Win your place for the Academia Industry Programme

Discover the market potential of your high-level research project, and be the winner of the AIT Innovation Grant

India AIT Camp
Bangalore, India / 10-15 November 2014

Open to 15 selected researchers with the potential to transform their research into market innovations.

Applications are open until September 22\textsuperscript{nd} on:
http://venturelab.ch/AIT
The AIT programme aims to support scientists in transforming their high-level applied research into market application and discovering their entrepreneurial potential. By connecting scientists from top institutions in Switzerland and India, the programme promotes an international network and enables access to one of the most promising markets and intellectual capitals in applied research.

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Being selected for this programme offers researchers a unique opportunity to:
- **Boost** the recognition of your innovation
- **Connect** to high-level researchers in their field from Switzerland and India.
- **Develop** a better understanding of the industry environment and establish connections and first partnerships in the untapped Indian market.
- **Access** a wide network of peers, mentors and industry experts and acquire tools and skills to analyse the application of their research.

**Elegibility**
- Master, PhD and Postdocs seeking to transform their high-level applied research into market innovations application
- 15 participants from India and 15 from Switzerland will be chosen

**Programme**
- Deadline for applications: September 22nd
- Selection of Swiss participants (interviews): October
- November 2014: 1-week AIT Camp in India
- April 2015: 1-week AIT Camp in Switzerland
- May 2015: Award of the innovation grant to the most promising project to support its realization as R&D market application or start-up.

Registration procedure and a detailed programme will follow.

**Information and questions: contact us at** leadinghouse@epfl.ch

**EPFL** is the Leading House for Switzerland’s bilateral science & technology cooperation programme with India.
http://cooperation.epfl.ch/

**swissnex India** is the government of Switzerland outpost with a mission to enable, empower and connect Swiss research, innovation and start-ups with India.
www.swissnexindia.org

**venturelab** is a platform developing high level entrepreneurial acceleration programme in partnership with academic and industry partners.

«In today’s world, researchers can not ignore the opportunities offered by emerging markets, and have the duty to explore the potential of their research. AIT is designed to give them exactly this exceptional chance”

Abigail Kern, Program director
Academia-Industry Training Complete Presentation

As defined within the Activities Outlook 2013-2016, presented by EPFL as Leading House for Brazil and India, and officially validated by the SERI on July 4th 2013, the Academia-Industry Training (AIT) aims to support promising scientists in establishing high level applied research partnerships with potential market/industry application, by connecting partners from Switzerland, Brazil and India.

1. Presentation of AIT

Objective

Promoting the researchers’ contacts & collaboration with the industry in order to promote the market application of their high-level research.

Providing tools, information and contacts for promising researchers from the three countries (CH, BRA, IND) with an entrepreneurial spirit and an idea to bringing their research into the market and becoming entrepreneurs; as well as networking among them to foster new partnerships and collaborations, as well as with potential funding partners.

Background

India has been portrayed as a highly promising investment destination for Western companies. However, words of caution are also becoming louder. In a special report on business in India, the Economist concludes that “Indian business culture, while beguiling, is less accessible than it first seems”1.

Presently, India is already established as a major exporter of IT talents. India has a large population of highly qualified, motivated young people. However, as a recent market analyst puts it: The Indian market is attractive, but there are complex challenges to its accessibility by foreign entrepreneurs2.

Brazil has a large and diversified economy that offers many business opportunities and accounts for almost half of the venture capital industry in Latin America3. Moreover, the rise in the middle class has supported a relative sophistication of the Brazilian market, which should generate greater opportunities for higher-end foreign products and innovative technologies in the country4.

However, several factors create a complex business environment with significant obstacles for foreign companies. Doing business in Brazil requires intimate knowledge of the local environment, including both the explicit as well as implicit costs of doing business (referred to as the “Custo Brasil”).

Core concept

The aim is both to a) contribute to enhancing the knowledge and skills of promising Brazilian, Indian and Swiss-based researchers and future entrepreneurs for a possible market application of their research product and b) to provide them with the necessary contacts and tools to develop their understanding of the industry environment. They will gain insight and contacts that will enable them to... solving real life issues such as how technology could address poverty, equality and education; an opportunity not just to make money, but also to make a difference.

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1 The Bumpy Road to India – Market Entry Challenges for Swiss Companies, http://link.springer.com/article/10.1365%2Fs11621-012-0135-4
2 http://www.fim.unisg.ch/~/media/Internet/Content/Dateien/InstituteUndCenters/FIM/The%20bumpy%20road%20to%20India%20Executive%20Summary.ashx
3 Start Up Latin America pocket edition, OECD Dev 2013
successfully innovate in their field of specialization. The most promising among them will receive an innovation grant to create an R&D market application and possibly, an innovation-based start-up.

**General goals**

- Promote science-based innovation and strengthen the cooperation with Brazil and India
- Support young scientists in establishing partnerships with industries as well as help fund market application for a start-up company by connecting them with potential industrial partners
- Favour technology transfer between both countries.

**2. Camps**

Applicants are expected to participate in both the Brazilian camp in November 2014 and the Swiss camp in April 2015, if selected. Travel and accommodation expenses in Rio will be covered. The programme is free of charge and highly competitive.

**Outcomes**

1. Provide participants with links to researchers and entrepreneurs within both the Swiss, Indian and Brazilian ecosystems (specialists in innovation, investors, general networking).
2. Promotion of academic technology linking high level applied research and its potential market application in the industrial context: opening of market opportunities for Swiss-based researchers-entrepreneurs in Brazil and India, and for Brazilian and Indian researchers-entrepreneurs in Switzerland.

**Programme**

- **November 2014**: 1-week AIT Camp in India and Brazil
- **April 2015**: 1-week AIT Camp in Lausanne, Switzerland
- **May 2015**: Award of the innovation grant to the most promising projects to support their realization as R&D market application or start-up.

**Expected contribution from the participants**

Participants will be expected to work on and progressively improve their proposal and submit an updated version of it before each Camp; this will also serve as the basis for the selection of the winners of the Innovation Grant.

**Camp outputs**

**5 days Brazilian AIT Camp** on innovation, management and creation of start-up companies

- Input on the local business ecosystem (Brazil); introduction to the basics of market-entry analysis and strategies; company visits
- Exposure to international business practices and local-specific context, cross-fertilization between groups (Swiss, Brazilian)

**5 days Indian AIT Camp** on innovation, management and creation of start-up companies

- Input on the local business ecosystem (India); introduction to the basics of market-entry analysis and strategies; company visits
- Exposure to international business practices and local-specific context, cross-fertilization between groups (Swiss, Indian)

**5 days Swiss AIT Camp**

- Input on the local business ecosystem (CH); introduction to the basics of market-entry analysis and strategies; company visits
- Exposure to international business practices and local-specific context, cross-fertilization between groups (Swiss, Brazilian, Indian)

**Innovation Grants** for Swiss, Brazilian and Indian scientists to work on the start-up potential of their research

**Symposium or Workshop** in 2015 on Tech Ventures in a specific field (to be determined).