





CTI – Commission for Technology and Innovation - Entrepreneurship Training

www.cti-entrepreneurship.ch

A CTI training programme

 **Start-up and entrepreneurship**
CTI Entrepreneurship

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Commission for Technology and Innovation CTI

CERN Entrepreneurship Meet-up #6, June 10, 2015

Presenter: Björn Ignell

*Marketing & Program Manager for CTI Entrepreneurship Training
Modules 3 & 4, Western Switzerland*



Jump start your business...



...safe landing with CTI & EIP consortium

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CTI Entrepreneurship - EIP Consortium

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Consortium Partners

EPFL
Innovation Park

EPFL
ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

Hes·so
Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

GENILEM


ÉCOLE HOTELIÈRE
LAUSANNE
— Since 1893 —

Unil
UNIL | Université de Lausanne

 UNIVERSITÉ
DE GENÈVE

:: csem

**UNI
FR**
UNIVERSITÉ DE FRIBOURG
UNIVERSITÄT FREIBURG

unine
UNIVERSITÉ DE
NEUCHÂTEL

CTI Entrepreneurship - EIP Innovation Hub

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Conference center **2014**

100'000 visitors/year

Rolex Learning Center

1'000'000 visitors/year



Innovation Square

2'000 jobs



160 sociétés



154 rooms



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Live video...



**Not about
classroom**

...


**Not about
theories...**

**Not about
recipes...**

No!

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**About
practical
tools...**

