



FEDERAL OFFICE FOR PROFESSIONAL EDUCATION AND TECHNOLOGY **OPET**

BUNDESAMT FÜR BERUFSBILDUNG UND TECHNOLOGIE **BBT**

OFFICE FÉDÉRAL DE LA FORMATION PROFESSIONNELLE ET DE LA TECHNOLOGIE **OFFT**

FEDERAL DEPARTMENT OF ECONOMIC AFFAIRS

What CTI can bring to Start-ups

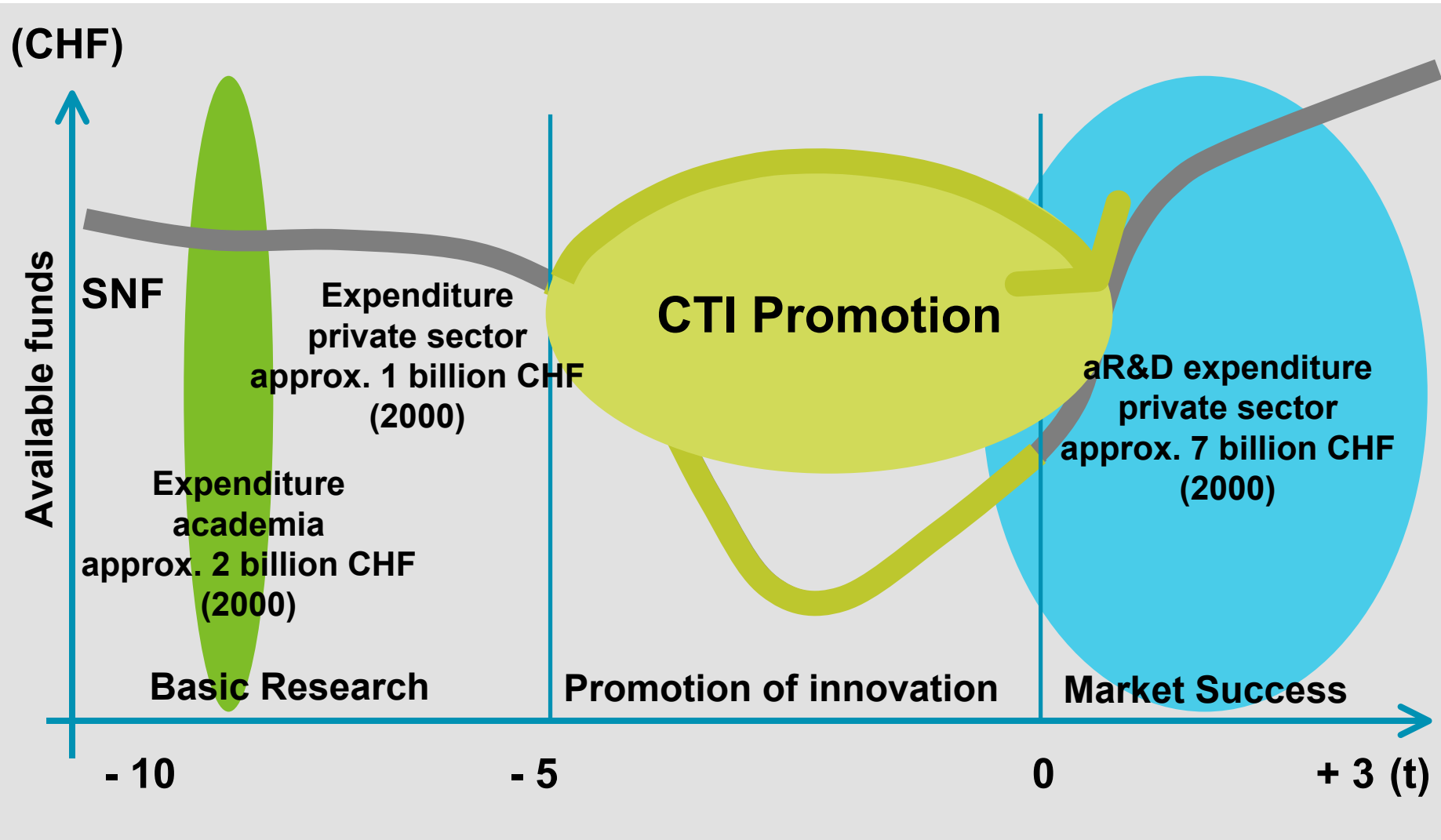
THE INNOVATION PROMOTION AGENCY CTI

Alberto De Lorenzi, Coach of CTI START-UP
Manno, 2 February 2006



«Science to Market»

Guidance through the Valley of Death



«Science to Market»**CTI addresses the four challenges of a start-up**

