



Lifestyle
Innovation
Day

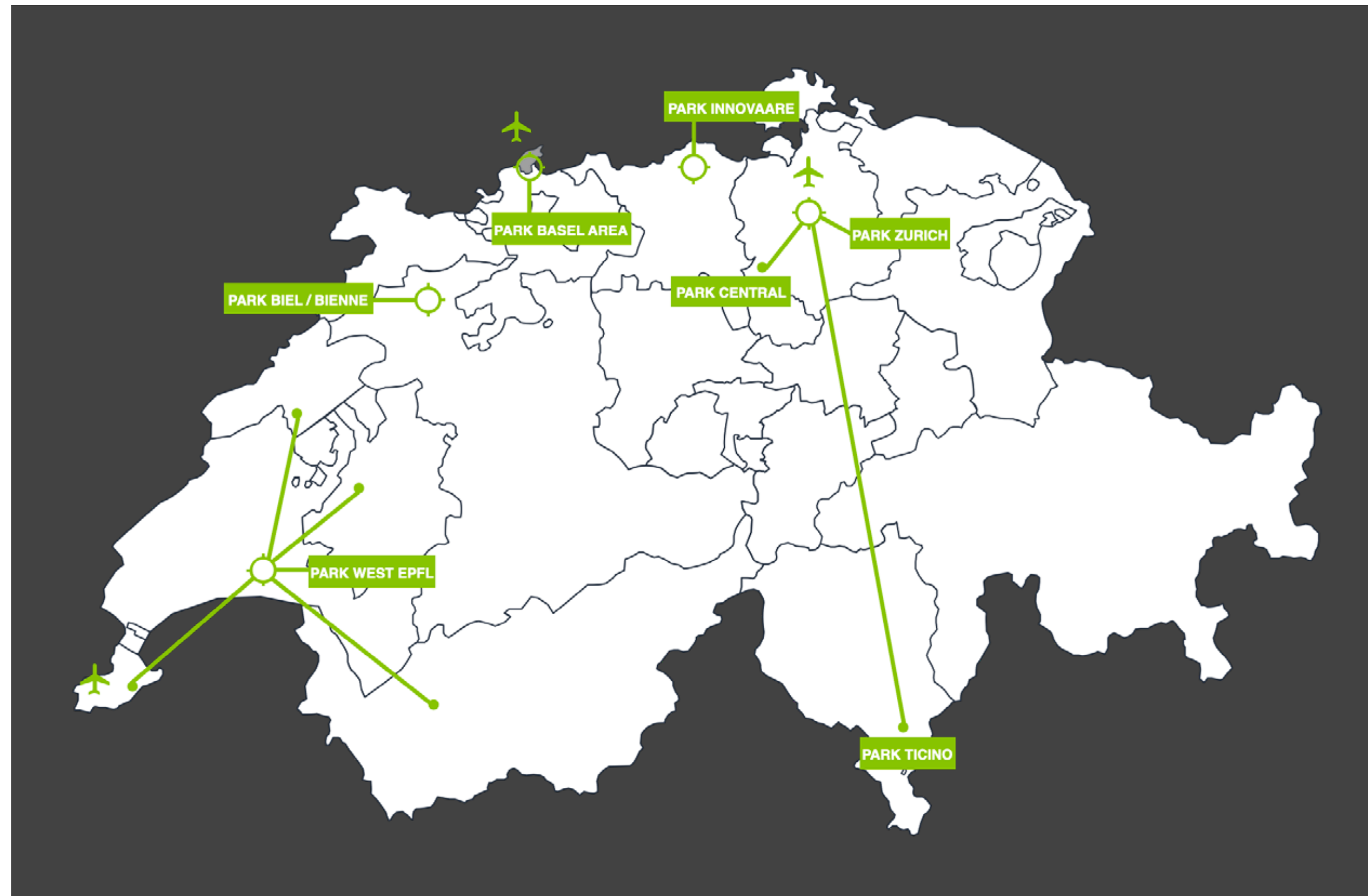
**Fuelling collaborative
innovation to create
the Lifestyle Innovation Hub
of Europe**

April 22, 2024 | LAC Center, Lugano

Carlo Terreni
President Dagorà and SIP-TI-LTCC Associate

We nurture and grow a Lifestyle-tech community by combining agile workspaces, business networking, and knowledge sharing events





Dagorà is founding member of Lifestyle Tech Competence Center, part of Switzerland Innovation Park

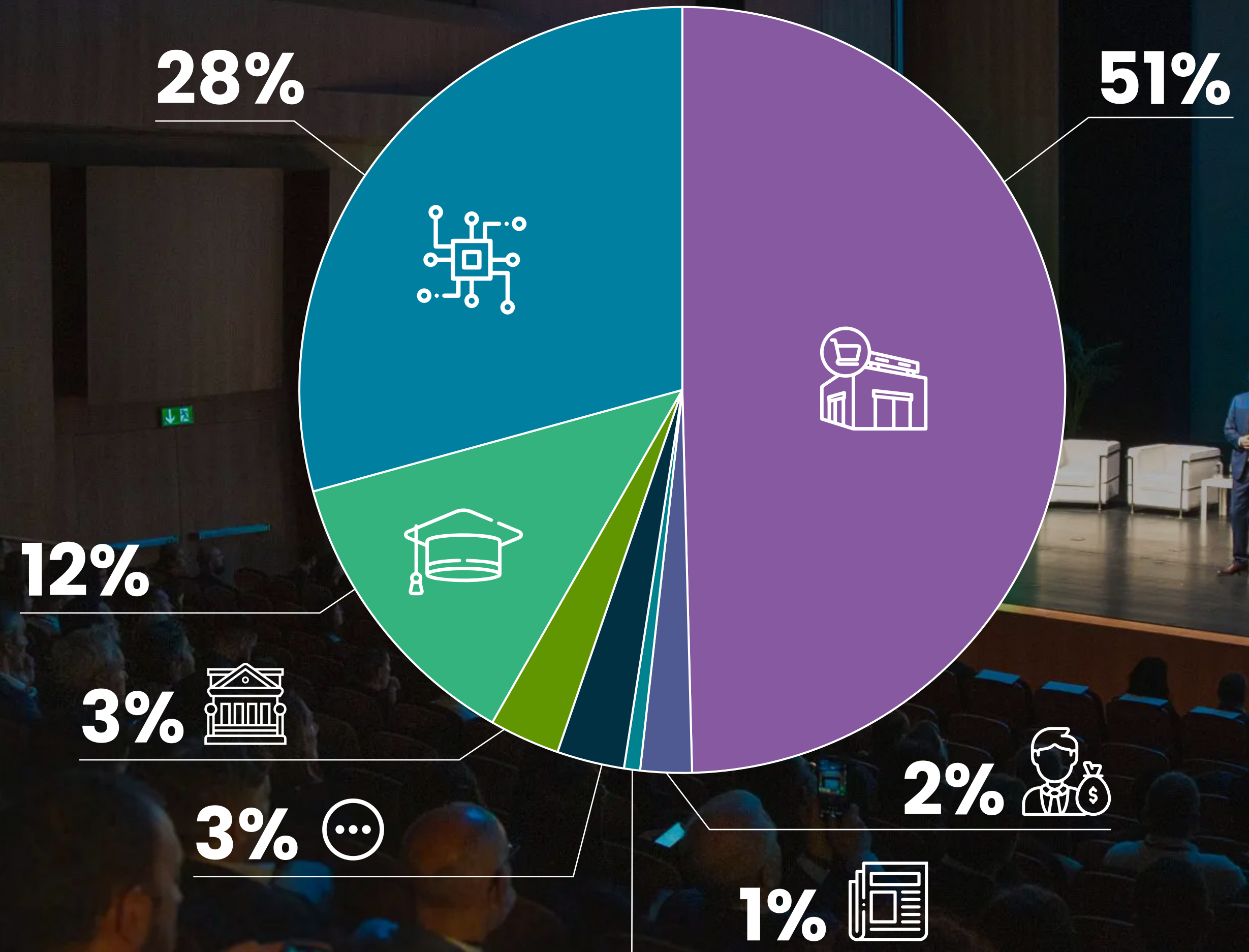
The members of the association:



The Switzerland Innovation Park in Ticino aims to strengthen territorial positioning and attract investments to generate local value. SIP-TI-LTCC accelerates collaboration among Academia and the Private sector.

