



Profession : Bio-Entrepreneur 2009, Entreprendre en Biotech Santé,
Paris, Mars 12 et 13, 2009

Ingénierie de la Santé et Biotech

L'OUVERTURE ET L'INDUSTRIALISATION DES BIOTECHNOLOGIES EN
MARCHÉ

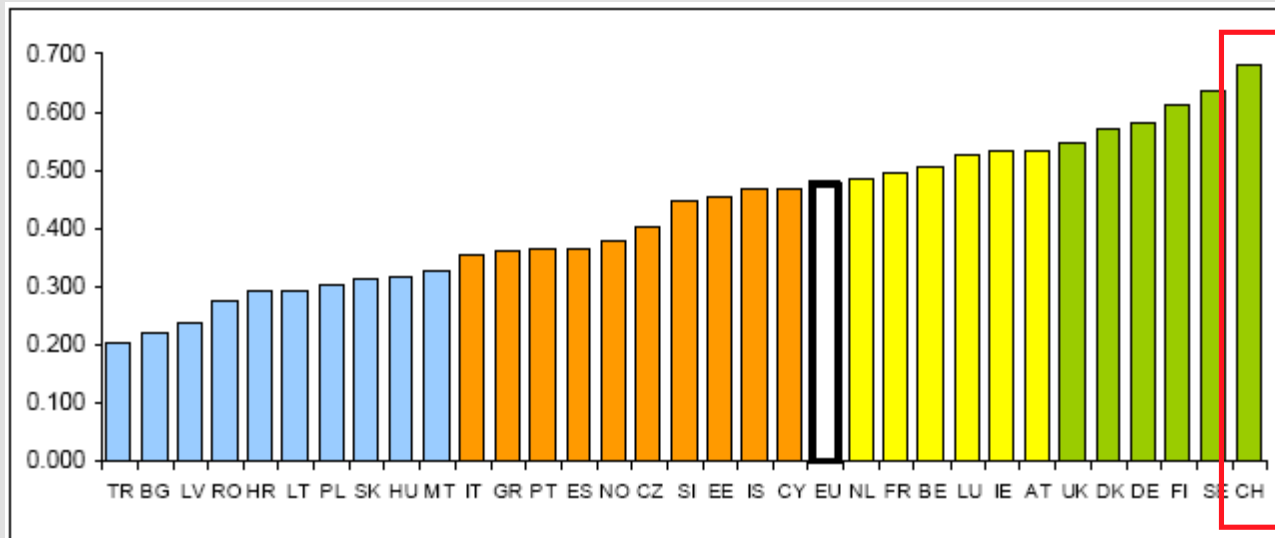
CTI – The Swiss Innovation Promotion Agency

Oreste Ghisalba

Swiss Innovation Promotion Agency CTI



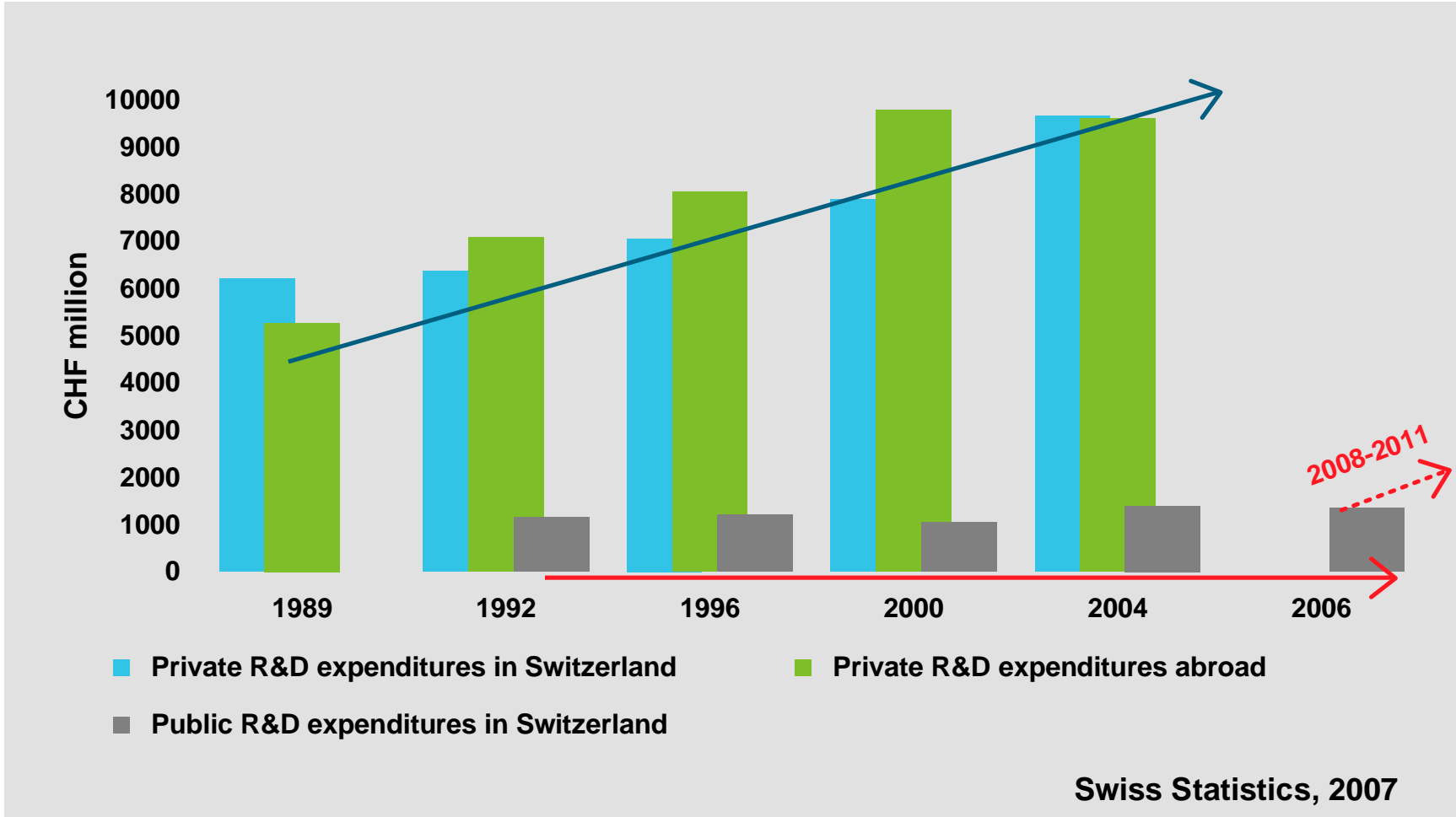
Swiss Innovation System – Innovation Performance



