

INNOSUISSE

INTERATIONALISATION CAMPS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

In 2019, we conducted a survey
and this is what you told us...



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“The support we received helped us tremendously in developing a strategy that will **substantially increase a successful market launch** in the near future.”

Fabian Graf, CEO @

Faitron

Vit Prajzler, Co-Founder @

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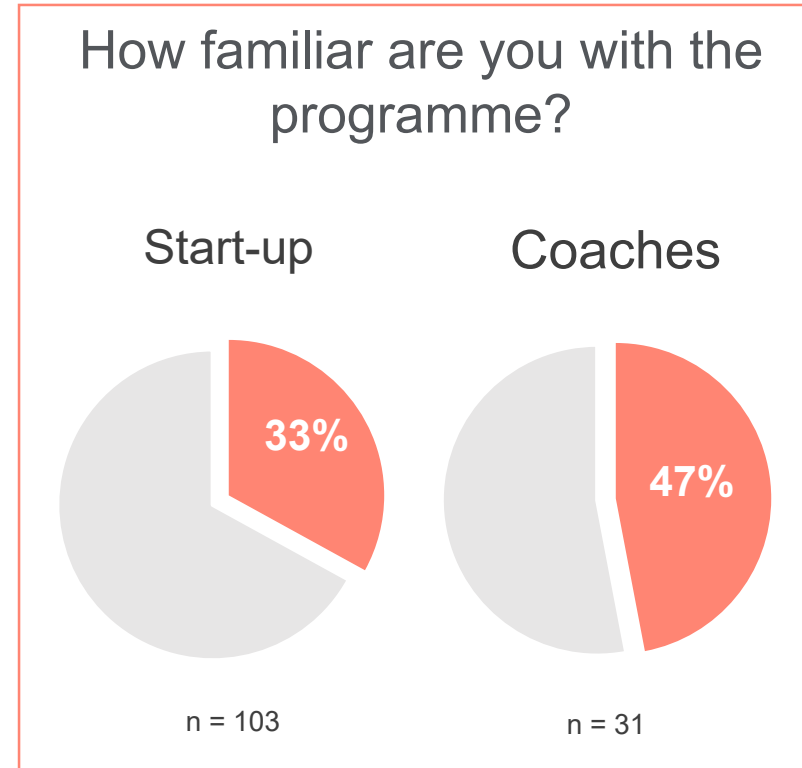
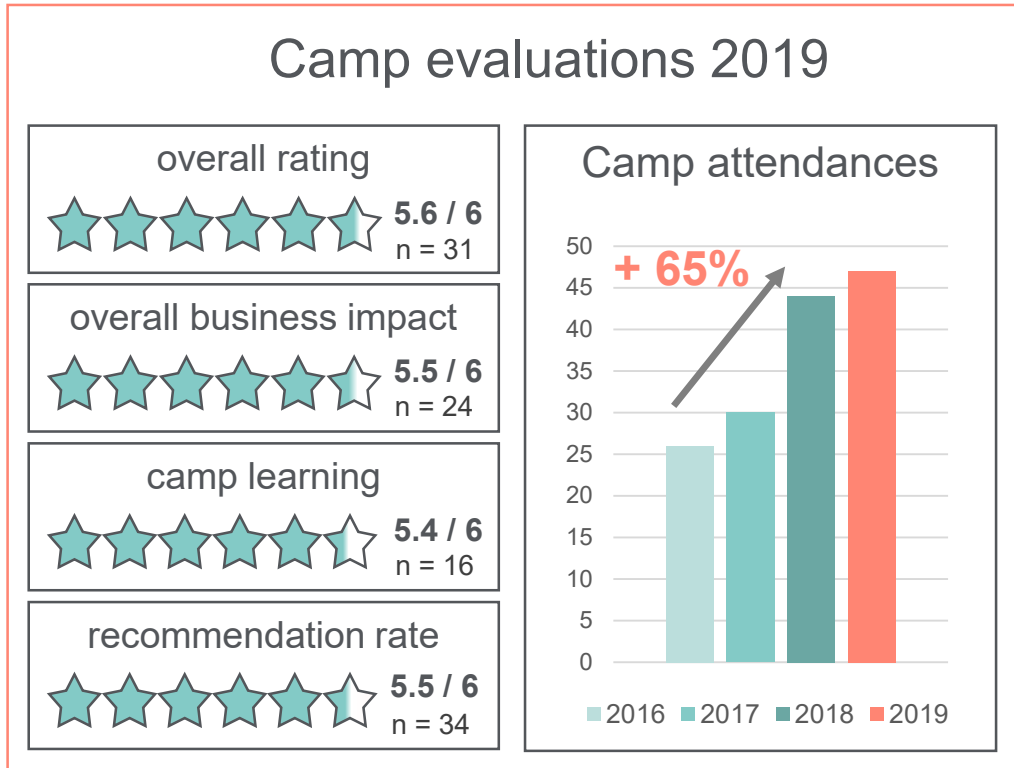
“The camp is **lowering the bar** thanks to all the connections and experience of the team. **You won't achieve that going on your own...**”