**WHO
ARE
WE
TODAY?**

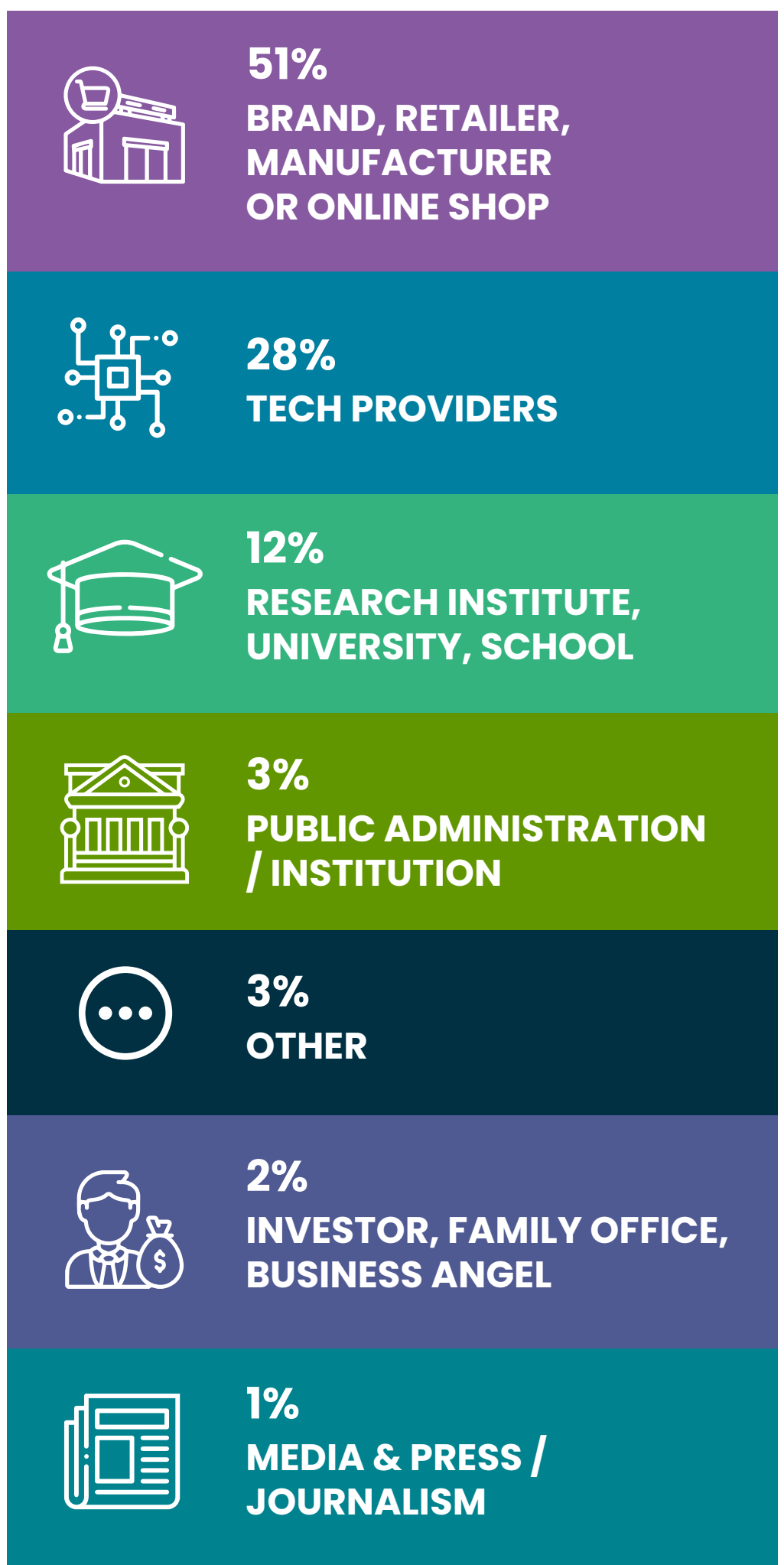
We are a community of +700 managers:



