

# TRAILER INNOSUISSE

# WHAT DO YOU NEED TO INNOVATE?

EMILE DUPONT

Head of Knowledge and Technology Transfer

22.04.2024



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

**Innosuisse – Swiss Innovation Agency**

# INNOSUISSE SWISS INNOVATION AGENCY

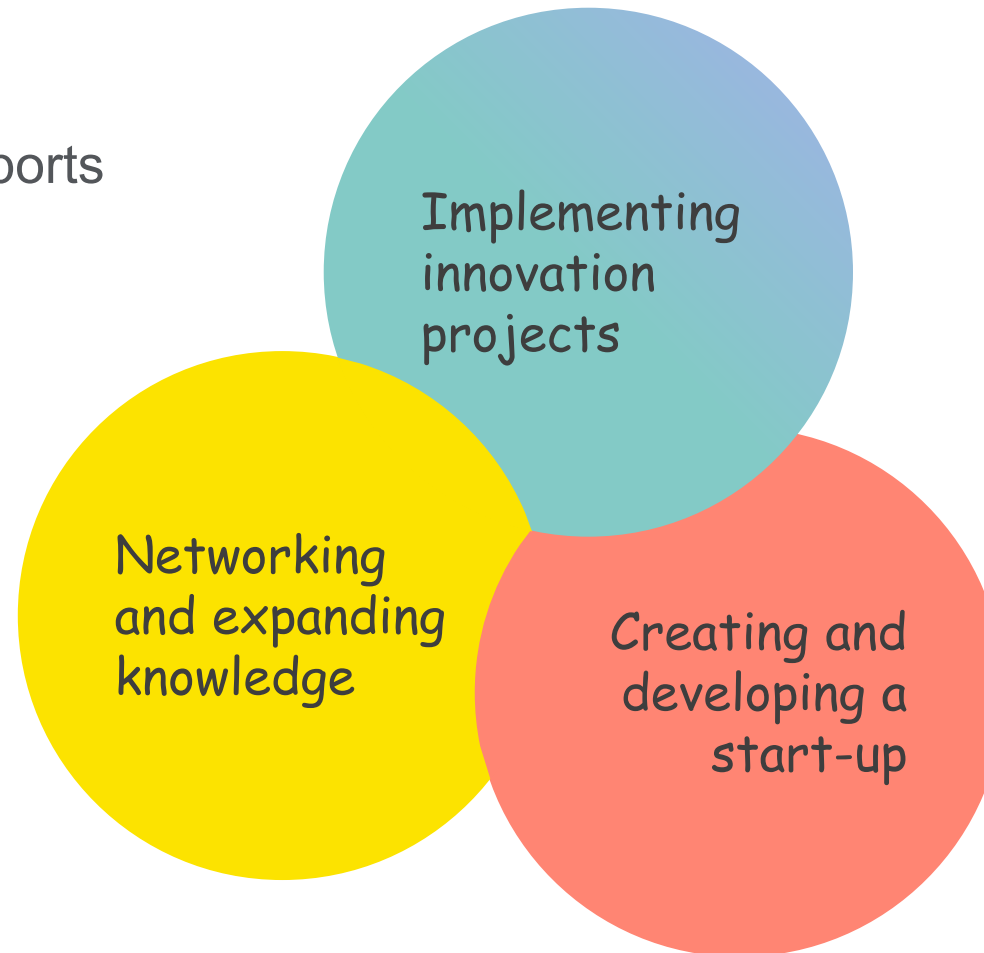
Innosuisse is the Swiss Confederation's agency for promoting innovation.

## OUR MANDATE

Innosuisse promotes **science-based innovation in the interest of the economy and society** in Switzerland – in all disciplines.

# INNOSUISSE – YOUR PARTNER FOR INNOVATION

How Innosuisse supports  
your science-based  
innovation:



