Workshop Innosuisse, 15./22.11.2019
«NTN – Innovation Booster»
<table>
<thead>
<tr>
<th>Start</th>
<th>Topic</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30</td>
<td>30’ Arrival, Coffee</td>
<td></td>
</tr>
<tr>
<td>13:00</td>
<td>5’ Welcome</td>
<td>Marc Pauchard, Innosuisse</td>
</tr>
<tr>
<td>13:05</td>
<td>25’ Input presentation (needs, motivations)</td>
<td>Prof. Philipp Bubenzer, Spark Works</td>
</tr>
<tr>
<td>13:30</td>
<td>75’ New concept “Innovation Booster”</td>
<td>Marc Pauchard, Innosuisse</td>
</tr>
<tr>
<td></td>
<td>Example: Innovation Booster – Blockchain in media industry</td>
<td>Xenia Meier, Spark Works</td>
</tr>
<tr>
<td></td>
<td>Details of the call</td>
<td>Emile Dupont, Innosuisse</td>
</tr>
<tr>
<td>14:45</td>
<td>15’ Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>15’ Break</td>
<td></td>
</tr>
<tr>
<td>15:15</td>
<td>45’ Formats &amp; Methods for an Innovation Process</td>
<td>Xenia Meier, Spark Works</td>
</tr>
</tbody>
</table>
| 16:00  | 15’ Regional innovation systems (RIS) promote innovation: needs-oriented and close to the enterprise | Roger Neuenschwander (15.11.)  
Martin Bopp (22.11.),  
RIS Community |
| 16:15  | End of Program                             |                                               |
Booster [ boo-ster ]

the primary stage of a multistage rocket that provides the main thrust for launch, liftoff, and initial flight.

NTN – Innovation Booster

“the primary stage of a multistage open innovation process that provides the main impulse for launching innovation ideas and helping them to get off the ground.”
New concept «NTN – Innovation Booster»

M. PAUCHARD
Head of Knowledge Transfer & International Collaboration

SETTING
MISSION, GOALS AND OFFER
TARGET AUDIENCE
CONCEPT IN DETAIL
How to unlock the potential?

Ingredients of science-based innovation:

- Technologies, Knowledge
- Application fields, Needs
- Business models

by boosting cooperation in heterogeneous and interdisciplinary innovation teams.
How to enable open innovation?

*by* taking into account the different boundary conditions, success factors and work cultures of the different actors.

*by* setting the right environment for win-win situations.
How to create value?

by including all relevant actors at the early stage.
How to stimulate the idea generation and innovation process?

by using adapted tools and methods.
How to create tangible results?

by working in iterative learning loops
How to create impact?

by anchoring the idea in the organization of the implementation partner (adoption/absorption capacity).

by helping to find further support on the way to implementation.

[https://www.tln.com/is-your/hr-technology-controlling-or-enabling/]
New concept
«NTN – Innovation Booster»

SETTING
MISSION, GOALS AND OFFER
TARGET AUDIENCE
CONCEPT IN DETAIL
Mission of a “NTN – Innovation Booster” is, to:

- reunite relevant actors around a topic of national importance
- stimulate the formation of innovation teams
- stimulate the development of novel, verifiable solution, product and service ideas
- finance the testing and verification of promising innovation ideas
- assist the innovation teams to get tailor made follow-up support for the further development and implementation of their ideas
**Goals** of tender (for next 4 years) are, to:

- cover **8-10 topics** with high relevance and potential
- stimulate the creation and testing of **600 novel innovation ideas**
- enable the emergence of **100 radical follow-up projects** with high potential impact
- support the development and exchange of **best practices** between the initiatives
- create **synergies** with national/ international innovation ecosystem
- highlight the **open innovation culture** and activities of the initiatives
**Offer by Innosuisse**

- **Funding:** Average expected contribution per “NTN-Innovation Booster”: CHF 350,000 / year  
  Tentative total budget for tender: CHF 15 Mio.;

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Maximum annual promotion budget in CHF</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity funding</td>
<td>≤250,000</td>
<td>≤50</td>
</tr>
<tr>
<td>Ideas funding</td>
<td>≥250,000</td>
<td>≥50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>500,000</td>
<td>100</td>
</tr>
</tbody>
</table>

