

WIE START-UPS VOM INNOSSUISSE COACHING PROFITIEREN

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DIVISION START-UPS AND NEXT GENERATION INNOVATORS

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Schweizerische Eidgenossenschaft
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Swiss Confederation

Innosuisse – Swiss Innovation Agency

INNOSUISSE SWISS INNOVATION AGENCY

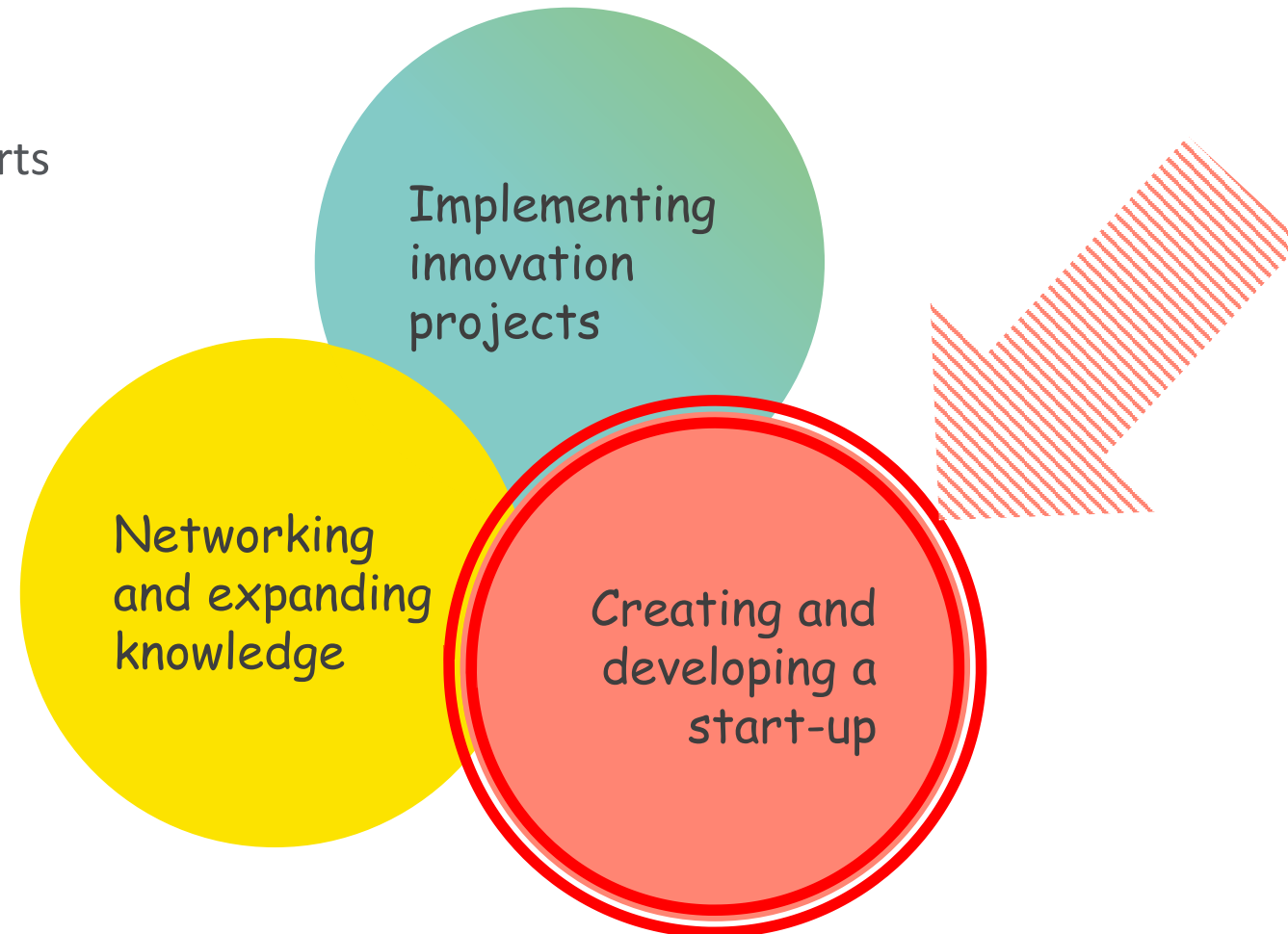
Innosuisse is the Swiss Confederation's agency for promoting innovation.

