

## **Overview of Workshops organized 2022-2010**

### **Swissparks.ch Workshop 1/2021**

**Topic:**        **Climate Neutrality: Technology Parks and Incubators on the Way to Sustainability**

**Date:**        Friday, 27 August 2021, 11.30

**Location:**    Online via Zoom

#### **Abstract**

The climate crisis is one of the most significant challenges of our time, if not the greatest. Industries and institutions need to commit to a clear CO2 emissions reduction path to contribute to global climate protection action. Many institutions take one step further today and become climate-neutral by calculating, reducing and offsetting their CO2 footprint. What does this mean for technology parks and business incubators, and how can they adapt to it? What is the external stakeholder's view on that? Are there some downsides? Is it a valid concept or maybe a counter-productive fig-leaf? Experienced experts show the possibilities and explain the impact, effort and costs. A member of Swissparks.ch has already gone through the process of becoming climate-neutral and reports as a showcase about first experiences and results.

### **Swissparks.ch Workshop 2/2021**

**Topic:**        **Business Models of Technology Parks and Business Incubators**  
How the Real Estate Infrastructure and the Concept Related Operations are Financed

**Date:**        10 November 2021, 11.30

**Location:**    Online via Zoom

#### **Abstract**

One of the biggest challenges of the growing number of technology parks and business Incubators is their financing. There is a great variety of financing models, ranging from private over public-private to private, self-financed or sponsor funded. One of the key factors is who the owner of the real estate is, the center itself or a third-party landlord. We have addressed these questions in a workshop held in 2012 featuring centers from Swissparks.ch. This time, we are going to present show-cases from our German sister association Bundesverband Deutscher Innovations-, Technologie- und Gründerzentren e.V. (BVIZ).

### **Swissparks.ch Workshop 1/2020**

**Topic:**        **Business Life after Corona Lockdown**

**Date:**        Thursday, 20 August 2020, 11.30

**Location:**    Online via Zoom

## Abstract

In the main program of our General Assembly on May 19 we held a Corona Crisis Round Table. Our members reported about the support programs in their cantons. It turned out that there is a great variety from one canton to the other. After the Corona Program was received with great interest by the more than 30 participants, we decided to follow up with a Workshop that gives our members the opportunity to share their experiences made with the Federal and Cantonal support programs. It will also be the occasion to talk about the consequences for our member centres and the new challenges that they are facing.

## Swissparks.ch Workshop 2/2020

**Topic:** The Swiss Entrepreneurs Foundation SwissEF and its UpScaler Program  
Results-driven growth program for companies in the internationalization phase

**Date:** Wednesday, 18 November 2020, 11.30, Zoom

**Location:** Online via Zoom

## Abstract

The Swiss Entrepreneurs Foundation was established in late 2017, with Federal Councillor Guy Parmelin as its current patron. The privately funded public-interest foundation has three primary objectives:

- 1) Helping bring the innovative technologies of the future to market
- 2) Delivering improvements to the political environment for startups and innovative SMEs
- 3) Channeling more Swiss growth capital to home-grown startups

It has implemented various initiatives to achieve these goals. The Foundation can count on the support of a high-profile Advisory Board and has access to a pool of around 50 renowned entrepreneurs and specialists.

## SwissParks.ch Workshop 01/2019

**Topic:** Indicator Set for a Swissparks.ch Impact Analysis

**Date:** Thursday, 14th February 2019, 13.00

**Location:** Impact Hub Bern, Spitalgasse 28, 3011 Bern

## Abstract

Swissparks.ch is interested in commissioning a study describing the breadth and diversity of the technology park/business incubator ecosystem and its impact on value creation. The study could be based on an indicator-based monitoring to measure and compare innovation and specific strengths within the Swissparks.ch ecosystem. The data would allow the production of a report describing the Swissparks.ch innovation landscape and its impact as well as allow peer to peer comparison of the different members with their specific strengths and business models. Once established, a basis for periodic monitoring would exist, beyond a one-time report. In the workshop 1/2019, the idea will be presented. The main workshops 1/2019 aim is to clarify questions in order to develop a study proposal regarding such a Swissparks.ch Innovation Landscape Study and Monitoring. In particular, this involves:

- a. To agree on the concept and goals of the planned study
- b. To discuss and prioritize the proposed set of indicators
- c. To discuss data availability and data collection

The study and monitoring concept which will be discussed at the workshop 1/2019 will strongly depend on the availability of data from the Swissparks.ch members. Therefore, an essential goal of the workshop is to gauge what data can be garnered and supplied by members.