# WHAT INNOSUISSE OFFERS

WITH RESEARCH PARTNER

Implementing innovation projects

INNOVATION PROJECTS

PRELIMINARY STUDIES WITH INNOVATION CHEQUE

FLAGSHIP INITIATIVE

SWISS ACCELERATOR INNOVATION PROJECTS

START-UP INNOVATION PROJECTS

INTERNATIONAL INNOVATION PROGRAMMES

BILATERAL COOPERATION

Creating and developing a start-up

START-UP TRAINING

START-UP COACHING

INTERNATIONALISATION CAMPS

INTERNATIONAL TRADE FAIRS

Networking and expanding knowledge

MENTORING

ENTERPRISE EUROPE NETWORK

INNOVATION BOOSTER

NETWORKING EVENT SERIES

ALONE AS A START-UP



— dagsmejan<sup>o</sup>

# Reinventing a sleeping market

Innovation as the engine  
for sustainable growth

—

## The sleep dilemma

**26**

# years the average person sleeps

**1/3**

Experience sleep problems

**70%**

Are either hot or cold at night

A woman with dark hair, wearing a light pink long-sleeved top, is lying on her side on a bed. She is looking towards the camera with a slight smile. The background shows a bed with white pillows and a dark headboard. The overall scene is a bedroom setting.

dagsmejan<sup>o</sup>

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## The unmet need

- Sleepwear made for sleep
- Based on our physiological sleep needs
- Proven to boost sleep comfort & quality



–  
The innovation  
journey



**Innovation project  
supported by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

**Innosuisse – Swiss Innovation Agency**

2018

- GO TO MARKET
- 2nd Innosuisse research project
- Innosuisse core coaching

2020

- 3 technologies focusing on temperature regulation
- Innosuisse certification for sustainable growth

2021

- Athlete recovery collection
- Official partner **National Swiss Ice Hockey** team

**Core Coaching supported by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

**Innosuisse – Swiss Innovation Agency**

2024

- Introducing **NATTSENSITIVE™**: clinically tested
- Total of **5** trademarked technologies

dagsmejan<sup>o</sup>

EUCALYPTUS + ZINC



# dagsmejan<sup>o</sup>

## The USP

### **PERSONAL SLEEP SOLUTION**

Meeting our physiological sleep needs

### **SLEEP BETTER. SCIENTIFICALLY PROVEN**

All claims validated in independent testing

### **NATURAL, SUSTAINABLE, 100% MADE IN EUROPE**

Swiss sleep innovation  
Super-fine natural fibres  
Ethical and sustainable



## Scaling for growth

### **GLOBAL, THE NEW LOCAL**

Sell globally with e-commerce

### **DIGITAL STORY TELLING**

New channels & new media to explain innovation

### **PERSONA SEGMENTATION**

Identifying & profiling personas

Personalizing messaging throughout the funnel



dagsmejan<sup>o</sup>

—  
Where we  
are today

**1 M**

Sleep products  
sold

**100**

Countries  
shipped to

**80%**

Sold online  
D2C



FT1000: Fastest growing start-up Switzerland  
2022



dagsmejan<sup>o</sup>

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# The innovation imperative

Constant innovation is no longer an option. It is a must.

Leverage the Swiss innovation eco system.

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dagsmejan.com

dagsmejan<sup>o</sup>

–  
  
**Thank you!**  
  
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# WHAT INNOSUISSE OFFERS FOR START-UPS

Implementing innovation projects

Creating and developing a start-up

Networking and expanding knowledge

WITH RESEARCH PARTNER

INNOVATION PROJECTS

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BILATERAL COOPERATION

# IMPLEMENTING INNOVATION PROJECTS

WITH RESEARCH AND  
BUSINESS PARTNERS  
IN SWITZERLAND

# INNOVATION PROJECT BETWEEN COMPANIES AND RESEARCH INSTITUTES

INNOVATION PROJECTS

## IMPLEMENTATION PARTNER (industry partner, SME, NGO, administration)

- Wants to develop innovative products, services or processes with the help of a Swiss research institute

## RESEARCH INSTITUTE

- Provides scientific skills and research infrastructure

## INNOVATION PROJECT

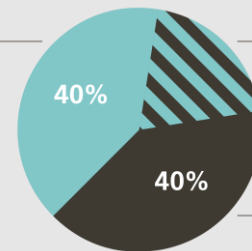
**Duration:** no limit, usually 6 to 36 months

**Project costs:** amount unlimited

**Own contribution:** 40–60% of the total costs

**Cash contribution:** 5% of the total costs

Funded by Innosuisse



**Flexible bandwidth:** by Innosuisse and/or implementation partner

Contribution by the implementation partner incl. 5% cash contribution

## MARKET IMPLEMENTATION OF INNOVATION



Submit an application:

<https://www.innosuisse.ch/application>

# YOUR CONTACTS FOR INNOVATION PROJECTS



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# CREATING AND DEVELOPING A START-UP

