

SWISS
BLOCKCHAIN
FEDERATION

Success Story Blockchain Nation Switzerland

**PIONEERING WORK FOR
SWITZERLAND AS A BLOCKCHAIN
LOCATION**

The unique history behind the SBF

The entire world is looking at Switzerland and Crypto Valley because development is most advanced here.

Thirty years ago, the Internet was invented at CERN. But neither Switzerland nor Europe benefited from this discovery, which fundamentally changed our world.

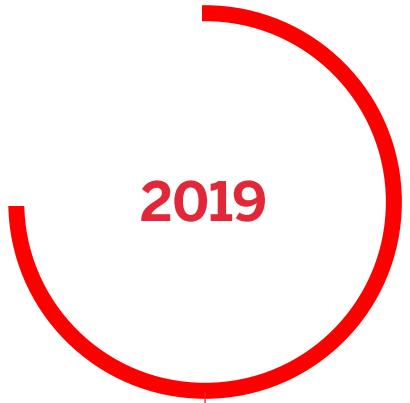


The SBF plays a key role. It connects the key players with each other and is committed to perfect, forward-looking framework conditions.

With blockchain, the next technological revolution is taking place on our doorstep. This time, Switzerland is in an excellent position - better than most other countries.

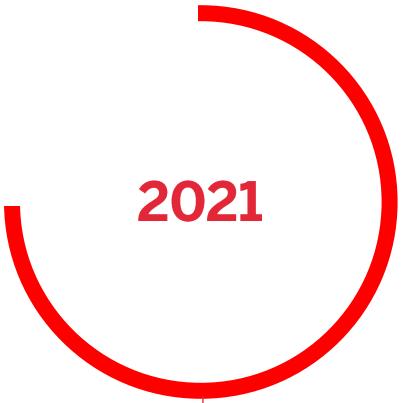
Within nine years, Switzerland has built the largest, broadest and most diverse blockchain ecosystem in the world. All participants are pursuing the same goal: to help blockchain technology and the many projects and startups achieve a breakthrough.

Successes



2019

The Financial Market Supervisory Authority FINMA approved the world's first two successful **crypto banks**, SEBA and Sygnum.

