Our Innovation Mentor Tips on Authoring a Project Application

gabriele.schwarz@innovista.ch
markus.ehrat@ek-biosciences.ch

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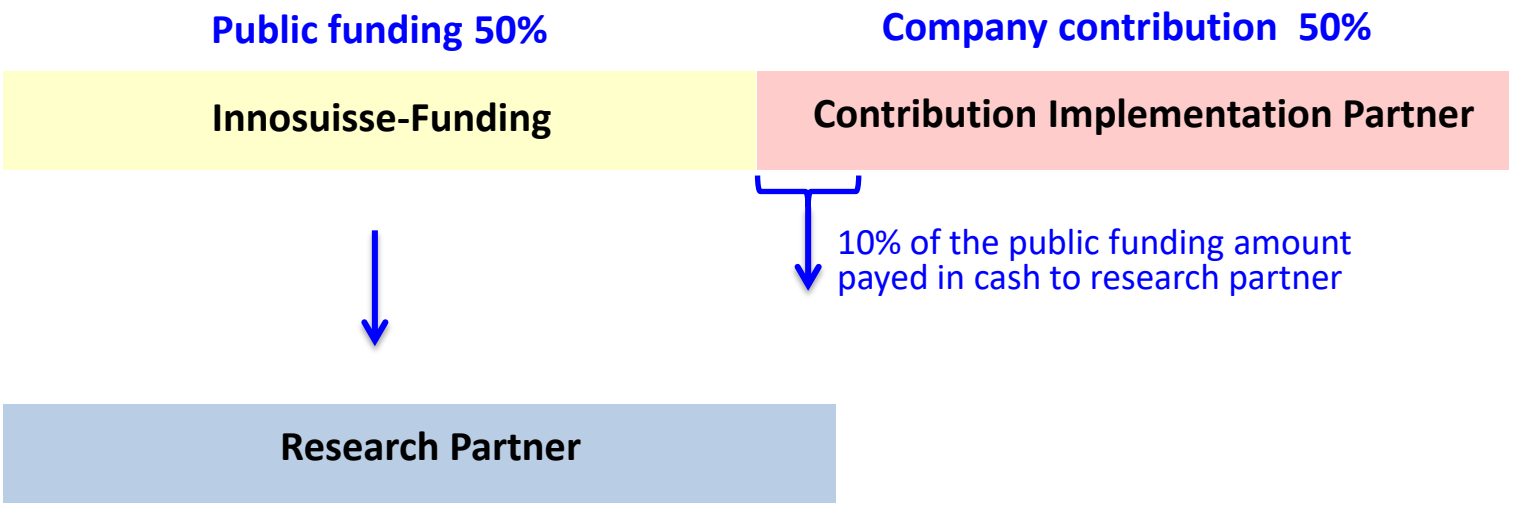
Design of an Innosuisse Project



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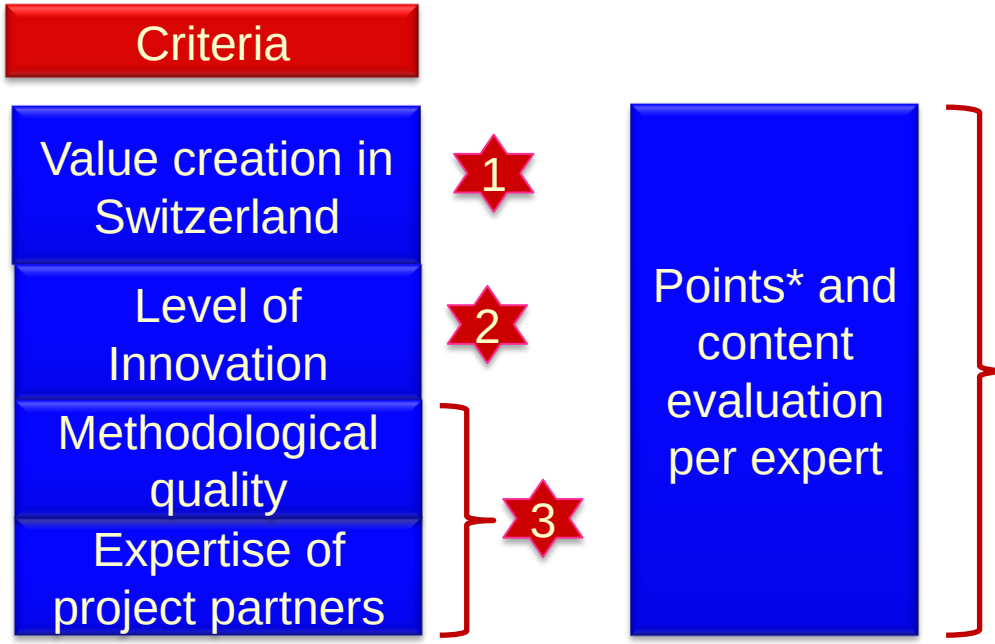
The Innosuisse Rating Scheme: The Three Aspects



Value creation and sustainability in Switzerland: Does implementing the research results in the market have a positive impact on your company's competitive edge?
Specifically: What is the positive added value? Does the product have a unique selling point? What is the sales and earnings potential? What value can industry partners or other implementation partners add?