**About
mentorship
...**

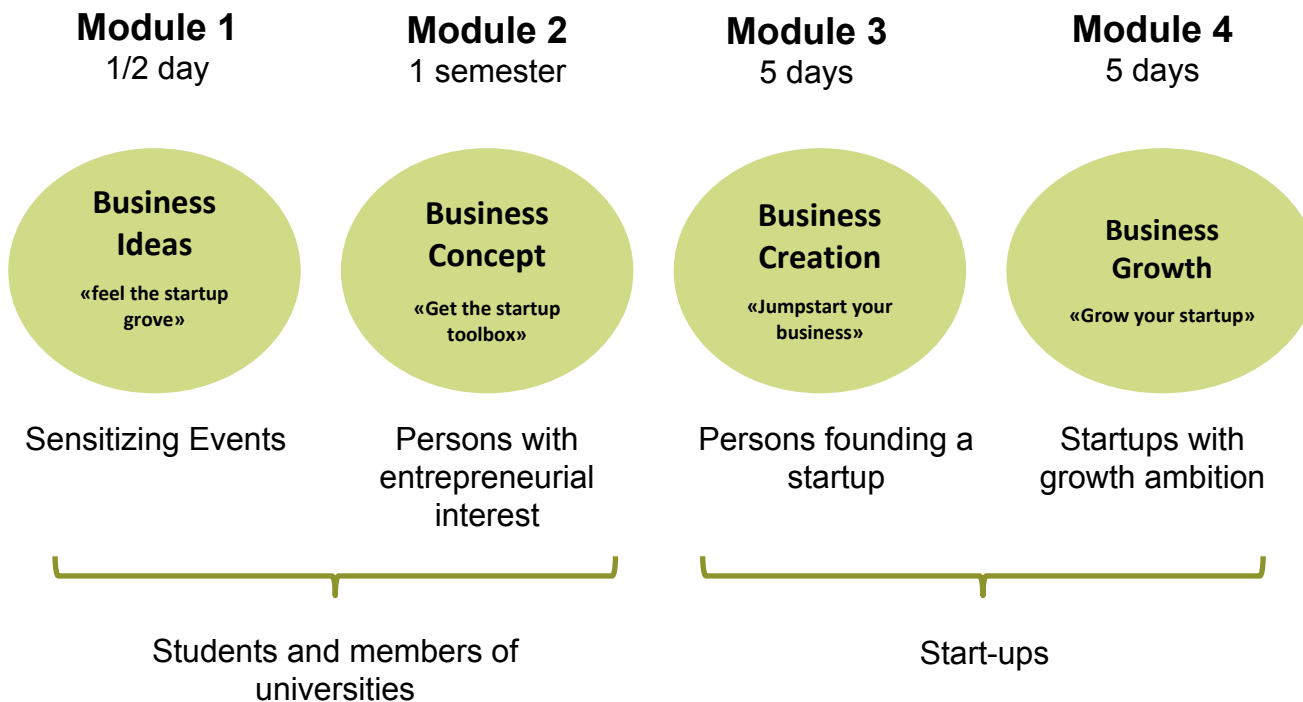
**About
network...**

◀ **YES!!**

CTI Entrepreneurship - Training Modules



NEW in 2015



CTI Entrepreneurship - Training Modules

www.cti-entrepreneurship.ch

