

ACADEMIA-INDUSTRY TRAINING (AIT)

The State Secretariat for Education, Research and Innovation (SERI) has mandated the University of St.Gallen as Leading House for the bilateral collaboration with partner institutions in Latin America, and to explore new partnerships in the region. The Academia-Industry Training (AIT) is an initiative by the Leading House, Startup@HSG, and swissnex Brazil. The Leading House for the Latin American Region works together with Startup@HSG, managed by the Center for Entrepreneurship at the University of St.Gallen, to help Swiss startup talents innovate and develop their entrepreneurial and business skills. swissnex Brazil serves in cooperation with the Department of Foreign Affairs as an annex of the Consulate General of Switzerland in Rio de Janeiro and São Paulo, and acts as a global network on behalf of Switzerland to expand education, research and innovation.

Sciencepreneurs are a growing “species” in Brazil and in Switzerland thanks to initiatives such as the AIT that provide immersive programs in both countries. The AIT, whose goal is to connect Swiss researcher-entrepreneurs with their Brazilian peers, consists of two phases: a training camp in Rio de Janeiro and São Paulo predominantly organized by swissnex Brazil, and a second training camp in Switzerland headed by the Leading House and Startup@HSG. This is the fifth cycle of the AIT, running from June 2018 to May 2019. 10 startups will be chosen, and the Innovation Grant of CHF 10,000 will be awarded to the most promising Swiss research breakthrough project/startup. The winner will be chosen on the last day of the Swiss Camp in April 2019.

The AIT aims to transform high-level applied research into market applications. Entry is awarded on a competitive basis to selected projects with entrepreneurial potential. The main goals of the program are to help participants advance business plans, establish further contacts with the industry and clarify intellectual property issues. The AIT will provide the opportunity to network at an international level, to foster new partnerships and collaborations, and to have access to an emerging market. The program is meant for Master or PhD students, PostDocs and researchers from Swiss universities, Universities of Applied Science and research institutes as well as centers of technological excellence with research track record working on a non-profit basis. The entire event will be free of charge for the 10 selected participants, including food, travel and accommodation expenses in Brazil and Switzerland.

Aims and objectives

1. Promote innovation
 - Help participants transform their research into a high-potential startup
 - Augment relevant skills to take research from the lab to the marketplace
 - Improve market application by developing participants' ideas with the help of peers, experts and potential customers
2. Favor the exchange of knowledge and expertise between Switzerland and Brazil
 - Provide connectivity to industry-specific, high-level researchers
 - Assist engagement between researchers and entrepreneurs to understand new market opportunities and exploit new synergies
 - Incentivize transfer of know-how
3. Provide researchers the tools needed for understanding of industry environment
 - Deliver interactive workshops on entrepreneurship, business plan writing, intellectual property, market entry scenarios, funding strategies and pitching
 - Encourage best business practices and social impact
 - Induce an entrepreneurial spirit
4. Promote networks to foster new partnerships and collaborations
 - Accessibility to a wide, international network of peers, mentors and industry experts
 - Support young scientists in establishing first partnerships with industry and potential investors
 - Maximize contact with top scientists from key institutions

Eligibility

- Be a Swiss citizen or foreigner with a permanent visa
- Have minimum a Master's degree in any area of scientific knowledge
- Proof of English proficiency
- Provide a Curriculum Vitae

The eligibility criteria indicated above are mandatory. After the selection of the 10 projects/startups, results will be published on the website: <https://www.startuphsg.ch>

Evaluation and selection

An internal panel, composed of startup, business and industry experts from Switzerland and Brazil, and members from the Leading House for the Latin American Region and the Startup@HSG team will evaluate applications to select 10 startups according to the following criteria (equal weight):

1. Quality of overall idea, applied research, technology (product, service)
2. Market potential (competition, scalability and application possibilities of research project, product and/or service)
3. Feasibility of business plan (revenue and cost model)
4. Roadmap to success (next milestones)
5. Entrepreneurial personality and team (experience, skills, diversity)
6. Expected impact of the AIT program (motivation for the program)

After the careful evaluation of all applications, the selected candidates are required to pitch their scientific based project (product and/or service) during the Jury Day in Bern. Each candidate will make a 5-minute PowerPoint presentation, followed by a 10-minute question and answer round.

Application

Applications can be downloaded from the Startup@HSG and the Leading House for the Latin American Region websites and must be submitted in electronic format to Eduard Müller: eduard.mueller@unisg.ch and Cc Dr. Rocío Robinson: rocio.robinson@unisg.ch

Timeframe

	Steps	Dates
1.	Launch of Flyer and Call	May 16, 2018
2.	Deadline for submission	June 25, 2018
3.	Evaluation process	June 26 to July 02, 2018
3.	Notification of selected applications	July 03, 2018
4.	Jury Day	July 13, 2018
5.	Kick-off Meeting with the 10 selected participants	November 02, 2018
6.	Brazil Camp	November 26 to November 31, 2018
7.	Swiss Camp	April 2019

Contact

University of St.Gallen
Startup@HSG
Dufourstrasse 40a
CH-9000 St.Gallen
Switzerland
Phone +41 71 224 7214
Eduard Müller: eduard.mueller@unisg.ch

University of St.Gallen
Leading House for the Latin American Region
Müller-Friedberg-Strasse 6/8
CH - 9000 St.Gallen
Switzerland
Phone: +41 71 224 25 67
Dr. Rocío Robinson: rocio.robinson@unisg.ch