

31.12.2018 – Swiss Startup Group

Interview with Daniel Gutenberg: «I regret that I never learned to type with ten fingers properly»

Mr. Gutenberg, how did you become an entrepreneur?

After my job was made redundant by a merger of my employer with his competitor, I just started to do small jobs here and there and so it started.

In addition to Switzerland, you are also very actively investing in Israel. Why exactly Israel?

Israel has a lot of hungry and well educated talents.

What can we learn from them?

To make a product from the start not only for the region but for the world.

You said that with an investment you invest in the persons behind. Which character traits are decisive for you?

Loyalty, cleverness, willing to change the world for a better place, execution skills.

Let's switch to you as a person. What the biggest defeat, what the biggest gain in your life?

Biggest defeat was to invest in two crooked CEOs in the same year.

Is there something that you really regret in life?

I regret that I never learned to type with ten fingers properly.

What was the most beautiful founder-moment in your career?

Selling my Company Gutenberg Communication Systems AG in the year 2000.

What is in your opinion the key point to be successful as a startup?

The ability to set a sensitive goal and to execute towards it.

If we make a outlook to the next two years: in which area do you see a lot of potential for startups?

Too many to mention here. I like drones for delivery and autonomous cars as a field.

Why are you member of the Swiss Startup Group Advisory Board?

I enjoy the energy of the group and the startups in that environment. Mike Bauer is a friend and many in the board have become friends as well.

What do you think: why are companies like the Swiss Startup Group important for the future of entrepreneurship in Switzerland?

Swiss Startup Group is doing very important work to educate entrepreneurs in becoming better. It also helps corporates and privates to invest in startups in a controlled and tested way.

Note: This was a written interview.

Daniel Gutenberg - angel investor, venture capitalist and unicorn hunter in the investment industry. Invested in more than 100 startup companies (13 of them became unicorns) over the past 20 years and serving as board member of several companies. He has received numerous awards and was elected Business Angel of the Year 2011. Gutenberg began his career as CEO of Gutenberg Communication Systems AG, which he founded in 1991. After selling his company in 2000, he became an active Business Angel. In 2003, Gutenberg became part of the venture capital firm VI Partners as General Partner with a focus on IT.

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