OUR MANDATE

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

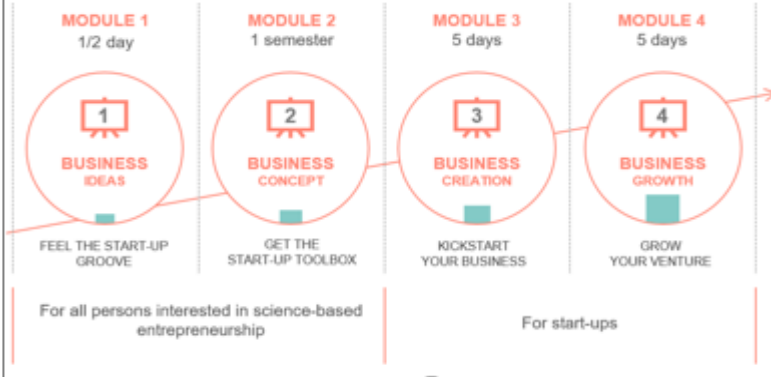
INNOSUISSE – YOUR PARTNER FOR INNOVATION

How Innosuisse supports
your science-based
innovation:



1

START-UP TRAINING: DEVELOP YOUR START-UP BUSINESS IDEA



START-UP TRAINING

WE HELP DEVELOP YOUR START-UPS FROM IDEA TO SCAL-UP WITH A TAYLORMADE COACHING PROGRAM

2

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



* Condition: completed Initial Coaching

START-UP COACHING

INTERNATIONALISATION CAMPS

GAIN AN INTERNATIONAL Foothold WITH INTERNATIONALISATION CAMPS



2a

INTERNATIONAL TRADE FAIRS

GAIN AN INTERNATIONAL Foothold AT INTERNATIONAL TRADE FAIRS



2b

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

START-UP COACHING



Challenging and
optimising the
business model



Creating and
developing
business traction



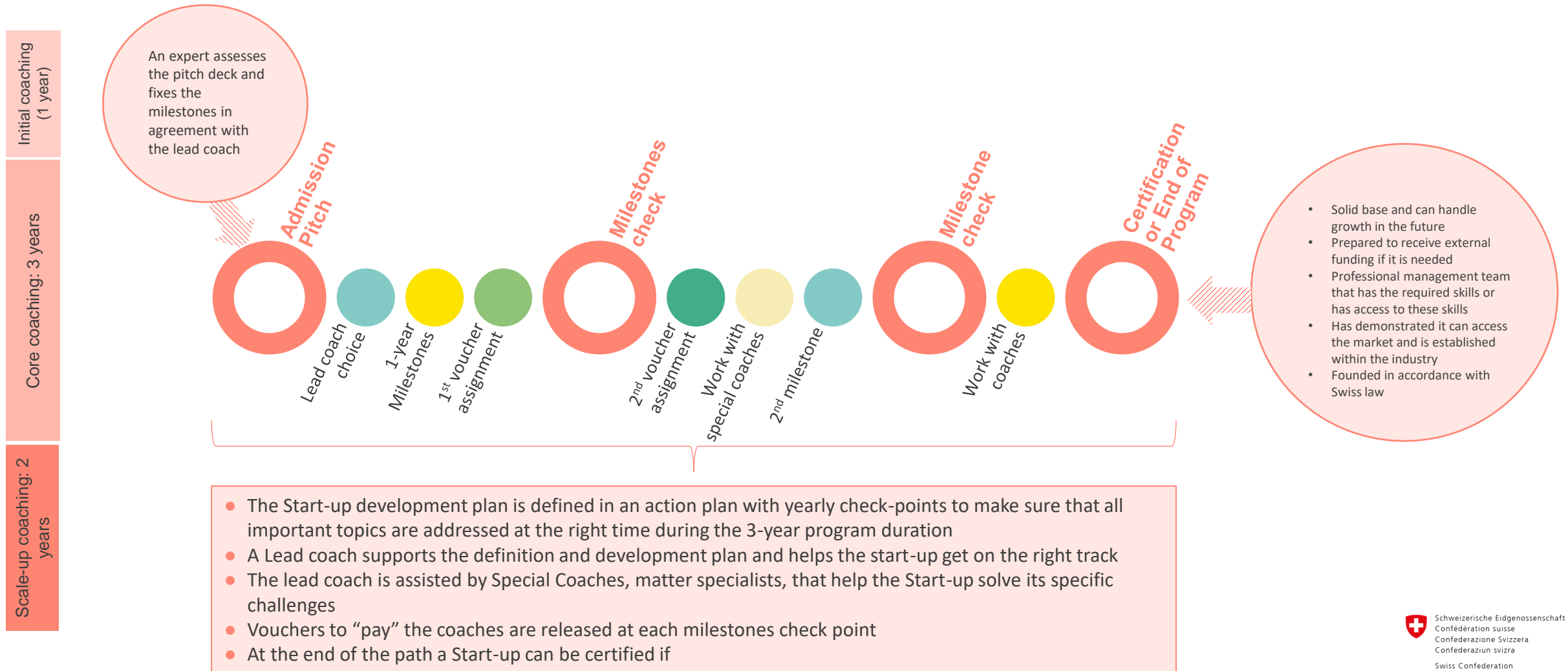
Refining and
implementing the
growth strategy

