

## Start-up and entrepreneurship

### CTI Market Entry Camps: Helping your start-up go international

The Swiss market is often too small for technology- and science-based niche products. But in order to be active in foreign markets, you need to be familiar with them. Do you need contacts abroad? Do you want to gain an international foothold and to meet new challenges? CTI sends innovative and ambitious start-ups to the international hotspots of entrepreneurship, where they can test their product or business model or find the right partners, customers or employees. Get some inspiration early on, stay on the cutting edge and grow by comparing your business with innovative competitors.

CTI works closely with swissnex and the Swiss embassies' science and technology counsellors in order to give you a good start abroad.

### Want to keep abreast of developments on the start-up scene?

Subscribe to the Startupticker for up-to-date information: [www.startupticker.ch](http://www.startupticker.ch)



The CTI is the Confederation's innovation promotion agency. It provides consultancy and networking services and financial resources to help turn scientific research into economic results. Making the Swiss economy strong.

Commission for Technology and Innovation CTI  
Innovation Promotion Agency  
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[www.kti.admin.ch](http://www.kti.admin.ch)

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# Turning ideas into business.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**Commission for Technology and Innovation CTI**  
Innovation Promotion Agency

Uneinheitliche Handhabung bei "The" CTI (1. Seite) oder nur "CTI" (Rückseite).

## Encouraging entrepreneurial thinking and activity

New ideas are the future. That is why the CTI supports innovative business ideas and promotes entrepreneurial thinking among young people in science and industry. To this end the CTI has developed a special series of programmes: CTI Entrepreneurship runs specific training courses for prospective entrepreneurs, CTI Start-up offers professional coaching to new businesses and the CTI Market Entry Camps help start-ups to become established in international markets.

### CTI Entrepreneurship: Training for tomorrow's businesses

Are you a young person studying, in research or already working, with entrepreneurial vision and an innovative, science-based business idea? Then the four training modules offered by CTI Entrepreneurship and organised by regional consortia in higher education institutions and technoparks are just the thing for you:

#### From idea to start-up

Module 1: Business Ideas	
Awareness-raising events for students and start-ups	½ day <b>Gratis</b>
Module 2: Business Concept	
Courses for students with business ideas	1 semester <b>Gratis</b>
Module 3: Business Creation	
Preparation course for founding a business	5 days CHF 300
Module 4: Business Growth	
Training for start-ups with growth objectives	5 days CHF 300

#### Module 1: Business Ideas

At our two-hour motivation event you will meet exciting entrepreneurs and be inspired by their success stories.

#### Module 2: Business Concept

In this one-semester evening course you can develop your entrepreneurial skills and prepare to set up and manage a company.

#### Module 3: Business Creation

This intensive course gives you answers to questions specific to your project or company shortly before start-up.

#### Module 4: Business Growth

Do you want to prepare your company for growth? In this training module you analyse obstacles, opportunities and markets and learn to develop and implement growth strategies for your business.

More information can be found at [www.cti-entrepreneurship.ch](http://www.cti-entrepreneurship.ch)

### CTI Start-up: Coaching for start-ups and young entrepreneurs

Are you about to launch a company or would you like to grow with your new business? Then you'll find that CTI Start-up provides the best possible support. Highly qualified coaches with considerable professional experience support young entrepreneurs in developing their business, right up to market launch.

The basic programme (levels 1–3) lasts 8–26 months, depending on the initial situation and complexity of the tasks involved.

To register for the coaching programme go to: [www.kti.admin.ch/coaching](http://www.kti.admin.ch/coaching)

#### From start-up to market



#### Phase 1: Evaluating the business idea

First start-up experts consider your business idea. They look in particular for evidence of scientific innovation, growth potential and clear motivation in the entrepreneurial team. The experts must approve the idea before you can move on to the evaluation phase.

#### Phase 2: Professional evaluation

You will be assigned a coach who helps you to draw up a business plan, which is then evaluated in terms of marketability, technology, feasibility, management team and patents. Start-ups with considerable potential and ambition receive "Coaching Acceptance", meaning they are accepted for professional coaching.

#### Phase 3: Professional coaching

Coaches provide individualised support in drawing up a business strategy and a business plan. Once these have been successfully presented to a group of experts, you will receive the CTI Start-up Label. This demonstrates that your company has a good basis on which to grow and survive.

#### Phase 4: Post-Label support

If necessary, CTI Start-up offers companies that have been awarded the Label additional support so they can overcome particular obstacles or exploit unusual opportunities in the market.