- **Methods:** funding and input on design thinking methods
- **Synergies:** active promotion of contacts to innovation mentors, RIS…
- **Workshops:** exchange of best practices between the initiatives
- **Platform:** active promotion of the activities and success stories
New concept
«NTN – Innovation Booster»

SETTING
MISSION, GOALS AND OFFER
TARGET AUDIENCE
CONCEPT IN DETAIL
Customers of the “NTN – Innovation Boosters”:
• Academic partners: employees of universities (professors, researchers,…), students
• Implementation partners: SMEs, Start-ups, larger companies, Non-for-profit organizations,…
• End customers, users
  ➢ Want to engage in open innovation and to develop radically new ideas

Target audience for the tender:
Consortium:
• Representatives of all interest groups
  ➢ Share a common vision, are well connected, are credible in the topic

Leading House:
• Non-for profit organization that represents the consortium towards Innosuisse and figures as applicant
  ➢ Provides the necessary infrastructure and experience to manage the initiative
New concept
«NTN – Innovation Booster»

SETTING
MISSION, GOALS AND OFFER
TARGET AUDIENCE
CONCEPT IN DETAIL
Setting the right themes

- **Relevance**: topic of national importance with potential to create economic & societal impact

- **Interest & critical mass**: topic that meets with major interests from both universities and implementation partners

- **Maturity**: topic that can lead in the foreseeable future to the introduction of process, product or service innovations
Boosting the creation and testing of novel ideas

- Generating ideas
- Forming of Innovation teams
- Selecting the promising ideas
- Verifying ideas
- Exchange of experiences
Boosting the creation and testing of novel ideas

- **Concept in detail**
- **Working themes and innovation teams**
  - Implementation partners
  - Researchers
  - Customers
  - [...]
  - Working groups
  - Innovation teams
- **Developing and selecting ideas**
  - Developing ideas
  - Presenting ideas
  - Jury decision
- **Testing ideas**
  - Team A
  - Team B
  - Team x
- **Presentation of the results**
  - Presenting results
  - Discussion
  - Jury decision
- **New open round**
  - Developing the idea further
- **Consortium**
  - Business
  - Science
  - Society
- **Leading house**
- **Application**
  - Methodical support
  - Support with further implementation
  - Follow-up project
  - Reorientation
  - Termination
- **«Open innovation»**
  - Brief presentation
  - Exchange and discussion
**«NTN – Innovation Booster» call for tender:**

**Funding period 2021 – 2024**

**The key points in brief**

The diagram above shows an example of how an «NTN – Innovation Booster» can be organised. It describes various measures that the consortium could take to support the various interdisciplinary working groups and innovation teams with an agile and cooperative process. After the application has been approved, the process begins with an open introduction for everyone, where the working themes are defined and groups formed together with the interested parties. Innovation teams, which work independently on the development and verification of concrete ideas, are formed at a later stage. If necessary, the innovation groups work further on their developed ideas several times (e.g. by testing the underlying assumptions regarding desirability, feasibility and viability, by testing their idea with users or experts, etc.) until they reach the status of a «first prototype» for completely new ideas according to the explorative approach/proof-of-concept (for the use of existing technologies or business models for a new challenge). Innovation teams can apply for funding from Innosuisse as soon as their idea has reached this level.

Once most innovation teams have completed the process, the process starts anew and reopens to new stakeholders and new fields of work. The process above should be executed at least two to three times per «NTN – Innovation Booster». [See Chapter 4.2 in the Appendix for examples of how such an implementation could look in concrete terms:]

**Example 1:** «NTN – Innovation Booster – Blockchain in the media industry»

**Example 2:** «NTN – Innovation Booster – Fighting bacteria without the use of antibiotics»

**Example 3:** «NTN – Innovation Booster – Human Resources 2.0»
Further support

- help the innovation teams to **plan suitable next steps**
- **Inform** them about Innosuisse and other partners offers
Design Thinking.

An effective approach to address the fundamental challenges of radical innovation.
Spark Works is Switzerland’s leading strategic innovation company. We provide customer research and advisory services using a human-centered approach.