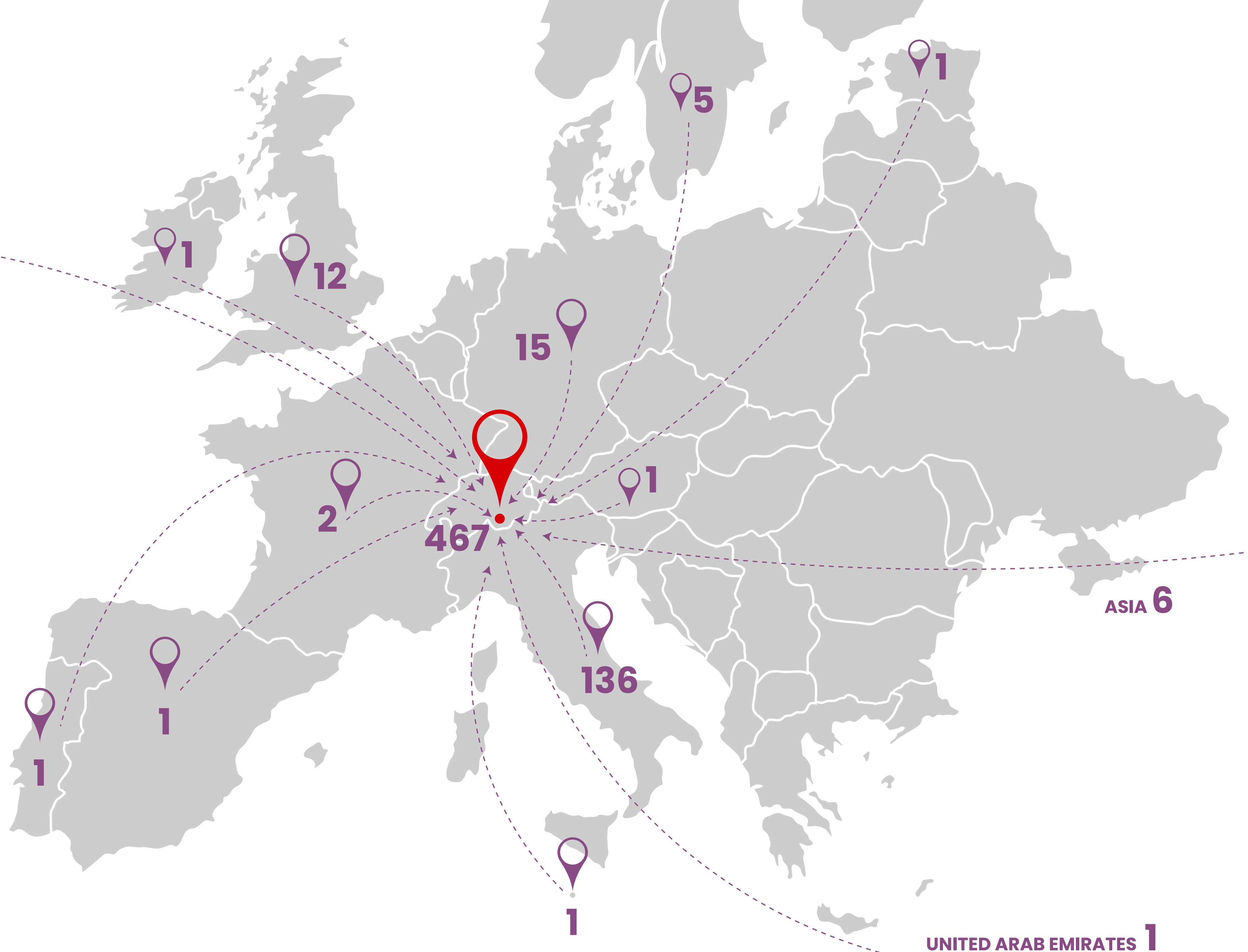
THE FIERCE
FOR TALENTS A

<30%
of IT & Digital workers have
high intent to stay with
current employer

29
of skills pr
average j
will be obs



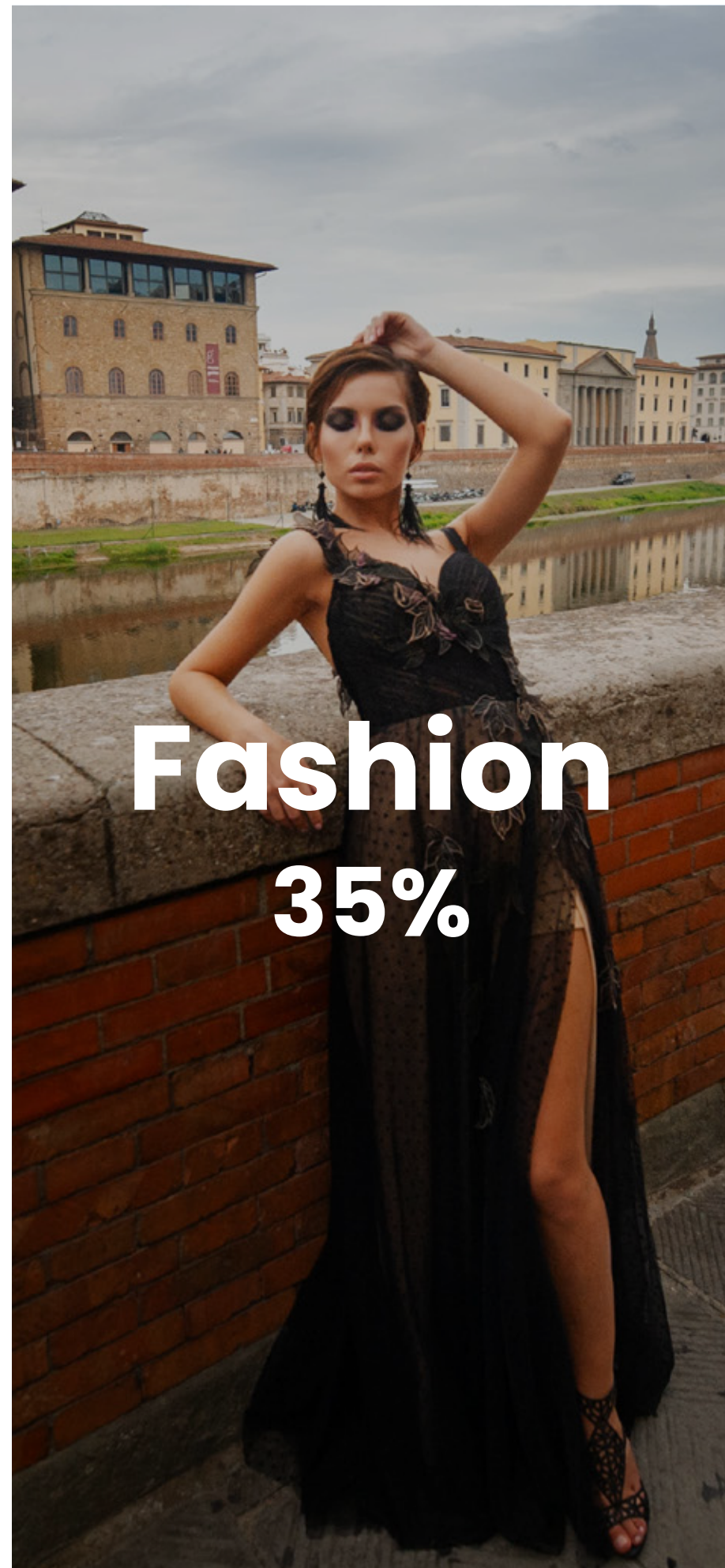
**We are
coming from:
Europe, USA,
Middle-east
and Asia**



