MOVING FORWARD WITH INNOSUISSE

Laura Lang
Specialist
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MOVING FORWARD WITH INNOSUISSE

SWITZERLAND – LAND OF INNOVATION
WE PROMOTE INNOVATION

INNOSUISSE
SWISS INNOVATION AGENCY
INNOSUISSE PROMOTES INNOVATION IN FOUR AREAS

- Start Your Innovation Project
- Be Connected
- Grow Your Business
- Go Global

MOVING FORWARD WITH INNOSUISSE
WE PROMOTE INNOVATION
START YOUR INNOVATION PROJECT

PRELIMINARY STUDIES WITH INNOVATION CHEQUE

INNOVATION PROJECTS

BRIDGE PROGRAMME BY INNOSUISSE AND SNSF

Coming soon: FLAGSHIP INITIATIVE
INNOVATION CHEQUE
TEST YOUR INNOVATIVE IDEA

SMES AND OTHER ORGANISATIONS <250 FTES
- Easy entry into science-based innovation
- Evaluation of the feasibility of an innovative idea

RESEARCH PARTNERS
- Research services for the implementation partner up to CHF 15,000

INNOVATION CHEQUE
- Innovation cheque by Innosuisse up to CHF 15,000

PRELIMINARY STUDIES
- Concept developments, idea studies or analyses of innovation potential and the feasibility

Apply for a cheque: https://www.innosuisse.ch/analytics
INNOVATION PROJECT
BETWEEN BUSINESS AND RESEARCH

IMPLEMENTATION PARTNERS (industry partners, SMEs, NGOs, administration)
- Obtain access to scientific know-how and research and development resources
- Provide business expertise and customer perspective

RESEARCHERS
- Obtain business expertise and customer perspective
- Provide scientific skills and research infrastructure

INNOVATION PROJECT
- 50% Funded by Innosuisse
- 50% Contribution by the implementation partner incl. 10% cash

MARKET IMPLEMENTATION OF THE INNOVATION

Submit your application online:
https://www.innosuisse.ch/analytics
INNOVATION PROJECTS EVALUATION PROCESS

Evaluation duration (in weeks) – depending on dates of evaluation meetings

| 1   | 2   | 1   | 1   | 2   |

- Submission by applicants
- Formal check
  - Innosuisse Secretariat
- Independent evaluation by 2 experts
  - Experts for Innosuisse
- Preparation of evaluation meeting: ranking list
  - Innosuisse Secretariat
- Review of the applications
  - Innosuisse Secretariat
- Funding decisions in evaluation meetings
  - Innovation Council
- Communication and contract
  - Innosuisse Secretariat
ASSISTED PATENT SEARCH TO CHECK IF YOUR IDEA CAN BE PATENTED

HAS YOUR APPLICATION FOR INNOSUISSE SUPPORT BEEN APPROVED OR ARE YOU PREPARING A SUBMISSION FOR AN INNOVATION PROJECT?

- Find out if your innovation can be patented
- Receive valuable information that will help you make decisions on your innovation

OFFER BY IPI EXPERTS

Assisted Patent Search
Assisted Patent Landscape Analysis

in partnership with

IGE | IPI

Details and online application:
https://www.innosuisse.ch/inno/en/home/start-your-innovation-project/IGE-Patentrecherchen.html
BRIDGE PROGRAMME
BY INNOSUISSE AND SNSF

AS A RESEARCHER
• Take the step into an application-led business environment
• Implement your research results on the market

BRIDGE PROJECTS

100%

• BRIDGE projects funded by Innosuisse and SNSF

TWO FUNDING OPPORTUNITIES

• Proof of concept:
  a step into an application-led business environment for young researchers

• Discovery:
  for researchers with experience of implementing the innovation potential of research results
FLAGSHIP INITIATIVE
SYSTEMIC AND TRANSDISCIPLINARY

GOALS
• Account for increasing complexity and interconnectedness of reality
• Address issues that are relevant to a large part of the economy or the society
• Promotion of transdisciplinary project collaboration
• Improve a system in the long term

INNOVATION PROJECT

50% 50%

• Funded by Innosuisse
• Contribution by the implementation partner incl. 10% cash

INITIATIVE
• Regular calls as of 2021
• Broad topics
• Consortia of ≥ 3 research partners & ≥ 2 implementation partners
• Minimum duration of 3 years
• Minimum funding from Innosuisse amounts to at least 4 million
START AND GROW YOUR BUSINESS

