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-ups? 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 21st 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 25th May 2016

Location: InnoBE AG, Wankdorfeldstrasse 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 24th October 2016

Time: 11.00 – 12.30

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

SwissParks.ch Workshop 1/2014

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

Date: Tuesday, 4 February 2014

Location: InnoBE, Wankdorfeldstrasse 102, 3014 Bern
SwissParks.ch Workshop 2/2014
Topic: Best Practice in terms of Start-Up-Coaching
Date: Friday, June 13 2014
Location: InnoBE, Wankdorfstrasse 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, Wankdorfstrasse 102, 3014 Bern

SwissParks.ch Workshop 1/2011
Topic: Current practice update in Intellectual Property for Entrepreneurs
Date: 14th April 2011
Location: TECHNOPARK Zürich, Technoparkstrasse 1, 8005 Zürich

SwissParks.ch Workshop 2/2011
Topic: How to boost sales
Date: 16th 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: 14th December 2011
Location: InnoBE AG, Wankdorfstrasse 102, 3000 Bern 22

SwissParks.ch Workshop 1/2010
Topic: What's new in terms of financing sources for start-ups?
Date: 1st July 2010
Location: STARTZENTRUM Zürich Genossenschaft, Binzstrasse 18, 8045 Zürich