MOVING FORWARD WITH INNOSUISSE

Anna Cuccu
Project funding Social Sciences & Business Management

26.11.2019
MOVING FORWARD WITH INNOSUISSE

WHO WE ARE
ORGANISATION
WHAT WE DO
Innosuisse is the Swiss Confederation’s agency for promoting innovation. It is a federal entity under public law with a separate legal personality.

Innosuisse’s role is to promote science-based innovation in all disciplines represented in university research institutions – all in the interest of industry and society in Switzerland.
MOVING FORWARD WITH INNOSUISSE

WHO WE ARE

ORGANISATION

WHAT WE DO
ON DUTY FOR INNOSUISSE

BOARD OF DIRECTORS
7 MEMBERS

EXECUTIVE COMMITTEE AND SECRETARIAT
70 EMPLOYEES

INNOVATION COUNCIL
22 MEMBERS

165 EXPERTS

15

7

26

44

3

4

20 INNOVATION MENTORS
91 COACHES

2

18

14

77

41

125
INNOVATION COUNCIL

5 subgroups
23 members

134 EXPERTS working on behalf of all units according to the expertise required.

31 EXPERTS SCCER
MOVING FORWARD WITH INNOSUISSE

WHO WE ARE
ORGANISATION
WHAT WE DO
FOUR TYPES OF INNOVATION PROMOTION

BE CONNECTED

START YOUR INNOVATION PROJECT

GO GLOBAL

START AND GROW YOUR BUSINESS
START AND GROW YOUR BUSINESS

Innosuisse supports entrepreneurial thinking through targeted training programmes and offers personalized coaching to start-ups and those interested in setting up a business.
INNOSUISSE
START-UP TRAINING

<table>
<thead>
<tr>
<th>MODULE 1</th>
<th>MODULE 2</th>
<th>MODULE 3</th>
<th>MODULE 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Day</td>
<td>1 semester</td>
<td>5 days</td>
<td>5 days</td>
</tr>
<tr>
<td>BUSINESS IDEAS</td>
<td>BUSINESS CONCEPT</td>
<td>BUSINESS CREATION</td>
<td>BUSINESS GROWTH</td>
</tr>
<tr>
<td>FEEL THE START-UP GROOVE</td>
<td>GET THE START-UP TOOLBOX</td>
<td>JUMPSTART YOUR BUSINESS</td>
<td>GROW YOUR VENTURE</td>
</tr>
</tbody>
</table>

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

MATURITY LEVEL OF THE START-UP

WHAT WE DO
START-UP COACHING
THREE TYPES OF VOUCHERS

- INITIAL COACHING: up to CHF 5,000
- CORE COACHING: up to CHF 50,000
- SCALE-UP COACHING: up to CHF 75,000
Innosuisse helps companies work together across national borders.
ENTERPRISE EUROPE NETWORK
EEN

SEVEN EEN ADVISORS:

- Provide information and advice on market opportunities, European legislation and regulations relevant to industries and companies
- Support the process of searching for partnerships (business and technology)
- Help to develop the R&D skills of SMEs by creating synergies with other stakeholders
- Support the formation of technological partnerships through matchmaking events
- Provide information to the EU’s funding services

EEN unites 600 partner organisations in over 60 countries.

The network strengthens the competitiveness of SMEs in Europe and beyond.
INTERNATIONAL COLLABORATIONS

**Cross-border innovation**
- Promotes collaborative cross-border research and development projects with an innovation content to enhance European competitiveness

**A better quality for seniors**
- Develops innovative marketable solutions to enable the elderly to maintain their standard of living, program conducted in cooperation with the EU

**Cooperation in the electronic field**
- Market-oriented collaborative research and development between European industrial partners and university partners

**Support for SMEs**
- Allows SMEs to further develop their products or services together with partner firms or research teams at an international level.

**Cross-border innovation**
- Access to international research networks and calls co-financed by the EU
Innosuisse engages innovation mentors and supports networks and events in important innovation fields in order to bring together Swiss SMEs and research partners.
INNOVATION MENTORS
ADVISORS FOR SMES

FREE SERVICE FOR SWISS SMES:

- Facilitate access to technology and research
- Help you find the right partner
- Can assess innovation projects
- Provide application support
- Help you to revise rejected applications
NATIONAL THEMATIC NETWORKS

- «innovation motors» of Switzerland
- 10 National Thematic Networks
- Nationwide networks specialising in a specific innovation topic that is important to Swiss industry
- Provide access to infrastructure, research and potential industry partners
Innosuisse primarily supports science-based innovation projects conducted jointly by companies and research institutions. We offer both parties a flexible way of getting started.
BRIDGE: TWO FUNDING OFFERS

- **Proof of Concept**: for young researchers, step towards business practice
- **Discovery**: for experienced researchers, implementation of the innovation potential of research results
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
WHAT IS AN INNOVATION CHEQUE?