European Innovation Scoreboard 2008 Summary Innovation Index

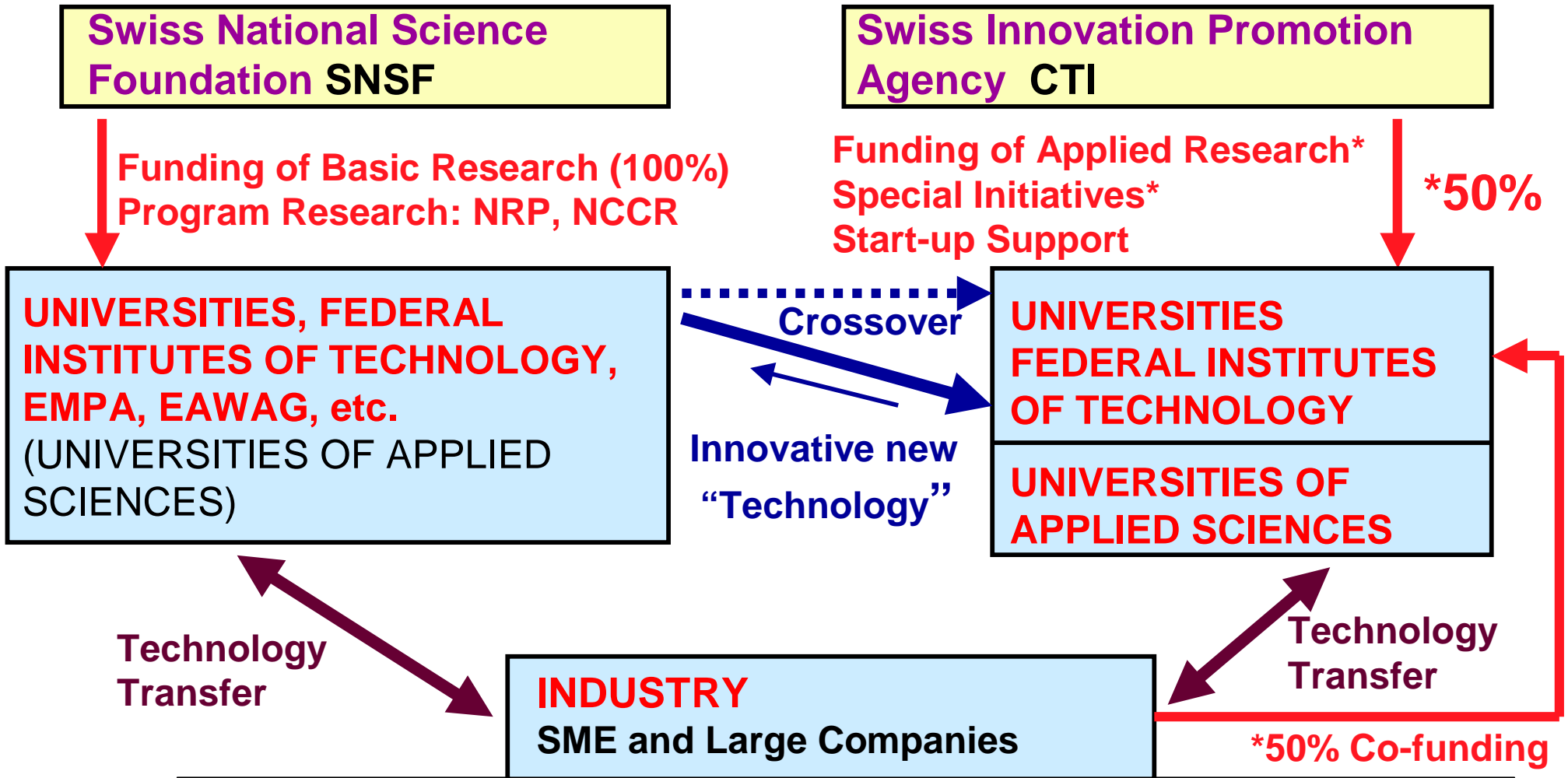


R&D Expenditures in Switzerland



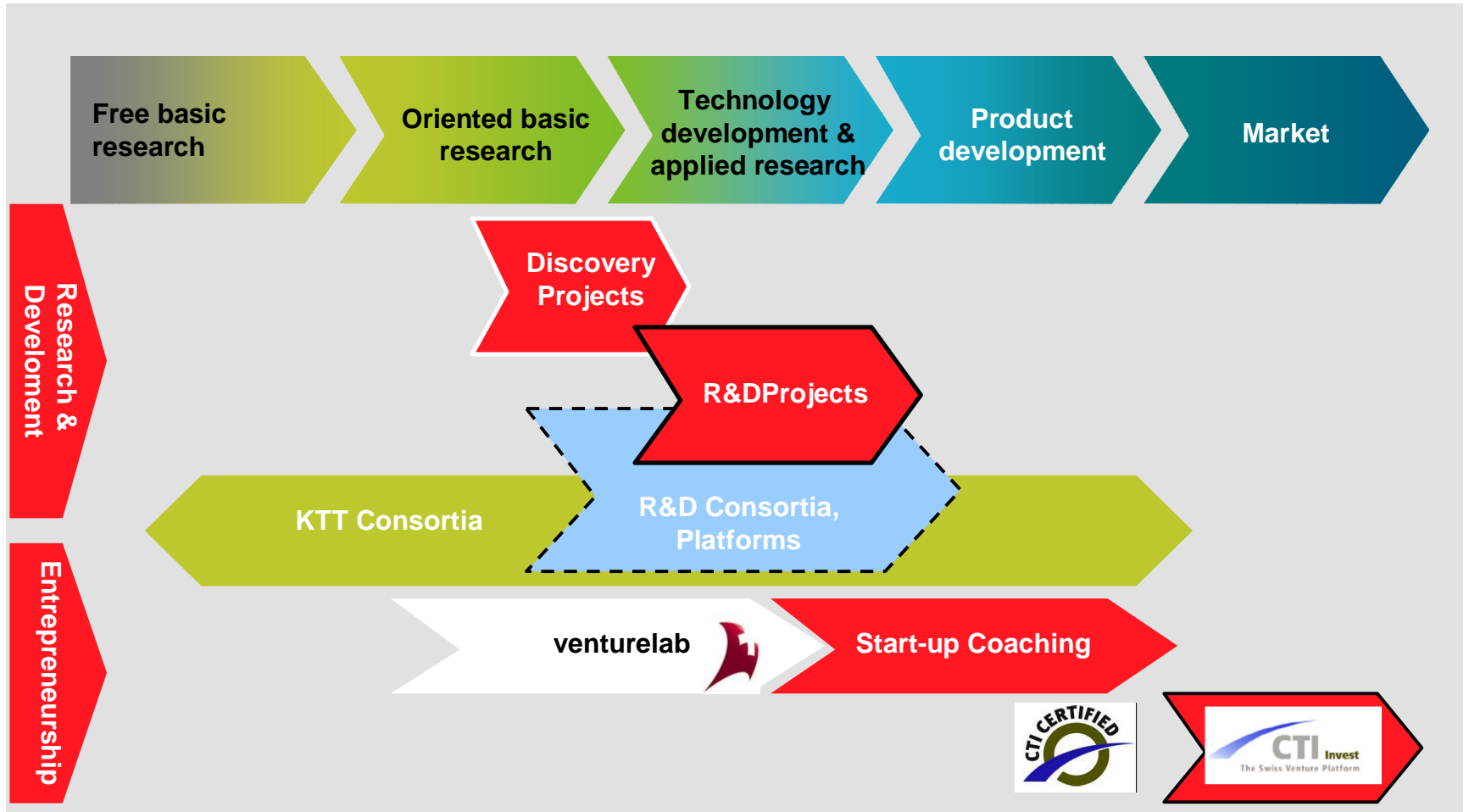


Funding: Research and Innovation



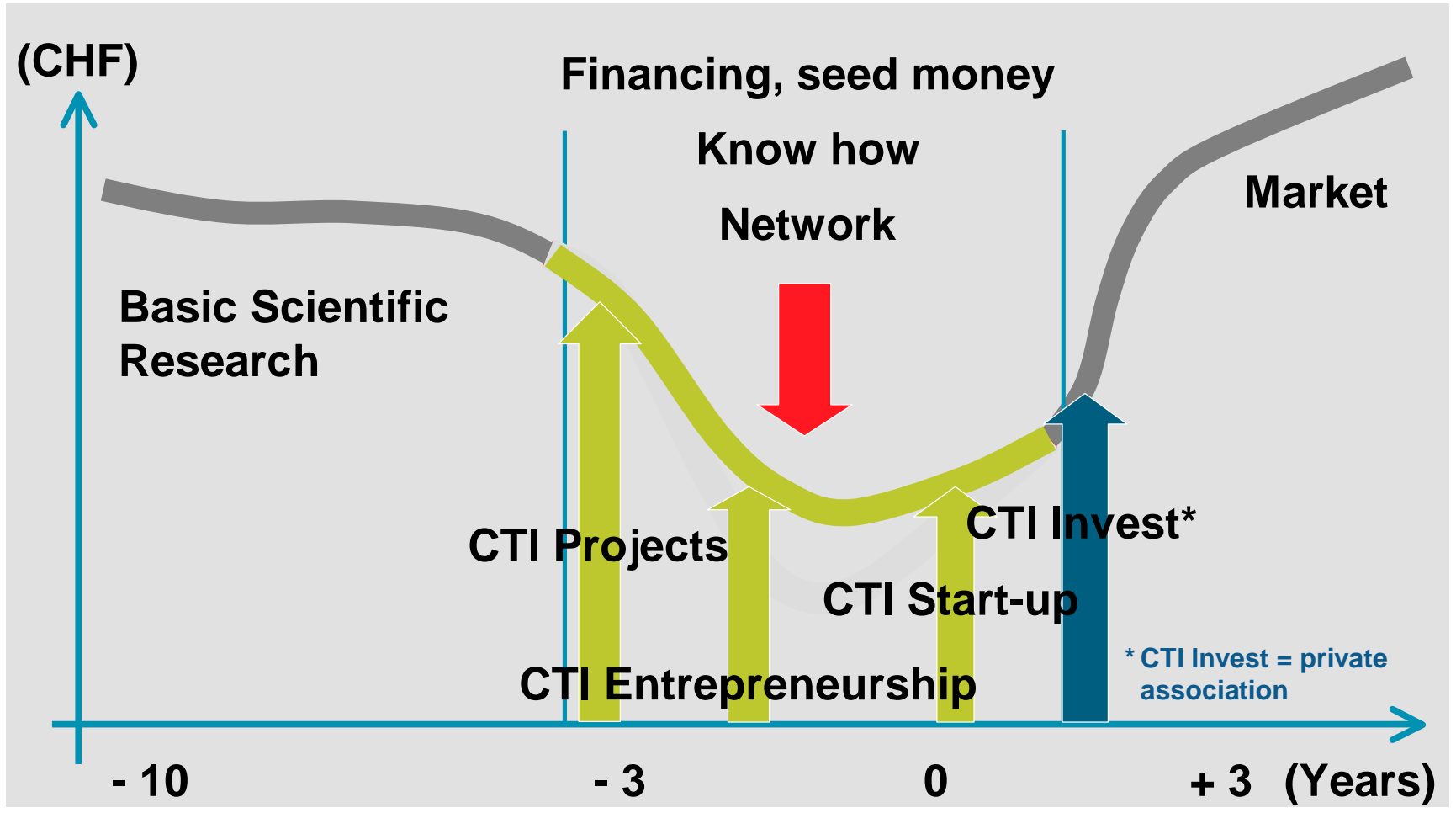


Innovation Process and CTI Promotion Activities





Growth by Innovation and the Valley of Death





CTI promotes

- Market-oriented R&D, which companies pursue in collaboration with universities in joint projects.
- Creation, setting up and development of companies. CTI promotes a business-friendly climate.
