

## **How swissnex Boston connects entrepreneurs - Starmind Harvard group founded**

The first contact between swissnex Boston and Starmind.com, a young company from Switzerland, was established in December 2009. Starmind connects outstanding people and talents around the globe to challenge them with real-world problems that private industry, science and individuals face. Expanding Starmind's fast growing international network to the US market seemed difficult at first. Thanks to a conversation between Jacqueline Gasser-Beck, Advisor Education and Academic Affairs, Pascal Marmier, Director and Consul at swissnex Boston and Pascal Kaufmann, CEO and founder of Starmind.com a local team in Boston could be installed in less than 2 months.

## **Starmind – Participation at the MIT European Career fair**

European countries showcased science and technology opportunities available at their companies, universities and research institutions to attract students for the European market. Given Starmind's focus on talents and outstanding people, the company participated and presented itself at the MIT European Career fair

During the official networking reception at swissnex Boston ABB, Nestle, ABB, Novartis, Syngenta, Roche, ETH, EPFL and Starmind presented themselves in the evening of January 29, 2010. Both Starmind and swissnex act as a facilitator to bring together people in order to create added value in science and business. Pascal Kaufmann presented the Starmind talent network and further elaborated on the entrepreneurial spirit of Swiss universities. Starmind has its roots at the Swiss Federal Institute of Technology (ETH) where the first talent networks were established to boost research and education at academic institutions. The legs of a humanoid robot showcased the link between cutting edge research performed at both the Artificial Intelligence Laboratory at University of Zurich and therobotstudio.com and the importance of finding talents able to resolve current research challenges between research and private industry.

## **The Kick-off of the Starmind Harvard representation**

Alex Mulyar who is graduating in medical and life sciences at Harvard University and is one of the top Starmind user's worldwide states: "Pascal Kaufmann and I discussed the creation of a local Starmind team and representation of Starmind in the US. swissnex then provided both a space to meet and a very stimulating environment to close the first formal agreement for installing a Starmind representation in the US." Alex Mulyar agreed to head the Starmind team at Harvard and to establish a dedicated community at Harvard, MIT and other leading universities in the US.

## **The role of swissnex**

"I am fascinated by the drive and passion of the swissnex Boston team. The networks and also the reputation established not only at Harvard and MIT but also at universities such as Boston University or Northeastern University are just impressive. Only by virtue of meetings with local entrepreneurs, opinion leaders and interesting people from affiliated partners it was possible to tap into local networks. The active and generous help of swissnex was pivotal for the installation of the Starmind team. I like to thank both Jacqueline and Pascal for their dedication and positive spirit as well as the entire swissnex Boston team for the great time I had."

Pascal Kaufmann

## **About Starmind**

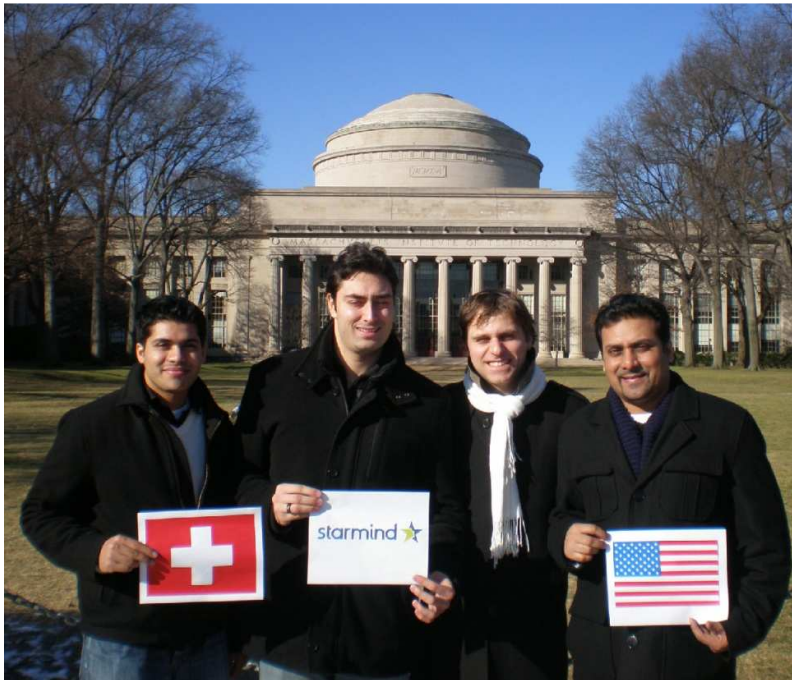
The Starmind portal allocates questions to qualified question solvers. Questions are posted and combined with financial rewards. The Starmind Community transfers solutions and intellectual property to the questioner for his own use. Continuously rising rewards ensure global competition between talents: The inquirer defines a maximal reward to which the posted reward gradually rises over time. Both parties benefit while new solutions of high relevance are created every day. Starmind claims a part of the transferred rewards.



Pascal Kaufmann, lower legs built by Rob Knight's Therobotstudio.com and Pascal Marmier



Pascal Kaufmann representing StarMind at the MIT European Career fair



From left to right: Viqar Hussain, Alex Mulyar, Pascal Kaufmann and Anwar Hussain in front of MIT after signing the StarMind contracts.



From left to right: Alex Mulyar, Pascal Kaufmann, Pascal Marmier, Viqar Hussain Anwar Hussain at Swissnex after signing the Starmind contracts.



Pascal Kaufmann presenting Starmind at the Swissnex Networking Reception.

