

# Driving innovation with us, is a piece of cake

Customised solutions for your  
innovation needs

Connections to a strong  
network in India

Committed and agile team





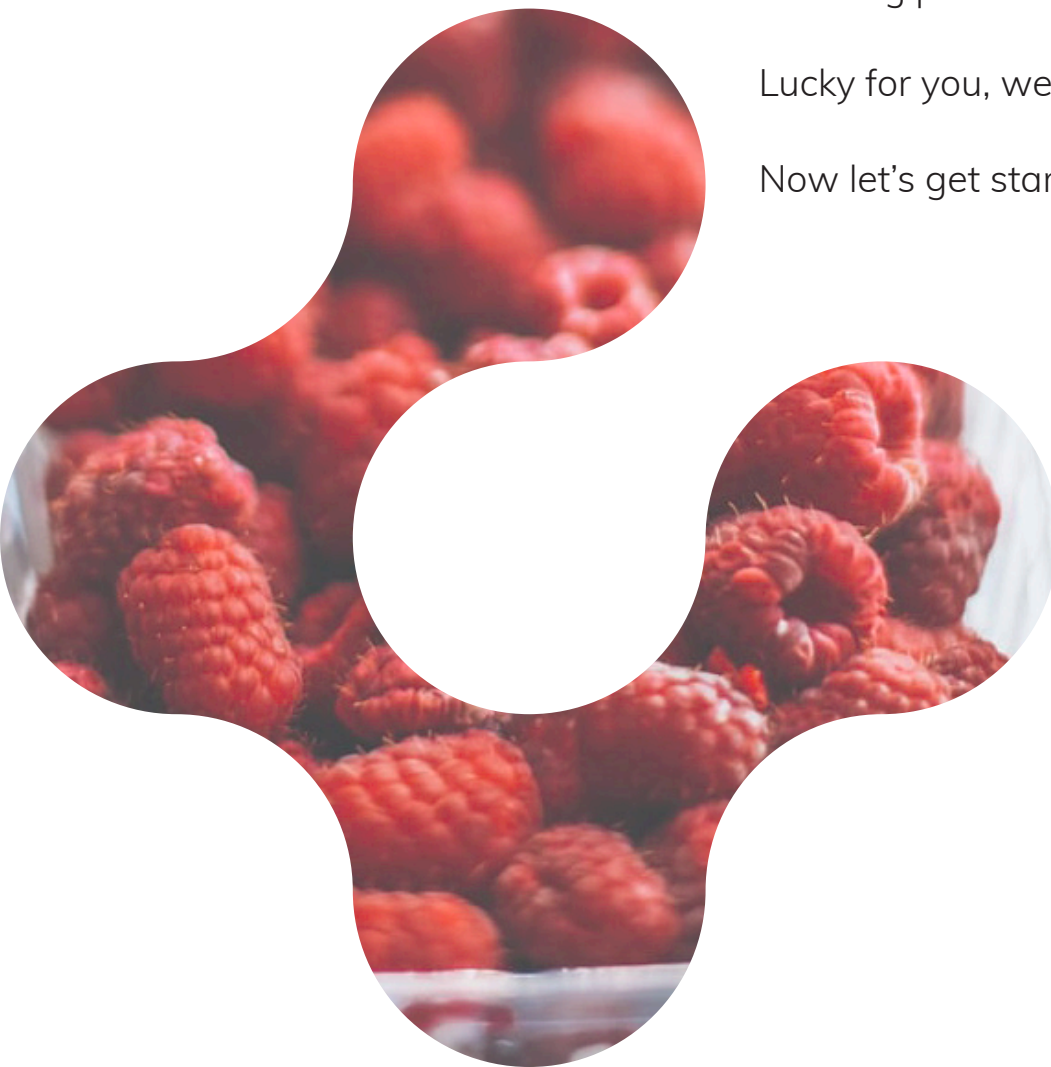
# Who says you can't have the cake and eat it too?

Innovation is no more a nice-to-have add-on. Augmenting in-house R&D with external sources of innovation is critical to your growth. And for staying relevant in the market.