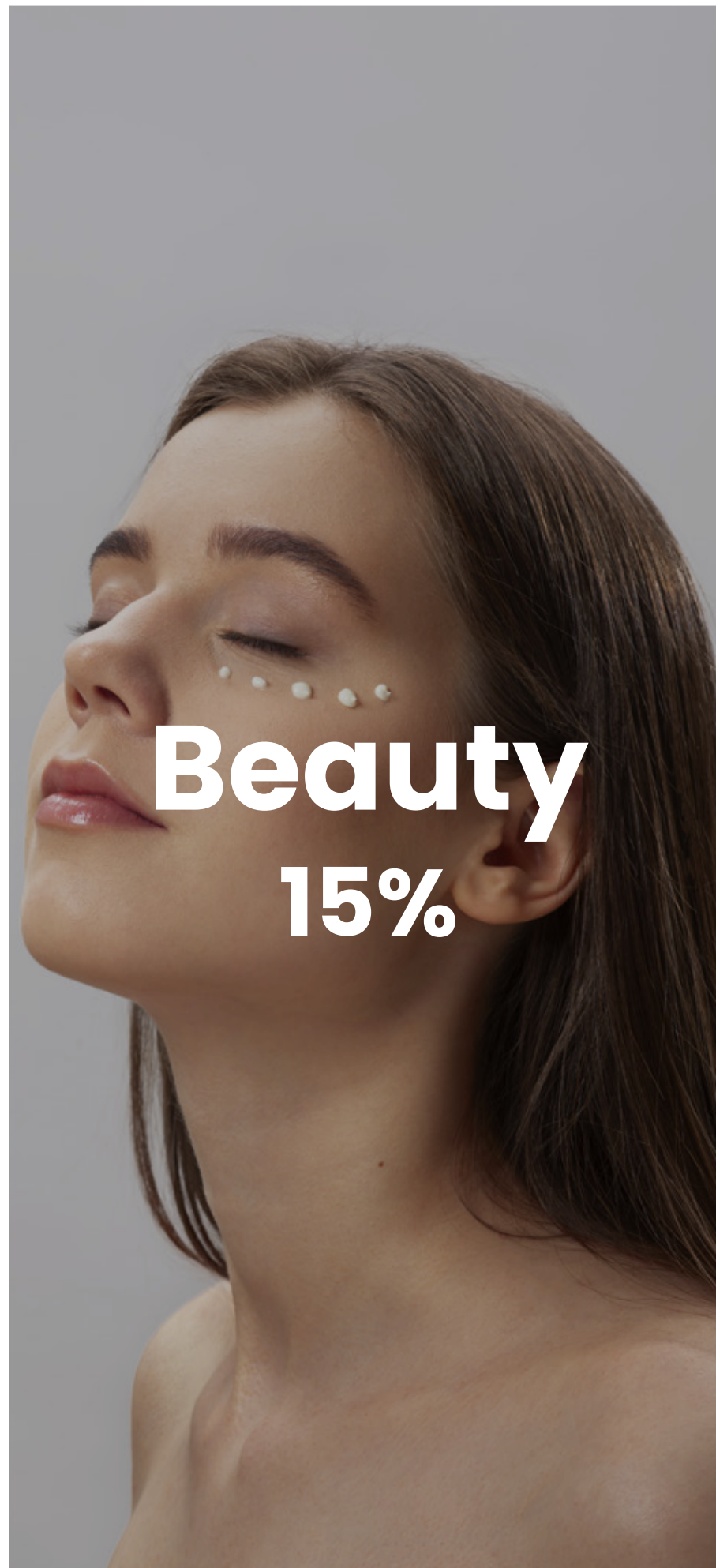
We represent the Lifestyle Sectors



Lifestyle
Innovation
Day



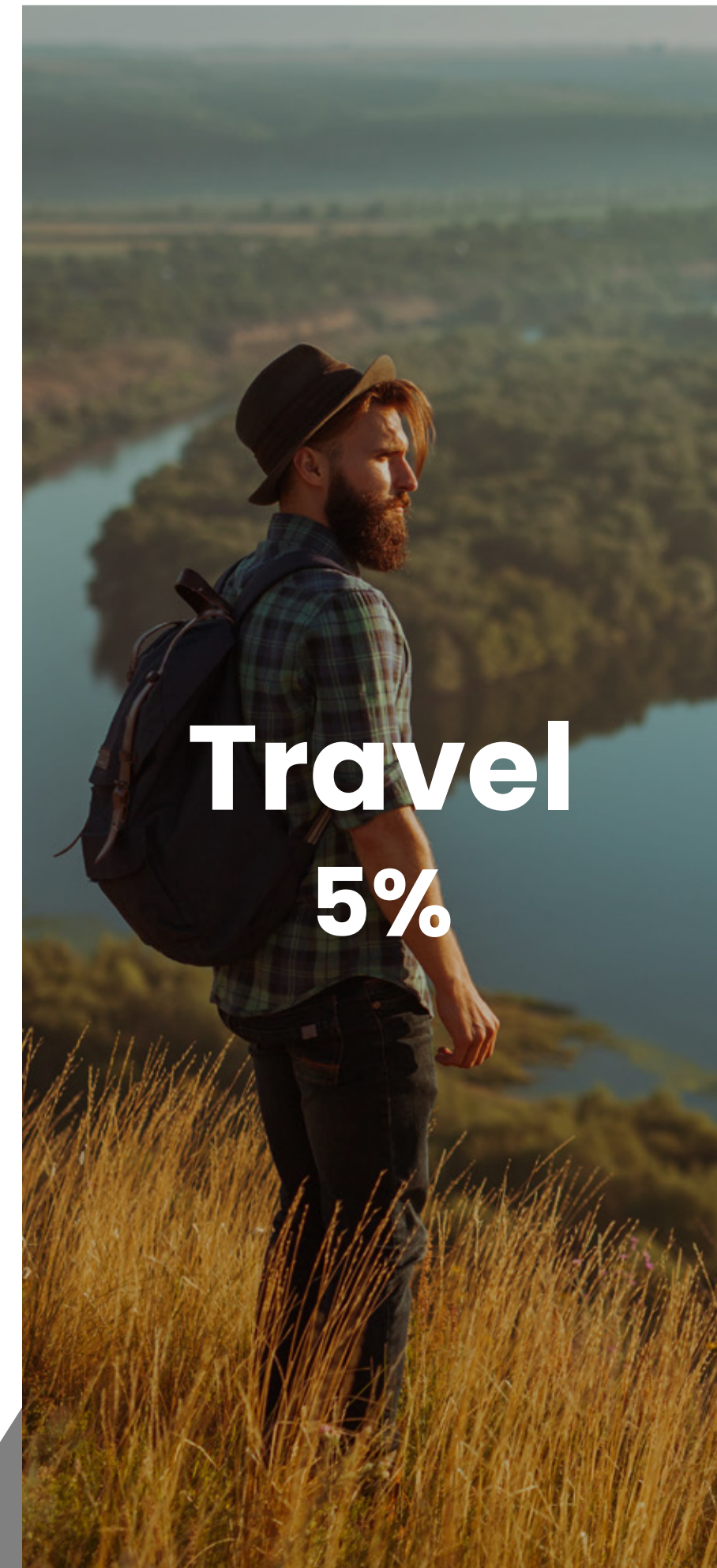
Fashion
35%



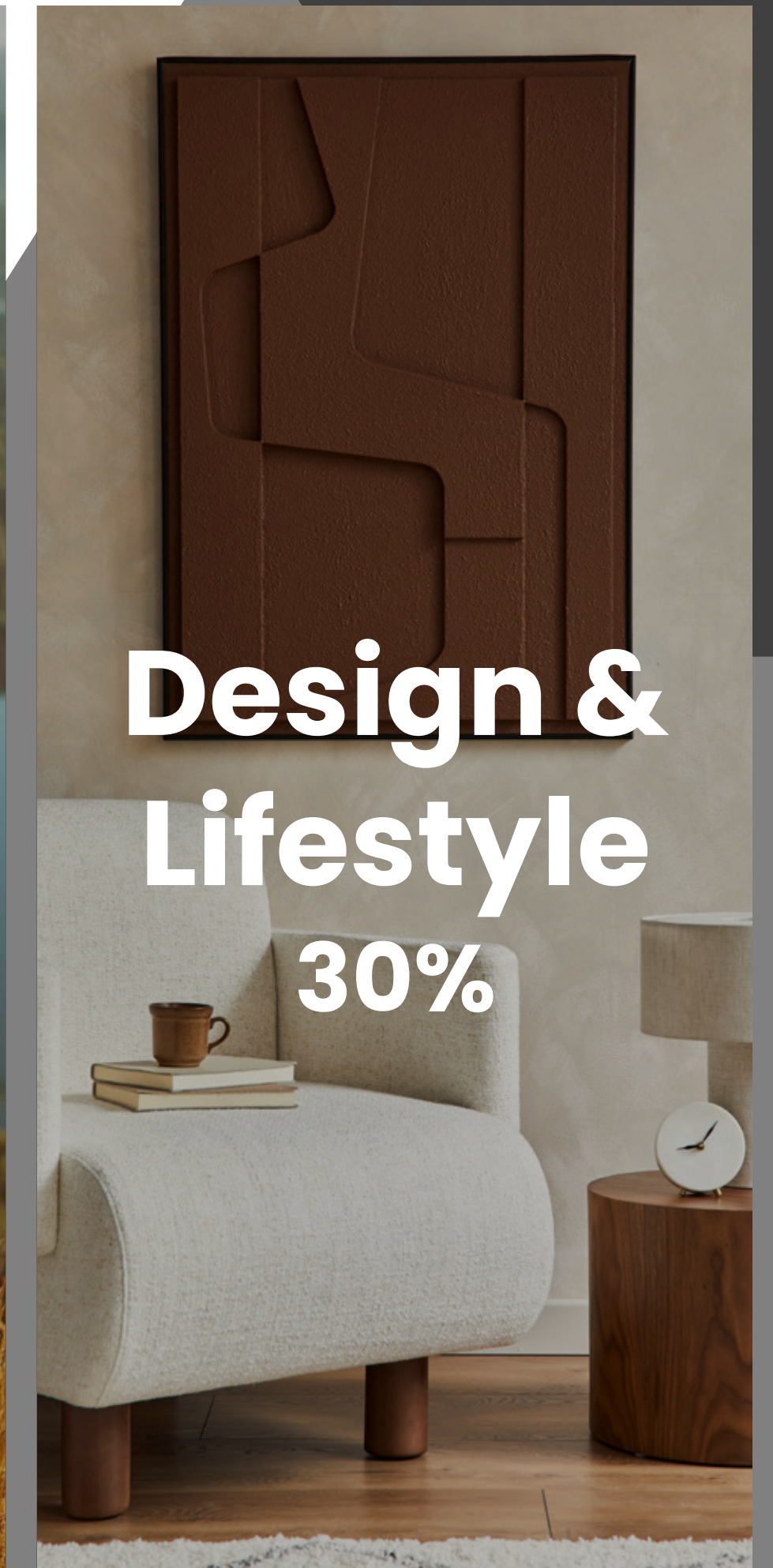
Beauty
15%



Food
15%



Travel
5%



**Design &
Lifestyle**
30%



Loro Piana

A TRIBUTE TO CINI BOERI



Cross-contamination between industries: Design & Fashion

BVLGARISM
HOTELS & RESORTS



Cross-contamination between industries: Luxury & Travel

Barbie × **Kartell**



**Cross-contamination
between industries:
Design & Toys**

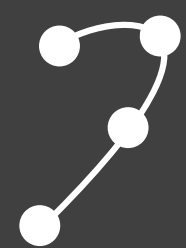
milob | **NESPRESSO**

 Lifestyle
Innovation
Day



Cross-contamination between industries: Food & Mobility

**WHY
ARE
WE
HERE?**



To learn about
the **LATEST
TECHNOLOGIES**
and trends on
the market



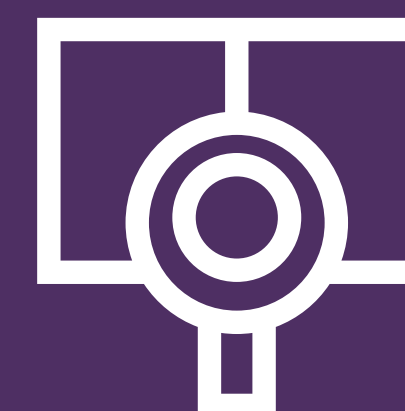
To find
new ideas and
**INNOVATION
OPPORTUNITIES**



To understand
how to **ACCESS
PRIVATE AND
PUBLIC
FUNDINGS**
to finance
innovation and
R&D projects



To identify
**OPPORTUNITIES
OF
INVESTMENTS**

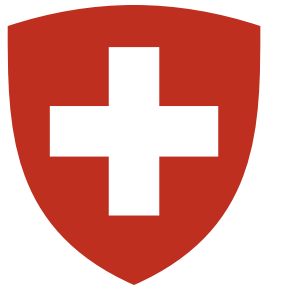


To learn
why and **HOW
TO ESTABLISH
A COMPANY**
and R&D
activities
in Lugano

**WHERE
ARE
WE?**

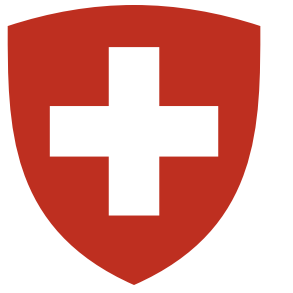


SWITZERLAND



Most Innovative Country in the world according to the United Nations and IMD ranking

The general **business environment**, the use of **new technologies, patents**, and **technical know-how** have contributed to reach this positioning.