“... **true insights** of the targeted market. A very **hands-on experience**.”

Yoann Loetscher, CEO @

 **ENUU**

MORE INFORMATION NEEDED



to address this gap, this info deck
is for you!



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DISCOVER & ENTER FOREIGN MARKETS ON THE FAST-TRACK



TAILOR-MADE FOR START-UPS:

- Market validation camp (1-4 weeks) and Market entry camp (≤ 3 months)
- Free office and meeting space & on-site support
- Scouting & targeted introduction to potential customers, investors and business partners
- Full market immersion for product, service and business model testing
- Internationalisation mentoring
- Continuous guidance and business milestones
- Free of charge + stipend money to cover a portion of your personal expenses

in cooperation with **swissnex** network

WHAT TO EXPECT

Camp organisers provide:

- Simple and speedy application process
- Guidance for camp preparation
- Support for personal and business needs
 - Logistics & immigration
 - Bridging the culture gap
 - Market intelligence & strategic guidance
 - Business introductions to key decision takers
 - Door opening & networking
- On-demand on-site support
- Camp agenda with spare-time to:
 - digest learnings
 - schedule spontaneous and follow-up meetings
 - handle urgent business matter
- Availability for follow-ups after the camp

Campers should:

- Have clear business objectives & motivation
- Align your camp objectives with your coach
- Plan your camp early (application)
- Prepare your camp (≥ 50h):
 - Fix logistics early
 - Gather information about your target market (guest coaching?)
 - Compile a list of relevant business contacts
 - Schedule meetings on your own
 - Revise your pitches & bring a demo
- Liberate yourself for the duration of the camp
- Plan check-ins with your coach
- Provide constructive feedback
- Reserve time for follow-ups (≥ 20h)































HOW YOUR AGENDA MIGHT LOOK

	Monday	Tuesday	Wednesday	Thursday	Friday
morning	conference	regulatory expert		innovation expert	
	office and team intro pitch		VC pitch	conference	regulatory expert
lunch		industry expert			
afternoon			potential client	industry expert	
			check-in with Innosuisse lead coach	mentoring sessions	
evening		demo & startup networking	startup networking	pitch competition	

