



Factsheet

Startup Services

Why smartGAP ?

Startups have gaps, at each stage of their life cycle. These gaps must be filled in a smart and fast way, so that founders can stay focused on their core tasks and duties. **smartGAP** understands founders and their needs when gaps arise and fills these gaps for them.

smartGAP works closely with selected corporates and an extensive network of experienced professionals to provide the smartest and best solutions for our clients.

smart. entrepreneurial minded. trustful.

How can your startup and smartGAP work together ?

1. **Get in touch with smartGAP**
 - Visit www.smartgap.ch and/or get in touch with us via e-mail or call directly and personally
2. **Let's discuss the gaps to be filled**
 - By call, video conference or meeting
3. **smartGAP offers the role needed**
4. **Agreeing the compensation terms**
 - Pro bono
 - Hourly fee based
 - Half-day fee / daily fee
 - Option/shares solutions
5. **Let's start and rock it together!**

Roles smartGAP offers

Advisory Board Member

- External view, network, sparring partner, honest feedback, reviewing business models, coaching, helping building up partnerships, etc.

Board of Director – Member

- Board experienced, business strategy, financial background, value proposition, fundraising strategy, growth, corporate governance, etc.

Board of Director – Secretary

- Taking care of regulatory and statutory affairs, board minutes, scheduling board meetings, participation option plans/ESOP, etc.

Consultancy mandate – clear topics

- Fundraising support, due diligence, M&A, interim CEO, network, conflict resolving, fundraising strategy, Innosuisse applications, etc.

CFO on-demand / part-time CFO

- Business plan, bridge financing, convertible loan, HR, financial planning, fundraising, , reportings, Innosuisse applications, dealing with the auditors, communication with investors, IP, exits, taxes, DCF-model

Sparring Partner for Founders

- Coping with uncertainty and stress, fonders to founders talk, surviving as an entrepreneur, dealing with awards /contests, time management, balance act startup/family/hobbies, etc.

Lukas Gysin

Managing Partner
smartGAP

Founder uniqFEED

Swiss, born 1979



Lukas is a serial entrepreneur and founder of the **ETH Zurich spin-off** uniqFEED AG. He is a Swiss Certified Public Accountant (CPA), has a MBA of the University of Rochester, USA and holds an EMBA of the University of Berne, Switzerland.

Lukas founded uniqFEED in 2015 based on his MBA business plan and scaled it up from a blank paper to a world leading virtual advertising sports tech niche player.

Lukas track record at uniqFEED:

- Offices in Glattbrugg, Hannover and New York
- +70 employees, +25 nationalities
- Fundraising of an impressive two digit CHF million amount
- Established partnerships with top tier sports stakeholders/rights holders in Switzerland, United Kingdom and USA

Lukas is the startup consultant he would has loved to work with in his own startup.

What are your gaps ?

Get in touch with Lukas.
lukas.gysin@smartgap.ch
M +41 79 219 74 92
M +1 (646) 897-2385