- ➔ **Get the technology right**
- ➔ **Pull in relevant business knowledge**
- ➔ **Develop a sound and sustainable business**
- ➔ **Raise money needed to achieve success**

KTI/CTI**CTI PROJECTS****«venturelab»** 
venturelab**CTI START-UP****CTI INVEST** *)

*) private association

CTI PROJECTS

Get the technology right

CTI PROJECTS

Financing of applied R&D projects

Applied R&D projects between universities and companies in

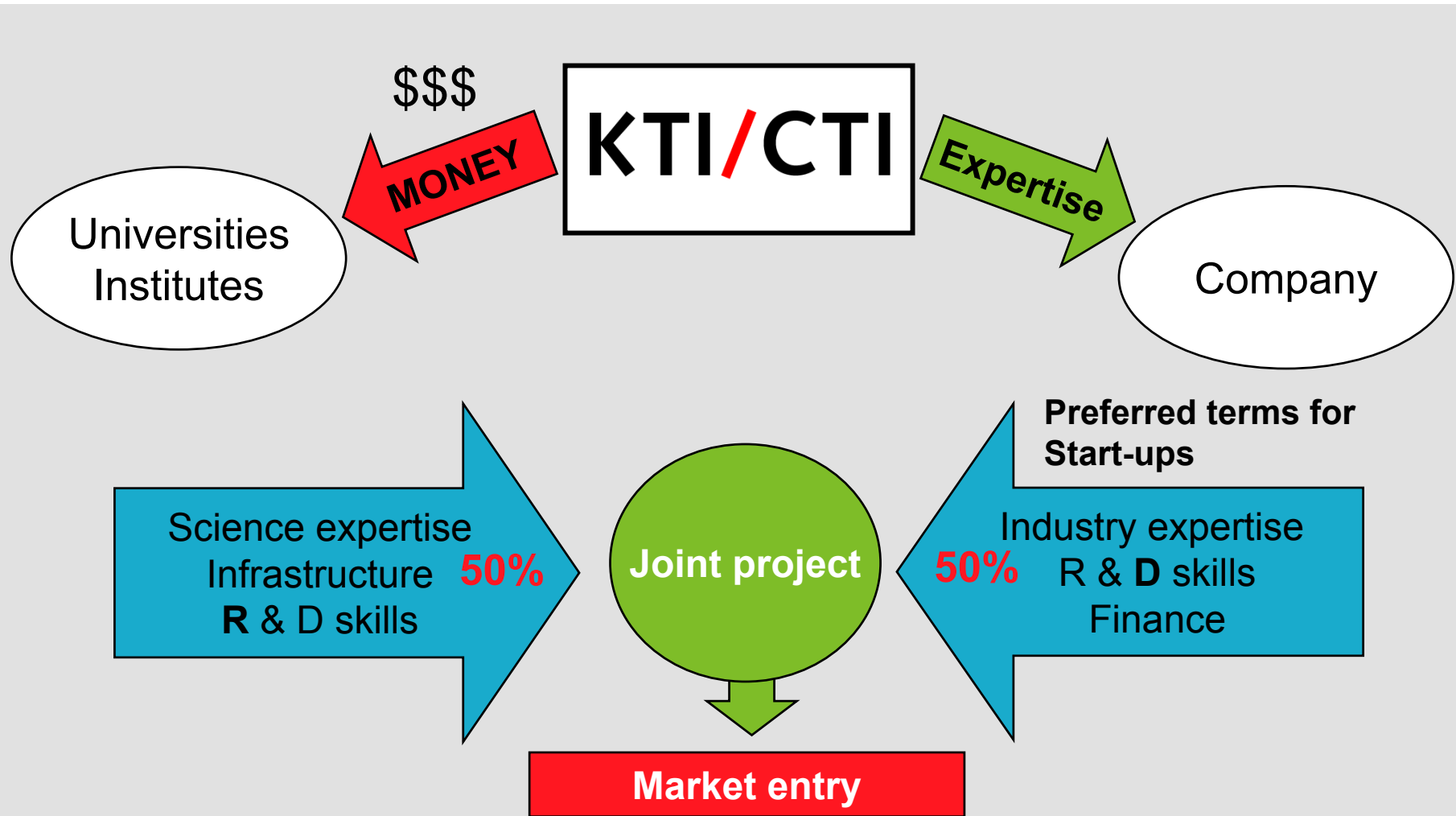
- ➔ Life Sciences
- ➔ Nanotechnology and Microsystems
- ➔ Enabling Sciences
- ➔ Engineering

