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| **Innosuisse Start-up Coaching**  Application for Initial Coaching |

**You agree and commit to the following conditions of application**

* Your business idea is innovative and science based
* Your company is or will be incorporated in Switzerland
* Your business idea has the potential to create new jobs and expand revenues or sales
* Your innovative idea is marketable and has growth potential (market potential of at least CHF 50M)
* Your objective is to reach a multi-million franc turnover within the next five years
* Your innovation can be protected (Intellectual Property Rights (IPR), know-how, license, competitive advantage, speed to market, etc.)
* You are fully committed to building your business and you are open to input

**Basic Information**

Contact

**First name, last name:**

**Address**:

**E-Mail**:

**Phone**:

Company specific information

**Start-up name:**

**Business idea** *(Describe your business idea in a few words. This text might be published e.g. in the Innosuisse annual report)***:**

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**Area and discipline** *(Please select only one discipline of one area)***:**

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| --- | --- | --- | --- | --- |
| ICT and  Digitalization | Life Science | Engineering | Energy &  Environment | Social Sciences & Business  Management |
| Please select | Please select. | Please select . | Please select . | Please select . |

**In which industry is the start-up active or will be active?** Please select.

**Did you protect your product already** *(e.g. via patent, trademark, design protection)***?** Please select

**At what stage of development is your start-up?** *(Please select only one stage)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Idea | Planning | Founding | Buildup | Growth | Maturity |
| *Idea stage; no prototype in place; company not founded yet* | *Seed stage; working on proof of concept, prototype and business plan.* | *A business plan is developed;*  *company is founded or will be founded soon* | *Implementation of go-to-market strategy; first sales are generated* | *Development and implementation of growth strategy; start-up begins to expand* | *Start-up is on the way to become a solid company with stable ground and resources* |

Access and motivation

**How did you become aware about Innosuisse start-up coaching?** *(Multiple choices allowed)*

World Wide Web

Innosuisse start-up training attended (formerly CTI Entrepreneurship training)

Innosuisse innovation project realized (formerly CTI R&D projects)

Swiss National Science Foundation

Personal contact

Innosuisse Coach:

Other:

**Why did you apply for Innosuisse start-up coaching support and what do you expect from it?** (*Describe in a few words the reasons for your application and what you expect.)*

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**Do you want to sign for the Startupticker.ch newsletter*?*** *(Your email address will be sent to* [*www.startupticker.ch*](http://www.startupticker.ch/)*)*

**Business Idea**

Describe your offering

*(What is your business, product or service? What problems are you solving? How is it unique and innovative? At what stage of development is your product/service? E.g. working prototype, alpha-version of software, in-vitro/in-vivo studies, revenues, pilot projects etc.)*

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Describe your customers

*(Who is you main target customer? How do you plan to make money?)*

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**Describe your competitors**

*(If known: Who are your existing competitors? Why is your product / service better than the competing ones?)*

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**Describe your resources (human, financial etc.)**

*(Who are the members of your team and what is their background?* *How much of each person’s working time (in %) is allocated to the start-up?* *Who else is involved?* *What are the funding needs?)*

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**Company Data[[1]](#footnote-1)**

*(This section is only to be completed if the company is already founded)*

The company is not yet founded.

When was the company founded?

Enter the founding year

Employees

How many employees do you employ?

Thereof:

|  |  |
| --- | --- |
| Female: | Male: |
| Swiss: | Other nationalities: |
| Total FTE: |  |

Finances

Revenues (in million CHF): Please select.

Profitability: Please select.

How much funding did the start-up already receive (in million CHF)? Please select.

What are the companys funding needs (in million CHF)? Please select

**Get started for Innosuisse start-up coaching**

For confidentiality reasons please send the completed application form to Innosuisse as e-mail attachment via [secure e-mail](https://www.privasphere.com/e.do?email=karin.zingg@ctistartup.ch) → https://www.privasphere.com/e.do?email=karin.zingg@ctistartup.ch. If available, you can attach additional documents (e.g. business plan) to this secure e-mail.

1. **Equal opportunity policy:** This information is collected only for statistical reasons. It has no influence on the selection criteria. The information will be impersonalized. [↑](#footnote-ref-1)