## Swissparks.ch Workshop 02/2019

**Topic:** European Promotion of Innovation for Companies – European Innovation Council EIC

**Date:** Thursday, 8 August 2019, 11.15

**Location:** Euresearch Network Office, Belpstrasse 11, CH-3007 Bern

### Abstract

The EIC is an initiative that will provide a novel mix of grants, loans and equity to help start-ups or small technology companies expand into world-class “unicorns”. The EIC is capable of supporting ideas from all areas of technology or business sector, including novel combinations of technologies and business models. Support ranges from feasibility study stage to development to scale-up, including “blended finance” with grant and equity options. The most important novelty is the possibility to support innovation projects under the SME instrument not only with grants. Starting this autumn, the EIC Accelerator pilot will provide support in the form of blended finance (combining grants and equity). Several other changes aim to help to identify and support the most disruptive innovations with financial support coaching and access to networks. The spectrum ranges from support for innovative technology research and market-oriented project funding to the provision of risk finance instruments. The aim is to ensure that innovations reach the market faster and thereby generate more growth and employment.

## Swissparks.ch Workshop 1/2018

**Topic:** New Forms of Business Incubators

**Date/Time:** Thursday, 1st February 2018, 11.30 - 14.00

**Location:** Business Parc, Christoph Merian-Ring 11, 4153 Reinach BL

### Abstract

Start-up ecosystems have become a key factor in the economic growth. Different framework conditions and determinants are responsible for the success of supporting institutions such as Hubs (incubators, co-working spaces). The benefits and added value to start-ups using services from such a Hub are both valuable and useful. Recently, many new concepts and offers have been developed and established. What services are needed by the start-up companies? What different kinds of services do the supporting institutions offer? What are their development within the competitive market and the innovative environment? What are the experiences? What are the advantages and disadvantages? In the workshop, you will receive answers to these specific questions. Together with her Bachelor students, Mona Meyer, lecturer of the Institute of Management at FHNW, analysed and evaluated the needs of start-ups. Next to these results, an overview of the current development of the entrepreneurial scene will be presented. You will also gain some insights into best practice experiences offered in Switzerland.

## SwissParks.ch Workshop 2/2018

**Topic:** Cooperation between Large Corporations and Start-ups

**Date:** Friday 21<sup>st</sup> September 2018, 11.15-13.45

**Location:** EPFL Innovation Park, Building D, 1015 Lausanne

## **Abstract**

Given the speed of innovation, the shorter technology lifecycles, both large companies and start-ups have a vested interest in collaborating. Successful alliances can significantly speed up time to market and scaling up, amongst others. However, there are many reasons why such partnerships could go wrong. Hence the need for studying the best practices from successful case studies as well as failures, learning from the best companies & start-ups that have developed collaborations contributing to their success. In the workshop you will get first-hand experience from several large corporations and start-ups.

## **SwissParks.ch Workshop 3/2018**

**Topic:**           **The Rise of Flexible Working**

**Date:**            Wednesday, 14th November 2018, 11.30

**Location:**      Blue Factory, Halle Bleue, Passage du Cardinal 13b, 1700 Fribourg

## **Abstract**

The introduction of different work models designed to make businesses more agile is increasing and changing the workplace paradigm. But what is the real value of remote working, open plan offices, co-working spaces, increased connectivity, hot-desking, third spaces and the many other workplace innovations? To what needs do they respond? What problems do they really solve? Why do SMEs and big corporations embrace those work models? Is there already some return on investments that has been observed or measured? During this workshop, we will try to address these questions, combining different point of views and perspectives.

## **Swissparks.ch Workshop 1/2017**

**Topic:**           **Start-up Awards/Business Plan Competitions**

How to achieve an attractive concept for stimulating entrepreneurial initiatives and identifying promising startups

**Date:**            Thursday March 16, 2017

**Time:**           14.00 – 16.30

**Location:**      CP-Start-up, c/o Università della Svizzera Italiana, Room 351 (main entrance, upstairs), Via Giuseppe Buffi 13, 6900 Lugano

## **Abstract**

Start-up Award programs and Business Plan competitions are growing and spreading throughout Switzerland and Europe. While the increasing popularity of these events might be seen as a further opportunity to provide visibility and support to Start-up companies, there is an obvious risk that some companies might get lost in hopping from one competition to the other, thus losing their focus and wasting time that should be better dedicated to developing their business. In this Workshop, five speakers will present their own experience in organizing this kind of events. We will discuss pros and cons of various formats and in particular identify those aspects that can be crucial for making these events truly effective in stimulating entrepreneurial initiatives and in identifying promising startups.