START-UP TRAINING

START-UP COACHING

INTERNATIONALISATION CAMPS

INTERNATIONAL TRADE FAIRS
DEVELOP YOUR BUSINESS IDEA WITH START-UP TRAINING

MODULE 1
1/2 day
BUSINESS IDEAS
FEEL THE START-UP GROOVE

MODULE 2
1 semester
BUSINESS CONCEPT
GET THE START-UP TOOLBOX

MODULE 3
5 days
BUSINESS CREATION
KICKSTART YOUR BUSINESS

MODULE 4
5 days
BUSINESS GROWTH
GROW YOUR VENTURE

Maturity level of the start-up

For students, doctoral students, academic staff and professors at Swiss academic institutions

For start-ups
BECOME A CEO WITH INNOSUISSE

3 TYPES OF START-UP COACHING

INITIAL COACHING
up to CHF 5,000
Submit your application at: https://www.innosuisse.ch/coaching

CORE COACHING
up to CHF 50,000

SCALE-UP COACHING
up to CHF 75,000

WE PROMOTE INNOVATION
BE CONNECTED

MENTORING FOR SME (<250 FTE)

NTN INNOVATION BOOSTER

SPECIALISED THEMATIC EVENTS

INNOVATION PROMOTION IN FOUR AREAS

START YOUR INNOVATION PROJECT

GO GLOBAL
DEVELOP YOUR INNOVATION PROJECT WITH INNOVATION MENTORS

20 MENTORS THROUGHOUT SWITZERLAND:
- Provide you easy access to technology and research
- Provide you support with the search for the right research partner
- Assess your innovation project and assist with the application
- Free offering for Swiss SMEs and other organisations with less than 250 FTEs

Apply for a voucher:
https://www.innosuisse.ch/mentoring
BRINGING PLAYERS TOGETHER
NETWORKING EVENT SERIES

SWISS NON-PROFIT ORGANISATION
submits an application as event organiser

KEY PLAYERS
from business, science and society participate in
order to create a community on a specific cross-
industry innovation topic

NETWORKING EVENT SERIES

- 50% Funded by Innosuisse
- 50% Contribution of event organiser

YOUR NETWORKING EVENTS
over 2 to 4 years

Annual call:
https://www.innosuisse.ch/eventseries
GO GLOBAL

INTERNATIONAL INNOVATION PROGRAMMES

BILATERAL COOPERATION

ENTERPRISE EUROPE NETWORK

BE CONNECTED

INNOVATION PROMOTION IN FOUR AREAS

START YOUR INNOVATION PROJECT

GO GLOBAL
MOVING FORWARD WITH INNOSUISSE

THANK YOU

www.innosuisse.ch
info@innosuisse.ch

START YOUR INNOVATION PROJECT

START AND GROW YOUR BUSINESS

BE CONNECTED

GO GLOBAL

twitter.com/innosuisse
linkedin.com/company/Innosuisse
FURTHER INFORMATION

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INNOVATION PROJECTS
BRIDGE PROGRAMME BY INNOSUISSE AND SNSF

Coming soon: FLAGSHIP INITIATIVE
FOR AN INNOVATION PROJECT
A GOOD APPLICATION IS...

CONCRETE:
- Market interest exists
- Access to the market has been described
- Product or service has been defined

CLEAR:
- Innovative content is clearly indicated
- Project plan is comprehensible
- Tasks are clearly defined and meaningful
- Milestones are set reasonably and goals are described quantitatively

CONSISTENT:
- Research and implementation partners work together, not side by side or against each other
- Project planning and financial planning are consistent
- Timetable and resource allocation are realistic
INNOVATION PROJECTS

ASSESSMENT CRITERIA

- Innovation degree
- Sustainability and value creation in Switzerland
- Methodology and team competences

The Innovation Council takes its independent decision on the basis of the experts’ evaluation.

EVALUATION EXAMPLES:
- Proposal 1: AAA
- Proposal 2: AAB
- Proposal 3: BAB
- Proposal 4: BBC
YOUR CONTACTS FOR PROJECTS AND PROGRAMMES

LIFE SCIENCES
Stéphanie Lecaudé
+41 58 464 19 85
life.sciences@innosuisse.ch

SOCIAL SCIENCES & BUSINESS MANAGEMENT
Sandra Villiger
+41 58 463 51 60
social.sciences@innosuisse.ch

ICT
Dannie Jost
+41 58 467 17 55
ict@innosuisse.ch

ENGINNEERING
Matthias Furler
+41 58 462 81 47
engineering@innosuisse.ch

ENERGY & ENVIRONMENT
Nicolas Martin
+41 58 465 33 72
energy.environment@innosuisse.ch

INNOVATION CHEQUES
Valeria Riccio
+41 58 467 16 49
valeria.riccio@innosuisse.ch

Programme funding
Kathrin Kramer
+41 58 462 00 74
sccer@innosuisse.ch
START AND GROW YOUR BUSINESS