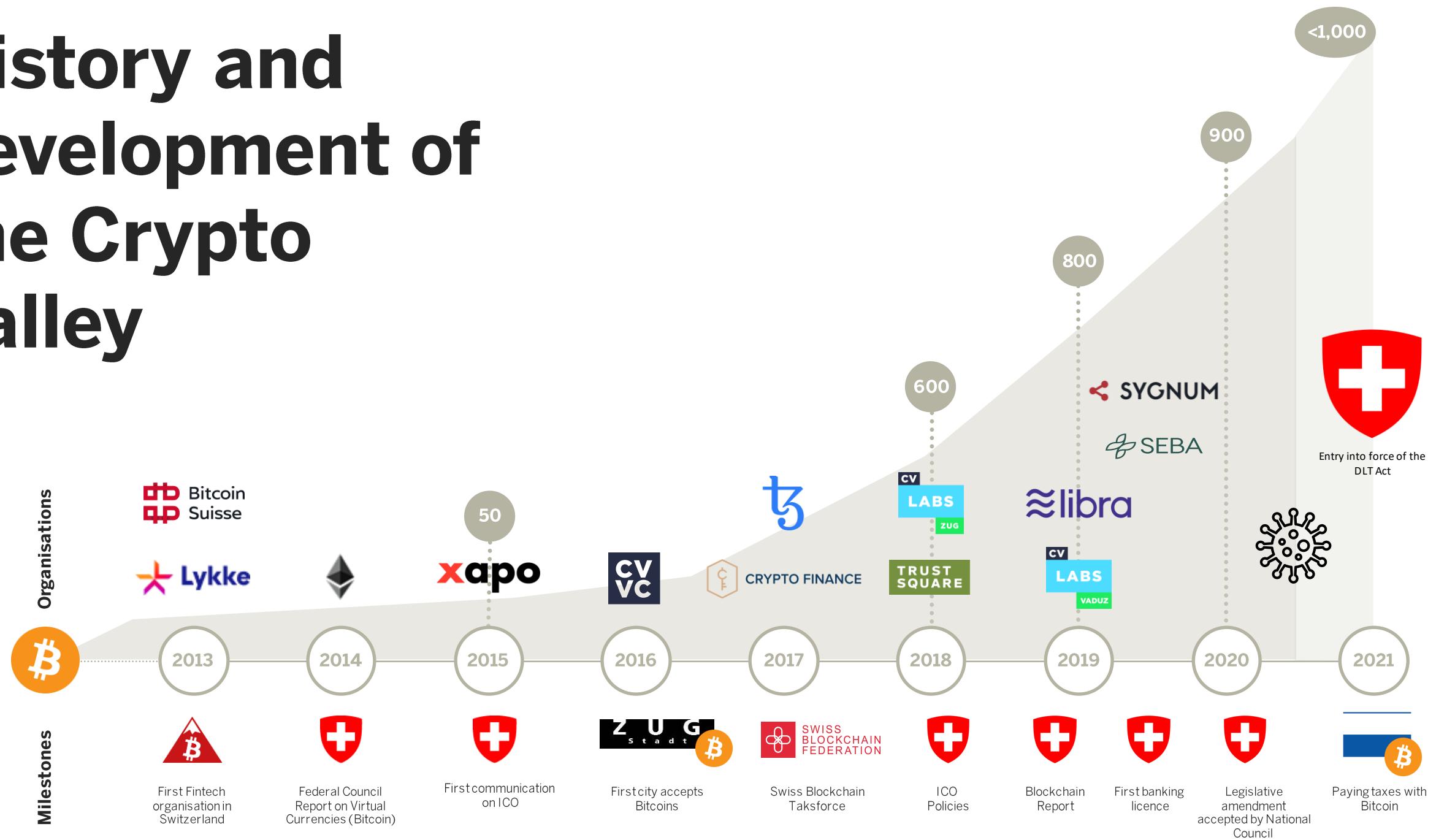


2021

The new **Distributed Ledger Technology (DLT) legislation** comes into force, which gives Switzerland one of the world's most forward-looking pieces of legislation, creating space for innovative projects and entirely new business models in the digital and decentralized world.

FINMA gives the green light to **SDX**, the world's first regulated marketplace for digital assets.

History and development of the Crypto Valley

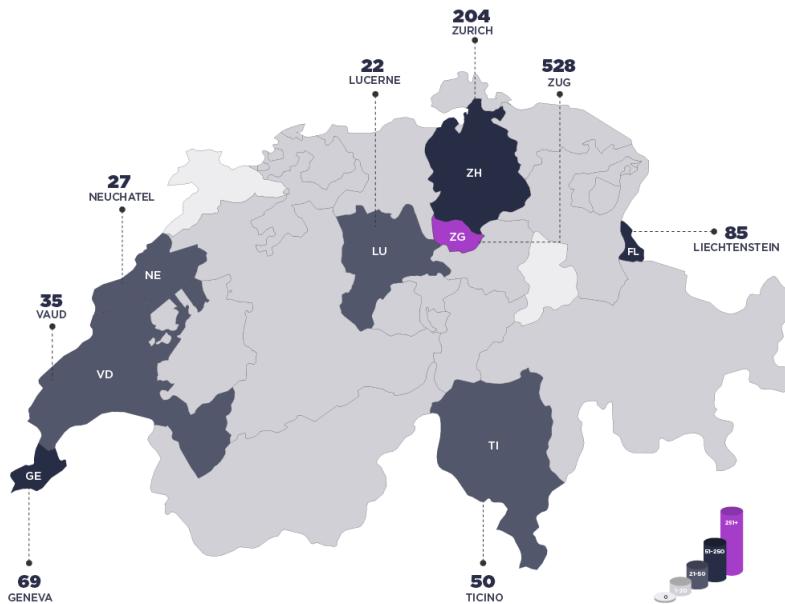


Das Crypto Valley in Zahlen



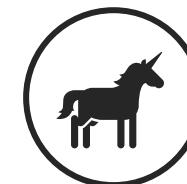
1'135

active blockchain
companies



5'766

Employees in Crypto Valley
(Switzerland & Liechtenstein)



