



# StartCupTicino



## Micro-Sharing for the Future

Gives the opportunity to help underprivileged people around the world by micro-sharing products and services you buy.

Micro-Sharing is the easiest and most tangible way to do philanthropy. It has the power to alleviate poverty around the world while being a very efficient marketing tool for our partners.

We just finished a first pilot with Migros in Ticino and with two of their products.

During this limited period, we generated 4 years of safe drinking water for an entire village in Mali of 330 people. Helvetas Switzerland (our field partner) recognized the incredible power of our concept.

The team consists of Paolo Del Ponte and Marco Righetti, University of St. Gallen (HSG) and HEC Paris alumni. We are one of the 29 Startups, selected among 865 international contestants, participating in the Kickstart accelerator in Zurich.



[www.micro-sharing.com](http://www.micro-sharing.com)  
[welcome@project-aqua.ch](mailto:welcome@project-aqua.ch)



Dipartimento delle finanze e dell'economia  
Divisione dell'economia

START-UP  
Centro Promozione

