

TAKE ADVANTAGE OF A CHANGING WORLD

STARTUP CONSULTING

AI-Driven Strategy
Agile Business Modeling
Lean Product Validation
Operational Scalability
Predictive Analysis
Real-Time Updates
Partnership Ecosystem



If you are looking for

Swiss Reputation
Strong Currency
Swiss Retirement
Secured Assets
Swiss Competence

You are in a good place.
ASTON CONSULTING AG



ABOUT US

EXPERIENCE. PASSION. MOTIVATION. TEAMWORK.

At Aston Consulting AG, headquartered in Zug, we combine Swiss rigor with entrepreneurial insight. We partner with founders, family enterprises, and executives to transform bold ideas into structured, scalable businesses.

Our tailored suite of startup advisory services spans strategic venture architecture, market entry, next-gen leadership development, and integrated business model innovation. Our approach bridges visionary ambition with disciplined execution, balancing legal frameworks, operational readiness, and brand positioning to prepare ventures for sustainable growth.

The Aston Startup Consulting team integrates expertise across strategy, legal, IP, IT, and branding, delivering comprehensive, founder-centric guidance without distraction from capital raising.

Startup success demands more than innovation: it requires actionable insight and relentless focus.
We help ventures build clarity, resilience, and momentum for the challenges ahead.



STARTUP CONSULTING

FROM VISION TO MARKET. 100 DAYS. 100 STEPS. ARE YOU READY?

Our flagship Aston Startup Program is a founder-centric, 100-day acceleration framework designed to move your venture from concept to market-readiness with executional rigor. We co-create alongside founders through a structured, step-by-step process, integrating agile sprints with AI-driven business design.

Every week delivers measurable progress, from corporate setup and legal scaffolding to product validation, digital presence, and investor readiness. Our team works across verticals, including B2C, B2B, and tech-enabled sectors, ensuring that your startup is not only investable, but structurally sound and brand-positioned from day one.

No pitch decks before readiness. No funding distractions before substance. We believe in building real value, before seeking valuation.

What We Deliver?

- Venture Strategy & Business Model Innovation
- Legal Structuring & IP Advisory
- Market Entry Planning & Competitive Positioning
- Leadership Development & Founder Coaching
- Technology Infrastructure & IT Readiness
- Brand Identity & Digital Activation
- Investor Readiness & Fundraising Roadmaps

We act as your embedded strategic partner, aligning every step of the process with long-term business health and executional agility. Our interdisciplinary team spans legal, finance, branding, and tech, ensuring your startup is not just launched but launched right.

At Aston Consulting, we don't just advise ventures. We build them resilient, relevant, and ready for the world.



WHY SWITZERLAND?

REPUTATION. CURRENCY. RETIREMENT. CONSISTENT TAX AND LAW REGIME.

A good family office will not only manage its clients' wealth, it will work above all to safeguard it, especially if the clients live in unstable countries. Consequently, location is an important factor when choosing a family office. It needs to be based in a very **politically and economically stable country** offering a wide range of quality services and first-rate infrastructure. The **Swiss finance and banking sector is both unique and extremely carefree** and buoyant. Switzerland has long been considered the **world's leading financial centre** for high net worth wealth management.



Over the last few years, it has also earned itself a **strong reputation for currency** and raw materials trading and fund management. Switzerland is politically and economically stable with a **secure legal system, excellent financial services and a long tradition of private banking**, insurance and independent wealth management. Swiss people are known for their **competence in foreign languages, a central position in Europe, modern, reliable infrastructure** and an ability to adapt to different cultures. Swiss law prioritises freedom, privacy and individual property.



The assets of foreigners are treated in exactly the same way as those belonging to Swiss nationals. Banking and wealth management are protected by bank secrecy laws, as defined in Article 47 of the Federal Law on Banks and Savings Banks. Switzerland has withstood various financial crises, thanks to consistent growth based on wide diversification and strong domestic demand. It has a very low level of government debt and is one of the last countries **still holding an AAA rating**. In addition, Switzerland has one of the world's highest standards of living. It has an **attractive corporate tax regime**. In certain cantons, tax rates are very low and the country has signed numerous double taxation treaties. The **Swiss franc has consistently risen** in value over recent years, has a **long-standing international reputation** as a **safe-haven currency**.

CONTACT US

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SWISS REGISTRATION

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The service offerings mentioned in this brochure may differ in your domicile due to regulatory requirements. This brochure does not constitute any form of securities offering. Aston Consulting AG's corporate language is English. Whenever possible we communicate with our clients in English, German providing them with written information, brochures and client forms in one of these languages. This document is issued by ASTON CONSULTING AG with registered head office at Bahnhofstrasse 32, 6300 Zug, regulated by the Swiss Financial Market Supervisory Authority (FINMA).

Appendix



KNOW YOUR CUSTOMER

CLIENT NAME:

COMPANY NAME:

SWISS COMPANY	
• Swiss company (AG incorporation, CHF 100k share capital)	
• Main activities / sector / country / turnover:	
• Estimated NET SALES (M CHF) in Switzerland:	
• Business specific OPEX categories:	
DOMICILE	
• Registered swiss office in Zug, Kanton Zug	
• Registered swiss office in Zurich, Kanton Zürich	
• Registered swiss office in Luzern, Kanton Luzern	
OWNERSHIP	
• Ultimate beneficiary owner(s)	
Name ownership %	
Name ownership %	
Name ownership %	
Name ownership %	
• Indirect ownership via registered legal entity or asset manager (please specify)	
• Politically exposed person (PEP)	



KNOW YOUR CUSTOMER

DIRECTORSHIP	
• Director is the owner of the swiss company	
• Directorship service (swiss registered private person)	
• Directorship via registered legal entity or asset manager (please specify)	

BANK ACCOUNT & ACCESS	
• Currency specific bank accounts (CHF), others please specify: ☐ EUR ☐ USD ☐ other:	
• Bank account access including 100% sole signature right for company OWNER	
• Bank account access including JOINT signature rights for owners (please specify)	
• Bank account access including 100% sole signature for company DIRECTOR	
• Bank account access including JOINT signature rights for company directors (please specify)	
• Digital banking access for owner(s)	
• Digital banking access for director(s)	