Facts and Figures on CTI Project Promotion 2004

	No.	%	Project Costs CHF million	Federal CHF million	Private Sector CHF million
Promotion grant requests received	585				
Applications for Federal Contributions				212	
Promotion grant requests approved	227				
Project approval rate		39			
Approval rate for Federal Contributions		33			
Cost / Funding of approved projects			173.3	70.8	102.5

CTI PROJECTS

How does it work?



«venturelab»

Pull in relevant business knowledge



«venturelab» – an initiative of CTI
Targetted at „entrepreneurs to be“

**Create interest
and overcome
fear**

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

**Motivate and
encourage**

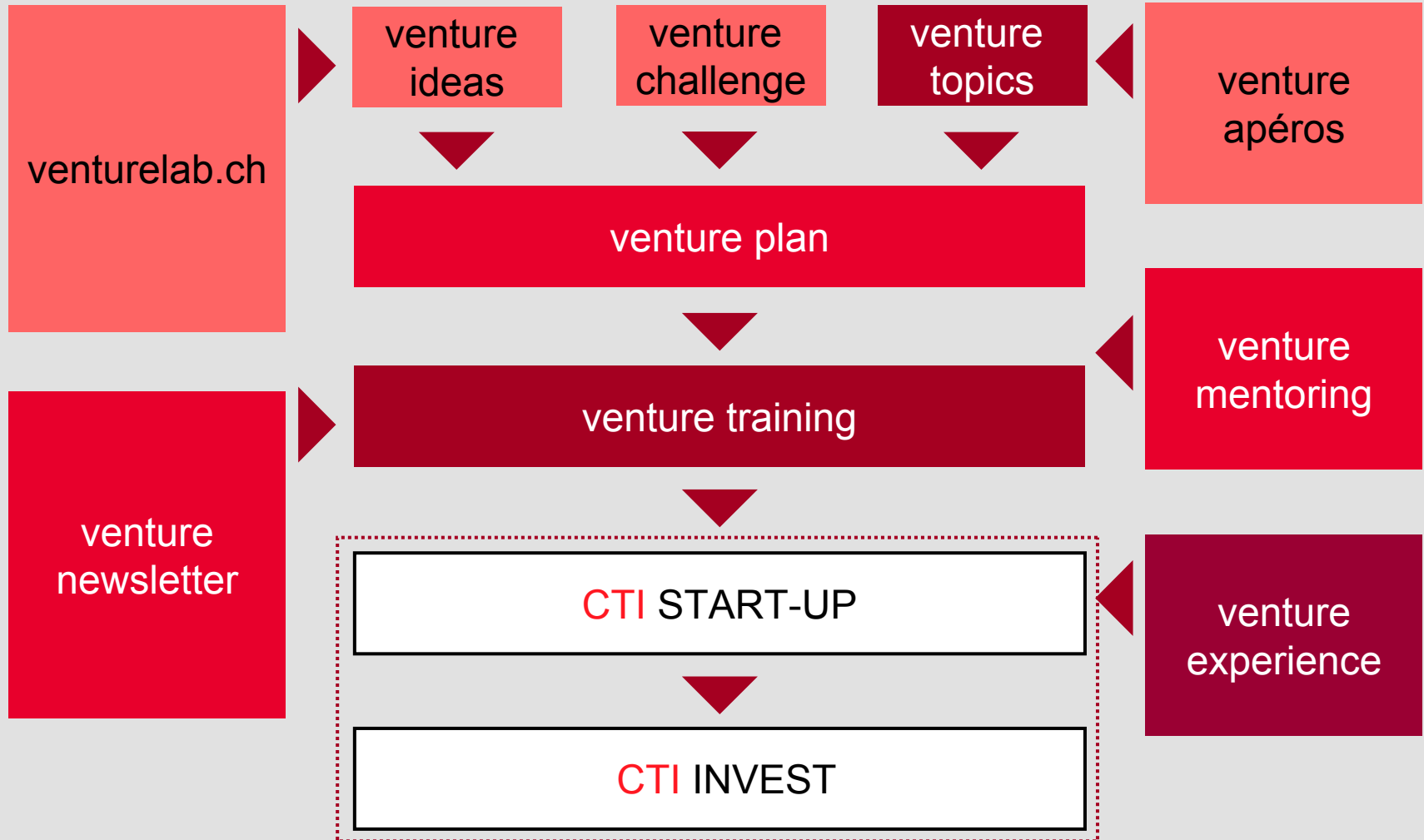
"Entrepreneurs to be"
 (students and potential young entrepreneurs
 with specific business ideas)

