

# MOVING FORWARD WITH INNOSUISSE

DOMINIQUE GRUHL

Head of Start-up and Next Generation Innovators Division



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

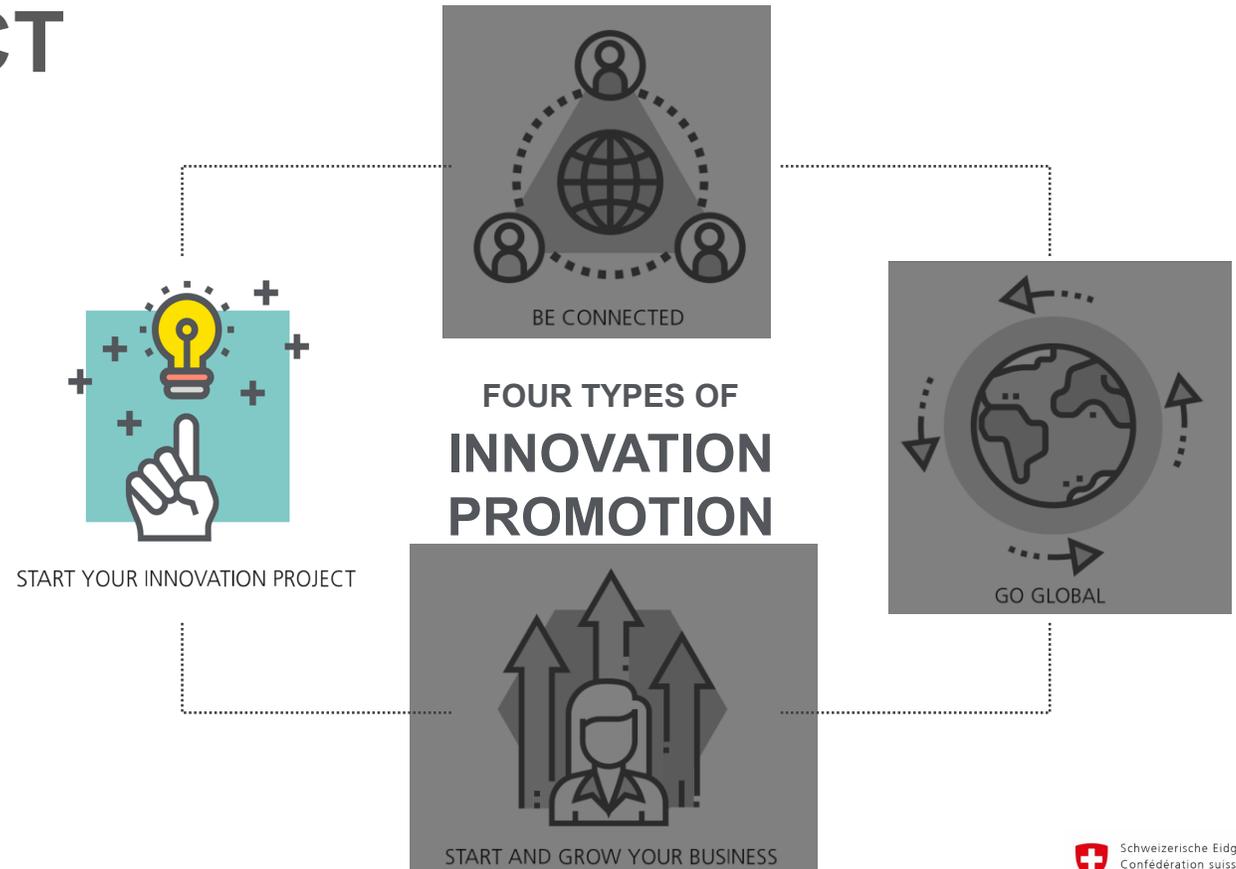
Swiss Confederation

**Innosuisse – Swiss Innovation Agency**



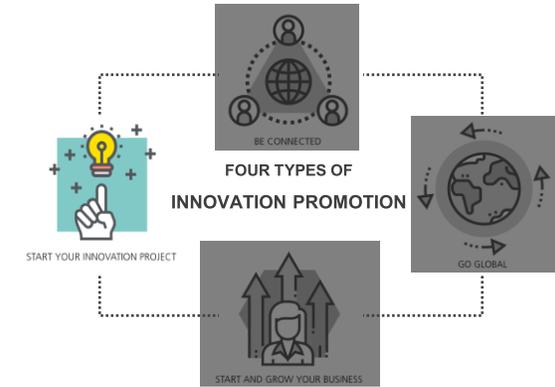
# START YOUR INNOVATION PROJECT

Innosuisse primarily supports **science-based innovation projects conducted jointly by companies and research institutions**. We offer both parties a flexible way of getting started.

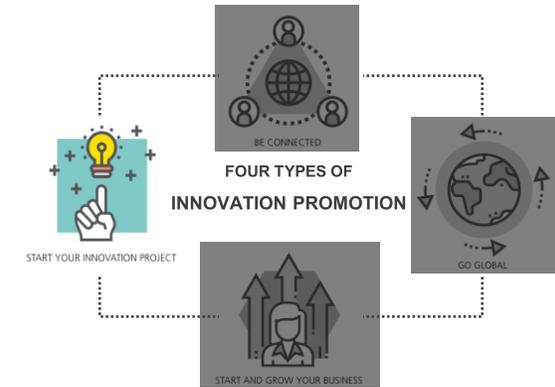


# WHAT IS AN INNOVATION PROJECT?

- A partnership of companies (mainly SMEs) and research institutions (universities, universities of applied sciences, other research institutions as per RIPA)
- Projects without implementation partners are possible (particularly risky projects with high innovative content)
- Clearly defined innovation project in stages prior to the development of prototypes
- Innosuisse funds research work for the company – such as the salaries of the university researchers (+ Overhead contributions)
- Company contributes at least the same amount, mainly by cooperating
- Typical project duration: 18 to 24 months
- Average funding contribution is around CHF 350,000 (depending on total project costs)