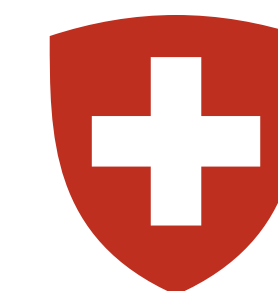
- Swiss Banking

Among the top financial hubs in the world, with \$3.3 trillion assets under management

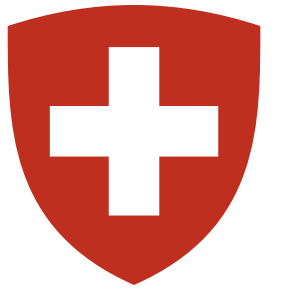




**6.7 Billion
Invested by the
private sector
in R&D in 2023**



**2.6 Billion
invested
in Start-ups
in 2023**



- Guida alle offerte di finanziamento adeguate
- Finanziamenti per progetti svizzeri
- Finanziamenti per progetti internazionali
- Supporto all'avvio di progetti e networking
- Sostegno alle start-up
- Storie di successo
- Attuale
- Chi siamo



Notizia



Progetti BRIDGE Discovery: la ricerca diventa applicazioni

25 marzo 2024
I progetti di scoperta del programma di finanziamento BRIDGE finora completati si sono sviluppati tutti positivamente verso potenziali applicazioni: questo è il risultato di una valutazione esterna.

Innosuisse Certificate

Innosuisse LinkedIn

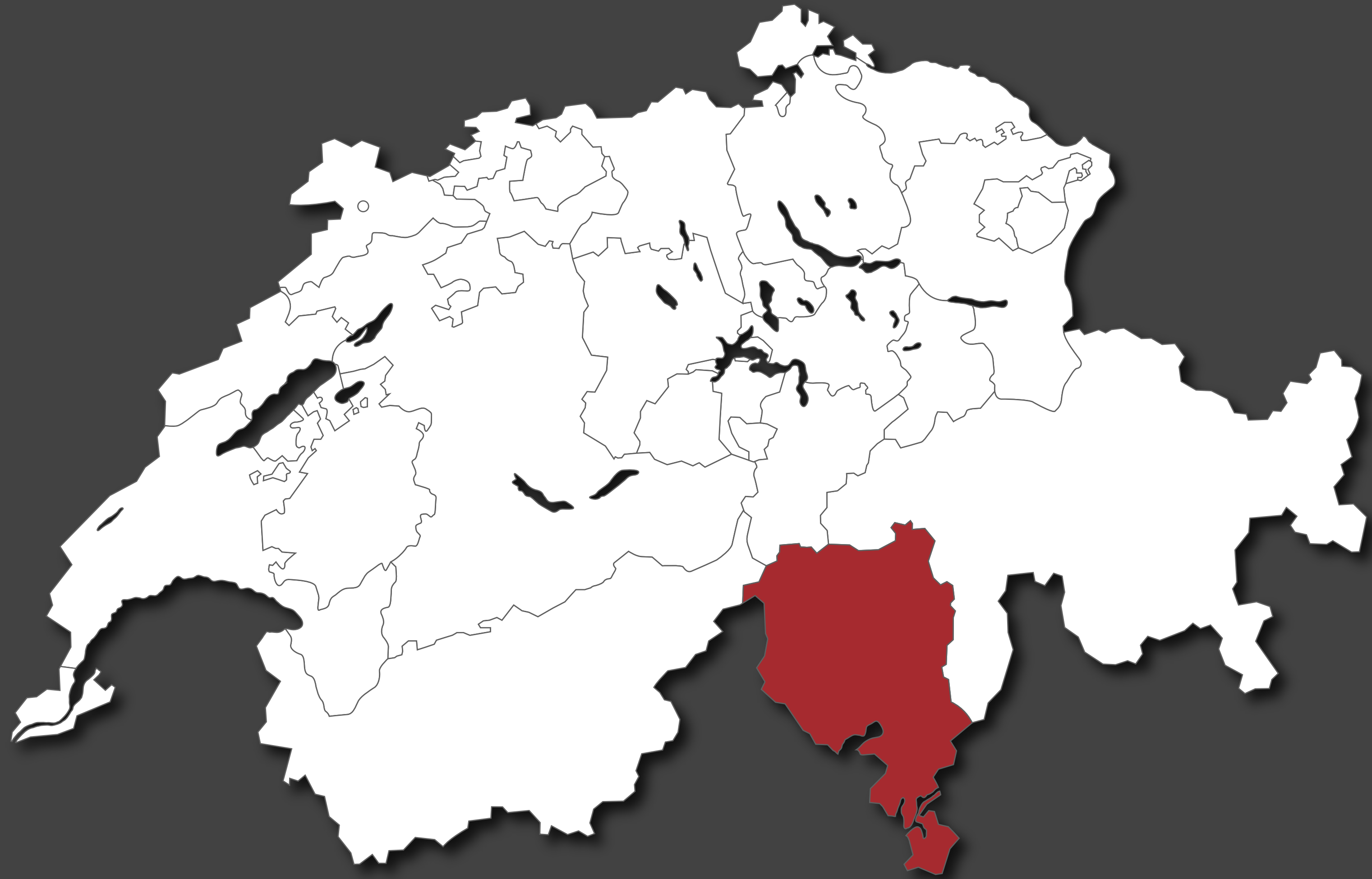
What do truffle aroma, AI film production and sustainable plastic have in common? The start-ups behind them all received the Innosuisse Certificate 2023. 🏆 We congratulate..

- Rivista annuale "Discover 2023" online
- BRIDGE: La ricerca diventa applicazioni**
- Ricerche di brevetti
- Progetti di innovazione delle startup

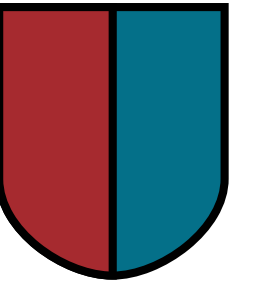
Offerte di finanziamento

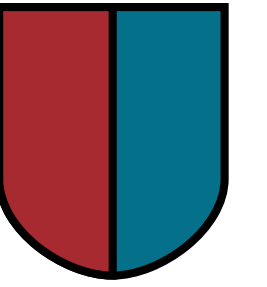
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse – Swiss Innovation Agency

A federal innovation agency that funded science-based innovation with CHF 0.5 Billion last year



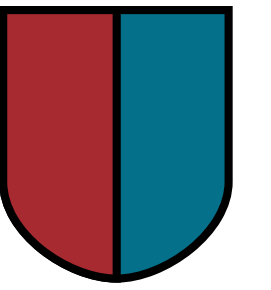
CANTON TICINO





Hometown of +60 Fashion Brands

3 national and international universities



Scuola universitaria professionale
della Svizzera italiana

SUPSI



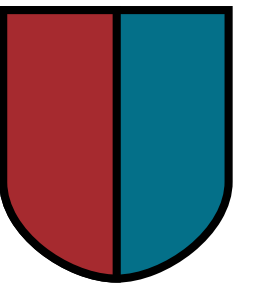
Università
della
Svizzera
italiana



6'000 STUDENTS

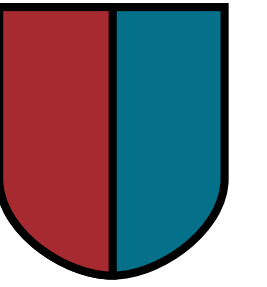
65 RESEARCH INSTITUTES

A world leading AI research institute



Andrea Rizzoli is Co-chair of Evidence Review Report for the European Union responsible AI update.





CSCS

Centro Svizzero di Calcolo Scientifico
Swiss National Supercomputing Centre

Over 100 Million Investment to become the first supercomputer in Europe

Swiss National Supercomputing Centre.