The very first rule is to stop re-inventing the wheel. And the second - finding the right innovation partner - who can identify the right solutions to fill the gaps, while you focus on boosting productivity.

Lucky for you, we've got it sorted.

Now let's get started.



## Diving into the Indian ecosystem >>

The swissnex network in India provides an outside-in view that is critical to handling external innovation partners. We combine the innovativeness of Switzerland, consistently the top ranked country in the world; with the dynamism of India, the fastest emerging innovation center in Asia with 3 top startup ecosystems of the world.

We help you navigate through the sea of opportunities in India, by partnering with you at every step of the way.

Over 15 Swiss companies have trusted us since 2017, to plug into the Indian innovation ecosystem. swissnex is the ideal partner, given that we've been entrenched in the innovation ecosystem since 2010!

Whether it is landscape analysis, early access to technologies or talents through university partnerships, targeted startup and trend scouting or even building an innovation mind-set; we help you seize the right opportunities.







# The key ingredients to our success

**Strategy:** Assessment of strategic intent and formulation of solutions from innovation and collaboration perspective.

**External alignment:** Identification of the right technology or startup or research institutions.

**Internal alignment:** Collaboration with internal stakeholders or business units to align with Indian innovation strategy and implementation.

# The icing on the cake

## The India advantage >>

- 20 years of cumulative experience in the Swiss and Indian landscape across industries
- Small, agile team with a very strong network
- Precision innovation - Avoiding unnecessary overhaul and revamping ONLY what you need, without compromising on quality

Lastly, no one understands 'Swissness' like the way we do.



What's on  
our platter

# Landscape Analysis (Remote)

Landscape analysis is an ideal start to build your India engagement strategy. Our custom-made landscape report provides a map of the innovation landscape in India, corresponding to your activities and search areas.

The focus will be on:


- Startup communities (accelerators, incubators)
- Investment funds and similar structures
- Academic institutions and research centers
- Top 10 startups with documentation and rationale

**How:** A report derived through a mix of primary and secondary research. The information collected through secondary research will be validated through select primary interviews. The report will be in the format of a presentation delivered through a workshop. The main purpose would be to inform you of the strategic areas for innovation collaboration.

**Timeline:** 1 – 2 months







# Ecosystem Immersion

For global leaders, it's pivotal to engage in a deep-dive. This immersion program allows you to experience the industry's innovation landscape, and meet targeted key actors of the thriving ecosystems across 1-2 global top 20 innovation hubs (Bangalore, Mumbai and/ or Delhi).

This is the best fit for you, if you are,  
(1) a Swiss company looking to get inspired and collaborate with Indian partners, or  
(2) a Swiss-based Indian company to show your leadership, the broader milieu for strategic expansion.

**How:** Through a 3-day immersion program

**Day 1:** Bangalore  
AM: Internal workshop focusing on industry overview, business culture and strategy  
PM: Roundtable discussion with industry peers for insights on the Indian way

**Day 2:**  
AM: 1:1 meetings with 3-5 curated startups  
PM: Travel to Mumbai/ Delhi

**Day 3:** **Mumbai/ Delhi**  
AM: Visit to accelerator/ research institution with pitches/ curated exchanges  
PM: Talk by an expert, followed by networking dinner

**Timeline:** 1.5 months for preparation and expectation management

\*For upto 5 members, common program accommodating varied objectives for 3 days. Could also conduct certain sessions remotely and condense the timeline.



# Organisational Transformation

Allow us to empower your employees to attain their innovation potential over a period of 1 year, by providing support, aligning with your internal intrapreneurship programs. Let's partner to help your innovators explore new concepts, transformational technologies and design validation frameworks, to help you maintain your position as a high performance, lean and efficient industry leader.

## How:

**Structure and advisory:** To act as a sounding board for your internal programs and suggest interventions (where needed). Create an evaluation plan to assess the effectiveness of innovation programs, complete the feedback loop and document learnings.

**Explore:** To inspire and educate through step-out days at incubators/ accelerators and workshops by inspirational entrepreneurs, talks on new technologies.

**Validation:** To coach employees in drawing out the value proposition of ideas. Assessing ideas against innovations available in the market and effectively presenting them through pitches/ presentations for internal buy-in.