With empathy at the center of our process, we offer new perspectives to organizations seeking to innovate.
HOI, HI, HALLO!

Would you like to learn more about Design Thinking and how to apply it?
This is only the tip of the iceberg ...

We are a strategic Human-Centered Innovation firm, providing research and advisory services. Each of these services are developed together with our clients and individually tailored to meet their needs.

Tell us about your challenges and goals and we will work together to tailor the perfect solution.

Spark Works AG
Limmatstrasse 214
8005 Zurich

www.sparkworks.ch
hello@sparkworks.ch

@SparkWorksAG
linkedin.com/company/SparkWorksAG
NTN INNOVATION BOOSTER – PRACTICAL DETAILS & HOW TO APPLY

Emile Dupont
KTT team
NTN INNOVATION BOOSTER – PRACTICAL DETAILS & HOW TO APPLY

Emile Dupont
KTT team

TIMELINE

USEFUL REFERENCES

THE APPLICATION FORM

Q&A PROCESS
APPLICATION PROCESS AND TIMELINE

**Nov.4th**
Call open,
Documents online

**Feb.28th**
Call deadline,
submission of proposals via the predefined template

**End June**
Dispatch of negative decisions or invitation to hearings

**End July**
Communication of final funding decisions

**Innosuisse:**
1. Formal check
2. Evaluation
3. Pre-selection

**7-8th July**
Hearings in Bern:
10’ presentation, 20’ Q&A

Signature of contracts and of the yearly agreements – start of NTN Innovation Boosters on January 1st 2021
The «NTN – Innovation Boosters» play a role as part of the innovation chain and draw on existing synergies. In so doing, they focus on the needs of the innovation stakeholders, ranging from the selection of themes to the needs for further support outside the «NTN – Innovation Boosters».

The call for tender
Innosuisse calls on interested partners to apply for the implementation of a four-year «NTN – Innovation Booster». The annual financial support of an «NTN – Innovation Booster» can amount to as much as CHF 500,000. Eight to ten thematically different «NTN – Innovation Boosters» are expected to be supported in the 2021-2024 funding period.

The support provided by Innosuisse is based on the possibility of making contributions to National Thematic Networks (the term for the network activities funded to date) as described in Art. 31-33 of the Innosuisse Funding Ordinance of 20 September 2017 (420.231) and the Implementing Provisions for Networks and Specialist Events of 16 November 2017.

Information event
All those interested also have the opportunity to register for the information event being held on 22 November 2019, where the concept will be presented in detail and individual questions can be answered.

Register now

Documents
- Call for tender - Innovation Booster - The key points in brief.pdf (PDF, 1 MB, 06.11.2019)
- Call for tender - Innovation Booster - Guide to submitting an application.pdf (PDF, 863 kb, 06.11.2019)
- Call for tender - Innovation Booster - application form.docx (DOC, 101 kb, 06.11.2019)

A guide to the concept:
- motivation / objectives / expected impact / target audience / implementation & examples / relation with other support (international, innosuisse & regional).

A reference to write your application. A step-by-step guide to the Application Form, this guide will help you understand:
- How to present your budget
- The major application deadlines and milestones
- The attachments you will need to produce
- The best way to structure your consortium
- …

The application form that will need to be submitted either with a e-signature or printed and mailed.
APPLICATION FORM (& ATTACHMENTS)

Attachments to be submitted with the application by 28 February 2020:

A) Information on key persons, including curriculum vitae
B) Submission of declaration of support for the implementation of the Innovation Booster Initiative by stakeholders from universities, industry and society
C) Documents demonstrating that the applicant is an incorporated non-profit organization with a registered office in Switzerland.
D) Figures (Optional)

Pages 4 to 6: the applicant accepts the main legal conditions, linking the Innosuisse contribution to yearly performances, declaring the non-profit status of the Leading House, accepting responsibility for the communication of the NTN Innovation Booster towards the ‘outside’ etc.