- Transfer of Knowledge and Technology (KTT) in regional networks. CTI is involved in international research programmes.

R&D-Project
Promotion

Start-up +
Entrepreneurship

KTT and
Networks

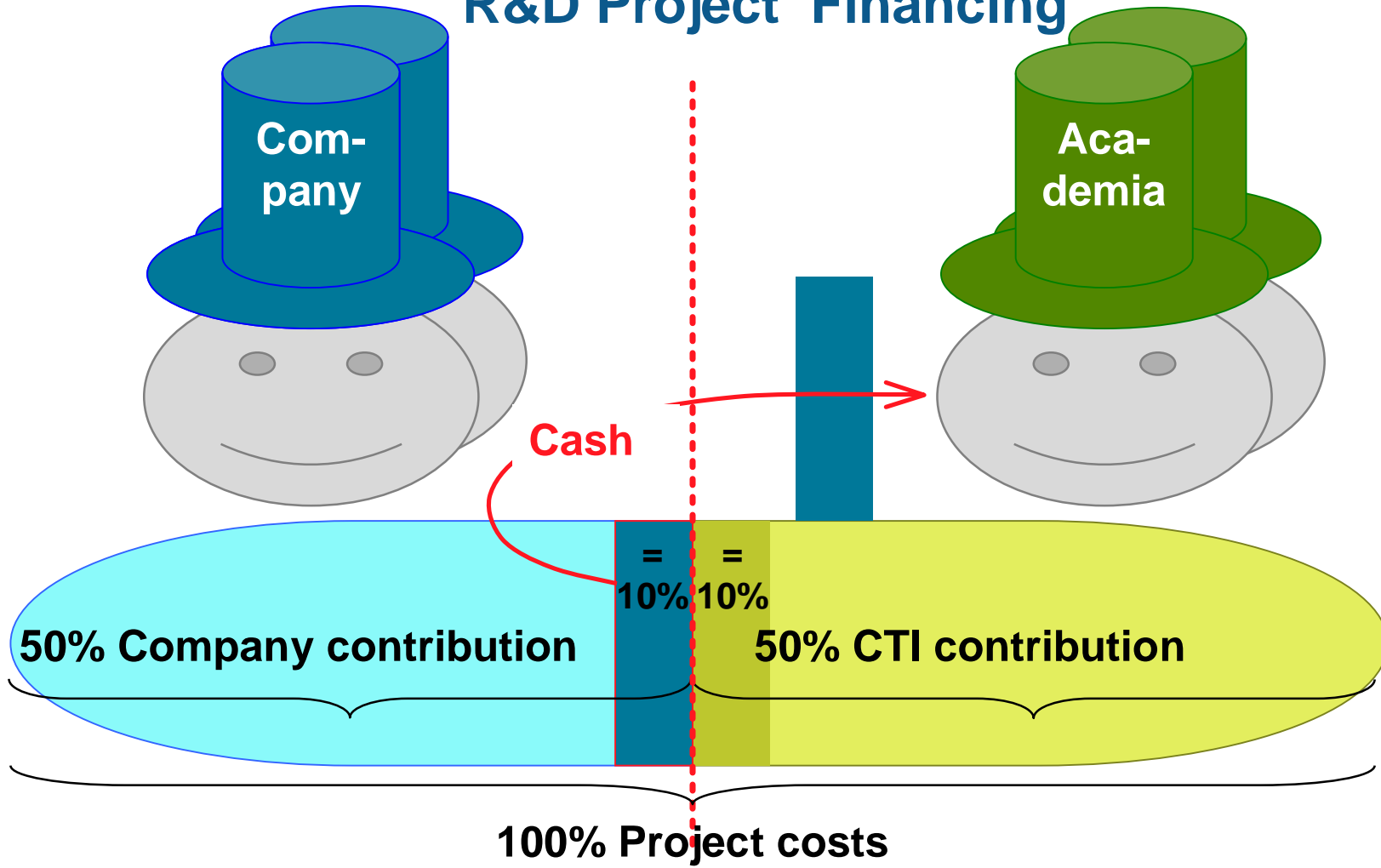


Areas of R&D Project Promotion

CTI Life Sciences CTI Biotech CTI Medtech	CTI Enabling Sciences	CTI Micro- and Nanotechnologies	CTI Engineering Sciences
Biochemistry, Pharmacologie Biotechnology Medicine Medical Technology Food Technology, Nutrition Agronomy	Business Management and Finance Public Management, Tourism, Urban Planning Design, Arts, Architecture Macroeconomics, Social Sciences, Public Health Information and Communication Technologies (ICT) Integrated Production, Logistics	Microelectronics Electronic Engineering Optoelectronics, Photonics Sensors and Actuators Miniaturised Systems Engineering Microsystems Technology Nanotechnologies	Production Technologies, Materials Research Machines, Mechanical Engineering Electrical Engineering Civil Engineering Chemical Engineering Environmental Technologies, Ecology Processes and Methodologies