* Condition: completed Initial Coaching

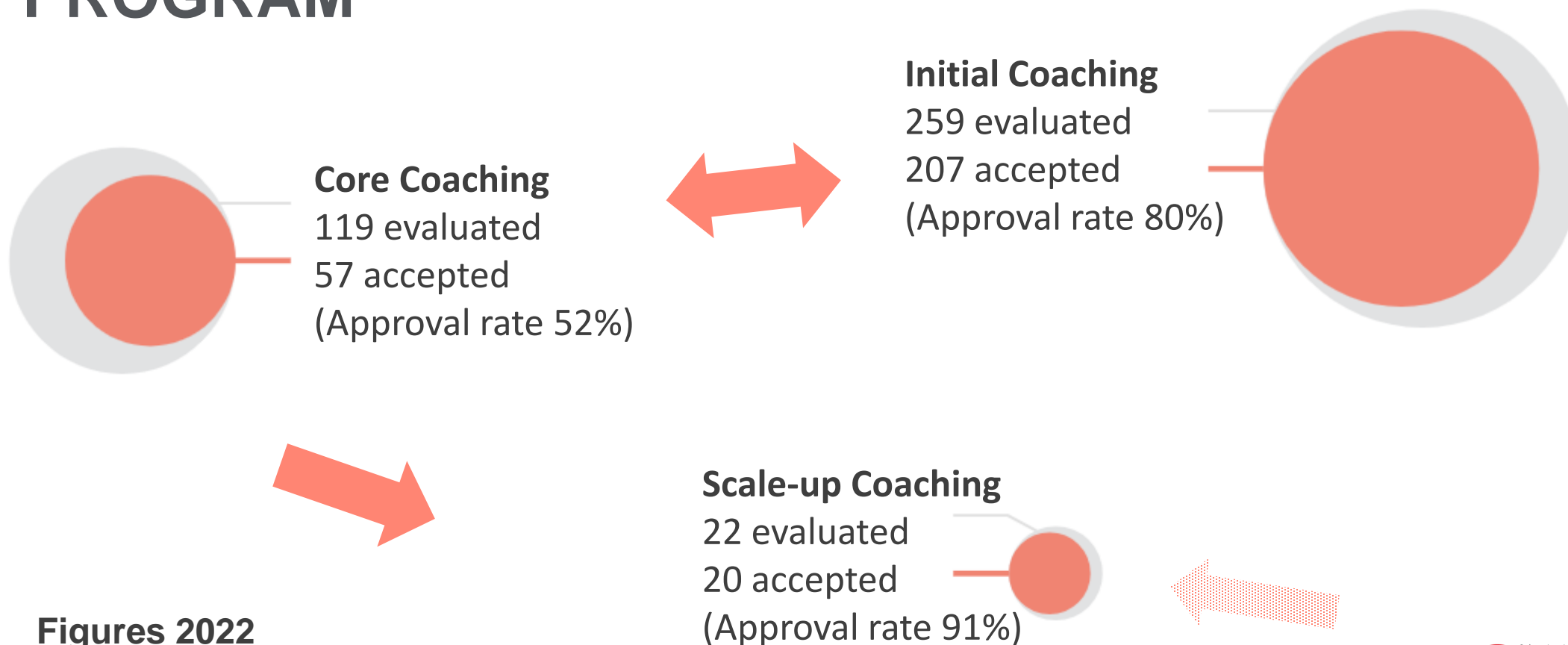
Submit your application at:

<https://www.innosuisse.ch/coaching>

HOW DOES THE COACHING PROGRAM RUN?