**Actively
supports**

Start-ups
 (specific project and
 business plan exist)

«venturelab» – an initiative of CTI

Training modules for start-ups



CTI START-UP

Develop a sound and sustainable business

CTI START-UP

Hands-on coaching by a business coach

Phase 1

Basic check of business idea

- × High-Tech?
- × Innovative?
- × Realistic?
- × In scope?

Week 3

Phase 2

Professional evaluation

- × Market & Technology
- × Feasibility
- × Management Team
- × Commitment

Week 4-6

Phase 3

Professional Coaching

- × Business plan
- × B-Development
- × CTI Project
- × Training

Month 6-18

Phase 4

Arms length coaching

- × CTI Network
- × Contracts
- × Funding

Registration

Coaching Acceptance

CTI Start-up label



**More than 30 experienced coaches
with own entrepreneurial track record**

CTI START-UP

CTI Start-up Label is to certify readiness for growth

Business Plan

- Define the market/sales strategy
- Set-up a technology development plan
- Think-through the IPR strategy
- Create the financial plan
- Build a team and the board



CTI Start-up Label

- Ready for sustainable growth
- Ready for venture financing



CTI START-UP

What you get when entering the process

- Personal business coach with access to a pool of business/management professions including technology experts
- Access to **CTI INVEST**
- Proven modules for start-up companies, such as
 - Patent registration / IP
 - Business modeling
 - Financial planning
 - Sales accelerator
 - Technology coaching