**Evaluation of new technologies:** To act as a primer, to think of impact and integration of innovation and the channels required for implementing them.

**Knowledge roundtable:** Sharing of best practices and evaluating possibilities of collaboration with companies, startups or universities on topics surrounding innovation.

**Timeline:** 1 year





# Scouting

For companies with an Indian engagement strategy in place, to explore partnerships and investments with startups, and learn from the Indian innovation ecosystem. There will be a keen focus on the latest technologies and trends in relevant domains, where these ecosystems are leading over Switzerland.

This program not only allows you to scout for trends, but also to build a strong network in India.

**How:** This will be a meticulously-planned scouting engagement, spread over a period of 3-6 months. We will review and select up to 50 startups based on your criteria - R&D challenges, level of maturity, technology transfer, etc. Insights will be provided on the sub-areas of focus and on the evolution of the domain in India.

Based on final value proposition on the table, swissnex will initiate discussions with each of the selected startups, including preliminary due diligence. We will organize 1:1 meetings with the startups. The culmination of the engagement will be through liaising and follow-ups with both the startups and the company for go/ no-go decisions.

**Timeline:** 3 – 6 months



# University Outreach

For companies with an Indian expansion strategy, the country offers a highly talented pool of industry experts, managers and technicians. Only a handful of Swiss companies are known in India, and it poses a challenge for their India offices to attract the right talent for 'new age innovation', from universities and institutions. Partner with us to enhance your outreach and to build brand visibility among Indian institutions.

## How:

**Direct outreach platforms:** To engage with your in-house experts, to plug them in relevant platforms organised by selected Indian institutions, including introduction to campus recruitment offices. Additionally, we can co-create and offer a technical training, in partnership with a reputed institution. Trainings are often an effective way to engage with Indian talentpool which validates their skills and hireability.

**New age innovation:** In Switzerland, universities of applied sciences are go-to partners for practical industry problem-solving. Likewise, in India, we can support you to engage with 1-2 similar institutions for customizing your service/ product for emerging markets including cost-effectiveness.

**Corporate scholarship promotion:** Indian universities highly appreciate short-term exposure programs for their students and executive trainees, in Switzerland. We can help you build brand visibility via promotion of scholarship, as well as assist you with shortlisting and creation of database of relevant applicants.

**Timeline:** 1 year









# We're open to new formats and platforms too

At swissnex, we believe that being agile is the key to excelling in today's fast-evolving businesses. We're flexible to adapt new formats and explore new platforms... whatever it takes for you to win!

## **Innovation challenge:**

For companies with an identified need; wanting to maintain communities of interest or looking for out-of-the-box ideas, we can formulate an RFP or an innovation challenge linking the organizational need with benefits of the incentive.

We will also create frameworks for evaluation, program structure and communication. And finally, the release and evaluation of proposals received.

## **Continuous engagement:**

We would love to host your Virtual Hub, i.e. your virtual outpost

to continuously scout for relevant startups, on-demand coaching of Indian startups as well as host problem and solution-based hackathons.

## **Corporate accelerator**

**program:** We can conceptualize and competently run your startup accelerator in India by executing competitive startup outreach, selection and coaching of startups, ensuring feedback loops, hosting demo days and embedded pilot projects with selected startups.

## **Sounding board:**

Our strong expertise and experience would make us your perfect corporate sounding board, for your India immersion. Rest assured, we'll shape your open-innovation policy and repositioning/re-branding in India.

# The proof is in the pudding (or cake!)

People are key here. They show entrepreneurship spirit and master technologies. In addition, there is a huge domestic market, which allows quick scalability and traction for local startups. All these make India one of the most interesting places in the world for startups.

**Thierry Golliard**

Open Innovation & Venturing, Swiss Post

swissnex Immersion Tour India had immediate takeaways for Univerre, in terms of exploration, understanding the country's culture, its dynamism and startup innovation ecosystems. The swissnex team accompanied us at each step of our journey. We couldn't think of a better immersion in a new country.

**Saurabh Bhatia**

Chief Disruption & Growth Officer, Univerre





Companies we have engaged with >>



Let's co-create the recipe  
for your success in India

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