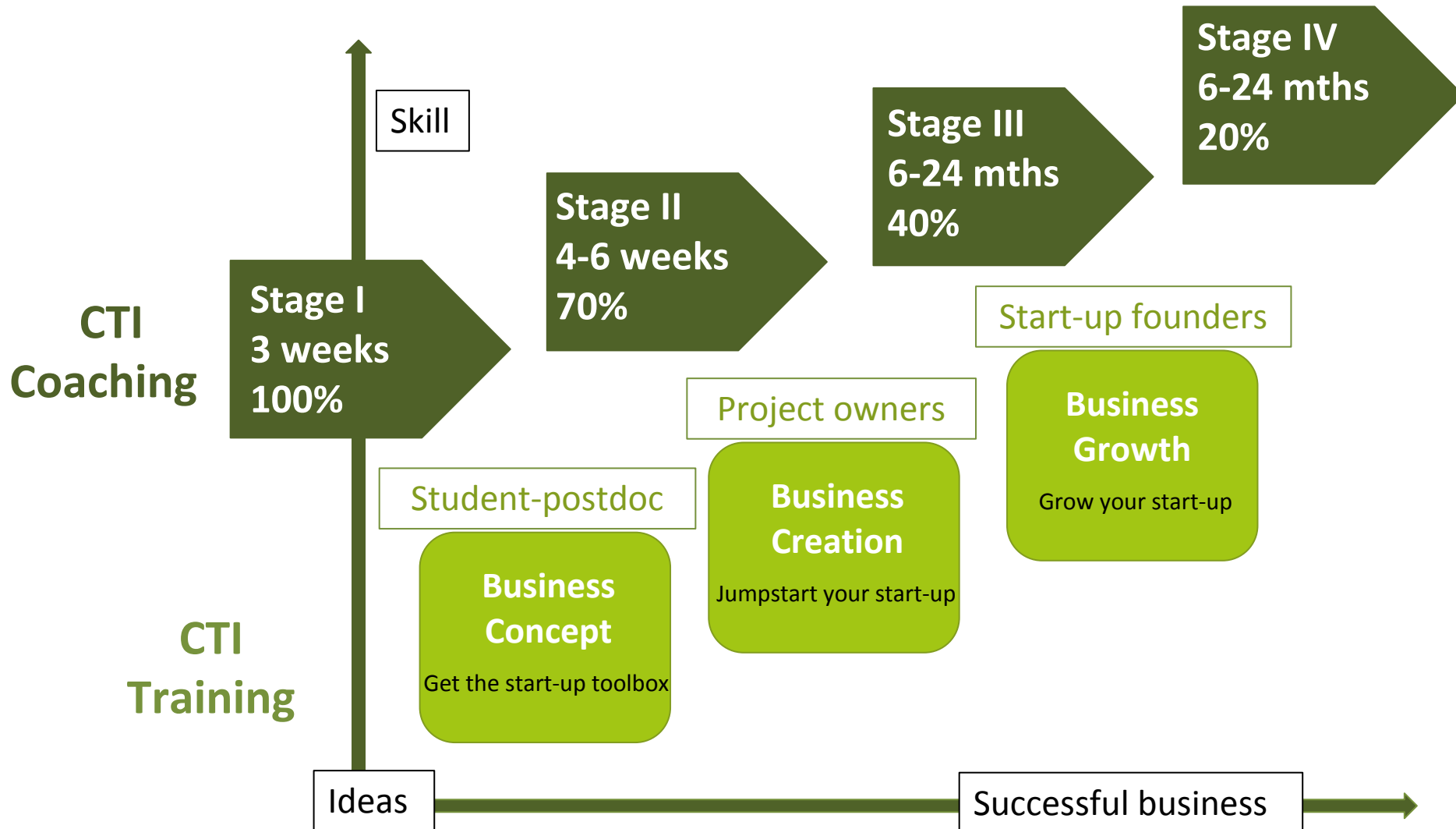
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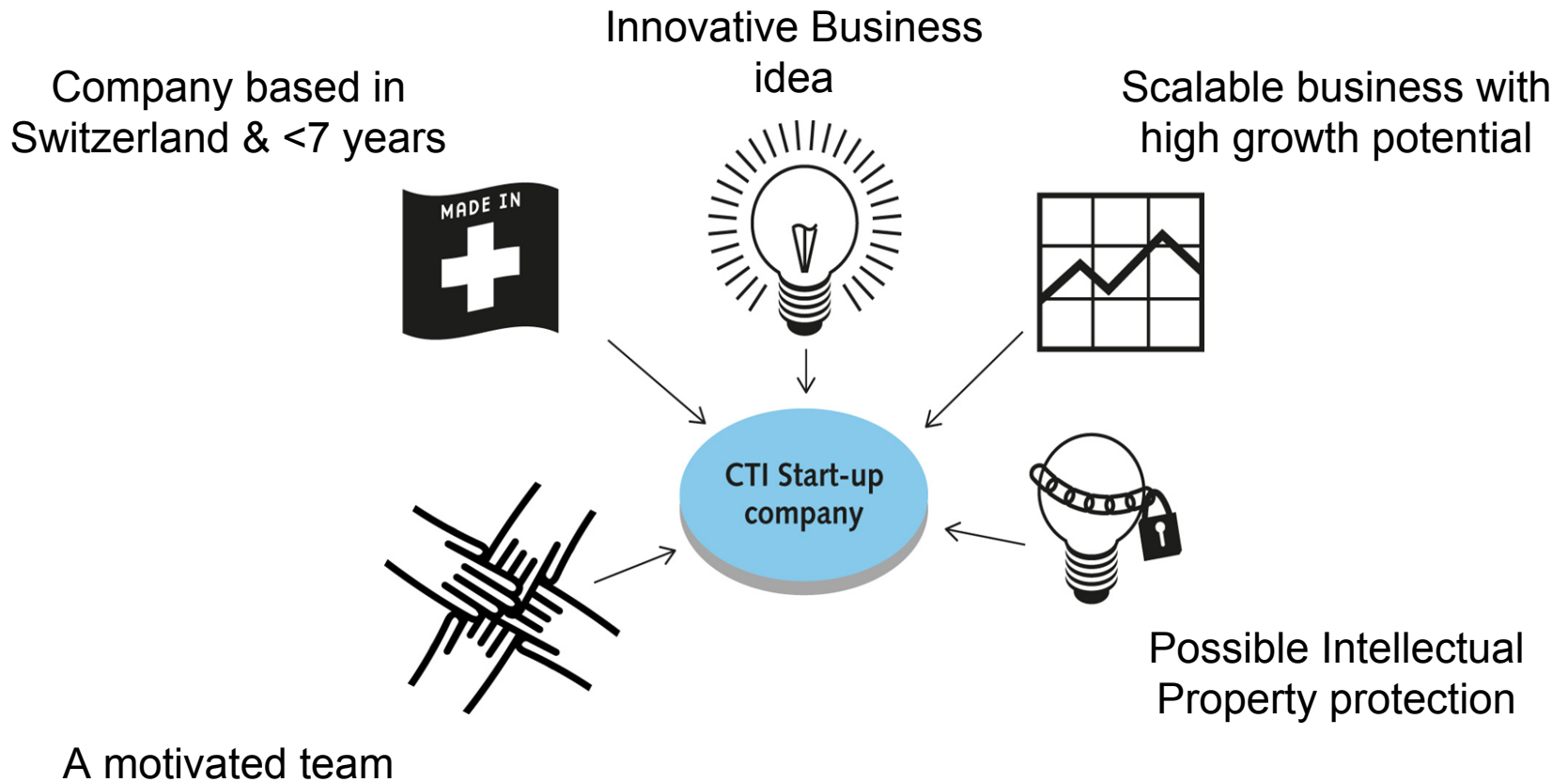
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Criteria for admission to CTI Module 3 & 4



