

TECHNOLOGY INCUBATOR TO PROMOTE THE FOUNDATION OF NEW BUSINESSES “FROM LAB TO BUSINESS (L2B)”

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1 SUMMARY

The Swiss Academy (ETHZ/EPFL, Universities, Technical Colleges) and the public and private Research Centres (PSI, CSEM) are the leading institutions, especially and foremost in the field of New Technologies, in terms of quality of education as well as quality and number of inventions. The increasing transfer of the knowledge into new products and enterprises is of great importance to the future of the economic position of Switzerland and to the creation of numerous high-quality jobs. There is an essential lack in systematics to transfer the existing potential into new and innovative enterprises, e.g. in the quality of the preparation and overall coaching of new enterprises for their future business and in the complete financing of the process. <L 2B> is a long-term and sustainably conceived business model with the goal to increase the “deal flow” of innovative ideas from research institutions into well prepared and sustainable start-up companies. It is based on a win-win situation for all stakeholders involved (research institutions, young entrepreneurs, private economy and investors) and fills in a very important gap between research institutions and economy. <L 2 B> is a management and an industry building company. It prepares the start-up of a future company already during the seed phase in close collaboration with the research institutions. After the foundation the start-up companies receive professional management support in order to enter the market successfully and to further develop their products. It finances the management and product development processes of the selected projects/products as well as the start-up companies in the first phase of business preparation; the financing of the ramp-up phase will take place in joint ventures with other investors as a long term investment. The >L2B< - company will make profit from the successful enterprises with a gradual exit, by trade sale, by spin-offs or by an IPO. Apart from return on

investments to the investors the profits will be reinvested into new projects. The difficulties to implement the business model is twofold: - to find investors, which are willing to invest into a long-term process that is aiming at sustainability and added values of young companies and – to find the acceptance for this type of business model within research institutions since these are generally focused on basic research and not very familiar with business-oriented matter. The actual step is the transformation of this approach into a real business, called ZEMIT. ZEMIT means a new way of promoting and supporting start-ups in the field of Micro- and Nanotechnology. ZEMIT invests in the creation of start-ups, giving financial support not only in the development of new products but also in the formation of an excellent management team and the successful market entry. ZEMIT will be located in Switzerland (Lucerne), but its radius of activities will be consequently extended to the European Community and in a further expansion to the USA. ZEMIT will be realized out of a unique swiss research center (CSEM SA) and is now about to prepare a businessplan and to form an experienced and dedicated management team. Investors will join ZEMIT towards the end of this year.

2 CONCLUSIONS

ZEMIT is a company which transforms good ideas from Swiss Universities and research institutes (public and private) to successful start-ups and businesses – using the knowledge and know-how from science, management, marketing and finances.

ZEMIT has a clear orientation to its customers (start-ups) and it represents a common, neutral platform for research institutes, private companies and financial institutes (including VCs). It is a technology platform for the Micro- and Nanotechnology and it creates a win-win situation for all partners involved.