



CTI Start-up Coaching – FAQ

You ask. We answer.

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Conditions for application

1. What conditions must be met in order to apply for CTI Start-up coaching?

In general, your high-technology R&D project needs to relate to certain categories such as Biotech, Energy, Medtech, etc. Your (existing or future) company must be domiciled in Switzerland. Finally, your business idea must offer the potential of creating new jobs and expanding the company's revenues or sales.

More detailed information about eligibility requirements can be found on the application form

2. Do I need to be a Swiss citizen in order to qualify for CTI Start-up services? And does my company need to have its headquarters in Switzerland?

While you do not need to be a Swiss citizen, your company must be domiciled in Switzerland. It must also generate economic added value for Switzerland (i.e. create new jobs and expand revenues or sales). It is also important for the contact person to be located in Switzerland since presentations, personal meetings, etc. are essential for successful coaching.

3. Are there any requirements as far as the legal form of the company is concerned? Does my start-up company already need to be launched?

There are no restrictions on the legal form of a company. The only criteria is that the start-up be inscribed in the trade register. There is also no need for the company to already be launched, as this happens mostly during the coaching process.

4. Can my company receive CTI Start-up coaching even though it is already on the market? Is coaching only provided to start-up companies?

CTI Start-up coaching is intended for entrepreneurs who need help with launching and building-up their companies. Services are provided to guide the initial phases of company development and are therefore not intended for companies that are already on the market.



5. Does my start-up company already need a finished product which also generates revenue?

While there is no need for a finished product, having only an idea is usually not enough. In most cases, you will be asked for a beta-version of a product, depending on the segment, the service, etc.

Getting Started (application process)

1. What documents do I need to submit and to whom?

In order to apply for CTI Start-up coaching you only need to fill in and submit the application form along with a business plan (draft) or an executive summary. This should be done via PrivaSphere (<https://www.privaspHERE.com/e.do?email=karin.zingg@ctistartup.ch>) to CTI.

The executive summary should be a single-page or two-sided document that answers the following questions as clearly and concisely as possible:

- What is your business, product or service?
- How is it unique & innovative?
- Who are your existing competitors? Why is your product / service better than competing ones?
- How do you plan to make money with it?
- Who are the members of your team?

Costs & funding

1. How much does CTI Start-up coaching cost?

CTI Start-up coaching is free of charge.

2. Are all CTI Start-up options and services free of charge?

Yes, nearly all CTI Start-up options and services are free of charge.

3. Do participating start-up companies need to refund the costs associated with CTI Start-up coaching?

No, CTI Start-up coaching is free of charge and does not require any refunds from participating start-up companies.

4. Does CTI Start-up offer direct funding to enable development of my product idea or creation of my company?

No, CTI Start-up does not offer any direct funding for these purposes. It also does not offer loans or any other forms of funding to start-up companies.



5. Does CTI Start-up offer funding that can be used as a bank guarantee for start-up companies? Is the CTI Start-up label such a security / guarantee?

No, CTI Start-up does not offer funding that can be used as a bank guarantee for start-up companies.

The CTI Start-up label is a seal of solidity and quality. It will put your start-up company on the radar of later-stage investors such as family offices, venture capital companies and banks. As a company with the CTI Start-up label, you will have all of the business documents needed to present to groups of potential investors.

CTI Start-up coaching process

1. Can I join the coaching process directly in Phase II or III? Can I leap / skip a phase?

It is not possible to join the coaching process in any other phase than Phase I and a company cannot skip a phase. CTI Start-up coaching is an ongoing structured process, where each successive phase builds on the previous ones.

2. How long does the CTI Start-up coaching process take?

The coaching process lasts approximately 6 to 30 months – it depends on the needs of the company. Additional information about the coaching process can be found on the CTI webpage.

CTI Start-up label

1. What conditions must be met in order to obtain the CTI Start-up label?

The CTI Start-up coach will help you to prepare the required label certification documentation and will submit it to the board.

2. Do I need to apply for label certification on my own?

No, the CTI Start-up coach will submit the required documents to the board.

3. Can I directly apply for the label without having passed through Phase I to III?

It is not possible to join the coaching process in any other phase than Phase I and a company cannot skip a phase. CTI Start-up coaching is an ongoing structured process, where each successive phase builds on the previous ones.

4. Do I receive the CTI label certification automatically at the end of Phase III or will there be another evaluation of my company?

No, you will not receive the label certification automatically. At the end of Phase III, there will be a presentation in front of the CTI Start-up Label Certification Board (composed of seasoned entrepreneurs and experts). Your designated CTI Start-up coach will help to prepare the required label certification documentation and will submit it to the board.



5. Can I register my project again for the CTI Start-up label after it has been rejected?

Resubmission is not possible for projects that have been rejected for the CTI Start-up label. The situation is different with reapplication for the coaching process. In such a case, the company needs to be able to demonstrate that the critical points which have led to the rejection have been addressed.

6. What benefits does the CTI Start-up label bring to my start-up company?

- The CTI Start-up label is a certificate of quality and is a sign of credibility for investors.
- The CTI Start-up label confirms that you are ready for sustainable growth.
- As a company with the CTI Start-up label, you have access to CTI's network of potential partners and experts in industry.
- As a company with the CTI Start-up label, you hold all relevant business documents to present to groups of investors.

CTI Start-up services

1. What services does CTI Start-up offer to you?

- Free coaching and consulting for the drafting of business plans and the development of product ideas
- Privileged access to the CTI Entrepreneurship training program
- Co-funding of R&D cooperation with non-profit research institutes
- Access to CTI and CTI Start-up network of internationally renowned experts for the assessment of technology, intellectual property and business ideas
- Evaluation of the start-up company by a committee of seasoned entrepreneurs and greater recognition thanks to the CTI Start-up label
- Easier access to venture capital and seed money
- Confidential treatment of all information submitted to CTI committees

CTI Entrepreneurship

1. Is completion of CTI Entrepreneurship courses a precondition for the CTI Start-up coaching program (<http://www.cti-entrepreneurship.ch/>)?

No, it is not a precondition.

2. How can I register for the CTI Entrepreneurship program?

All of the information you need can be found here: <http://www.cti-entrepreneurship.ch/>