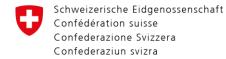
WIE START-UPS VOM INNOSUISSSE COACHING PROFITIEREN

MARIA ANSELMI
DIVISION START-UPS AND NEXT GENERATION INNOVATORS



Swiss Confederation

Innosuisse – Swiss Innovation Agency

INNOSUISSE SWISS INNOVATION AGENCY

Innosuisse is the Swiss Confederation's agency for promoting innovation.

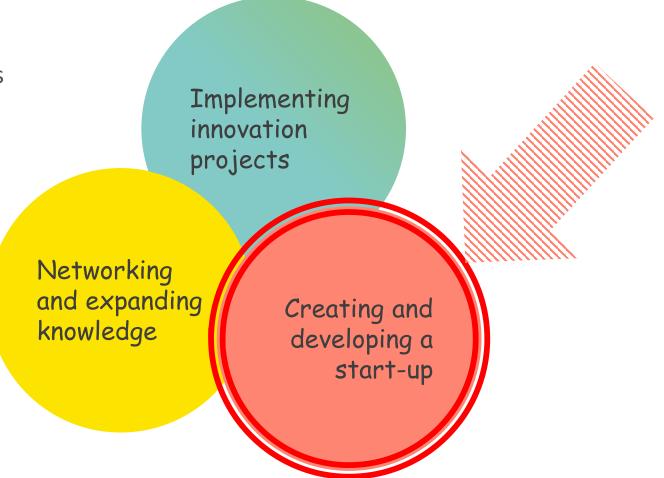
OUR MANDATE

Innosuisse promotes science-based innovation in the interest of the economy and society in Switzerland – in all disciplines.

Innosuisse – Swiss Innovation Agency

INNOSUISSE – YOUR PARTNER FOR INNOVATION

How Innosuisse supports your science-based innovation:





Swiss Confederation

Innosuisse – Swiss Innovation Agend



S TART-UP TRAINING **WE HELP DEVELOP YOUR START-UPS FROM IDEA TO SCAL-UP** WITH

TAYLORMADE COACHING **PROGRAM**

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AT INTERNATIONAL TRADE FAIRS **OBIO** International Convention **BIO-EUROPE**° CES ABU DHABI MEDICA

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3 TYPES OF START-UP COACHING SCALE-UP INITIAL CORE COACHING COACHING COACHING* Worth up to Worth up to Worth up to Challenging and Creating and Refining and optimising the developing implementing the business model growth strategy business traction * Condition: completed Initial Coaching

TAKE YOUR START-UP TO THE NEXT LEVEL:

TAKE YOUR START-UP TO THE NEXT LEVEL: 3 TYPES OF START-UP COACHING

INITIAL COACHING Worth up to CHF 10,000

Challenging and optimising the business model



Creating and developing business traction

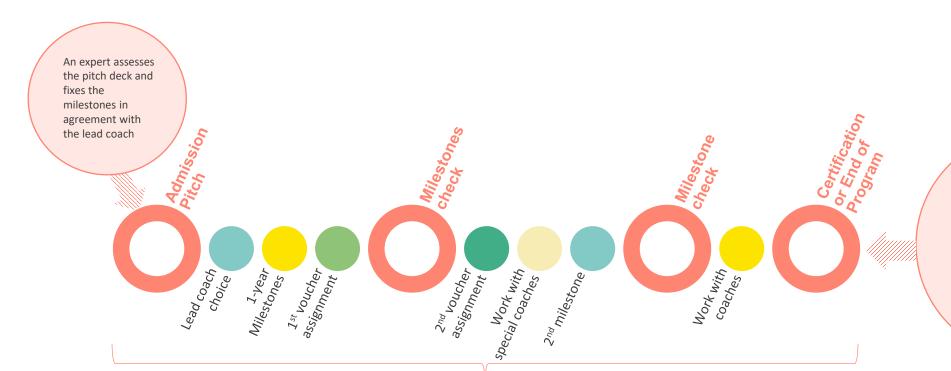
SCALE-UP COACHING Worth up to CHF 75,000

Refining and implementing the growth strategy

* Condition: completed Initial Coaching

Submit your application at: https://www.innosuisse.ch/coaching

HOW DOES THE COACHING PROGRAM RUN?



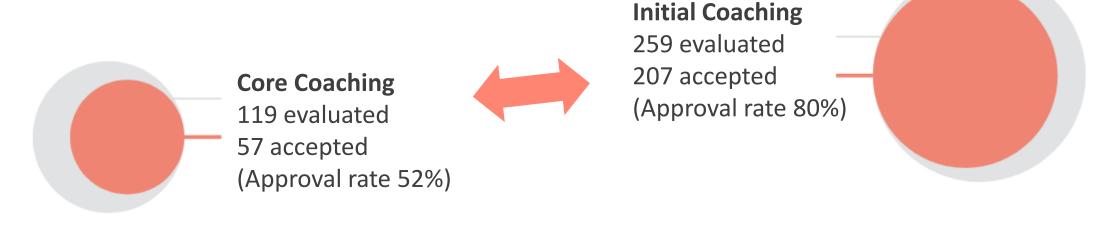
- Solid base and can handle growth in the future
- Prepared to receive external funding if it is needed
- Professional management team that has the required skills or has access to these skills
- Has demonstrated it can access the market and is established within the industry
- Founded in accordance with Swiss law

- The Start-up development plan is defined in an action plan with yearly check-points to make sure that all
 important topics are addressed at the right time during the 3-year program duration
- A Lead coach supports the definition and development plan and helps the start-up get on the right track
- The lead coach is assisted by Special Coaches, matter specialists, that help the Start-up solve its specific challenges
- Vouchers to "pay" the coaches are released at each milestones check point
- At the end of the path a Start-up can be certified if



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COACHING IS INNOSUISSE KEY DEVELOPMENT PROGRAM





Figures 2022

Scale-up Coaching

22 evaluated
20 accepted
(Approval rate 91%)





A KNOWLEDGE INTENSIVE COMMUNITY: EXPERTS, LEAD COACHES AND SPECIAL COACHES



- Experts evaluate project funding demands
- Assess start-ups in CoCA meetings
- Evaluate demands for Innovation Booster and Networking Event Series



- Lead Coaches are entrepreneurs that have built start ups or companies
- They accompany the development of the start-up during the whole program
- Support them identify challenges and solutions.



- Special Coaches are specialists that offer their support in a specific time frame and with specific objective
- They have generally a deep competence in a subject matter



- Each start-up has its pace, team profiles and business niche: for this Innosuisse adopts a taylormade (1:1) coaching model
- A coach enables the team to reach an objective
- Coaches support Start-ups in their development objectives
- The coache "trains" and "directs" the entrepreneur facilitating (and potentially accelerating) the path to the objective
- Coaches does not advise what and how to do but helps the team develop the necessary skills to identify and cope with the challenges

START-UP COACHING: THE EXAMPLE OF AGROSUSTAIN



POSITIVE IMPACT FOR START-UP COACHING



of the coached start-ups have applied for or received patents.

84%

of start-ups are active on the market upon completion of the coaching. 56%

of the coached startups are geared towards sustainability.

61%

of coached start-ups deal with radical or disruptive forms of innovation.

63%

of the coached start-ups rate their business idea as a global market first. 68%

of start-ups were able to procure financing capital during the coaching.

73%

of coached start-ups base their business model and their innovation on digital solutions.



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YOUR CONTACTS FOR START-UP SUPPORT



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You can apply anytime!



THANK YOU

www.innosuisse.ch

MOVING THE WORLD WITH SWISS INNOVATION