# BRINGING TOGETHER SCIENCE AND THE MARKET



**Research offers**  
Scientific expertise and research infrastructure

**and gains**  
Access to the market

**SME offers**  
Economic and entrepreneurial know-how as well as marketability

**and gains**  
Access to resources, expertise and infrastructure in research & science

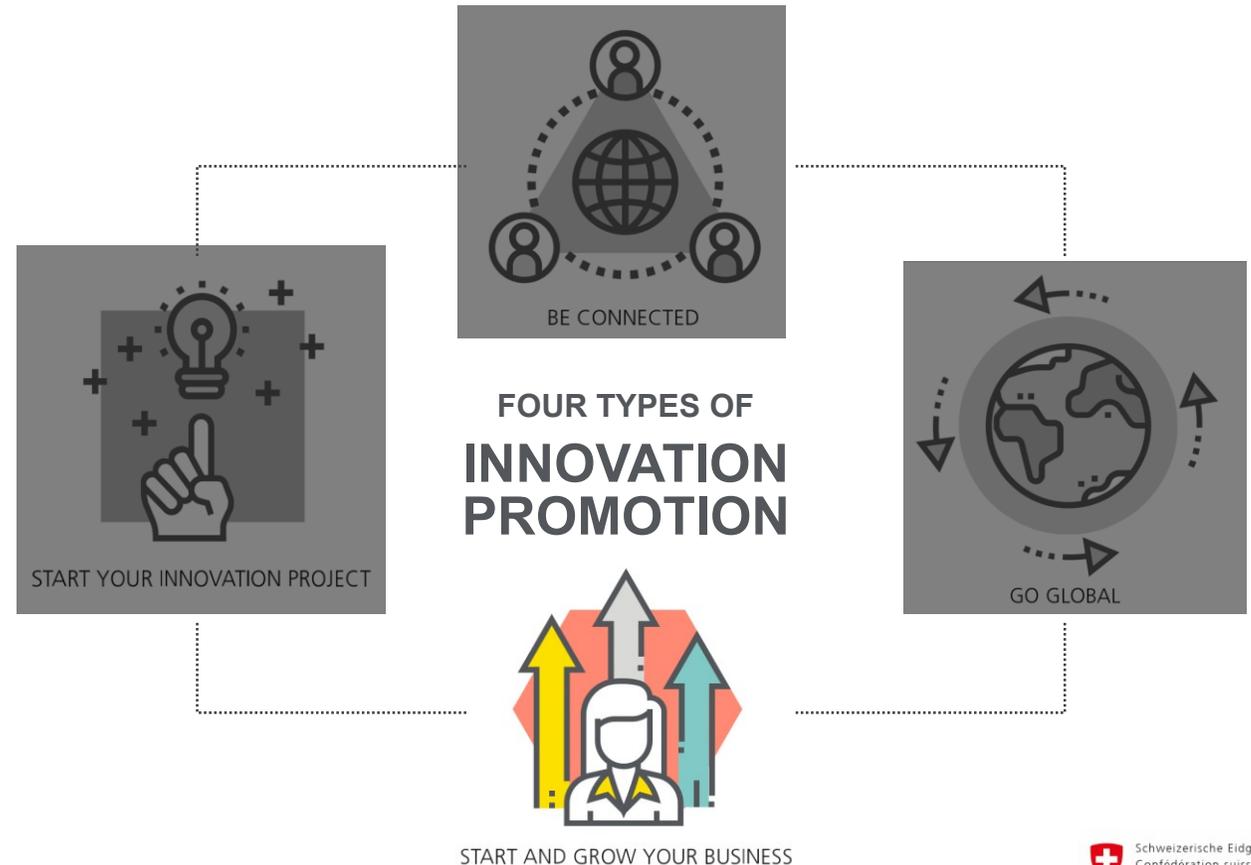
**INNOVATION PROJECT**  
Innosuisse covers max. 50% of the project costs and pays and Overhead contribution of 15% to the research partner.

The implementation partner comes up for at least 50% of the Project costs (incl. 10% cash), mainly in form of labour.

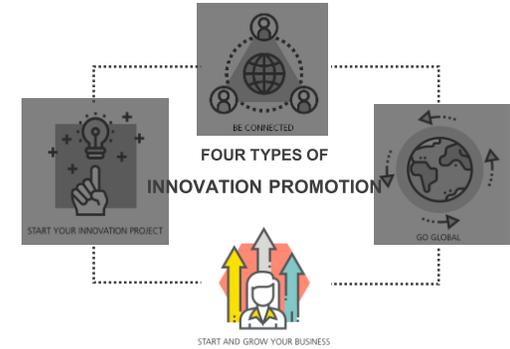
  
**MARKET IMPLEMENTATION**

# START AND GROW YOUR BUSINESS

Innosuisse supports entrepreneurial thinking through **targeted training programs** and offers **personalized coaching** to start-ups and those interested in setting up a business.