Quick Facts

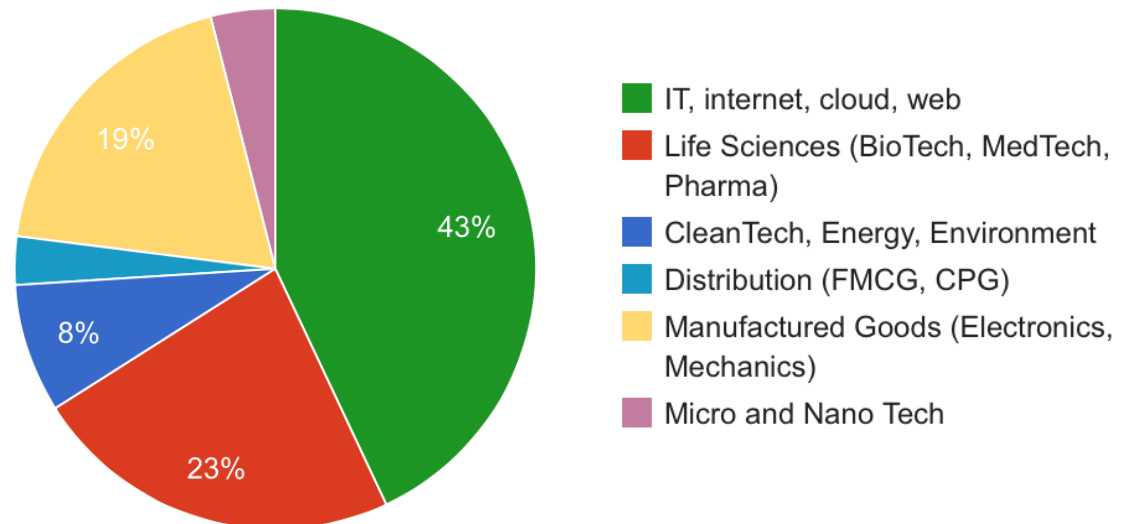
2013 - 7 Business Creation - 3 Business Development - **168 Participants**

2014 - 8 Business Creation - 4 Business Development - **207 Participants**

to date : **over 400 participants** out of 600 candidates

Gender: **15 % Female**

in CTI Coaching focus: **68%**



CTI Entrepreneurship Western Switzerland

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de en fr it

CTI Entrepreneurship – the Swiss federal training programme for startup founders.

We support the next generation of scientists and entrepreneurs in developing their business ideas, setting up their company and implementing a strategy for growth. You can choose from four specific training courses, all run and led by experienced entrepreneurs. They are aimed at the founders of young knowledge-based companies and at members of universities with innovative visions.

For members of universities

Module 1

Business Ideas

Feel the startup groove

Sign up now



Module 2

Business Concept

Get the startup toolbox

Sign up now



For startups

Module 3

Business Creation

Jumpstart your business

Sign up now

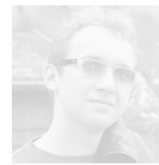
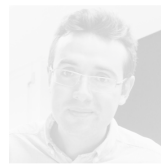
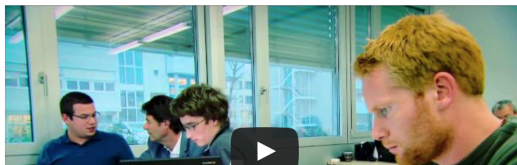


Module 4

Business Development

Grow your startup

Sign up now



Official swiss website

Registering possible for entire
switzerland

www.cti-entrepreneurship.ch

CTI Entrepreneurship Western Switzerland

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Business Concept

Business Creation

Business Growth



Learn the basics and startup tools

Shape your venture ideas

Make your first steps in the entrepreneurial ecosystem and get the practical tools to transform your idea into a strong business project. Be introduced to experts and other talents like yourself – perhaps your future co-founders.

Jumpstart your venture

Build a compelling business plan

Are you about to set up your own company or have you recently started a new business? You will receive practical answers to your company-specific questions. The module will also help you to firm up your plans and consolidate your knowledge.

Grow your venture

Define your action plan

Do you want to set your company on course for growth? You will analyse the barriers, opportunities and markets in your sector and learn about the processes and structures that will help you grow your business.

Local Western Switzerland website

Registering possible for Western Switzerland only

www.startuptraining.ch

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Alumni group

- Closed group - 320 members
- Alumni and Trainers only
- Sharing and asking for help
- Networking for entrepreneurs
- Strong moderation
- Spam Free :-)