9 Unicorns

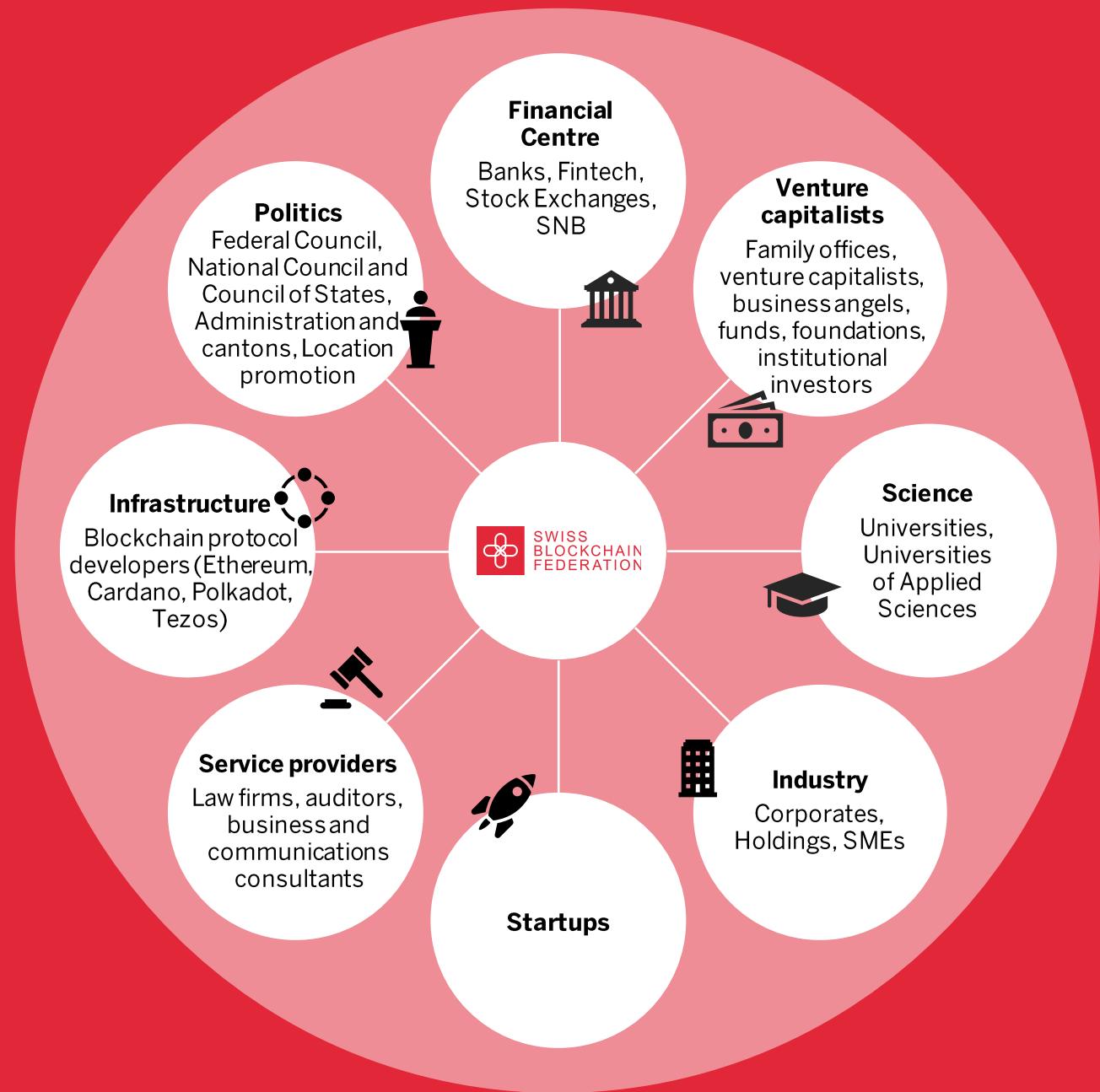
Startups with a valuation of < \$
1 Mrd. (Stand vom Januar 2023)

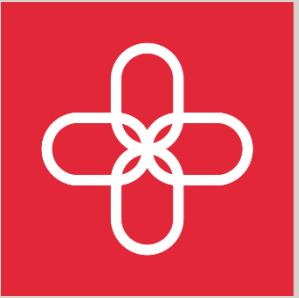


\$ 185 Billion

Total valuation of all
companies

A dynamic blockchain ecosystem





OBJECTIVES

Goals of the SBF

Promoting a prosperous, secure, innovative and world-leading blockchain ecosystem



Framework conditions

The SBF represents the interests and concerns of Crypto Valley vis-à-vis politics and administration and campaigns for optimal framework conditions.

Networking

The SBF is the central platform for all those interested in blockchain from business, industry, politics, administration, science and networks the players at home and abroad.

Innovation

The SBF promotes innovation by generating new ideas. Projects and start-ups, organizing hackathons and driving knowledge and technology transfer between research and industry.



