

## Peter Kessel named Business Angel of the Year 2025

**Rotkreuz/Zug, 16 June 2025 - The SECA (Swiss Private Equity & Corporate Finance Association) has named Peter Kessel its 23rd Business Angel of the Year. The jury was deeply impressed by Peter's spirit of visionary investing, purposeful mentoring, and unwavering support for early-stage founders. After decades in private equity business and industry management positions, Peter Kessel acts as an independent management consultant supporting and advising start-ups as a Business Angel. He has invested in dozens of Swiss start-ups focused on deep tech and B2B.**

Peter Kessel, who holds a master's degree in electrical engineering and a Ph.D. from ETH Zurich, has been an active member of the Swiss startup and investment community for several decades. Since 2017, he has been one of the most engaged members of SICTIC (the leading business angel network in Switzerland), regularly attending pitching events and building a diverse investment portfolio. Over the years, Peter has supported dozens of ventures across diverse sectors, including artificial intelligence, cleantech, medtech, and digital marketplaces.

Peter's involvement in the startup and venture capital space began in the 1980s, when he served as Director at Motor-Columbus Tecinvest. He later held a directorship at Adveq, one of Switzerland's early private equity firms (now part of Schrodgers). Over the past ten years, he has focused on scouting and investing in Swiss startups, participating in more than 30 angel investments - often in a lead investor role.

His portfolio includes companies such as Technis, Creal, Indivi, Largo AI, and Nexoya. Notably, he has seen successful exits from investments such as Femtotool (acquired by Oxford Instruments) and Imburse (acquired by the US-based company Duck Creek Technologies).

Within Switzerland's vibrant startup ecosystem, Peter Kessel has earned a reputation for trust, integrity, and strategic insight. Domestic start-up organizations such as Venture Kick have long valued his contributions, including his ongoing role as a jury member. More than just a financier, Peter is regarded as a committed partner to the entrepreneurs he supports. He provides not only capital but also mentorship - offering clarity during uncertain times and facilitating critical connections.

*"What makes Peter Kessel truly exceptional as start-up investor and business angel is his hands-on approach. Founders consistently praise his accessibility, his thoughtful feedback, and his ability to ask the right question at the right time. He listens more than he speaks – and when he does speak, people listen. He is also a bridge builder. He has brought investors and innovators together across regions, industries, and backgrounds. He plays a quiet but powerful role in making Switzerland not only a place of innovation, but a community of innovators",* says Steffen Ehrhardt, VP Investor Community, Partnerships and Sustainability at SICTIC. As member of the VC chapter of SECA, SICTIC is responsible for coordinating the jury for the Business Angel of the Year award.

The support of business angels like Peter Kessel makes it attractive for startup founders to incorporate their startup in Switzerland. The "Business Angel of the Year" award was presented to him after a laudatory speech by Steffen Ehrhardt and Maurice Pedergrana, SECA General Secretary.

For over two decades, the SECA has honoured outstanding business angels for their commitment and achievements as angel investors. The jury consists of representatives from SECA and its Venture Capital (VC) chapter and SICTIC. Previous award winners include Cornelia Gut-Villa, Managing Director of the Startfeld Foundation, Yello frontman and entrepreneur Dieter Meier, Logitech founder Daniel Borel, Joachim Schoss, founder of the Scout24 Group, Prof Dr Cuno Pümpin from the University of St. Gallen, Swiss fintech entrepreneurs Gian Reto à Porta and David Studer as well as last year's winner Thomas Dübendorfer.

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### **About SECA**

SECA (Swiss Private Equity & Corporate Finance Association) represents the Swiss private equity, venture capital and corporate finance communities. SECA's objective is to represent private equity and corporate finance activities to the relevant target groups and the public. It also promotes the exchange of ideas and cooperation between members and their clientele. The promotion of professional development as well as the development of ethical rules of conduct and their implementation are further areas of responsibility.

### **About SICTIC**

SICTIC is Switzerland's leading business angel investor club with a focus on early-stage startups. SICTIC provide professional, corporate and institutional investors access to deal flow. SICTIC is overseen by pro-bono Board Members, who are actively involved in the ecosystem by participating in investor events, mentoring startups, acting as startup board members and supporting ecosystem organisations, and bringing their experience to help build successful companies. SICTIC is member of SECA and its VC chapter and coordinates the jury for the Business Angel of the Year award.

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