COACHING IS INNOSUISSE KEY DEVELOPMENT PROGRAM



Figures 2022

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

WHAT IS A COACH?

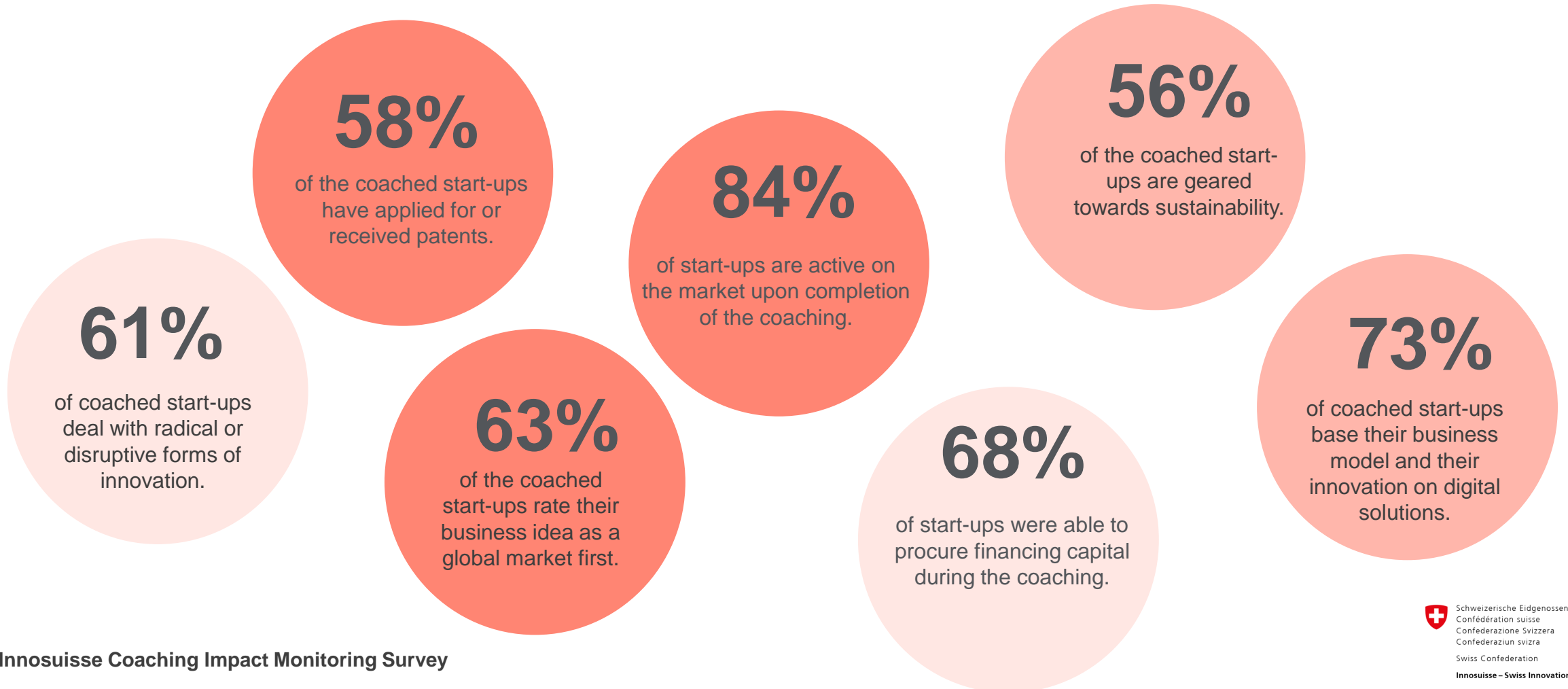


- Each start-up has its pace, team profiles and business niche: for this Innosuisse adopts a taylor-made (1:1) coaching model
- A coach **enables** the team to reach an objective
- Coaches **support** Start-ups in their development objectives
- The coach **“trains”** and **“directs”** the entrepreneur 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



YOUR CONTACTS FOR START-UP SUPPORT



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INTERNATIONALISATION CAMPS AND TRADE FAIRS

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**You can
apply
anytime!**



THANK YOU

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