Level of innovation: Is the scientific and economic approach novel? Specifically: What makes the innovation unique? What are the scientific, tec[illegible]al or social innovations?

Methodological quality: Quality of the project's structure, e.g. are the goals and milestones quantitative and realistic?
Expertise of project partners: Do the project partners have the expertise needed to carry out the project and implement it as intended on the market?

*the points are then combined into an A, B or C evaluation, e.g. a proposal can be rated AAB

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Executive Summary – Flight Level 450

- Provide the perspective and the global vision of your project
  - Business attractiveness
  - Product and scientific innovations
  - Research strategy
  - Goal

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Executive Summary – Create the Wow Effect

Example 1b

- The point-of-care diagnostics market is projected to reach USD 46.7 billion by 2024 from USD 28.5 billion in 2019 (markets and markets)
- On-site test for myocardial infarction
- No sample preparation, highest sensitivity, fast time to result
- Innovation: No such product on the market

- Market description should allow to judge if expected revenues are realistic
- Goals should not be based on pure wishful thinking but on a clever novel concept
- Innovation = scientific **and** product innovation aspects

Executive Summary – Create the Wow Effect

- Example 1a
  - The global **cardiac biomarkers testing** market size was USD 7 million in 2018, and is projected to reach UD 18 million by 2026 (adapted from allied market research)
  - With PoC tests for cardiac markers we will:
    - expand our portfolio of clinical lab analyzers to PoC
    - expect revenues of ZYX mio in 2026, project NPV = XYZ mio CHF
    - create / safe xy workplaces in Switzerland
  - Innovation: on-site measurement, time to result in 3 min., measures markers at very low concentrations = avoids false negatives
  - Scientific innovation: Evanescent fluorescense excitation on PWG, only bound molecules are excited – no sample prep.
  - Realization: Coating of a thin layer of high refractive materials onto glass slides

Business Concept - Added Value

- Business model/business plan
- Competitive situation, unique selling proposition
- Market and customers
- Planned sales and EBIT
- NPV

Common Stumbling Blocks in the Business Description

- Description too much focused on technology
- Total Addressable Market ≠ Serviceable Obtainable Market
- Competition analysis for technologies only
- Assumptions leading to expected revenues are missing
- Revenue growth with unrealistically low M & S expenses
- Unique selling proposition not from the customer's point of view but from the technology perspective

Research Strategy - Project Plan - Milestones

- Description of scientific and product innovation
- An innovative product that can be developed with conventional technologies / methods = fee for service development
- Research strategy: Plan on how to achieve the goal
- Work packages that show the proposed way and alternatives
- Expected, precisely measurable delivery objects
- Milestones that must be very precise and measurable

What Counts is what is Written

- What might be obvious to you might not be to the reviewer
- Proceed stepwise, derive and describe the selected research route
  - Ambitious goals without a realization path = wishful thinking
  - Demonstrate that you know which are the most promising options to achieve the project goals
  - Describe the scientific and product innovation in relation to the overall technology state of the art and current products and user benefits
  - Minor optimizations of existing technologies might not be recognized as major innovation
  - Project applications are not creating prior art as they are not open to the public

No Risk – no Fun / No Risk – no Research

- The risk analysis Example 1b
  - Innovation effects are missing
  - Collaborators are getting sick
  - Equipment breaks down
  - Market situation changes

➢ Above risks are pretty much identical for all research projects, do not reflect the primary research risks.

No Risk – no Fun / No Risk – no Research

- The risk analysis Example 1a
  - Waveguide layer thickness is not homogenous
  - Heat curing causes fringes
  - Too many particles in the waveguide layer lead to an attenuation higher than 1.5 dB / cm
  - Stray light causes excitation beyond the evanescent field

- Above risks need to be considered and can be addressed by preventive and corrective measures within the scope of the research project.
- Proceed similarly with business risks

The Widespread Fear to Define Measurable Goals, Delivery Objects and Milestones – The Sea Level

- Measurable goals = restriction of the freedom of researchers?
  - What is a measurable goal?
  - Example 1b: Report generated; optimized sensor operational
  - Example 1a: PWG with an attenuation of less than 1dB / cm at 632 nm

- Why measurable goals and deliverables are not only a must but also useful
  - They reflect and define the expectations of the project partners and avoid later disappointments and discussions

Intellectual Property and Patent Landscape Analysis

- Not recommended:
  - "...However, we will develop a pure process description, where, although potentially patentable, infringements are difficult to verify."
  - “We do not intend to file a patent application, therefore no patent landscape analysis.”
  - “A patent application was filed; therefore no patent landscape analysis is required.”

Apply for a Innovation Mentor Support Voucher

- Eligible to get a voucher: Implementation partners with less than 250 FTE, see application form
- IM support is free of charge for the company
- Get voucher by completing the application form on:

  https://www.innosuisse.ch/inno/de/home/be-connected/mentoring/formulaire-de-demande-d-un-bon--partner-support--et-ou--applicat.html

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Research Projects – The Steep Path to the Top

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