The screenshot shows the LinkedIn group page for 'CTI Entrepreneurship Western Switzerland Alumni'. The page header includes the LinkedIn logo, 'PREMIUM' status, a search bar, and notification icons. The group name is 'CTI Entrepreneurship Western Switzerland Alumni' with 247 members. Below the header are tabs for 'Discussions', 'Promotions', 'Jobs', 'Members', 'Search', and 'Manage'. A large photo shows a group of people in a meeting. The 'Members of this Group' section displays four profile pictures, including Jean-Luc Affaticati. A 'Your group contribution level' section shows a progress bar and the text 'Finding an audience'. The 'Ads You May Be Interested In' section features three advertisements: 'Executives wanted!', 'Are You A Vice President?', and 'Are You A Director?'. The main content area shows a post by Kyriakos Kokkoris, PhD, titled 'Online investment networks and in particular Keiretsu Forum'. The post text asks if anyone has experience with the Keiretsu Forum and mentions a 3000USD fee. It has 2 likes, 6 comments, and was posted 1 month ago. Comments from Jim Hershkowitz, Michele (pirroh) Catasta, André Delafontaine, and another Kyriakos Kokkoris are visible.

Course Plan - Business Creation

Class Venues

	< Title
1	BC5.15 - Course 3.0 Introduction to the course
2	BC5.15 - Course 3.2 Corporate & Business Strategy
3	BC5.15 - Course 3.1 Leadership - Founders - Governance
4	BC5.15 - Course 3.9 Organization
5	BC5.15 - Course 3.4 Market analysis & competitive intelligence
6	BC5.15 - Course 3.5a Marketing
7	BC5.15 - Course 3.3a Product Development
8	BC5.15 - Course 3.6 Finance
9	BC5.15 - Course 3.10 Presentation Content
10	BC5.15 - Course 3.8b Presentation Skills
11	BC5.15 - Course 3.8a Negotiation skills
12	BC5.15 - Course 3.5b Sales
13	BC5.15 - Course 3.7 Legal
14	BC5.15 - Course 3.3b IPR
15	BC5.15 - Course 3.11 Presentation to CTI Panel

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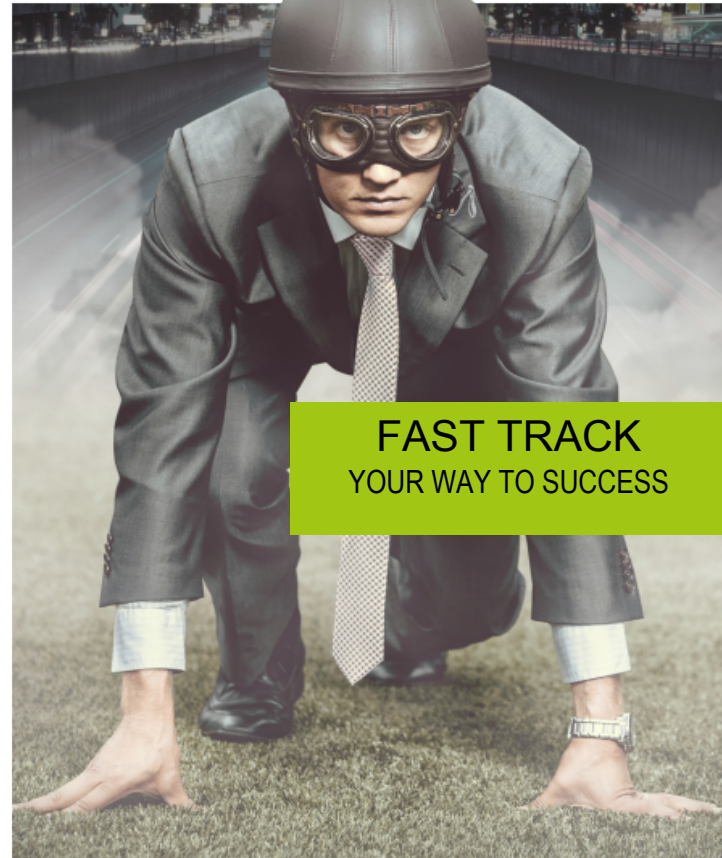
CTI Entrepreneurship - Why for me?