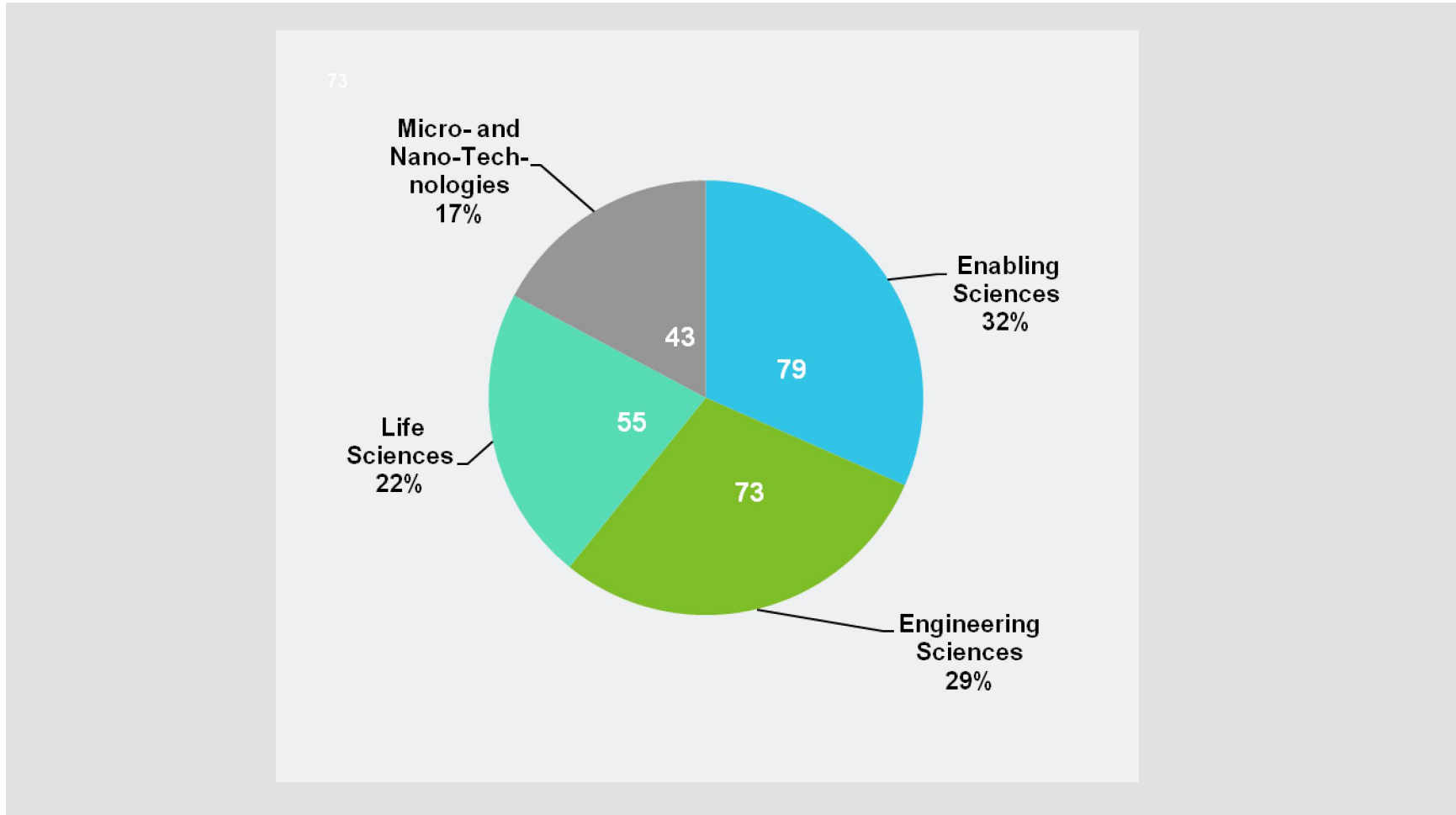


R&D Project Financing





Funded R&D Projects by Promotion Areas 2008





4 Keys to Success for High-Tech Companies

Governmental Support

Swiss Innovation Promotion Agency CTI



Project Funding

CTI START-UP

aR&D

Coaching

Training

Private Support



Financing / Alumni



CTI-Supported R&D Projects Include:

- R&D collaborations involving academic groups* and established companies (SMEs and big companies)
- R&D collaborations involving UAS-groups** and companies
- R&D consortia involving academic groups, UAS-groups and companies
- R&D projects involving Startups and partners from academia and/or UAS.
- Funding is **bottom-up**, i.e. project partners define the projects.
- Discovery Projects
- Feasibility Studies

*) Universities, Federal Institutes of Technology, EAWAG, CSEM

***) UAS = Universities of Applied Sciences



The Second Key to Success



Professional Coaching

www.ctistartup.ch



CTI Start-up

Average 160 hours

Goals of Coaching

- Determine the market focus
- Help build a sound/scalable business model & strategy
- Business/industry knowledge transfer to founding team
- Help build a team and board
- Help establish a financial plan
- Help develop a IPR strategy
- Help develop a professional business plan

§ **Get the CTI Start-up label**

à Help get funding/financing





The CTI Start-up Label



→ **Target** of the CTI Start-up label:

Qualify the start up company as being **ready for venture financing**, or as having reached the **basis for a sustainable growth**

