



B E R G O S

THIS IS THE MONTHLY NEWSLETTER
BY AND FOR
THE BERGOS NEXT COMMUNITY.

N E X T
M O N T H

THIS MONTH IS:
DECEMBER

what's NEXT! Crypto Cryptic?

Since the invention and release of bitcoin in 2009, distributed ledger technology, and the use of it to issue cryptocurrencies, has endured trials, tribulations, triumphs, and immense growth. Cryptocurrency's high demand and sudden surge to fame has created a need for better understanding of this often complicated topic.

*We want to hear from **you!***

*You have **questions?***

Dare to ask them!

*We will get the **answers.***

Email us at next@bergos.ch

I'm NEXT!

Max Keller – Start Global



Max Keller (21) grew up trilingual, studied Music Theory and Composition already during High School and launched the Bergos Next project in 2019. Following an internship at a Berlin-based startup, Max started studying Business Administration at University of St. Gallen. At the same time, he is working as Head of Relations for the START Summit 2022 and as a Selection Committee Member of Bergos' Artist in Residence Program (Bergos AIR)."

Max, you interned with us in 2019 and put the Next Generation project on our agenda back then. In the meantime, you've moved on to the HSG and are already back with a project, START Summit. Can you tell us what it's all about and what your job is?

After my experiences at Bergos and Merantix in Berlin, it was clear to me that the next step in my career would necessarily involve contact with clients. During my search, I came across START and was inspired by the dynamics of the projects and the vision of the organization. Today I am working on the project "START Summit" where I am responsible for the Relations Team. This team accompanies the entire "Customer Journey" and is the contact person for all participants of the START Summit. This means that we design the format of the Summit, develop our pricing strategy, design the outreach to our stakeholders together with our Marketing Department, make sure that all people who will participate in the Summit have access to the infrastructure (digital & physical) and finally we also conduct formats such as workshops or the START Fair at the Summit itself.

START Summit is one of four projects at START Global, an organization founded in 1996 focused on empowering and inspiring the next generation of entrepreneurs and supporting their journey with its projects. START is headquartered in St. Gallen Switzerland, but has 10 further chapter locations across Europe ranging from Helsinki to Berlin to Barcelona. START Summit is Europe's leading student-run conference for entrepreneurship and technology. It unites more than 1000 Founders, more than 400 Investors, and more than 1500 Students in the Olma Halls in St. Gallen, Switzerland annually in March. The event includes stage content, with confirmed speakers such as Luciana Lixandru (Partner at Sequoia Capital) or Daniel Weinand (Co-Founder of Shopify), workshops with leading Venture Capitalists and Companies, networking with the START Network as well as all other participants, and interactive activities at START Fair.

There are some very interesting personalities behind the Start Summit.

At the core it is the 70+ students working entirely on a voluntary basis driven by their conviction of the importance of entrepreneurship that make the START Summit possible. Secondly, the tight network of successful entrepreneurs and investors plays a crucial role for START, as it opens doors to new connections that would otherwise not be open. Finally

,the vast Network of active Member of START and START Alumni play a key role in spreading the message and values of START across borders. The ever-growing START Network now counts close to a thousand individuals that have been able to enter the world of entrepreneurship and connect with an even vaster network within this world thanks to their engagement in START across Europe.

It reminds me a bit of our Next Weekend - only a bit bigger. For which participants is the event particularly interesting? Only for founders and investors?

The event began very modestly in 1996 and has since grown to become one of the most important focal points for Europe's entrepreneurial ecosystem. As such it is relevant to leading investors and venture capital funds such as BtoV, Picus Capital or EarlyBird as well as promising start-ups at any stage from pre-seed to pre-IPO. Furthermore, it has become an attractive stage for partners such as Baker McKenzie, Microsoft or Accenture to present themselves and get into contact with promising talent. However, it remains one of START's core directives to inspire and empower young minds and to open the door to the world of entrepreneurship. This means around 50% of attendees will be young and driven individuals looking to take the next step in their individual careers. As such START Summit is interesting to any person with an interest in entrepreneurship and the motivation to want to be part of the entrepreneurial ecosystem.

Last year, the event only took place digitally. That must have been a big effort on the technical side, too. Can you give us a feel for what the atmosphere was like and what you're hoping for from a physical event next year?

It was totally different! Normally, St.Gallen turns into the hotspot of innovation with so many people taking part in START Summit and the atmosphere of the city transforms for those two days. In 2021, however, this hotspot of innovation was forced to relocate to the digital realm. Even though the event was a success and we managed to welcome over 5000 participants from 80 different nations, we noticed the importance of in-person interactions. No digital interactions quite compare to the spontaneous interactions that occur when you have just listened to an inspiring talk and you turn to your seat neighbour or when you stroll through START Fair and stumble upon an incredible start-up with a one-of-a-kind founder. So while we will keep certain digital elements and make START Summit 2022 a hybrid event, we are planning to return to and lay the main focus on an in-person event to once again create this inspiring atmosphere that makes START Summit so special. It is honestly difficult to explain the atmosphere with words, so perhaps I should let our Aftermovie from our last live Summit in 2019 do the talking. <https://www.youtube.com/watch?v=h5ekxYAxAmc&t=1s>

Why attend with Bergos?

As a partner of START Summit, Bergos can offer you access to certain services and experiences that would not be possible with regular tickets. The interaction you can experience as the guest of a partner is truly something I believe you do not want to miss.

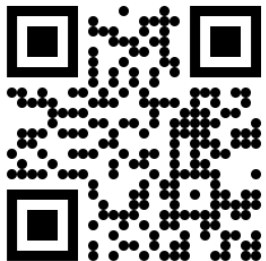
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#1.

Dr. Peter Raskin, CEO & Partner of Bergos

The passion that built a bank!





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this year
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new topics
new events

simply more.



see **you** soon



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P R I V A T E B A N K



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W H O W E A R E

You probably know us, but if not, here are a few words about us. We'd be happy to chat more! Reach out: info@bergos.ch or next@bergos.ch are great ways to get in touch! So here we go:

We are Bergos, an independent, internationally operating Swiss Private Bank. We have a clear focus: protecting and growing private wealth.

Our name honors the many generations who, for more than four centuries, fostered entrepreneurial thinking, good education, and personal integrity. It expresses the ideals of independence, continuity, and openness to the world. We understand, respect and value this responsibility.

And we are glad you are here!

B E R G O S A G

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