LUGANO

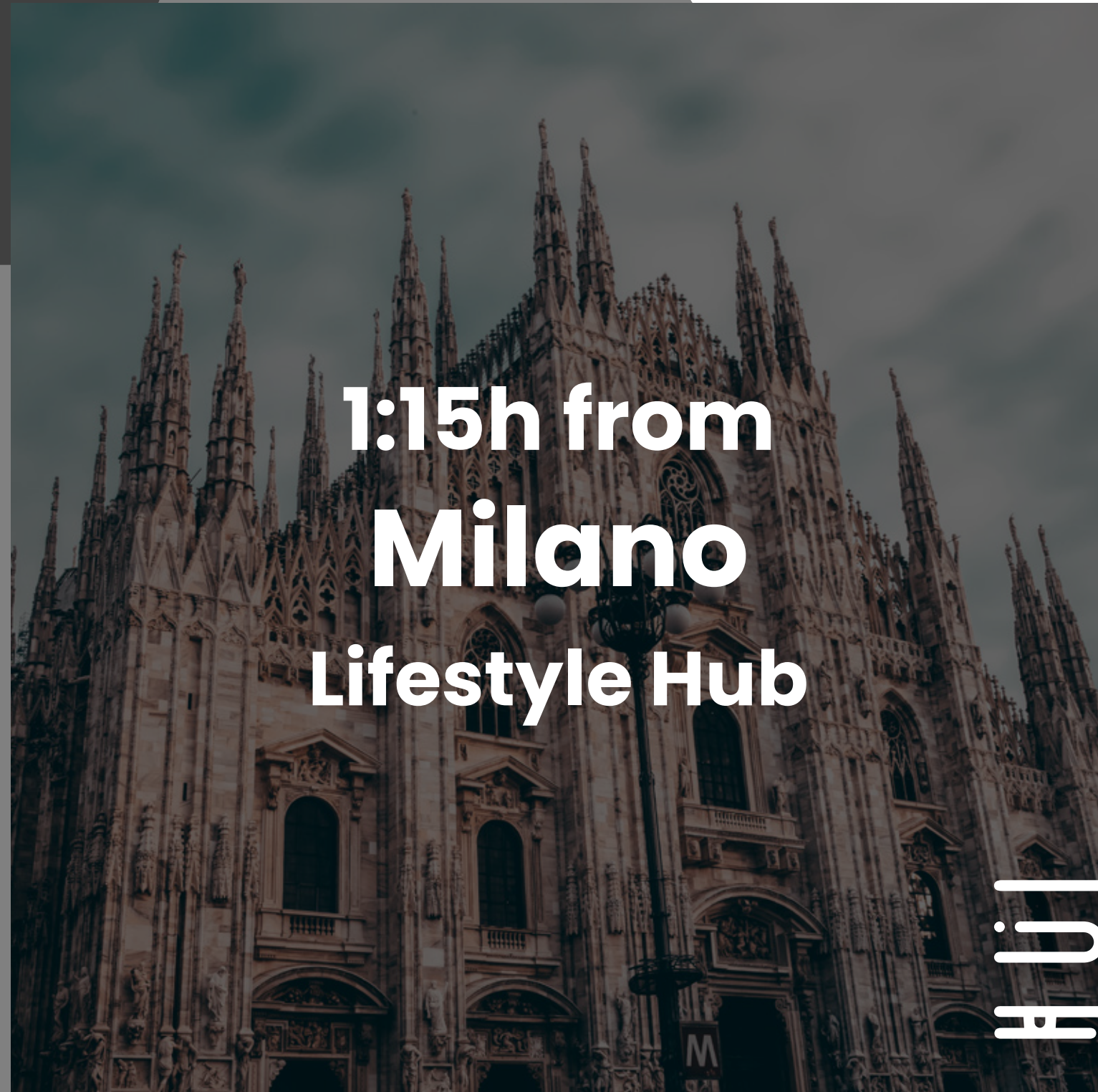


Città
di Lugano



Lugano:

the interconnection between Lifestyle, Technology, and Finance



1:15h from
Milano
Lifestyle Hub



2:45h from
Zürich
Financial and Tech Hub





Lugano is a Web3 City

- **80 companies** active in Web3
 - Plan B Forum:
2,000 attendees IN 2023
 - Hub inaugurated in March 2024:
2,200 m²
-

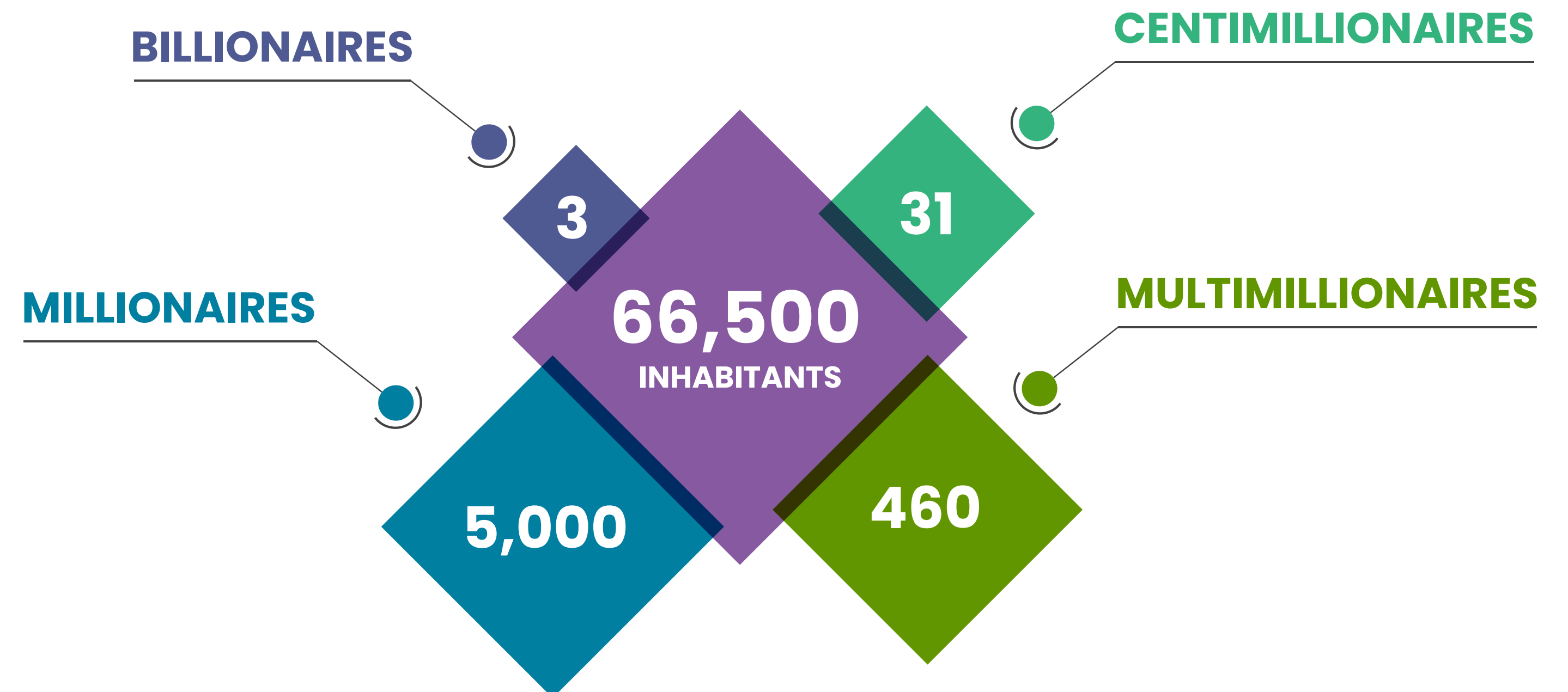
Lugano hosting Dagorà - Lifestyle Innovation Hub





A potential business angel may sit today next to you

Lugano has become one of the top 15 cities in the world for millionaire growth.



**HOW CAN
WE
INNOVATE
TOGETHER?**

How can we innovate together?



Working and Networking together at the Dagorà Lifestyle Innovation Hub

DAGORÀ
LifeStyle • Innovation • Hub



How can we innovate together?



**WORKING
AND NETWORKING
IN INNOVATION
HUB**

**R&D
COLLABORATION
WITH UNIVERSITIES**



Join the SIP-TI-LTCC Research Center and implement R&D projects with leading Swiss Universities

LTCC drives research projects
by connecting academia and industry.