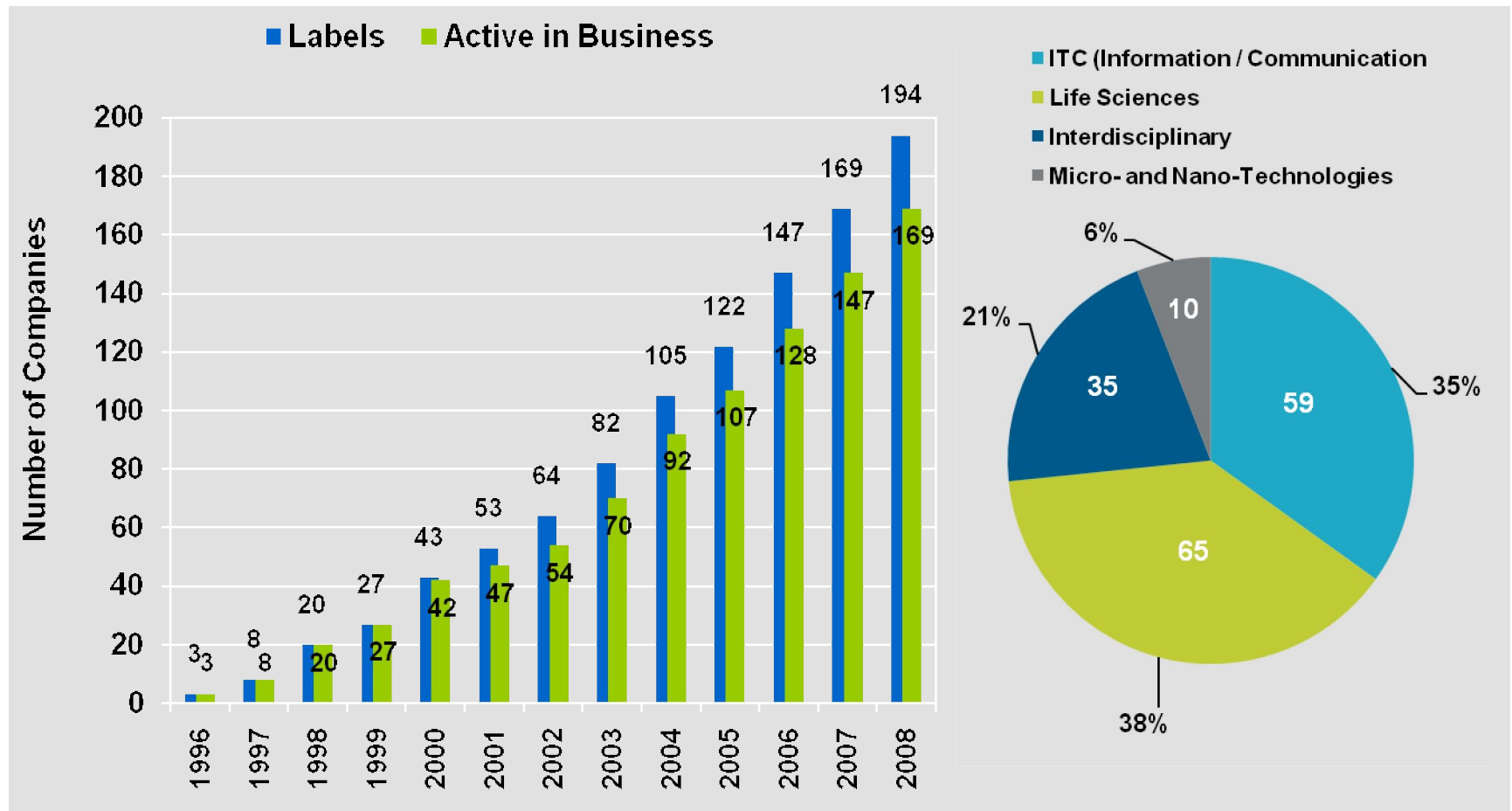
→ **Requirements** to get the CTI Start-up label:

∅ The basic qualification for venture financing or sustainable growth is reached, when:

- **Sound business model & strategy**
- **Management team (expertise, skills) in place or identified**
- **Market analysis, market access and acceptance**
- **IPR and financial assessment**
- **Growth potential**



Start-ups: excellent survival rate





The Third Key to Success



Education and Training

www.venturelab.ch



Target Groups

**Create interest
and overcome
fear**

Students and persons interested in start-ups
(interest in entrepreneurship)

**Motivate and
encourage**

"Entrepreneurs to be"
(students and potential young entrepreneurs
with specific business ideas)

**Actively
supports**

Start-ups
(specific project and
business plan exist)