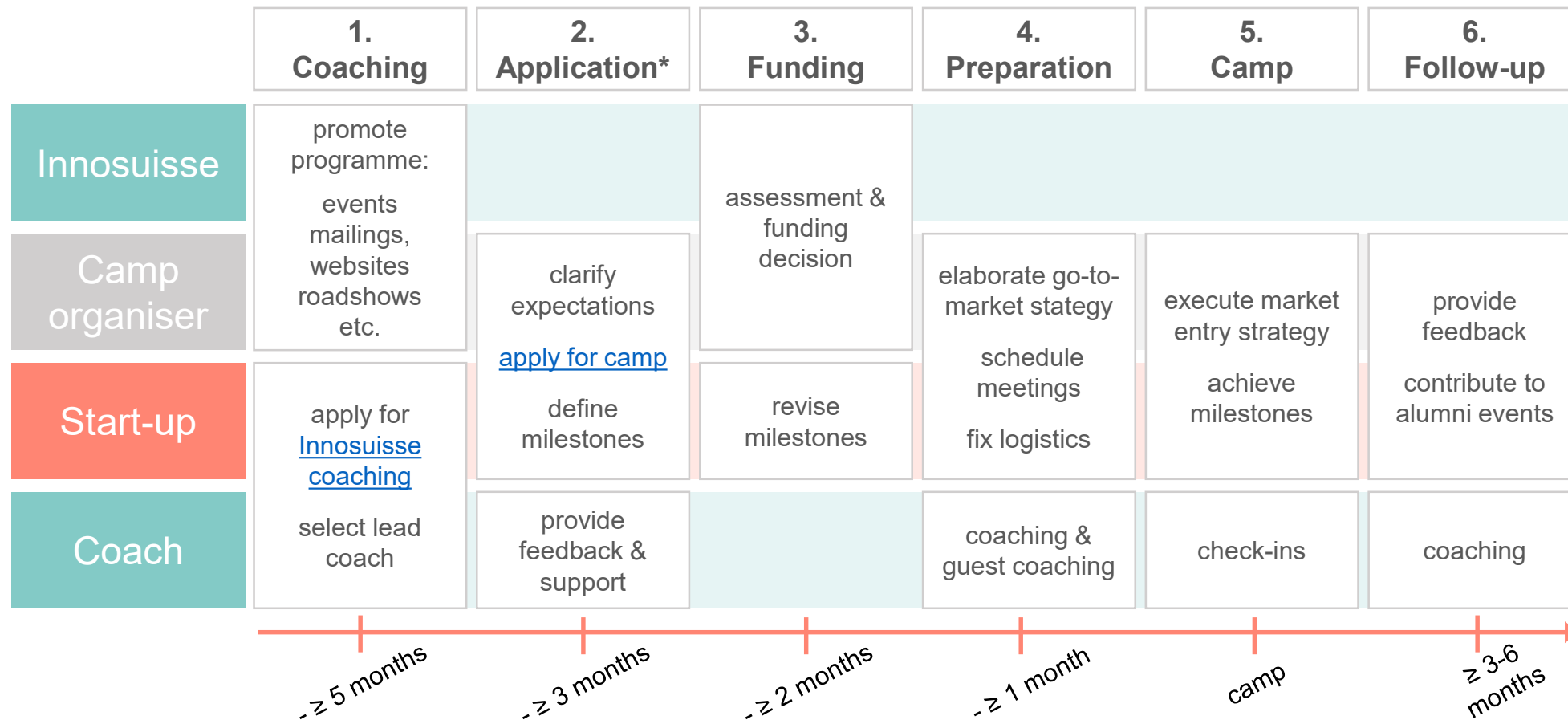
- camp
- networking / learning events
- targeted introductions & meetings

NOTE: camp programmes are **tailor-made** to maximize the impact for you. Agendas vary among different start-ups, camps and locations.

RAISE YOUR QUESTIONS WITH YOUR LOCAL MARKET EXPERTS

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6 STEPS TO A SUCCESSFUL CAMP



* Tailor-made individual programmes - applications accepted year-round
 Exceptions: San Francisco and Tel Aviv – cohort programmes with application deadlines available on website

“... **you will accomplish 10x more** of what you would be able to do back home.”

Dimitri Nabatov, CEO @
advisor
ooo

Laurent Coulot, CEO & Co-Founder @

 **insolight**

“...**tremendous support for our market entry** during the last year... This support is key to launch our business activities ...”



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