- START-UP TRAINING
- START-UP COACHING
- INTERNATIONALISATION CAMPS
- INTERNATIONAL TRADE FAIRS
GAIN AN INTERNATIONAL FOOTHOLD WITH INTERNATIONALISATION CAMPS

AS A START-UP TEST YOUR PRODUCT OR BUSINESS MODEL ABROAD:

- Market Entry Camps and Market Validation Camps at 10 locations worldwide
- Getting to know partners, customers or future employees
- This offering is for start-ups taking part in the Coaching programme of Innosuisse
GAIN AN INTERNATIONAL FOOTHOLD AT INTERNATIONAL TRADE FAIRS

TRADE FAIRS FOR START-UPS WITH GLOBAL AMBITIONS:

- ‘À la carte’ exhibitor or visitor model at six leading trade fairs with Swiss Pavillon
- Personal advice as well as support with planning, booth construction and travel
- This offering is for start-ups taking part in the Coaching programme of Innosuisse
YOUR CONTACTS
AT START-UP FUNDING

START-UP COACHING
Filiza Hoxha
+41 58 483 96 73
startup@innosuisse.ch

INTERNATIONALISATION CAMPS
AND TRADE FAIRS
Marcel Hofstetter
+41 58 480 86 40
marcel.felder@innosuisse.ch

START-UP TRAINING
Nawal Jorio
+41 58 460 54 89
nawal.jorio@innosuisse.ch
BE
CONNECTED

MENTORING FOR SME (<250 FTE)

NTN INNOVATION BOOSTER

SPECIALISED THEMATIC EVENTS
LAUNCH YOUR INNOVATION IDEA WITH NTN INNOVATION BOOSTER

JOINT TEAMS FOCUSING ON AN INNOVATION TOPIC

- From business, academia and society
- Test jointly developed ideas in an open innovation culture
- This new format starts in 2021

NTN INNOVATION BOOSTER

Ideate and test joint and concrete innovation ideas

Until the end of 2020, the ten current National Thematic Networks are continuing their work.
YOUR CONTACTS
FOR KNOWLEDGE & TECHNOLOGY TRANSFER

MENTORING
Barbara Pfluger
+41 58 461 38 81
mentoring@innosuisse.ch

NTN INNOVATION BOOSTER & SPECIALISED THEMATIC EVENTS
Jürgen Laubersheimer
+41 58 460 81 35
ktt.support@innosuisse.ch
FURTHER INFORMATION

GO GLOBAL

INTERNATIONAL INNOVATION PROGRAMMES

BILATERAL COOPERATION

ENTERPRISE EUROPE NETWORK

BE CONNECTED

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INNOVATION PROMOTION IN FOUR AREAS

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INTERNATIONAL INNOVATION PROGRAMMES

**SUPPORT FOR SMEs**
for cross-border innovation projects

**SUPPORT FOR INNOVATION PROJECTS IN THEMATIC PROGRAMMES**
- AAL: solutions for the needs of elderly people
- ECSEL: in the electronics sector
- ERA-NET: various themes

SMEs and other industrial partners develop their products or services together with partner companies or research teams at international level.
# BILATERAL COOPERATION

Innosuisse has cooperation agreements:

<table>
<thead>
<tr>
<th>Cooperation Agreement</th>
<th>Country</th>
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<tbody>
<tr>
<td>with EMBRAPPII</td>
<td>Brazil</td>
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<tr>
<td>with KIAT</td>
<td>South Korea</td>
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<tr>
<td>with VINNOVA</td>
<td>Sweden</td>
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<tr>
<td>with NRC-IRAP</td>
<td>Canada</td>
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Calls for tenders for bilateral innovation projects from companies and research institutions. Finding partners in Canada and Switzerland for Eurostars projects.
BE INNOVATIVE INTERNATIONALLY WITH ENTERPRISE EUROPE NETWORK

**EEN** brings together 600 partner organisations in over 60 countries.

The network improves the competitiveness of SMEs in Europe and beyond.

7 EEN ADVISORS IN SWITZERLAND:

- Provide you information about market opportunities, European law and EU funding opportunities
- Support you with finding partners and technology partnerships through matchmaking events
- Help with developing your SME’s R&D capacities through synergies with other players
YOUR CONTACTS
FOR INTERNATIONAL PROGRAMMES

INTERNATIONAL PROGRAMMES AND BILATERAL COOPERATION
Andreas Gut
+41 58 466 54 67
andreas.gut@innosuisse.ch

ENTERPRISE EUROPE NETWORK – EEN SWITZERLAND
Emile Dupont
+41 58 468 65 00
emile.dupont@innosuisse.ch