



Schweizerische Eidgenossenschaft
Confédération suisse
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Swiss Confederation

Federal Department of Economic Affairs FDEA
Federal Office for Professional Education and Technology OPET
Innovation Promotion Agency CTI

CTI Start-up Promotion

To Help Ideas Evolve into New Companies.

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Innovation drives the economy. This is why the Innovation Promotion Agency CTI specifically backs the transfer of knowledge and technology between universities and business. As part of the Federal Office for Professional Education and Technology OPET, CTI supports application-oriented research and development. One of the CTI's main missions is the promotion of start-ups, because many innovations are realised and put on the market by young entrepreneurs. Switzerland urgently needs men and women with exciting business ideas, who are willing to take on the competition and persistently implement their visions in the market. CTI's start-up promotion offers them a wide range of training and coaching. These seminars are modular in structure and enable young entrepreneurs to selectively get the knowledge they need. The promotion of entrepreneurship specifically targets growth-oriented business projects with a technological focus.

In the field of start-up promotion, CTI offers the following four areas:

→ **CTI Entrepreneurship**

With training and further education modules of «venturelab» for potential business founders.

→ **CTI Start-up**

With a coaching programme for business founders and young entrepreneurs.

→ **CTI Project Support R&D**

With a development programme for application-oriented research and development.

→ **CTI Invest**

With a platform for business financing through business angels as well as both national and international venture capital firms.



CTI Entrepreneurship is looking for

University graduates and professionals with exciting business ideas who are thinking about setting up a business.

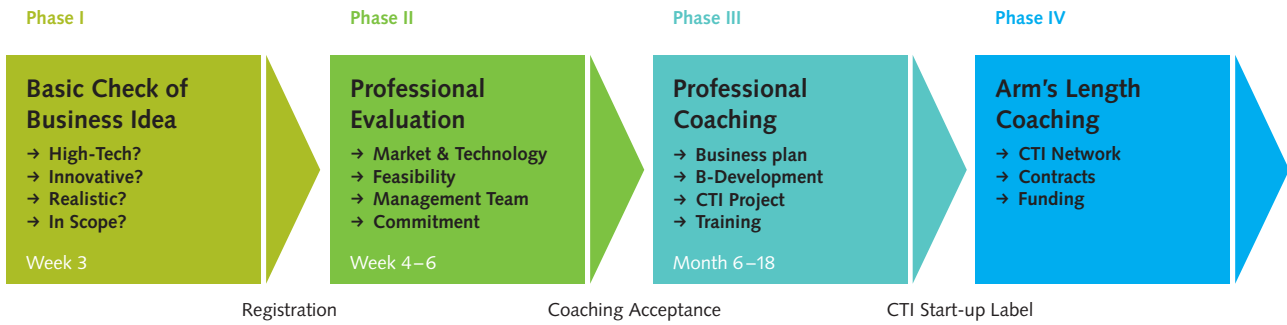
You are working or are in the process of completing a degree and are a specialist in your field, have a technologically-oriented, innovative business idea and the courage it takes to set up your own company. In this case «venturelab» is the right place for you to go (www.venturelab.ch). This is because the coaching and training programme launched by CTI aims to raise the awareness of university graduates on the subject of entrepreneurship, while specifically supporting them in planning and setting up a company of their own. «venturelab» offers a variety of coaching and training modules, allowing participants to jointly realise the vision of a company of their own step by step together with other prospective entrepreneurs. This includes one-day workshops («venture ideas»), practically-oriented crash courses («venture plan» and «venture training») and semester courses («venture challenge»). And with «venture leaders» there's even an award to be won: 20 young entrepreneurs have the chance to spend 10 days in a business environment in the USA. Here the lucky winners will have the opportunity to attend an entrepreneurship course at the renowned Babson College in Boston.

CTI Start-up is looking for

Company founders and young entrepreneurs who have set their sights on sustainable growth with technologically-oriented projects.

You are on the verge of setting up your own company, or have already done so. Now the time has come to plan the right strategy that will enable you to conquer the market and convince customers, and above all financial backers, of your business project. In this case CTI Start-up is the right place for you to go. Here, you will get individual professional training preparing you for the market. After completing the coaching, you can then apply for the CTI Start-up Label. It confirms that your company has the potential for sustainable growth. Coaching takes place in four phases (see illustration):

The CTI Start-up Coaching Process



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I Basic Check of Business Idea

First of all, the project team or young entrepreneur has to submit a business idea to CTI Start-up, which is then evaluated by experts.

II Professional Evaluation

If a project is accepted for registration, it is allocated a coach. All CTI Start-up coaches are experts in their field and help company founders and young entrepreneurs to professionally prepare their business concept. Next the experts carry out a detailed evaluation based on the criteria: Market, technology, feasibility, management team, patents.

III Professional Coaching

If the evaluation is positive, the business strategy is then optimised together with the coach and a detailed business plan devised. Specialists can be consulted in order to clarify specific matters. This phase lasts between 6 and 18 months. Afterwards, project teams can apply for the CTI Start-up Label. This requires a presentation before a plenary assembly consisting of managers, entrepreneurs, finance and patent experts. They decide whether a company is awarded the CTI Start-up Label.

IV Arm's Length Coaching

If necessary, CTI Start-up offers companies that have been awarded the Label additional support, to enable them to overcome other obstacles and help the start-ups to establish themselves successfully on the markets.

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CTI Project Support R&D is looking for

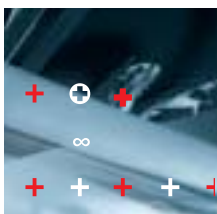
Researchers and new companies that require further support in terms of application-oriented research and development to enable them to realise their business idea.

You are planning to turn an invention or the results of your basic research into a product or a service, and to this end have already set up a business or are planning to do so. But, before the product or service is market-ready, further stages in development and perhaps the production of a prototype are necessary. CTI Project Support backs R&D projects executed in collaboration between companies and universities. Here CTI bears the costs incurred by the university, which generally amount to roughly fifty per cent of the entire project costs. CTI has a proven track record going back over 60 years in this area. The CTI is open to any disciplines. Currently, the main focus of its promotional activities is on life sciences, micro- and nanotechnologies, enabling sciences and engineering.

CTI Invest is looking for

Business projects and young entrepreneurs with technological innovations that are currently undergoing CTI coaching or have been awarded the CTI Start-up Label and show considerable potential.

You are ready to go into business, but to penetrate the markets quickly in order to be able to realise the kind of growth you are aiming for, you require additional capital. In this case the Private Public Partnership CTI Invest is the right place for you to go (www.cti-invest.ch). The association which was founded on the initiative of the CTI encompasses over 50 business angels, venture capital and risk capital firms both at home and abroad. CTI Invest intensively prepares you to present your project to potential financial backers. Several times a year the platform CTI Invest offers you the opportunity to present your products both in Switzerland, within the framework of the «Swiss Venture Days», and abroad at the «Venture Days of Swiss Technology» (currently in Munich and London).



The Innovation Promotion Agency CTI

The CTI, an initiative of the Federal Office for Professional Education and Technology OPET, specifically promotes cooperation between small and medium-sized enterprises and academic research. This accelerates the implementation of research findings in products and services, leverages the businesses' ability to innovate, enables greater added value and leads to new, high-quality jobs.



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