# TAKE YOUR START-UP TO THE NEXT LEVEL: 3 TYPES OF START-UP COACHING

START-UP COACHING



Challenging and optimising the business model



Creating and developing business traction



Refining and implementing the growth strategy

\* Condition: completed Initial Coaching

Submit your application at:  
<https://www.innosuisse.ch/coaching>

# YOUR CONTACTS FOR START-UP SUPPORT



## START-UP COACHING

Alexandra Musy

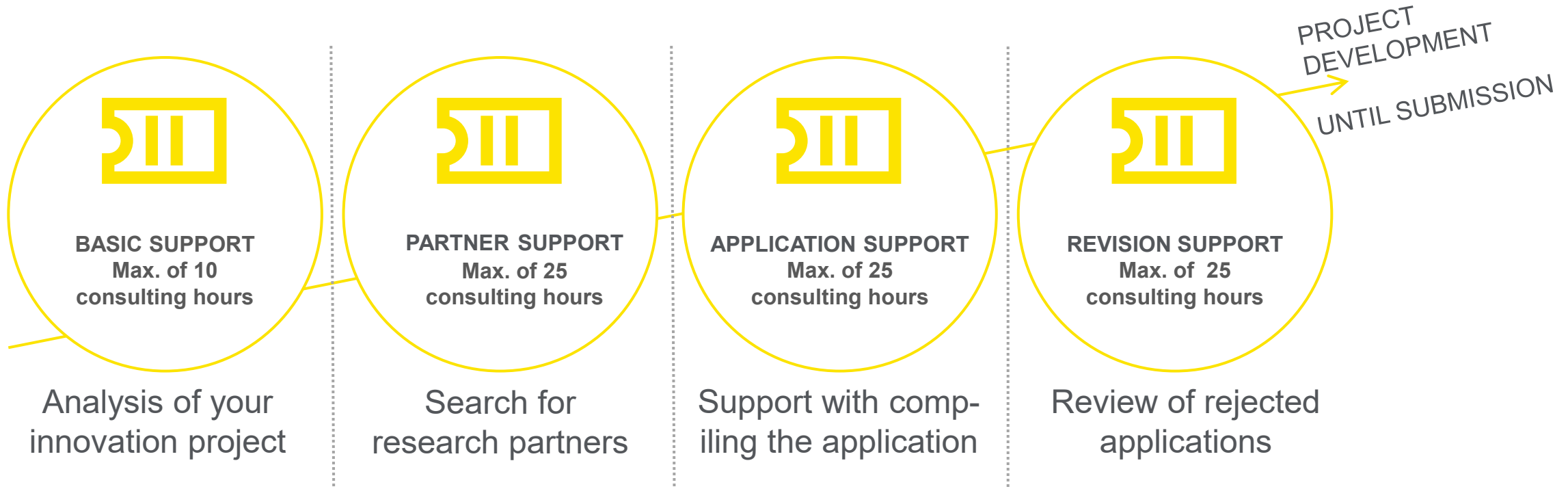
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# NETWORKING AND EXPANDING KNOWLEDGE



# INNOSUISSE MENTORING WORKS WITH CONSULTING VOUCHERS



Apply for a voucher:

<https://www.innosuisse.ch/mentoring>

# YOUR CONTACTS FOR INNOVATION MENTORING



## MENTORING

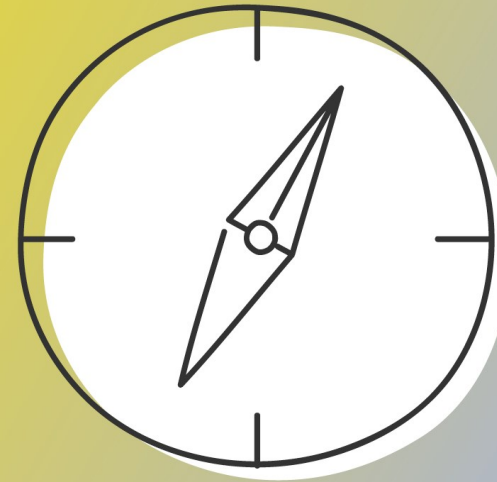
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# WHAT DO YOU NEED TO INNOVATE?

**Navigation  
for your  
innovation**



[www.innosuisse.guide](http://www.innosuisse.guide)



MOVING THE WORLD WITH INNOSUISSE



THANK YOU

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