



Press release

Eight startups advance in the Sword Startup Challenge 2026

Zurich/Lausanne/St.Gallen, April 21, 2026 — Sword Switzerland, a global technology transformation company, has launched the second edition of the Sword Startup Challenge, its Swiss innovation competition dedicated to startups developing solutions for the wealth management sector. Organized in collaboration with Venturelab, the program began in January and will run through June 2026.

The Sword Startup Challenge offers selected startups the opportunity to win a venture clienting engagement within the wealth management industry. As part of the program, participants present how their technologies can address key challenges in wealth management to a panel of experts and industry partners.

From 15 selected startups, 8 startups have now been chosen to continue in the program: TransferChain AG, Efrontier Markets SA, innovAlro AG, Qubera AG, fore ai AG, Eliya GmbH, Aisot Technologies AG, and Divizend Suisse GmbH. These startups will receive tailored pitch training from Venturelab, along with expert insights, targeted introductions, and hands-on support in expanding their network of customers and strategic partners.

Throughout the program, they will engage with leading financial services companies, creating meaningful opportunities for visibility and collaboration. The challenge will conclude in June 2026, when five of the startups will present their solutions at the Final Jury Pitch Day on May 28, followed by the announcement of the 2026 winner.

About Sword Group

Sword is a leader in data insights, digital transformation, and technology services with a substantial reputation in complex IT, business projects, and mission-critical operations, with over 3,500 Technology and digital specialists working in more than 50 countries to enable the growth of your organization in the digital age.

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About Venturelab

Since 2004, Venturelab has been developing and operating startup programs to promote the best entrepreneurial talent in Switzerland, including Venture Kick, Venture Leaders, the Top100 Swiss Startup Award, and the Innosuisse Entrepreneurship Training. Together with successful founders, universities, and leading industry partners, we support the best startups on their path to international success. The Venturelab team, with offices in Zurich, Lausanne, and St.Gallen, organizes over 300



workshops and events yearly and supports over 1,000 Swiss startups. The founders we support have raised over CHF 20 billion in investment capital and created 30,000 new jobs.

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