and cross-fertilisation within the entire Swiss ecosystem.

The evening was enriched by the intervention of an exceptional speaker: Diego Gilardoni, a consultant in global business and strategic foresight, who dwelt on themes of importance to the ecosystem such as corporate culture, innovation and the future, as well as on the need to create a system in Ticino to promote innovation and continue to increase the competitiveness of the Canton.

---

**For media enquires please contact:**

Simona Frisoli – Communications  
simona.frisoli@pkb.ch

**PKB Private Bank SA**

Communication  
T +41 91 913 35 35  
T +41 91 913 31 88  
communication@pkb.ch  
www.pkb.ch

Wealth Solutions.  
Simply Beautiful.

---

**About PKB**

Family-owned for generations, PKB Private Bank SA is an international Swiss banking group specialized in private banking and wealth management solutions. The bank operates from three Swiss locations, including Zurich, Lugano (headquarters), and Geneva. PKB Group – which includes Cassa Lombarda, a private banking boutique in Italy (established in 1923) – manages assets of approximately CHF 13 billion as of 31.12.2022. PKB has one of the best capital ratios in Switzerland (Core Tier 1 over 28% at the bank level).



PKB Private Bank SA

Via S. Balestra 1  
6901 Lugano  
Svizzera

t: +41 91 913 35 35  
info@pkb.ch  
www.pkb.ch