Scuola universitaria professionale
della Svizzera italiana

SUPSI



Università
della
Svizzera
italiana

ACADEMIA

MAIN NEEDS

- Access **additional streams** of research
- **Collaborate** with the **industry**
- Stay **up to date** with key **industry trends**

LTCC – SIP TI

MAIN COMPETENCES

- **Launching research projects** with universities, based on the industry needs
- **Equipping specialised labs & infrastructure** to support research and innovation
- **Provide access to resources** (e.g., Innosuisse, matching funds)
- Proactively lead the **research topic identification** (e.g., industry focus groups & workshops with researchers)

LIFESTYLE INDUSTRY

MAIN NEEDS

- Access **academic partners** for **complex projects**
- Access **R&D fundings**
- **Boost internal competences and innovation**

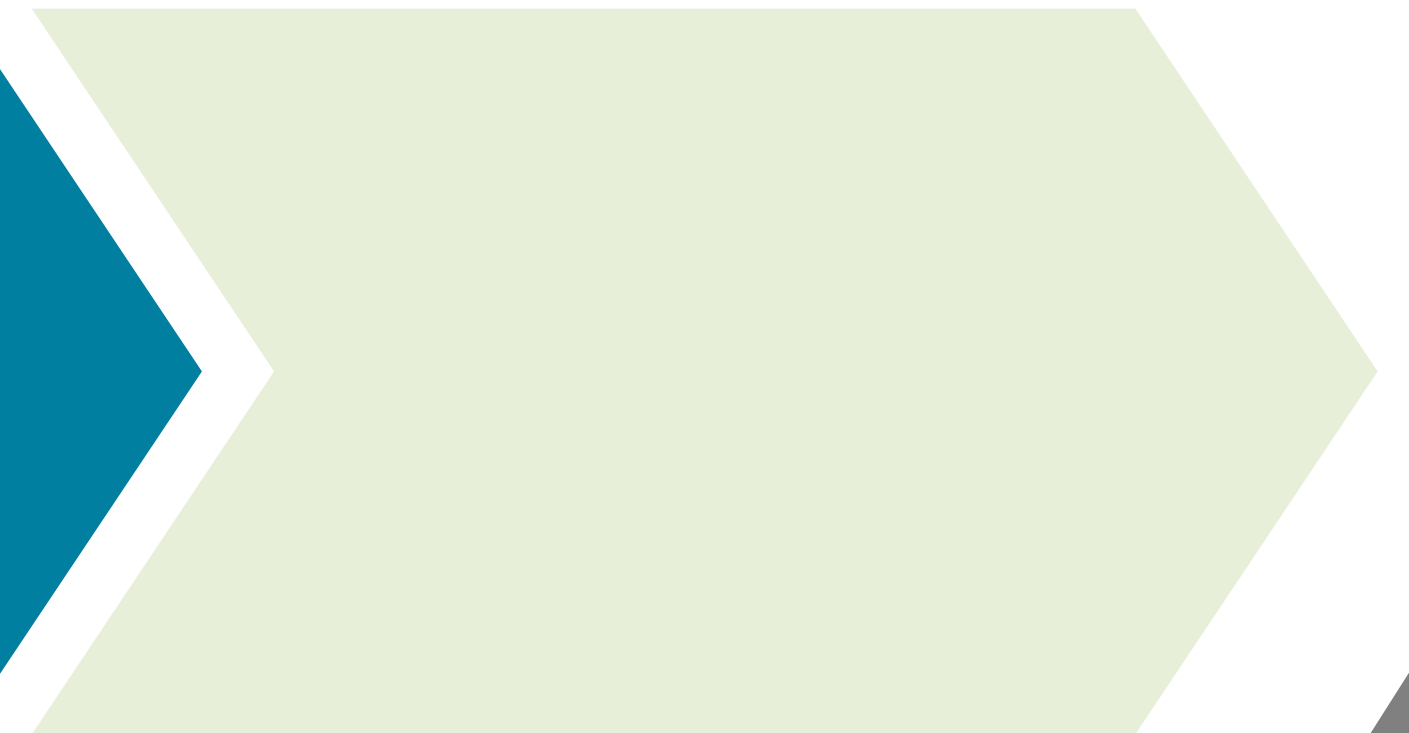
How can we innovate together?



**WORKING
AND NETWORKING
IN INNOVATION
HUB**

**R&D
COLLABORATION
WITH UNIVERSITIES**

**OPEN
INNOVATION
PROGRAM**



The Innovation Booster – Fashion & Lifestyle

The **IB – Fashion & Lifestyle** capitalizes Swiss-based Fashion and Luxury community to identify top challenges, match them with experts and bring ideas to life through an open, sustainable, and user-centric approach.

In alliance with SIP-TI-LTCC, our community leverages a unique ecosystem enabling the **dissemination of radical solutions** to the challenges of Fashion and Lifestyle.



Participate to an open innovation program and get radical innovative ideas funded



Capitalizing the Fashion & Lifestyle **community** to **solve industry challenges / problems**



Managing events, research, workshops through **open innovation** and **user-centric methods**



Rewarding **up to 10 ideas / year (≈ CHF 25k / idea)** that prove potential to change the Fashion & Lifestyle world

Co-sponsors already onboard and members of the jury



How does it work?



PHASE 0 INDUSTRY INPUT

PHASE 1 CHALLENGE YOUR IDEAS

PHASE 2 TEST, IMPLEMENT, LEARN



FASHION & LIFESTYLE INDUSTRY WORKSHOP

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community



LAUNCH IB CALL FOR IDEAS APPLICATIONS

The **IB opens a call on its online platform**, focusing on challenges identified during Industry Workshops



APPLY TO THE IB CALL

People from **the community can submit proposals** leveraging an **Application Kit** provided



WORKSHOP "CHALLENGE YOUR IDEAS"

Innovation Teams are invited to join a **design thinking workshop**. They enrich their **ideas** with the support of experts



PITCH YOUR IDEA & GET FUNDS

Innovation Teams **pitch** their ideas, and the **Jury** **decides** which **projects receive funding**



TEST, IMPLEMENT & LEARN

Awarded Innovation Teams **execute** their **project**, **share** results / lesson learned, **evaluate** **next steps**

How can we innovate together?



**WORKING
AND NETWORKING
IN INNOVATION
HUB**

**R&D
COLLABORATION
WITH UNIVERSITIES**

**OPEN
INNOVATION
PROGRAM**

**JOIN AN
EXTRAORDINARY
COMMUNITY
OF MANAGERS,
RESEARCHERS
AND INVESTORS**



FULL AGENDA

PLENARY

THEATER ROOM

MORNING SESSION



Lifestyle
Innovation
Day



Ana Maria Montero
MODERATOR



Michele Foletti
MAYOR
Città di Lugano



Stefano Rizzi
DIRECTOR OF THE ECONOMICS DIVISION
Canton Ticino



Carlo Terreni
PRESIDENT
Dagorà



Michele Zilli
HEAD OF TECHNOLOGY STRATEGY
TUI Group



Catarina Dahlin
CO-FOUNDER & CEO
Dagsmejan Ventures AG



Emile Dupont
KNOWLEDGE AND TECHNOLOGY TEAM LEADER
Innosuisse



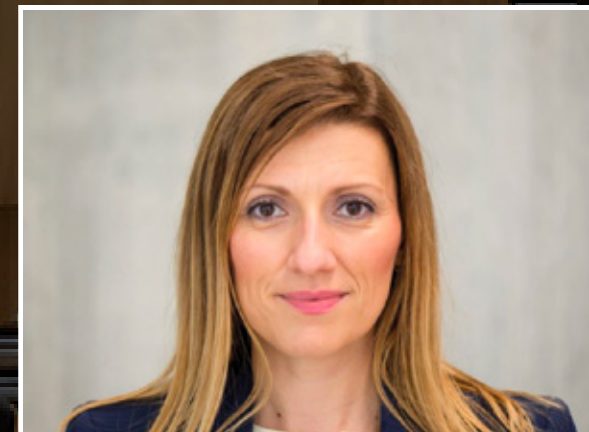
Emma Gourdelier
GENAI COMMERCE LEAD EMEA ACCENTURE SONG
Accenture



Andrea Kocsis
EBUSINESS LEAD Z EUR CONFECTIONERY
Nestlé



Jamal El Biyadi
SENIOR REGIONAL VICE PRESIDENT FOR RETAIL,
LUXURY AND CONSUMER GOODS
Salesforce



Jelena Tašić Pizzolato
MANAGING DIRECTOR
Lifestyle-Tech Competence Center



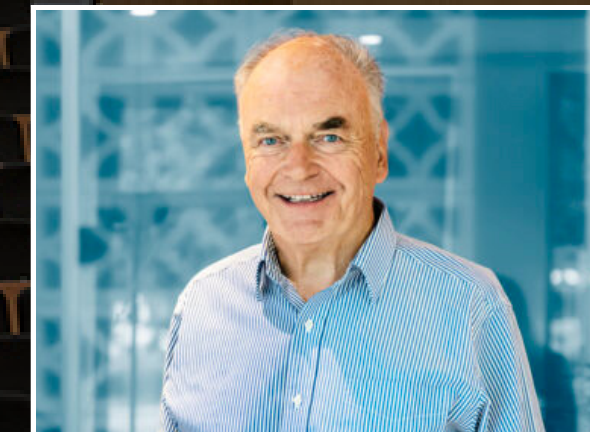
Michele Raballo
MANAGING DIRECTOR
Accenture