The Fourth Key to Success

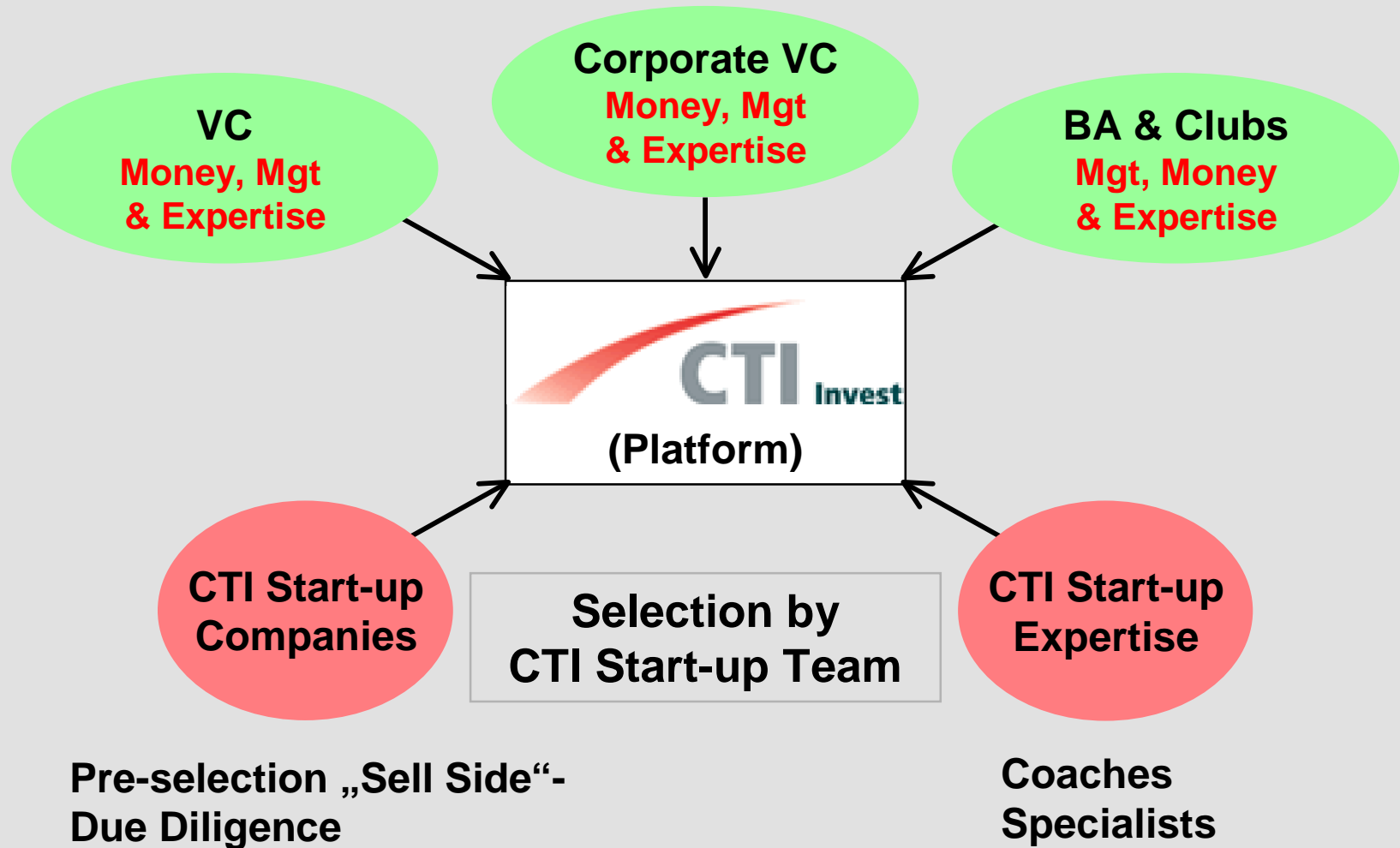


Financing / Alumni

www.cti-invest.ch



CTI Invest (Founded 6.5.2003)





Summary of the 4 Keys to Success

1. **CTI Project** à **Funding of applied R&D**
2. **CTI Start-up** à **Coaching support, Label**
3. **venturelab** à **Know-how, network**
4. **CTI Invest** à **Investors, CEO Day,
CTI Label Alumni**