Framework Conditions

The SBF aims to enable and create the best possible framework conditions for the blockchain ecosystem in Switzerland.

Therefore, the federation is in continuous exchange with politicians and authorities.

The SBF expresses its views in hearings at national level and holds regular discussions with relevant regulators such as the Swiss Financial Market Supervisory Authority FINMA or the State Secretariat for International Financial Matters SIF.

In addition, the SBF organizes sessions with representatives from the national parliament.

The members of SBF's working groups have excellent networks in the industry and are an important source of inspiration for anticipating developments at an early stage, identifying the need for action and developing solutions.



Networking

The Swiss Blockchain Federation connects all stakeholders in the blockchain ecosystem.

Through various events, it creates meeting places for its members and external persons. Once a year, for example, the SBF organizes a session with members of parliament to which its members are also invited.

Through internal events and cooperation in working groups, acquaintances are made that can be decisive for personal business success.



Innovation

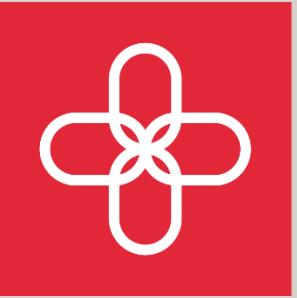
The Swiss Agency for Innovation Promotion - innosuisse - promotes science-based innovation in the interest of business and society. The four-year "NTN Innobooster" program focuses on "radical ideas".

The SBF has submitted the project "Blockchain Nation Switzerland". The four-stage innovation cycle is intended to generate and drive ideas so that specific projects, business models and startups emerge.

"Blockchain Nation Switzerland" is one of the 12 projects (out of 63 submitted) supported by innosuisse. It provides direct funding for the development and testing of innovative ideas. This promotes an agile process with collaborative methods and formats for joint idea development and successful knowledge and technology transfer.

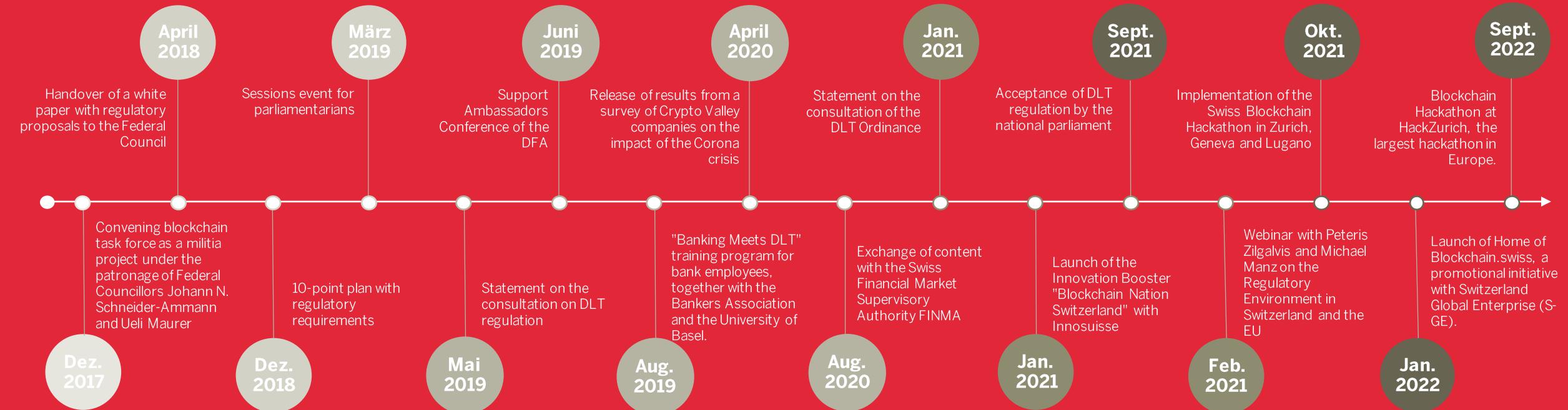


Blockchain Nation Switzerland connects corporations and their resources with the technological solutions and young startups. Innovators and companies are shaping the technological future together.



ACHIEVEMENTS

Meilensteine





«Within a very short time, Switzerland has established itself as one of the leading blockchain nations in the world. It has one of the most advanced, clearest regulatory frameworks. In global competition, Switzerland will be streets ahead of others in jurisdiction.»