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FAST TRACK
YOUR WAY TO SUCCESS

In 40h, you're already well
ahead in the game

...best return on time invested

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...get your entrepreneurial toolkit

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ation CTI

- Local:



- National:

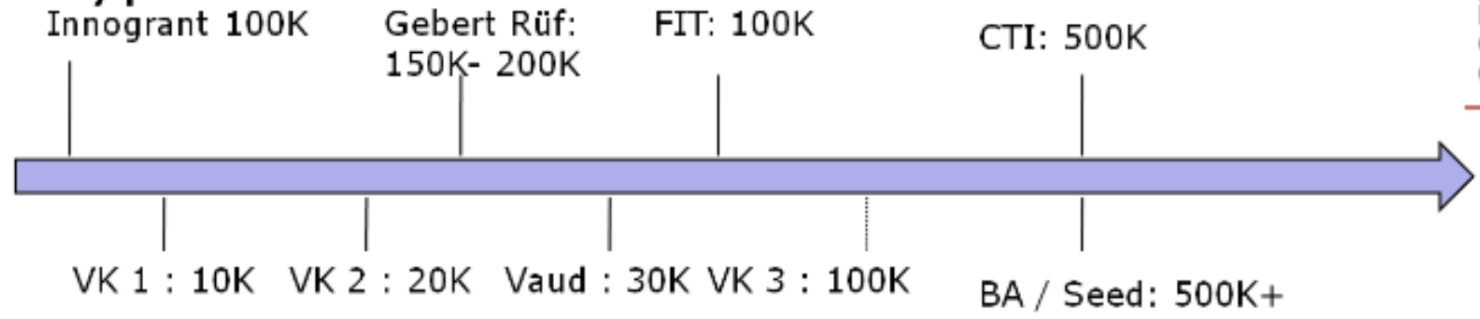


- + International (emerging)



| SOFINNOVA PARTNERS

- Typical case



...get introduced to the \$\$\$\$

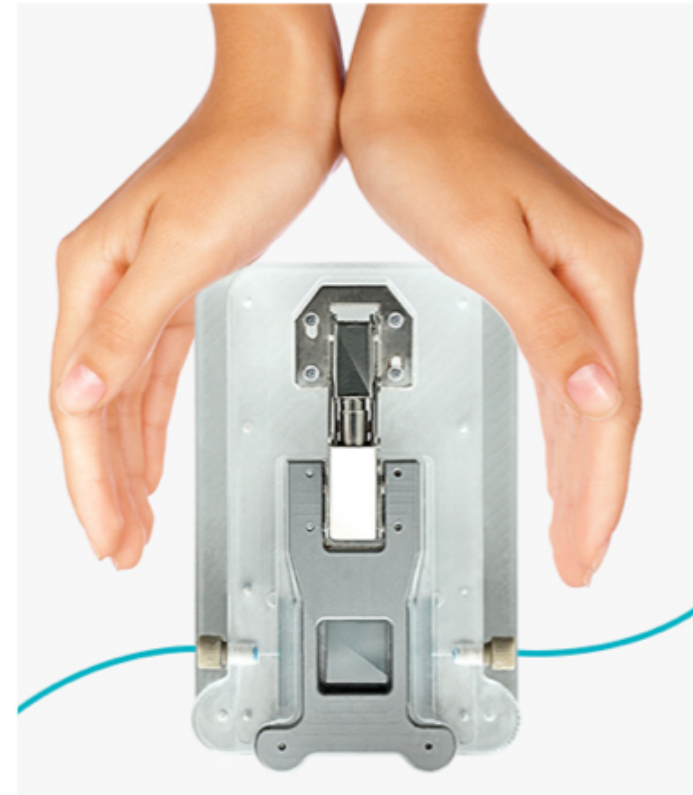


Tumor analysis
& classification platforms

Ata Tuna Ciftlik, CEO

contact@lunaphore.com

www.lunaphore.com



BC2 - Lausanne
Series A = 2million in 2015



Vincent Forster, PhD
Chief executive officer

vincent.forster@pharma.ethz.ch



A company focused on the development and commercialization of a versatile detoxification therapy. The **anantidote is capable of removing diverse toxic agents from the organism**. With its innovative approach, Versantis aims at saving patients from metabolic intoxications, and from prescription and illicit drug overdoses.

BC7 - Lausanne



Advanced aerosol particle detection

Svetlana Afonina



BC3 - Geneva



www.katia.ch

Maxime Winkler – CEO

BD3 - Lausanne
80'000 users...



CTI Entrepreneurship - Success stories



THE NEW GENERATION OF ELECTRONIC MONITORING

Currently



Prison overcrowding



Risk of recidivism



High detention costs

This is the future



José Demétrio, CEO, Co-founder

BD3 - Lausanne
15 staff & 900'000 T.O.



Registration:
www.startuptraining.ch


Modules 3 & 4:
Björn Ignell, ignell@epfl-innovationpark.ch




Launch !

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Q & A