## SwissParks.ch Workshop 1/2016

**Topic:** “No-Patent Strategy” Opportunities and Risks of Alternative Protection Strategies

**Date:** Wednesday 25<sup>th</sup> May 2016

**Location:** InnoBE AG, Wankdorffeldstrasse 102, 3014 Bern

### Abstract

You plan to protect and use your invention without getting a patent. You want to protect and sell your product without registering your brand or design. What options are available? How are these implemented? It is important to protect intellectual property. This is usually done through patents, trademarks, designs and copyright. But there are alternatives to securing your IP without obtaining intellectual property rights. What are the benefits and risks of an alternative approach? What products does it suit and where are its limitations? In this workshop we want to explore these issues. After introductory remarks, experts present cases from their practices and answer your questions.

## Swissparks.ch Workshop 2/2016

**Topic:** **Selecting the Right Start-ups**

How to create a successful outcome for the technology park / incubator and the selected start-ups.

**Date:** Monday 24<sup>th</sup> October 2016

**Time:** 11.00 – 12.30

**Location:** be-advanced AG/InnoBE AG, Wankdorffeldstrasse 102, 3014 Bern

### Abstract

Every technology park or business incubator has to select their tenant start-ups. This process is critical to the success of both the start-ups and the hosting center. What are the criteria along which this is done best? Are there differences between technology parks and incubators?

James Miners from Fongit gives a general overview of the topic, while Jean-Philippe Lallement and Alcide Barberis present the selection process they practice in their centers. The event is to promote exchange of experience between the participants.

## SwissParks.ch Workshop 1/2015

**Topic:** **Exits: Lessons to be Learned**

**Date:** Wednesday, 22 April 2015

**Location:** InnoBE AG, Wankdorffeldstrasse 102, 3014 Bern

## SwissParks.ch Workshop 1/2014

**Topic:** **Intellectual Property Rights: Best Practice for Start-ups**

**Date:** Tuesday, 4 February 2014

**Location:** InnoBE, Wankdorffeldstrasse 102, 3014 Bern



## SwissParks.ch Workshop 2/2014

**Topic:** Best Practice in terms of Start-Up-Coaching

**Date:** Friday, June 13 2014

**Location:** InnoBE, Wankdorffeldstrasse 102, 3014 Bern

## SwissParks.ch Workshop 1/2013

**Topic:** How can Start-ups and SME's benefit from EU-funded research projects:  
Best practices.

**Date:** Thursday, 11 April 2013

**Location:** Euresearch, Effingerstrasse 19, 3008 Bern

## SwissParks.ch Workshop 2/2013

**Topic:** IPR: Best Practice for Start-ups

**Date:** Tuesday, 3 September 2013

**Location:** TECHNOPARK® Zürich, Technoparkstrasse 1, 8005 Zürich

## SwissParks.ch Workshop 1/2012

**Topic:** Exportfitness (clues for SME)

**Date:** Wednesday, 25 April 2012

**Location:** TECHNOPARK® Winterthur AG, Jägerstrasse 2, 8406 Winterthur, Room E130

## SwissParks.ch Workshop 2/2012

**Topic:** Business Models of Incubators and Technology Parks  
How are the Real Estate Infrastructure and the Concept Related Operations financed? Who are the respective Shareholders, Stakeholders?

**Date:** Thursday, 22 November 2012

**Location:** InnoBE, Wankdorffeldstrasse 102, 3014 Bern

## SwissParks.ch Workshop 1/2011

**Topic:** Current practice update in Intellectual Property for Entrepreneurs

**Date:** 14<sup>th</sup> April 2011

**Location:** TECHNOPARK Zürich, Technoparkstrasse 1, 8005 Zürich

## SwissParks.ch Workshop 2/2011

**Topic:** How to boost sales

**Date:** 16<sup>th</sup> June 2011

**Location:** Creapole SA, Route de Moutier 109, 2800 Delémont

## **SwissParks.ch Workshop 3/2011**

**Topic:** Benchmarking and Performance Measurement of Incubators and Parks

**Date:** 14<sup>th</sup> December 2011

**Location:** InnoBE AG, Wankdorffeldstrasse 102, 3000 Bern 22

## **SwissParks.ch Workshop 1/2010**

**Topic:** What's new in terms of financing sources for start-ups?

**Date:** 1<sup>st</sup> July 2010

**Location:** STARTZENTRUM Zürich Genossenschaft, Binzstrasse 18, 8045 Zürich