Johann N. Schneider-Ammann, former Federal Councillor and Minister of Economic Affairs

Image: Former Minister of Economy, Johann Schneider-Ammann, receives the Crypto Valley white paper from the blockchain task force that is forming the Swiss Blockchain Federation.

Finance Minister Ueli Maurer at the launch event of Home of Blockchain.swiss at WEF 2022 in Davos



«Switzerland's advantages are the short decision-making paths and the dialog between politics and industry. Switzerland can be proud of what it has achieved. Although "restraint" is part of the Swiss DNA, this must now be quickly replaced by courage at all levels.»

Ueli Maurer, Federal Councillor and Minister of Finance



BLOCKCHAIN/BITCOIN

Swiss Blockchain Federation Launches Blockchain Innovation Programme

by Fintechnews Switzerland / March 4, 2021

Standortförderung für das Crypto Valley

Swiss Blockchain Federation beerbt Blockchain Taskforce

Do 01.11.2018 - 11:01 Uhr
von Oliver Schneider

Die Blockchain Taskforce stellt sich neu auf. Die Swiss Blockchain Federation will den Krypto-Standort Schweiz fördern und für Rechtssicherheit in der Branche sorgen. Den Vorsitz übernimmt der Finanzdirektor des Kantons Zug.



Maurer weibelt für Blockchain

Der Bitcoin stürzt gerade ab. Derweil steigt das Interesse von Politik und Verwaltung an der Blockchain-Technologie.
Stefan Bühl

In den letzten Tagen haben einige Leute viel Geld verloren: Der Bitcoin, der vor knapp einem Jahr 20 000 Dollar kostete, stürzte im November geradezu ab. Der Wert der bekanntesten Krypto-Währung fiel unter 4300 Dollar.

CNN Money SWITZERLAND

Markets Thematic Shows The Living Markets The Big Picture The Newsmaker

ON THE BLOCK
FIRST ANNIVERSARY OF SWISS BLOCKCHAIN FEDERATION

Swiss Government Makes Moves to Encourage Crypto Businesses



Sandali Handagama
✉️ ⚡️

Jul 1, 2020 at 10:00 a.m. • Updated Jul 1, 2020 at 3:59 p.m.

The Swiss government is encouraging blockchain startups to set up shop with new laws that



DURCHWACHSENE PERSPEKTIVE In Anlehnung an das Silicon Valley soll in Zug und Umgebung das Crypto Valley entstehen. Die Covid-19-Krise wirft die ambitionierten Pläne nun ein Stück weit zurück.

High Noon im Crypto Valley

Zug Für die Blockchain-Start-ups wird die Corona-Krise zur Bewährungsprobe. Finanzierungsrunden werden verschoben oder fallen aus. Experten erwarten zwar Dutzende von Pleiten, sprechen aber von einer gesunden Bereinigung und Chancen.

Das Crypto Valley im Grossraum Zug zählt zu den technologischen Vorzeigeprojekten der Schweiz. Inzwischen werken Hunderte von Firmen an der Blockchain-Infrastruktur und an Anwendungen, die auf dieser Technologie basieren. Doch die Corona-Krise entwickelt sich für viele Jungunternehmen und das Crypto Valley insgesamt zur Bewährungsprobe. Geldgeber lassen Vorsicht walten und halten sich mit Finanzierungen zurück. Für Start-ups, die noch von Umsätzen träumen und Geld verbrennen, wird das früher oder später zum Problem. «Es wird viel abgeklärt. Viele Finanzierungen wurden in der aktuellen Krise verschoben oder ganz abgesagt», weiß Heinz Tännler, der Präsident der

Swiss Blockchain Federation und Finanzdirektor des Kantons Zug. Um Liquiditätsengpässe auszugleichen, springt der Kanton zusätzlich zu den Bundeskrediten ein. 15 Millionen Franken wurden für Blockchain-Unternehmen und andere Firmen, die an skalierbaren Technologieprojekten arbeiten, zur Verfügung gestellt. Über Wandeldarlehen wird noch diskutiert.

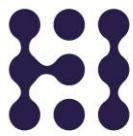
Schnell erholt
Entwicklung des Bitcoin seit August 2019



Swiss Innovation Forum 2021

The SBF was present at the Swiss Innovation Forum 2021 with a focus topic on Crypto Valley and moderated a panel discussion on blockchain.





Home of
Blockchain
.SWISS

Global initiative to promote Switzerland as the leading blockchain hub.