- Easy access into the world of science-based innovation funding.
- Aim: to clarify the effective feasibility of an innovative idea.
- Access up to maximum CHF 15,000 of research services from a research partner.
- Funding preliminary studies, such as concept developments and idea studies or analyses of the innovation and market potential of processes, products, services or technologies.
- Voucher to SME, short financial and content report provided by research partner, co-signed by SME.
SUBMITTING AN APPLICATION

Innosuisse Analytics

Analytics is Innosuisse’s platform for submitting and managing applications. Project partners and start-ups can submit new applications or edit existing ones, while Innosuisse members can access the projects and cases assigned to them. In the event of any faults, we will keep you updated on what we are doing to rectify them here.

REGISTERING FOR THE 1st TIME

Don’t have a login yet? Register here now.

LOGIN APPLICANTS

Research institutions
Companies | Start-ups

LOGIN INNOSUISSE MEMBERS

Innovation Council members | experts
Start-up coaches | Innovation mentors
Secretariat staff

CONTENTS OF AN APPLICATION

I. Partners
Capacity & competences; track record of project partners, availability of infrastructure

II. General information
Title, background, preliminary results, etc.

III. Value creation
Business model, competitive situation, USP, market analysis, profitability development

IV. Solution
State of the art, innovative content, risk and ambition (e.g. TRL), applicability of results

V. Project planning
Work packages, quantified goals (technological, scientific, economic), risk analysis

VI. Financial plan
Salary cost, material cost, 50% contribution MIP, 10% cash contribution
WHAT MAKES A GOOD APPLICATION?

Concrete
Clear
Consistent
A GOOD APPLICATION IS...

...CONCRETE

- Market interest exists
- Access to the market is described
- Product/Process/Service is defined
A GOOD APPLICATION IS...

...CLEAR

- Project plan is comprehensible
- Tasks are clearly defined and meaningful
- Milestones are set reasonably, goals are described quantitatively
- Innovative content is clearly pointed out
A GOOD APPLICATION IS...

...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
ASSESSMENT CRITERIA

Two independent evaluations with the same «weight»

Evaluation Expert 1

Evaluation Expert 2

Assessment criteria

✓ Innovation Degree
✓ Methodology and team competences
✓ Sustainability and value creation in Switzerland

Experts’ evaluations are the basis for the decision

Proposal 1 : AAA
Proposal 2 : AAB
Proposal 3 : BAB
Proposal 4 : BBC

Available budget
EVALUATION PROCESS

Evaluation duration (in weeks)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Submission

- **Formal Check**: Innosuisse Secretariat
- **Independent evaluation by 2 experts**: Experts for Innosuisse
- **Preparation of the evaluation meeting: ranking list**: Innosuisse Secretariat
- **Review of the applications**: Innovation Council
- **Funding decisions in evaluation meetings**: Innosuisse Secretariat
- **Communication and contract**: Innosuisse Secretariat
SUBMISSION DEADLINES

At least 6 weeks before the Innovation Council subgroup meetings

Dates 2020 online
INNOVATION PROJECT FUNDING
WITH UNIGE

Number of funded projects with UNIGE according to starting date

 Approval rate for UNIGE 2019: 100%
CONTACTS

**Life Sciences**
Stéphanie Lecaudé
Scientific Officer
Tél.: +41 58 464 19 85
life.sciences@innosuisse.ch

**Social Sciences & Business Management**
Anna Cuccu
Scientific Officer
Tél.: +41 58 462 86 51
social.sciences@innosuisse.ch

**ICT**
Dannie Jost
Scientific Officer
Tél.: +41 58 467 17 55
ict@innosuisse.ch

**Engineering**
Matthias Furler
Scientific Officer
Tél.: +41 58 462 81 47
engineering@innosuisse.ch

**Energy & Environment**
Nicolas Martin
Scientific Officer
Tél.: +41 58 465 33 72
energy.environment@innosuisse.ch

**Innovation Cheques**
Valeria Riccio
Administrator
Tél.: +41 58 467 16 49
valeria.riccio@innosuisse.ch
TESTIMONIAL INTERVIEW

DR. Michel Deriaz
Director of Travelling and Mobility lab at UNIGE
Innovation project: QueueForMe
THANK YOU VERY MUCH

www.innosuisse.ch
info@innosuisse.ch
Innosuisse has an annual funding budget of some CHF 200 million. The majority of this is put towards supporting innovation projects.
WHAT IS AN INNOVATION PROJECT?

- A partnership of implementation partner(s) (companies, mainly SMEs) and research partner(s) (universities, universities of applied sciences, other research institutions)
- Projects without implementation partners are possible (particularly risky projects with high innovative content)
- Clearly defined science-based innovation project in stages prior to the development of prototypes
- The project must meet a market need and provide added value at the economic or social level in Switzerland