Ruth Oberrauch
VICE PRESIDENT
Oberalp



Sebastiano Potenza
PORTFOLIO EXECUTIVE
Permira Associati SpA



Thomas G. Bata
FOUNDER
Triple B

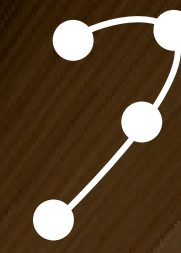


FULL AGENDA

GREEN ROOM

THEATER ROOM

FASHION



Lifestyle
Innovation
Day



Ana Maria Montero
MODERATOR



Marzio Grassi
HEAD CORPORATE & REAL ESTATE TICINO
UBS



Ruth Oberrauch
VICE PRESIDENT
Oberalp



Jan Cahlik
TEAM LEAD SHOP MANAGEMENT
Ochsner Sport



Karsten Baltisberger
DIRECTOR ACCOUNT MANAGEMENT
Mastercard Switzerland



Marco Milioli
CMO
Hyphen Group



Marco Ruffa
MARKETING & DIGITAL TRANSFORMATION DIRECTOR
Pinko



Alessandro Pacetti
GLOBAL DTC DIRECTOR
Vibram Group



Michaela Beksson
SALES MANAGER
Coinify



Olga Burfan
HEAD OF GLOBAL E-COMMERCE
Philipp Plein Group



Raffaele Nardo
CHIEF DIGITAL OFFICER
Dsquared2



Salvatore Diana
CTO
Skylabs



Allegra Ziletti
GLOBAL HEAD OF CONSUMER ENGAGEMENT
Triumph



FULL AGENDA

BEAUTY & WELLBEING



Lifestyle
Innovation
Day



Alice Farella Monti
MODERATOR



Luca Bolzani
PRESIDENT
Agire Foundation



Gabriele Depta
GLOBAL CHIEF R&D OFFICER
Intercos



Matteo Milani
CHIEF PROCUREMENT OFFICER
Intercos



Fabienne Le Tadic
GROUP CHIEF STRATEGY AND COMPLIANCE OFFICER
Valmont



Joeri Groenewoud
VP OF SALES
Global-e



Federico Betti
BUSINESS DEVELOPMENT LEADER ALPENITE
Arsenalia



Marco Mazzucco
CHIEF DIGITAL & INNOVATION OFFICER
Davines



Luca Buratti
GLOBAL HEAD OF EBUSINESS
Angelini



Arianna Iatrino
DIGITAL CX MANAGER AND STRATEGIST
La Prairie



Christophe Chammartin
SENIOR GLOBAL DIGITAL PRODUCT MANAGER
La Prairie



Giulia Biasini
CX & DIGITAL SALES DIRECTOR
Lobra



Giuseppe Miriello
DIGITAL DIRECTOR IT, E-COMMERCE & CRM
Miamo



Olga Donica
HEAD OF INNOVATION, RESEARCH AND LONGEVITY
Clinique La Prairie

BLUE ROOM

THIRD FLOOR



FULL AGENDA

LIFESTYLE & DESIGN



Lifestyle
Innovation
Day

PURPLE ROOM

THIRD FLOOR



Bianca Bonetti
MODERATOR



Gennaro Galdo
CLIENT PARTNER – DIGITAL PRODUCTS & SERVICES
Merkle



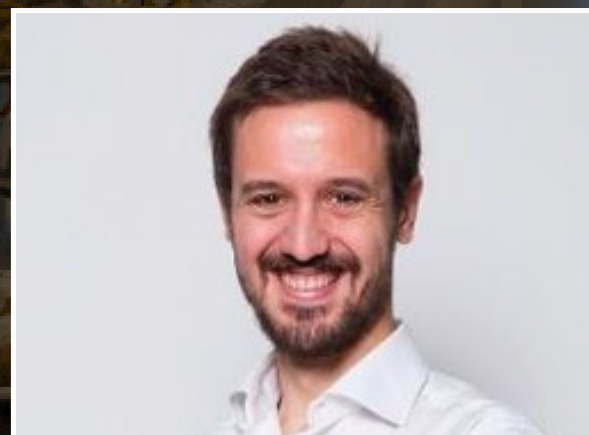
Stéphane Waser
MANAGING DIRECTOR
Maurice Lacroix



Matteo Bianchini
CHIEF DIGITAL OFFICER
Design Holding



Filippo Berto
CEO
Berto



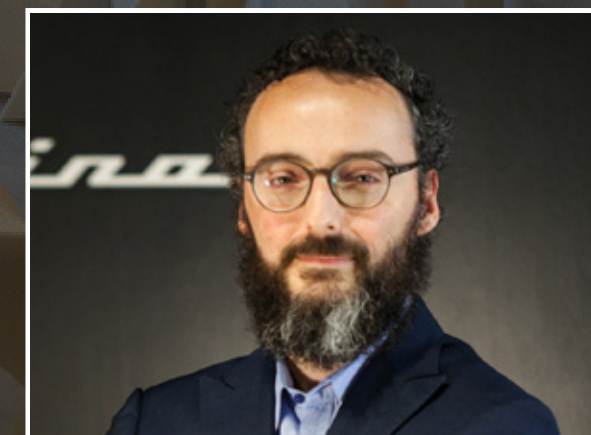
Simone Panfilo
CEO
QEEBOO



Anna Bory
CO-FOUNDER
Miloo



Irene Balascas
HEAD OF MARKETING AND SUSTAINABILITY
Nespresso



Nicola Girotti
HEAD OF PRODUCT DESIGN
Pininfarina



Chiara Ugozzoli
GLOBAL VP DIGITAL, CRM AND DATA
Piaggio Group



FULL AGENDA

SWISS INNOVATION HUB



Eleonora De Canio
MODERATOR



Ugo Boveri
VP FINANCE INTERNATIONAL GUESS, VP LTCC
Guess Europe



Annamaria Morena
DIGITAL EXPERIENCE DIRECTOR
Bally



Antonella Milano
TALENT ACQUISITION MANAGER
Guess Europe



Jelena Tašić Pizzolato
MANAGING DIRECTOR
Lifestyle-Tech Competence Center



Karena Landini
DIRECTOR, TALENT DEVELOPMENT BRANDS
AND RETAIL EMEA
VF Corporation, EMEA



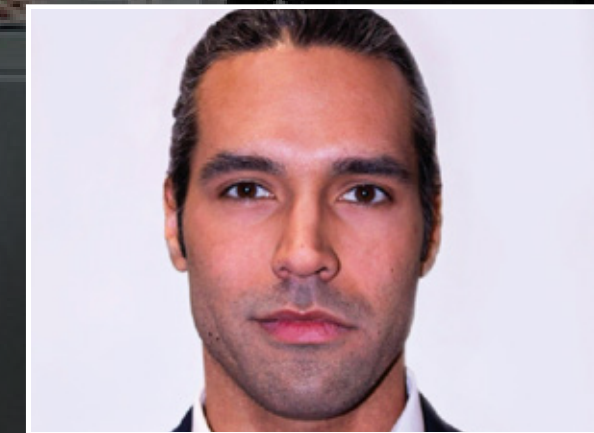
Massimo Martini
VP MARKETPLACE – VANS EMEA
VF Corporation, EMEA



Andrew Reid
COMMERCIAL PARTNER LEAD
Microsoft Switzerland



Florian Follonier
SENIOR CLOUD SOLUTION ARCHITECT
Microsoft Switzerland



Daniele Panato
COMMUNITY DEVELOPMENT DIRECTOR & IB DIRECTOR
Dagorà



Nicolas Trentin
MARKETING & COMMUNICATION MANAGER
Gas Milano 1984



Elena Marchiori
DIGITAL INNOVATION AND RESEARCH LEAD
Salesforce



Raffaella Tarocco
OPERATIONS DIRECTOR
Hub & Logistics



Victoria Neymann
CEO AND FOUNDER OF VERDILAB
VRFD SA



Alice Noris
RESEARCHER
USI – Università della Svizzera Italiana



Lorenzo Cantoni
PROFESSOR
USI – Università della Svizzera Italiana



Pietro Poretti
DIRECTOR OF THE ECONOMIC PROMOTION DIVISION
Città di Lugano



Rosario Toscano
CEO AND CO-FOUNDER
Akoni Group

RED ROOM

THIRD FLOOR

Welcome to Lugano,
The Lifestyle Tech Hub of Europe.
Enjoy your Day
and Join our community.

DAGORÀ
LifeStyle • Innovation • Hub



Carlo Terreni

President Dagorà



+41 79 376 62 38



carlo@dagora.ch



www.dagora.ch