Pages 7 onwards: content of the application → this will be evaluated. More details on the next slides.
### CONTENT OF THE APPLICATION & EVALUATION

<table>
<thead>
<tr>
<th>Content criteria</th>
<th>Number of points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) <strong>Future potential</strong> of the innovation theme</td>
<td>20</td>
</tr>
<tr>
<td>B) Importance of the innovation theme for the Swiss economy and society</td>
<td>20</td>
</tr>
<tr>
<td>C) Importance of the innovation theme for applied research</td>
<td>20</td>
</tr>
<tr>
<td>D) Effectiveness of the proposed methods and mechanisms</td>
<td>20</td>
</tr>
<tr>
<td>E) Potential to address the innovation theme with nationwide coverage</td>
<td>20</td>
</tr>
<tr>
<td>F) the <strong>budget</strong>, in particular the plausibility of the stated costs, the cost/benefit ratio, the degree of self-financing and grants from third parties</td>
<td>20</td>
</tr>
<tr>
<td>G) <strong>Ability</strong> to provide the required services</td>
<td>20</td>
</tr>
<tr>
<td>H) Concrete efforts made for adequate representation and participation of both sexes</td>
<td>10</td>
</tr>
<tr>
<td>I) <strong>General quality</strong> of the proposal</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total points</strong></td>
<td><strong>160</strong></td>
</tr>
</tbody>
</table>

→ If < 100 points in criteria A)-G) after evaluation → application considered **ineligible** and **rejected**.
→ The best among the remaining applications will be selected and their authors invited to a **hearing**
CONTENT OF THE APPLICATION: THE BUDGET

Detailed Budget for 2021
including
- total requested contribution
- forecast of third party funds received and used for what
- forecast personnel costs (see Guide 4.5.1) and activities costs
- forecast of budget for «ideas funding»

Plus an estimation of the budget evolution over the period 2021-2024
## CONTENT OF THE APPLICATION: THE BUDGET COMPONENTS

<table>
<thead>
<tr>
<th>Contribution components</th>
<th>Description</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd and 4th year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic contribution</td>
<td>The basic contribution constitutes the basic funding that Innosuisse makes available to the «NTN – Innovation Booster» to exercise its mandate.</td>
<td>100%</td>
<td>80%</td>
<td>60%</td>
</tr>
<tr>
<td>Performance-based</td>
<td>The performance-based contribution depends on the achievement of the performance targets of the previous year.</td>
<td>0%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>contribution</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution dependent</td>
<td>The contribution dependent on third-party funds rewards the successful achievement of the agreed third-party funding targets of the previous year.</td>
<td>0%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>on third-party funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONTENT OF THE APPLICATION: THE BUDGET // AN EXAMPLE

<table>
<thead>
<tr>
<th>Purpose of the funding</th>
<th>Contribution components</th>
<th>1st year</th>
<th>2nd year</th>
<th>3rd year</th>
<th>4th year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity funding</td>
<td>Basic contribution</td>
<td>125,000</td>
<td>120,000</td>
<td>90,000</td>
<td>105,000</td>
</tr>
<tr>
<td></td>
<td>Performance-based contribution</td>
<td>0</td>
<td>15,000</td>
<td>30,000</td>
<td>35,000</td>
</tr>
<tr>
<td></td>
<td>Contribution dependent on third-party funds</td>
<td>0</td>
<td>15,000</td>
<td>30,000</td>
<td>35,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td><strong>125,000</strong></td>
<td><strong>150,000</strong></td>
<td><strong>150,000</strong></td>
<td><strong>175,000</strong></td>
</tr>
<tr>
<td>Ideas funding</td>
<td>Basic contribution</td>
<td>175,000</td>
<td>200,000</td>
<td>200,000</td>
<td>250,000</td>
</tr>
<tr>
<td><strong>Total InnoSuisse share</strong></td>
<td></td>
<td><strong>300,000</strong></td>
<td><strong>350,000</strong></td>
<td><strong>350,000</strong></td>
<td><strong>425,000</strong></td>
</tr>
<tr>
<td>Third-party funds</td>
<td></td>
<td>30,000</td>
<td>40,000</td>
<td>50,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>
CONTENT OF THE APPLICATION: THE CONSORTIUM

NTN Innovation Booster need to show the ability to:

- Raise the awareness and attractiveness of the innovation theme among interested stakeholders.
- Switzerland-wide coverage of the innovation topic.
- Application and development of appropriate methods and formats to support knowledge and technology transfer and cooperation between stakeholders.
- Initiation of cross-sectorial and cross-application R&D projects between science, business and society.
- Cooperation with other networks, associations and stakeholders where this is appropriate to promote the innovation topic.
- Link with international stakeholders in the corresponding innovation theme.
- Share success stories and experiences with others.
- Create efficient and effective support structures that coordinate and promote the development of the themes, the development and execution of activities and cooperation within the "NTN – Innovation Booster" and with external partners.