# INNOSSUISSE START-UP TRAINING

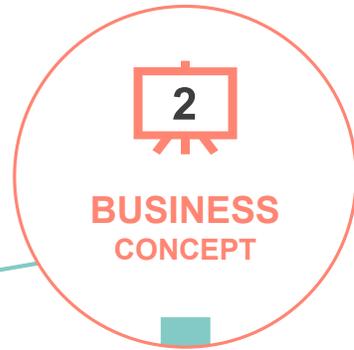


**MODULE 1**  
1/2 Day



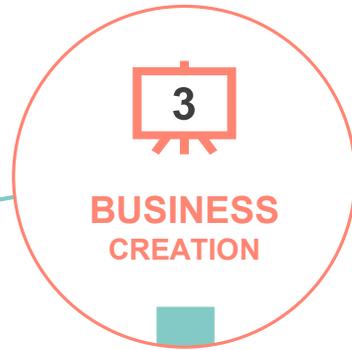
FEEL THE START-UP GROOVE

**MODULE 2**  
1 semester



GET THE START-UP TOOLBOX

**MODULE 3**  
5 days



JUMPSTART YOUR BUSINESS

**MODULE 4**  
5 days



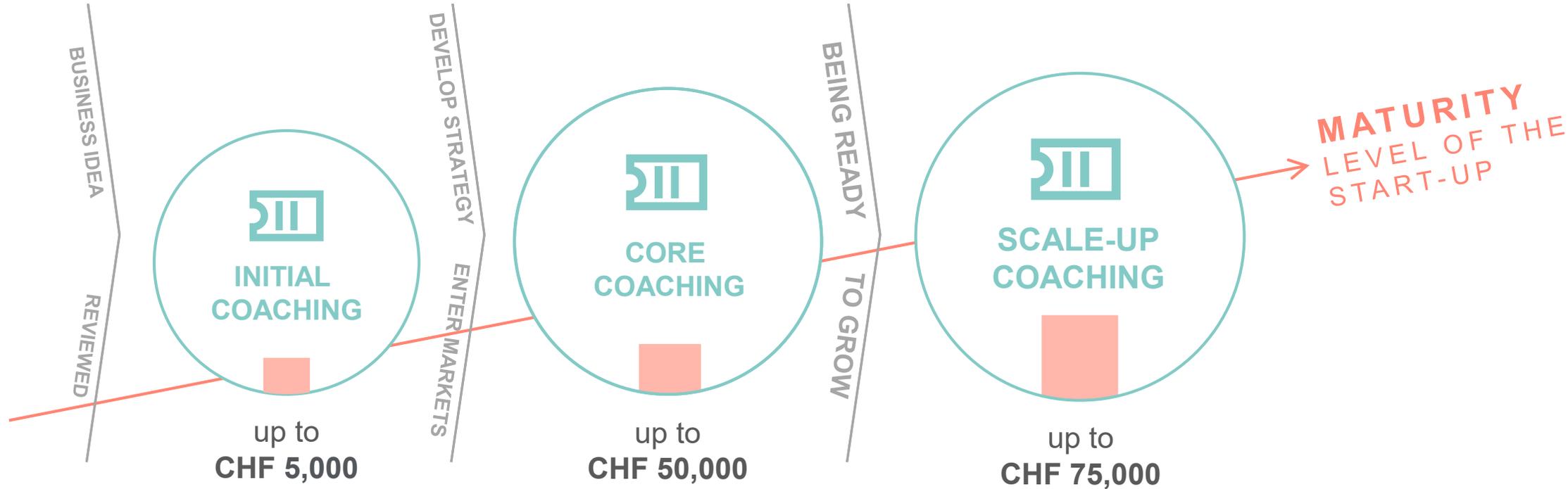
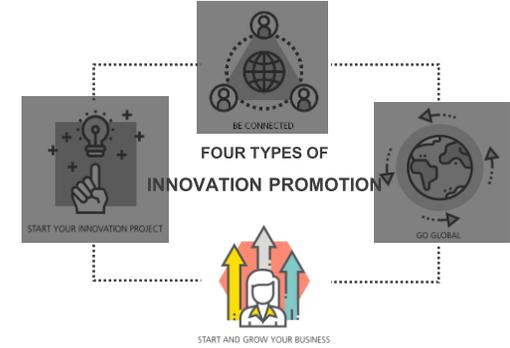
GROW YOUR VENTURE