CTI Start-up Label

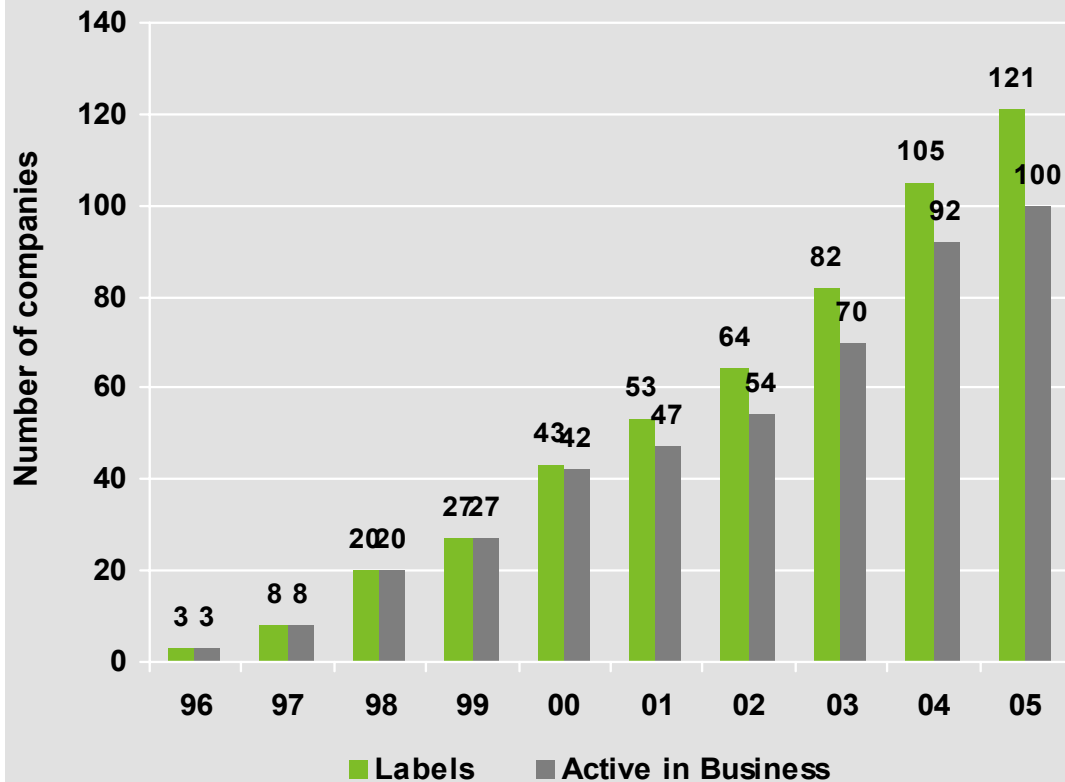
- Time
- Commitment
- Strong business idea

