

# Idiap Create Challenge (ICC)

SPONSORSHIP OPPORTUNITIES

Aug 21-29, 2025

14th edition



A **9-day AI hackathon** enabling participants to transform innovative ideas into functional **prototypes** with real-world impact.

Offers resources, expert mentorship, and the possibility to win prizes to help participants develop prototypes & demos and potentially **launch** successful, socially valuable, and market-viable **businesses**.

# A few numbers

**200+**

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Expected number  
of applications

**20+**

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Participants from  
around the world

**10k**

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People  
reached



**In-person talks**

**Pre-hackathon  
warm-up  
program**

**Start-up  
experiences**

**Offering**

**Networking**

**Social activities**

**Pitch prep &  
mentoring**

# Success Stories

## PULSE PARTNERS



**Startup** specialized in LLM-based AI solutions, enhancing market research with AI-driven, voice-enabled tools for deeper insights and improved data quality.

- Supported and mentored by Idiap
- Key achievements:
  - Secured over CHF 225K in sales.
  - Won multiple awards,
  - Successfully integrated SmartInterview into various market research workflows,
  - Strategic partnerships, including BrandTrends.

## EYEWARE



**Idiap's spin off**, specialized in head and eye tracking software for webcams and 3D sensors to advance natural connections between people and their devices.

- Supported and mentored by Idiap
- Key achievements:
  - Successfully launched and adopted by several global companies (e.g. Microsoft)
  - Beam Eye Tracker successfully exploited in the gaming world
  - Ranks #17 startup in Switzerland, #3 in Information and Communications Technology (ICT)

## recapp IT



**Switzerland's leading provider** of multilingual **automatic speech recognition**, specializing in local languages and dialects.

- Supported and mentored by Idiap
- Automatic Speech recognition for all Swiss languages
- Key achievements:
  - Successfully integrated in the Swiss parliament workflow ("mediaparl").
  - Successfully integrated for law sector ("voscriba") and B2C market ("töggli").
  - 11 FTE
  - Independent & profitable

# Sponsor the 14th ICC & Shape the Future of AI

- Gain brand awareness and valuable learning opportunities exposing your employees to the latest AI innovations and best practices.
- Associate with a leading Swiss Institute specialized in AI since 1991!
- Share your goals with participants, and follow up with promising talent.
- Foster innovation within Valais.
- Fund prizes, scholarships (covering accommodation and subsistence), and event costs for a high-quality participant experience.

# Sponsorship Tiers

Premier  
Sponsor

25'000 CHF

Associate  
Sponsor

15'000 CHF

Associate  
Sponsor

15'000 CHF

Associate  
Sponsor

15'000 CHF

Support  
Sponsor

10'000 CHF

Support  
Sponsor

10'000 CHF

...

Support  
Sponsor

10'000 CHF

# Premier Sponsor: 25'000 CHF



- Sponsoring of the **ICC prize for the winning team**, with prominent feature of your company's name as the official sponsor of the prize.
- **Logo/name placement** in marketing materials.\*
- Verbal acknowledgment in the opening and in the closing speech of the event.
- Email to attendees with a custom message.
- Opportunity to distribute promotional items during the challenge and to have a physical booth on the first and the last day.
- Attendance to the ICC events for 6 employees.

\* Program listings (print&web), banners, signage, website, post event video, social media, press release (except for «support sponsor»)

# Associate Sponsor: 15'000 CHF



- Sponsorship of one ICC award: Best Pitch, Best Prototype, Best 'AI for Society' Idea.
- **Logo/name placement** in marketing materials.\*
- Email to attendees with a custom message.
- Opportunity to distribute promotional items during the challenge and to have a physical booth on the first and the last day.
- Attendance to ICC events for 3 employees.

*\* Program listings (print&web), banners, signage, website, post event video, social media, press release (except for «support sponsor»)*

# Support Sponsor: 10'000 CHF



- Sponsoring of scholarship for accommodation and subsistence of participants.
- **Logo/name placement** in marketing materials.\*
- Opportunity to distribute promotional items during the challenge.
- Attendance to ICC events for 1 employee.

*\* Program listings (print&web), banners, signage, website, post event video, social media, press release (except for «support sponsor»)*





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