**MATURITY  
LEVEL OF THE  
START-UP**

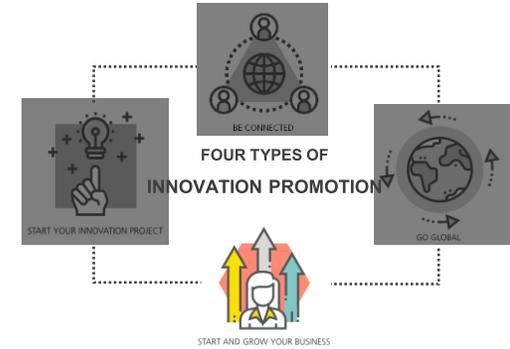
**For members of universities & universities of applied sciences**  
(students, doctoral students, research assistants, professors)

**For Start-ups**  
Cluster-based courses: ICT, advanced engineering, biotech/medtech, social entrepreneurship

# START-UP COACHING THREE TYPES OF VOUCHERS



# NINE INTERNATIONALISATION CAMPS IN FIVE COUNTRIES



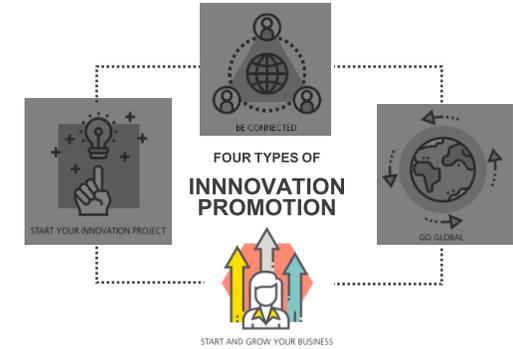
or start-ups who want to gain  
foothold in the international  
market:

Market entry camps/market  
validation camps

Testing products or business  
models abroad

Getting to know partners,  
customers or future colleagues

# TRADE FAIRS PROGRAMME



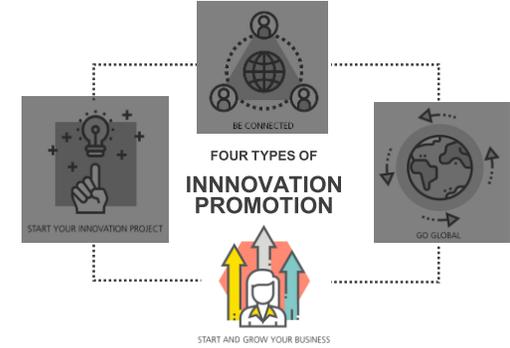
## For start-ups that are ready for international trade:

- 6 lead fairs/year with Swiss Pavilions
- À la carte trade fair offering
- Exhibitor or visitor model
- Personalized support: Counselling before, during and after the fair
- Logistical support for booth set-up, travel arrangements, planning
- Side-events: presentation, pitching, networking, workshops, representation events with embassy and consular network



# WHERE AND HOW TO APPLY?

www.innosuisse.ch



### Start-up Coaching

Mit Innosuisse werden Sie CEO: Wir fördern Start-ups und Gründungsinteressierte mit einem individuellen Coaching.



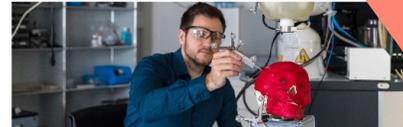
### Start-up Training

Mit unserem Start-up Training Programm können Sie in vier Modulen Ihr unternehmerisches Wissen aufbauen und weiterentwickeln.



### Internationalisierungscamp

Innosuisse schickt innovative S Internationalisierungsabsichte mit den globalen Hubs des Un



### Innovationsprojekte mit Umsetzungspartner

Innosuisse fördert wissenschaftsbasierte Innovationsprojekte zwischen Unternehmen und Forschungspartnern.



### Innovationsprojekte ohne Umsetzungspartner

Innosuisse fördert risikoreiche Projekte mit hohem Innovationsgehalt von Forschenden, die noch keinen Partner für deren Umsetzung haben.