... with no direct capital input

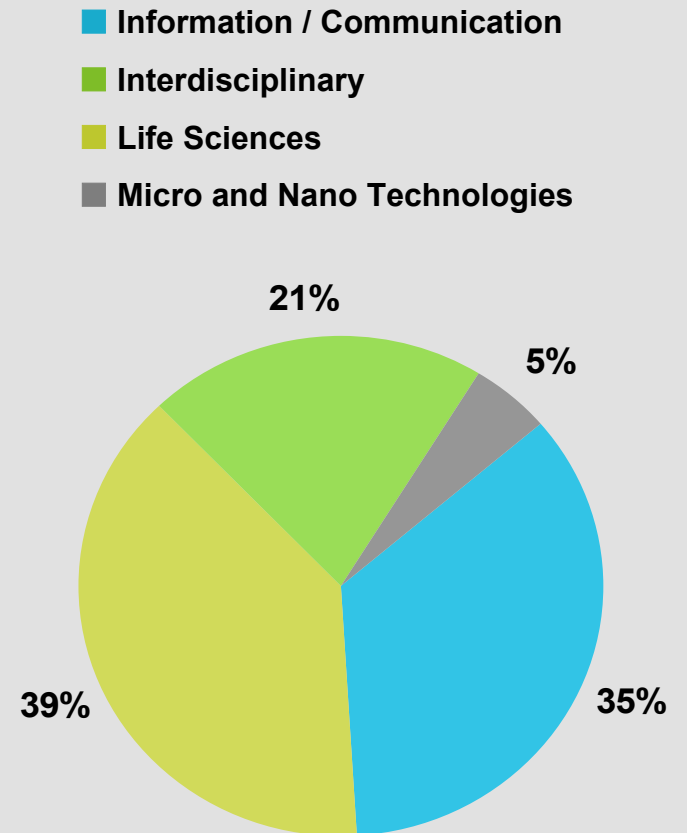
CTI START-UP

Start-ups with excellent survival rate

Growth of Portfolio



Industry Sectors



CTI START-UP

CTI Start-ups perform well in venture contests



VENTURE 2004



- 10 of 18 Venture 2004 finalists are in CTI Start-up process
- 3 of 5 prize winners CTI Start-up companies
- Examples:
 - Flamepowders
 - Molecular Partners
 - Endosense

- W.A. de Vigier prize winners in the last 3 years
 - Sensimed
 - Lyncée Tech
 - ABMI SA
 - Glycart Biotechnology AG

CTI START-UP**Value generated by CTI Start-up Label companies****Jobs**

- 3000 qualified jobs (1000 direct)
- 3 - 40 employees per company

Sales

- Cumulated sales of 113 Million CHF
- Sales per company between 0 - 14 Million CHF

Investment

- Venture capital of over 90 Million CHF p.a.

CTI START-UP

Check if your business idea qualifies

You should have:

- ➔ Innovative technology and/or business model
- ➔ Some proof of technical concept (prototype, functional model, beta version)
- ➔ Scalable business model and/or technology
- ➔ Growth potential and ambition
- ➔ The core competencies to develop the technology in the team/company
- ➔ Defendable business model and/or technology
- ➔ Openness and willingness to listen to advice and coaching
- ➔ Committed team providing a realistic base for the coming development of the company



