



START AND GROW
YOUR BUSINESS

Turn your idea into a company

We are here to help. Innosuisse furthers innovative business ideas and entrepreneurial thinking in the next generation of researchers and business people. We offer aspiring entrepreneurs targeted training sessions, provide company founders with professional coaching and help start-ups hoping to gain a foothold on the international stage.

Innosuisse funds innovations by companies and start-ups which are geared towards needs in Switzerland:

- START YOUR INNOVATION PROJECT
- START AND GROW YOUR BUSINESS
- BE CONNECTED
- GO GLOBAL



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

OUR FUNDING OPPORTUNITIES

START-UP TRAINING

Four steps to the company of tomorrow

Innosuisse offers four individually selectable training modules to help you develop your business idea, set up your company and define and implement your growth strategy.

Around 120 highly experienced coaches are here to help on over 80 courses across Switzerland. The courses are carried out by consortiums consisting of universities and private organisations.

**For members of universities
of applied sciences and
other universities**
students, lecturers, research assistants,
professors

For start-ups
These modules are only offered in
the ICT, Advanced Engineering,
Biotech/MedTech and
Social Entrepreneurship clusters.

MODULE 1

½ day

BUSINESS IDEAS

FEEL THE START-UP GROOVE

Meet entrepreneurs
and be inspired
by their
success stories.

MODULE 2

1 semester

BUSINESS CONCEPT

GET THE START-UP TOOLBOX

Hone your entrepreneurial thinking and actions and learn the theoretical and practical principles for starting a company.

MODULE 3

5 days

BUSINESS CREATION

JUMPSTART YOUR BUSINESS

Get definitive
answers to specific
questions on your
upcoming or recent
start-up.

MODULE 4

5 days

BUSINESS GROWTH

GROW YOUR VENTURE

Analyse the opportunities, barriers and markets in your industry and familiarise yourself with the knowledge, processes and structures you need for healthy company growth.

► For more information on how to apply, visit: www.innosuisse.ch/startuptraining

START-UP COACHING

Become a CEO with Innosuisse

Three types of voucher

INITIAL COACHING
Up to CHF 5,000

Business idea reviewed

STAGE A

CORE COACHING
Up to CHF 50,000

Develop strategy,
enter markets

STAGE B

SCALE-UP COACHING
Available from 2019

Being ready to grow

STAGE C

We help start-ups and those interested in setting up their own company with individual coaching. **Experienced business coaches provide help and support as you establish and develop your company and seek to achieve lasting growth.** In line with your needs, you can select the coaches yourself from a pool of experienced, accredited entrepreneurs. All have a sound track record in managing and developing companies and have built up excellent networks. Special coaches offer you additional expertise in areas such as industrial property rights and financial planning.

We recommend all that start-ups begin with the initial coaching regardless of what stage their company is at. Among other things, this allows us to analyse the status and devise an plan of action in partnership with the coaches.

► For more information on how to apply, visit: www.innosuisse.ch/coaching

INTERNATIONALISATION CAMPS

Test the pulse of new markets

We will help you gain a foothold on the international stage. Innosuisse sends innovative start-ups to test the waters in the relevant international markets.

On its **Market Validation Camps**, established start-ups or companies still in the founding phase can see how they fare on the international stage. Test out your products or business model in Brazil, China, India, the UK or the US.

Available in eight locations around the world: **San Francisco, Boston, New York, Bangalore, Shanghai, London, Rio de Janeiro, São Paulo**



If you are actively involved in Innosuisse's start-up coaching and are one of the best global high-tech companies, you are eligible to participate in the **Market Entry Camp**, where you can go in search of clients, partners, investors and well-qualified employees.

TWO FASCINATING FACTS

“

Thanks to the entrepreneurial coaches and three hours of individual coaching from an industry professional, my new ICT start-up and I came on in leaps and bounds.”

Johanna Herbst, Delygate,
participant in **module 3, ICT cluster**

Around

200

start-ups are currently receiving **coaching** from Innosuisse.