### Gutschriften für Vorstudie: Innovationscheck

Mit dem Innovationscheck von Innosuisse können KMU die Zusammenarbeit mit einem Forschungspartner und die Umsetzbarkeit Ihrer Idee testen.



### Internationale Messen für Start-ups



### Beratung: Innovationsmentoring

Unsere Innovationsmentorinnen und -mentoren unterstützen Sie beim Start in ein



### Begleitete Patentrecherchen

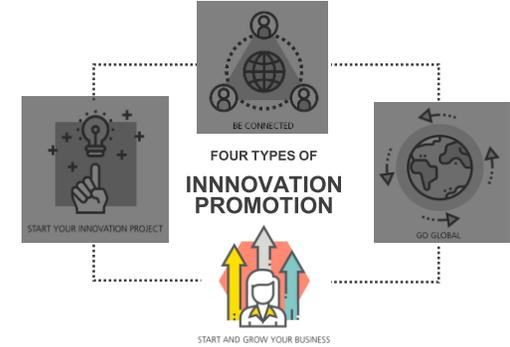
Gemeinsam mit einem Patentexperten des

# BRIDGE

### Programm BRIDGE

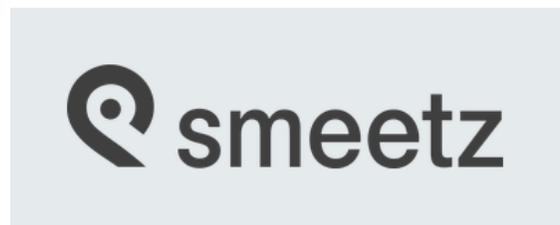
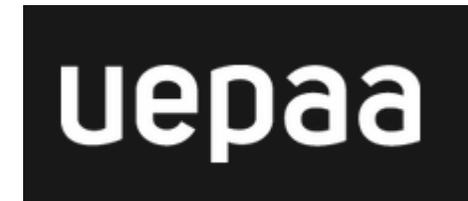
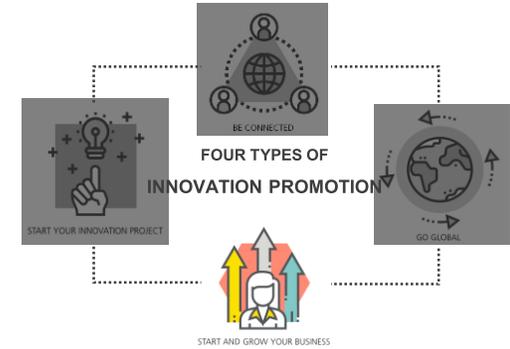
An der Schnittstelle von Grundlagenforschung und wissenschaftsbasierter Innovation werden

# Best and worst practices for start-ups when applying for Innosuisse support

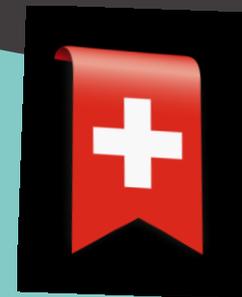


Best	Worst
Begin with entrepreneurship courses to get the toolbox for setting-up a startup	Consider that the further advanced or later stage start-up support will be of higher value
Begin with initial coaching as an entry point into start-up coaching	Present the innovative aspect of the start-up as something that admittedly exists elsewhere but not in Switzerland yet
Use the innovation mentors to help kick-start your innovation project	Define a USP as being better than others
Use the Innovation cheque instrument to test working with a research partner and the feasibility of an idea	Present an innovation project that has a low likelihood of reaching the market

# Examples of start-ups supported by Innosuisse



MOVING FORWARD WITH INNOSUISSE



# THANK YOU VERY MUCH

[www.innosuisse.ch](http://www.innosuisse.ch)  
[info@innosuisse.ch](mailto:info@innosuisse.ch)



START YOUR INNOVATION PROJECT



START AND GROW YOUR BUSINESS



BE CONNECTED



GO GLOBAL



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