



pioneers' club. bringing emerging entrepreneurs together

Pioneers' Club PCU

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1. The Pioneers' Club

The non-profit organization Pioneer's Club (PCU) was founded in 2003 with the aim of facilitating, simplifying and promoting an exchange of experience and knowledge transfer among both young and established entrepreneurs*.

With a focus on universities and innovation coupled with a spirit of enterprise, PCU offers its pioneers a valuable international, interdisciplinary network with tremendous potential. The platform gives pioneers an opportunity to come together at events that are beneficial to them, as well as letting them broaden their personal networks in a targeted way and take advantage of various entrepreneur services offered by PCU on the PCU community platform. Already the PCU network currently numbers 300-plus active pioneers (start up founder) and hosts local PCU initiatives in places like Zurich, St. Gallen and Munich.

*The information in this brochure is intended for both male and female entrepreneurs. The PCU extends a particular welcome to young women entrepreneurs.

2. Overview of PCU services

<i>Events</i>	<i>Online-Networking</i>	<i>Entrepreneur Services</i>
Networking, exchange of experiences and further education at exclusive events abroad and at home.	Finding potential cooperation partners, mingling with interesting people and stay in contact with them, cross boarder knowledge exchange via the PCU-Community-Platform (PCP) and the internal, password protected bulletin boards.	Entrepreneur newsletters, focused interviews with our Pioneers, entrepreneur portraits, special discounts for our Pioneers and further useful services.

3. Vision

The PCU promotes the entrepreneurial spirit by helping to create an environment that motivates individuals to achieve their personal best. Numerous PCU initiatives around the world enable and promote cross-industry and cross-border dialog among young and experienced entrepreneurs.

In carrying out these activities, PCU is perceived by the interested public as well as by academic organizations and business people as an innovative entrepreneurial networking organization.

4. Mission

The PCU mission is to establish a network of regional and international renown, which enables and expedites cross-border communication between young entrepreneurs themselves as well as with seasoned business professionals. PCU promotes dialog, cooperation, mutual support and the exchange of ideas, thereby creating added value for each and every participating pioneer. Thanks to partnerships, PCU Pioneers have access to proven specialists from a wide range of entrepreneurial fields. PCU thus supports its pioneers in developing their business ventures and so makes an active contribution to their growth as well.

5. Acceptance criteria

The applicant has to meet the following three admission requirements:

- Active young entrepreneur or established entrepreneur
- Participation in a company listed in the commercial register
- Innovation or university relation and entrepreneurial spirit

⇒ Acceptance into the PCU Pioneer network is subject to approval by the local PCU chapter delegate.

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6. Pioneers

6.1. Benefits for Pioneers

- Access to valuable international network
- Exchange of experience, social activities and advanced training at exclusive events in Switzerland and abroad
- Guided networking in a familiar and discreet setting
- Nurturing and expansion of personal network with pioneers and established entrepreneurs from different industries
- Access to technical knowledge and resources, to spur development of own enterprise and broaden personal horizon

- Access to PCU community platform:
 - Presentation of personal contact information
 - Simple registration for PCU events
 - Receipt of messages from other Pioneers in the network
 - Access to entrepreneurs' forum
- Newsletter (sent out approx. four times/year)

6.2. Pioneer rights & responsibilities

Registration to become a PCU Pioneer is free.

All Pioneers must meet the PCU acceptance criteria and agree to abide by the PCU principles.

Registering as a PCU Pioneer does not constitute membership in a local PCU chapter.

7. Premium Pioneers

7.1. Additional benefits for Premium Pioneers

- Access to PCU Premium events
- Preferred treatment at PCU events
- Premium address at events and in the PCU community platform
- Expanded access to PCU community platform:
 - Targeted search for other PCU Pioneers registered in the network
 - Transmission and receipt of messages
 - Authorization to view event registration lists
 - Contact information with profile
- Option to publish personal profile in the PCU newsletter
- Option to publish personal profile on www.pcunetwork.com (for an extra fee)
- Optional mentoring by an experienced entrepreneur

7.2. Premium Pioneer rights & responsibilities

Registration as a PCU Premium Pioneer entails an annual fee of CHF 150 per Pioneer.

All Premium Pioneers must meet the PCU acceptance criteria and agree to abide by the PCU principles.

Registering as a PCU Premium Pioneer does not constitute membership in a local PCU chapter.

8. PCU event formats

8.1. *Get Together!*

"Get Together!" events are generally held at the regular meeting venue of PCU Zurich: Zunfthaus zur Saffran. A well-known business figure or successful young entrepreneur is invited to speak. Pioneers have a chance to get to know guest speakers personally during the happy hour following the talks. Whenever necessary, the PCU team introduces Pioneers to one another, allowing personal networks to be expanded and enabling a dialog with other young entrepreneurs.

8.2. *Get Insights!*

"Get Insights!" events provide a forum for Pioneers to benefit from the wealth of experience of an established businessperson. A Get Insights! event always features a company tour. The purpose of this event format is to stimulate an exchange of experience between young and established entrepreneurs. The goal is for each Pioneer to take away with them ideas and experiences that they can put to use in their own companies.

8.3. *Get Specific!*

"Get Specific!" events are workshop events. They focus on specific issues of relevance to young entrepreneurs. Experienced specialists from a wide variety of professional disciplines lead the workshops. Some workshops require Pioneers to apply for a course space and prepare for the subject matter. These interactive events are intended to maximize Pioneers' personal learning curves. For this reason, the number of Pioneers per event is limited. Premium Pioneers receive priority.

8.4. *PCU Lunch!*

"PCU Lunch" events enable Pioneers to make useful (networking) contacts. PCU Lunches are casual, relaxed events that promote a mutual exchange of experience among young entrepreneurs and engender an environment of trust. For this reason, the events are limited to 15 Pioneers. Premium Pioneers receive priority.

8.5. Get International!

Once a year a local PCU chapter organizes a weekend event in their location for Pioneers from all over Europe. Participants are presented with a diverse and interesting program, including company tours and talks by entrepreneurs. There is also opportunity aplenty for networking: common activities, lunches and dinners and subsequent evening programs are designed to facilitate Pioneers' getting to know each other on a personal level, too.

8.6. PCU Entrepreneurs' Lounge!

A moderator leads a coaching team made up of experienced business leaders. Each coach is seated at a table together with five Pioneers, who then work on a specific topic of cross-industry relevance. In an intimate, small-group setting, participating Pioneers share their practical challenges regarding the subject using concrete examples and anecdotes – including failures. Together with the group, the coach works out possible solution approaches and communicates some of his/her own experiences. Participating Pioneers benefit from the coaches' vast experience and expertise and derive approaches to solving their particular problems.



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