Ultra Partners



Stellar Partners



Network Partners

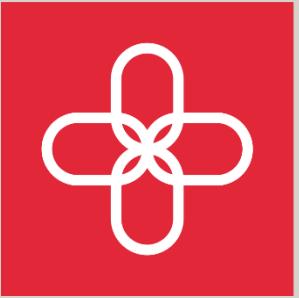


Ecosystem Partner



Governmental Partners





STRUCTURE

Initiators



Lorenz Furrer

Managing Partner and Founder of the
communications agency furrerhugi.ag



Mathias Ruch

CEO and Founder of the
investment capital company
CV VC AG

Board



Heinz Tännler
(President)
Government Council
Canton Zug



Lorenz Furrer
(Vice-President)
furrerhugi.ag



Mathias Ruch
(Chairman Expert Council)
CV VC AG



Marc P. Bernegger
Crypto Finance
Conference



René Hüslér
University Lucerne



Patrizia Pesenti
[digitalswitzerland](http://digitalswitzerland.ch)



Stefano Rizzi
Canton Ticino



Guido Bühler
Advisor/Investor



Philipp Stauffer
Fyrfly Venture
Partners



Fabian Streiff
Canton of Zurich



Silvia Thalmann-Gut
Government Councillor
Canton Zug



Arthur Vayloyan
Bitcoin Suisse



Rolf Weber
University Zurich



Dirk Hoffmann
Metall Zug

Working groups



Digital Assets

This WG is dedicated to all topics around tokenization and its fields of application.



Banking

Deals with concrete use cases of blockchain technology in the banking sector.



Industry / Value Chain

Takes on concrete applications in industry or logistics. Designation of the origin of products is a keyword here.



Regulation

Addresses the general framework conditions for blockchain technology in Switzerland.



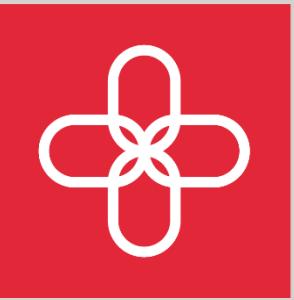
Sustainability

Deals with blockchain solutions that have a sustainable approach to our planet as their goal. The group is guided by the Sustainable Development Goals (SDG) of the United Nations.



Taxes

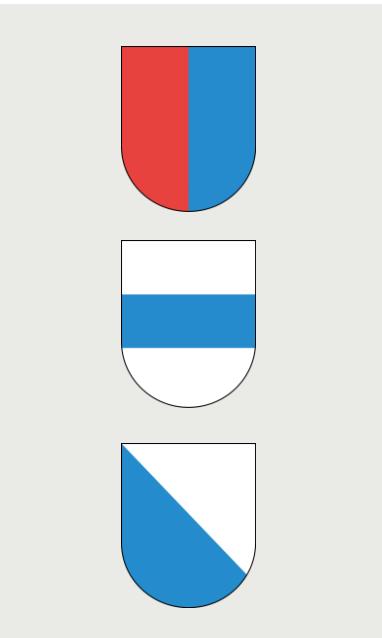
A WG focusing on taxes is currently being built up.



BECOME A MEMBER

Selection of member organizations

Cantons



Companies and Organisations



Advantages for the SBF Members



SBF members are responsible for a **Swiss pioneering achievement and success story**: they are shaping and shaping one of the world's most important blockchain ecosystems in the world



SER represents the political and public **interests and concerns** of the blockchain ecosystem and SBF members **towards politicians** (Federal Council, parliament, cantons) and the **administration** (Finma, SIF)



SBF members serve on a variety of high-profile committees, **publish** consultations, working papers, circulars, and guidance documents that significantly shape and influence the regulatory framework and thus the future of Crypto Valley



SBF members have the opportunity to contribute their own topics, initiate working groups and thus have **access** to a first-class **network** of industry, startups, politics, administration, science, research and investors



SBF members participate in **events** (e.g., members events, hackathon), VIP events (session events, ambassador receptions), and political roundtables



SBF members can become **part of the Innobooster program** (in collaboration with the Swiss Innovation Promotion Agency Innosuisse) and receive first-hand information on innovations, new idea approaches, and business models based on blockchain technology



The SBF members **are present on all communication channels** (naming in reports, logo online/print/media/social media, naming at events)

Membership / Contribution



**Companies, Cantons,
Organisations**
CHF 5 000.-



Startups
CHF 1 500.-



Individual persons
CHF 1 000.-



**SWISS
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