KTT Consortia (since 2005), CTI-supported

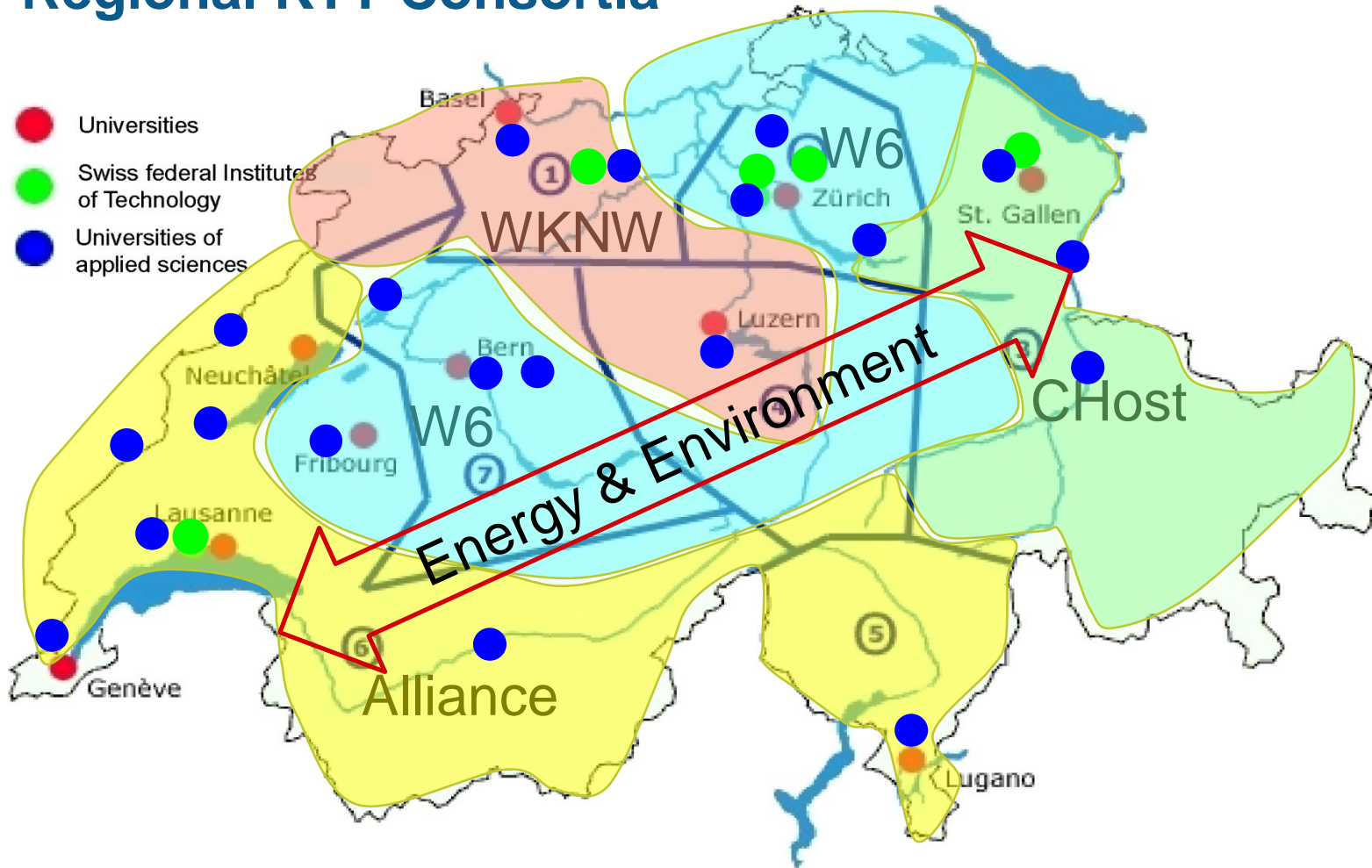
Objectives

- Intensifying collaboration between firms and universities at regional level
- Enhancing firms' ability to express specific needs for scientific knowledge (promotion of the pull-process in KTT)
- Building up regional KTT service centers as contact points for firms and universities
- Better matching between knowledge of firms (focus on SMEs) and universities in innovation activities



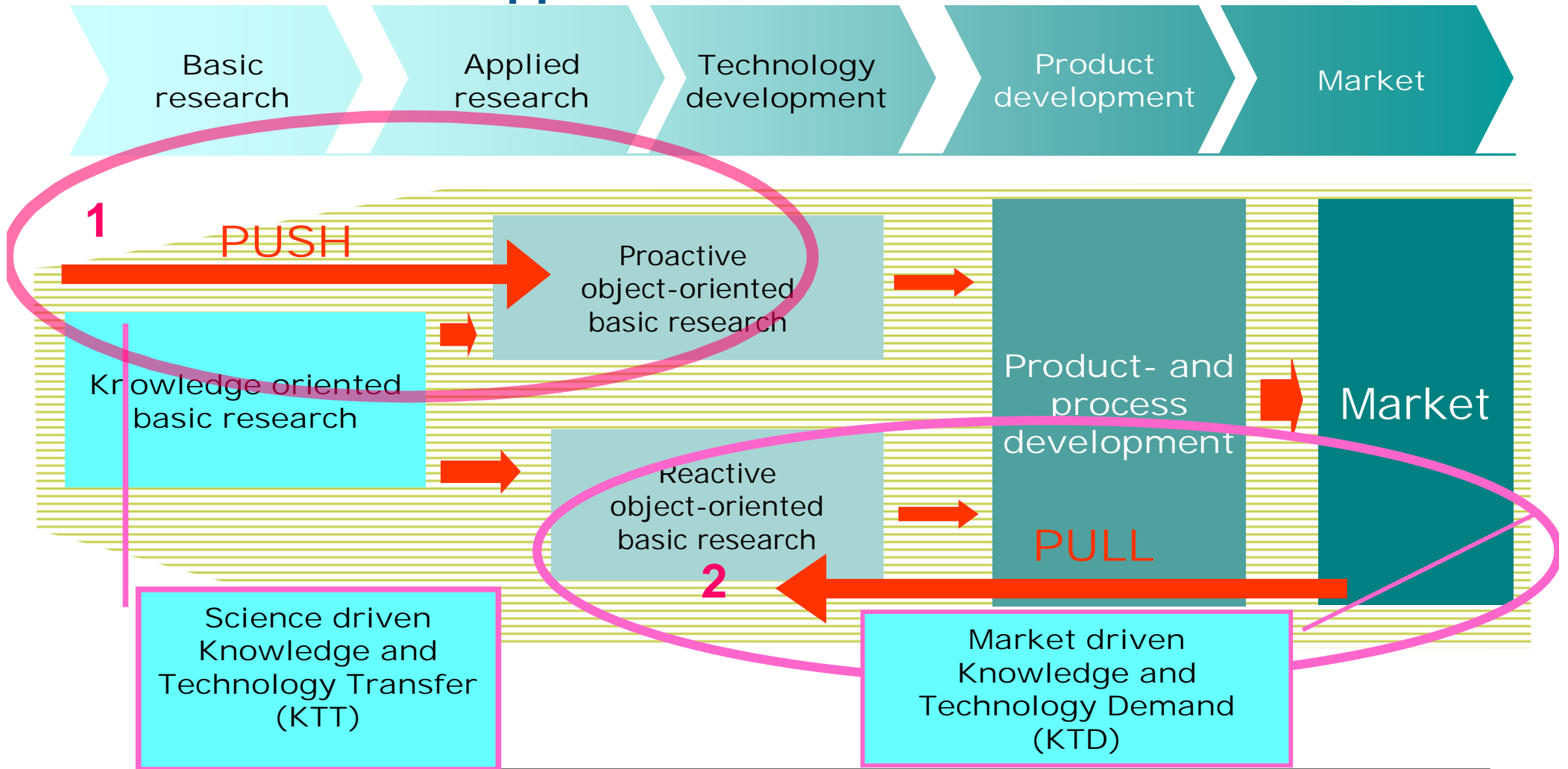


Regional KTT Consortia





The Two-Process Approach KTT/KTD





CTI Support for R&D-Consortia

- **Generate high quality CTI projects out of networks**
- **Funding is based on a target agreement between the R&D consortium and the CTI.**
- **Performance indicators are defined by both parties, such as project success, project turnover and customer satisfaction.**
- **The level of the CTI-funding is based on the degree of achievement of objectives.**



R&D consortia supported by CTI