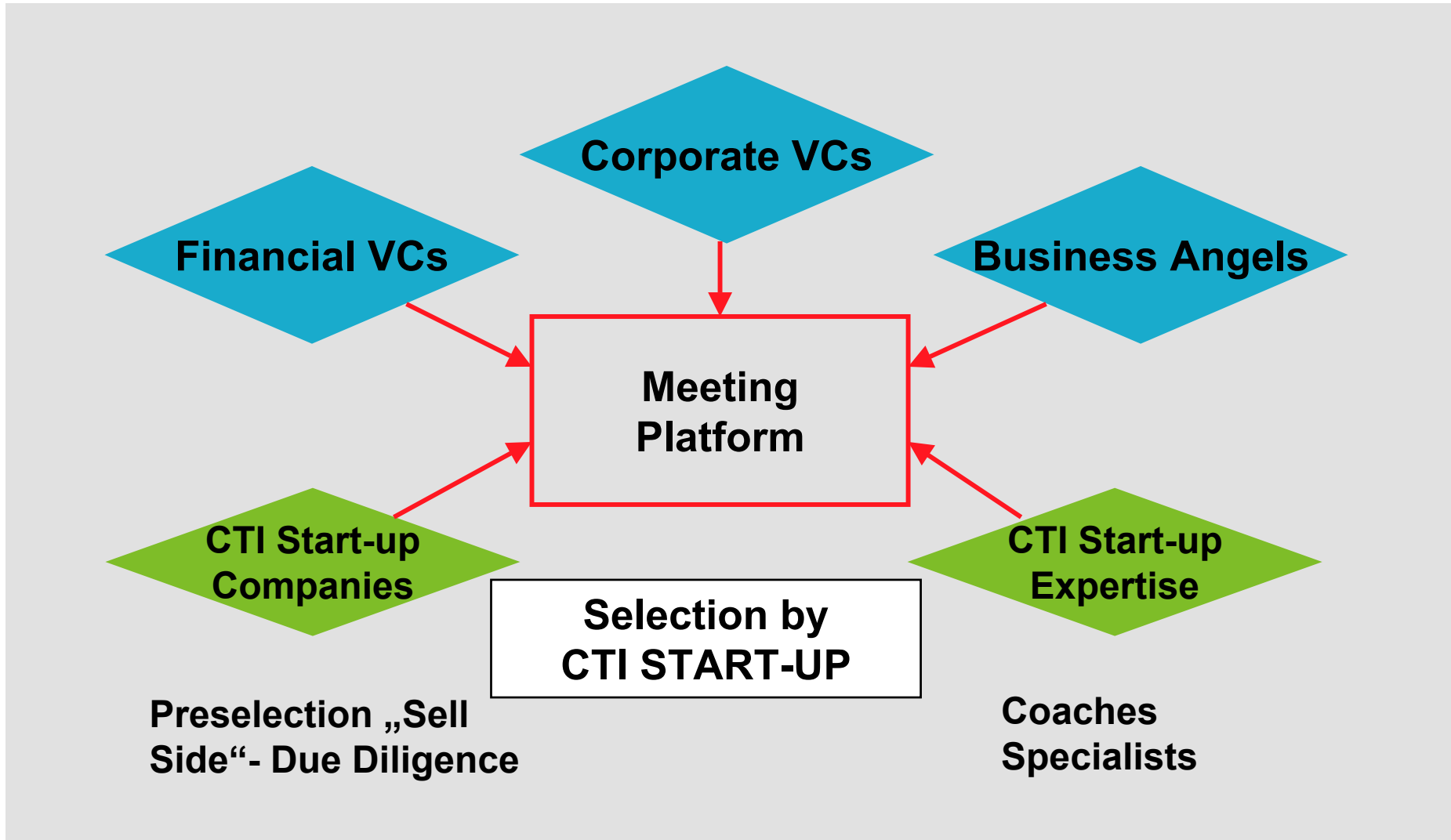
If yes, apply to
www.ctistartup.ch

CTI INVEST

Raise money needed to achieve success

CTI INVEST

Bringing investors and start-ups together



CTI INVEST

The leading players involved in the VC scene and members of CTI INVEST :

Domestic Institutional

Aventic
BioMedinvest
BV Private Equity
Eclosion
EPS Value Plus
EVA
Hasler Stiftung
Invision
Logitech
Novartis Venture Fund
Partners Group
Swisscom
Venture Partners
VI Partners
Vinci Capital

Foreign Institutional

Earlybird
Iris Capital
Siemens Acceleration
Techno Venture Mgt

BA Clubs

Business Angels Schweiz (BAS)
Start Angels Network
Mban Ltd.

Business Angels

Nicolas Berg
Robert Keith Cassels
Pierre Comte
Andreas Geiger
Leopold Kohn
Michael Liebig
Peter Ohnemus
Yves Paternot
Alfonso v. Wunschheim
Herbert Steinbach
Christian Wenger

CTI INVEST

Industrial partners as sponsors

Gold-Sponsors



A yellow banner containing the logos of Gold-Sponsors: KTI/CTI (The Innovation Promotion Agency), AIBB, CREDIT SUISSE, and NOVARTIS.

Silver-Sponsors



A grey banner containing the logos of Silver-Sponsors: VI, swisscom mobile, WENGER & VIELI RECHTSANWÄLTE, Zürcher Kantonalbank, EPFL, PRICEWATERHOUSECOOPERS, ETH (Eidgenössische Technische Hochschule Zürich / Swiss Federal Institute of Technology Zurich), and new value.

CTI INVEST

More than 20 Mio CHF capital raised

	2003	2004	2005	Cum.
Swiss Venture Days	3	4	2	9
Presented companies	16	15	9	40
Venture Days abroad	-	-	2	2
Financing volume	5 Mio CHF	8 Mio CHF	9 Mio CHF	22 Mio CHF
# of investors (members)	19	22	33	33
-Swiss Institutional			15	15
-Business Angels			11	11
-Foreign Institutional			4	4
-BA Clubs			3	3

«Science to Market»
Ready to start?

KTI/CTI

CTI PROJECTS

«venturelab»



CTI START-UP

CTI INVEST

THE INNOVATION PROMOTION AGENCY **CTI**

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