If a Leading House can’t provide all these services by itself, it can create a consortium. The roles of each partner need to be specified and described in the application. The only applicant remains the Leading House!
WHAT IF YOU HAVE QUESTIONS?

We set-up a **Q&A process** to ensure coherent treatment for all applicants.

Questions should go **only via email** to **ktt.support@innosuisse.ch** with the title: «NTN – Innovation Booster».

All questions received → before **November 22nd** will be collected
→ and their answer will be published on the website on **December 9th**.

All questions received → between **November 22nd** and **January 10th** will be collected
→ and their answer will be published on the website on **January 20th**.

All questions asked **today** will also be collected and their answer will be published online.
3.5.4 Embedding the ideas into the corporate strategy

Particular attention is paid to embedding the innovation ideas into the strategic planning of the implementation partners. The ideas that are developed as part of an «NTN – Innovation Booster» (open innovation) must be anchored with the implementation partner to ensure they can also be implemented and ultimately, create added value (Chart 3). The implementation partner should therefore also keep an eye on company-related questions regarding the ability to absorb innovations (competences, resources, etc.) in parallel to developing ideas. In the regions and cantons, complementary and company-specific advice is offered in this area.\(^7\)

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**Examples**

**NTN – Innovation Booster**

**Funding period 2021 – 2024**

**The key points in brief**

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**Chart 3: Integration of thematic and company-specific support**

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**Call for tender – Innovation Booster**

- **The key points in brief**
- **Application form**
- **Guidelines**
- **Guide to submitting an application**
- **Checklist**
- **Contact**

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**Call for tender – Innovation Booster**

- **The key points in brief**
- **Application form**
- **Guide to submitting an application**
- **Checklist**
- **Contact**

---

- [www.innosuisse.ch/innovationbooster](http://www.innosuisse.ch/innovationbooster)
Role of RIS

Anchoring and implementation of the ideas

«NTN – Innovation Booster»

Idea generation → Innovation idea → Innovation project → SME

Other companies → Universities → Suppliers → Customers

Value creation

Company-specific support:
- strategy,
- organisation,
- resources,
- competences etc.

Input
INNOVATION AND SME

We design, coordinate and promote regional innovation activities.
NATIONAL COMMUNITY OF REGIONAL INNOVATION SUPPORT ORGANIZATIONS
YOUR POINT OF CONTACT WITHIN THE SWISS RIS COMMUNITY

L. Ambrosini  
Fondazione Agire

M. Bopp  
Hightech Zentrum Aargau

B. Imhof  
ITZ

P. Lantini  
platinn

R. Neuenschwander  
be-advanced

V. Resta  
SF Kt. BE

Ch. Blum  
RIS Ost

L. Budde  
RIS Ost

S. Meunier  
baselarea.swiss

R. Dümpelmann  
baselarea.swiss

R. Graber  
SF Kt. SO

A. Martinecz  
SF Kt. ZH
EFFECTIVE AND HOLISTIC INNOVATION SUPPORT FOR SME AND STARTUPS

- Proximity to local SME and startups
- Need-oriented innovation support with individual needs-analysis and coaching services
- Neutral and independent partner
- Regional coordinator of open innovation ecosystems
INDIVIDUAL REGIONAL SUPPORT IN A TRUSTED RELATIONSHIP (KEY ACCOUNT MANAGEMENT)

- establishing contacts
- analyzing challenges
- organising services
- ensuring continuity
EFFICIENT NETWORK

Startups / SME

Universities / research organizations

Innovation networks

Funding
Your regional partner for innovation projects

We support companies to bring innovations to the market!

Martin Bopp, Hightech Zentrum Aargau AG, martin.bopp@hightechzentrum.ch