

Innosuisse

# IMPACT MONITORING 2022



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

**Innosuisse – Swiss Innovation Agency**

**Innosuisse promotes innovation – close to the market and in a connected way**

Innosuisse is the Swiss Innovation Agency. Innosuisse contributes to sustainable economic, social and environmental development at the national and global level by strengthening science-based innovation and entrepreneurship in Switzerland.

## Moving the world with Swiss innovation

The long-term impact goals of innovation promotion can be assigned to five outcomes.

Promotion

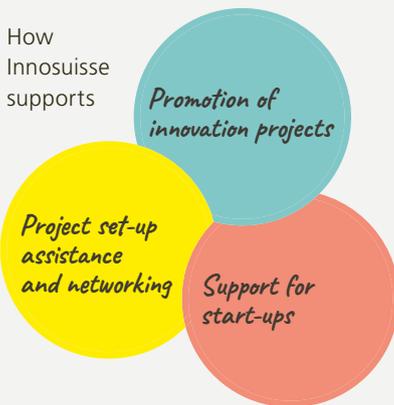


Outcome



Impact

How  
Innosuisse  
supports



- 1 Enabling risky innovations that would not have come about otherwise
- 2 Accelerating knowledge and technology transfer between research and industry
- 3 Strengthening growth and performance of SMEs
- 4 Contributing to more start-up incorporations and a faster growth of start-ups
- 5 Strengthening innovation activities on future key issues

Innosuisse contributes to sustainable economic, social and environmental development at national and global level by strengthening science-based innovation and entrepreneurship in Switzerland.

Cover photo: Anna Krammer, Co-founder of start-up Solaxer, and her business partner aim to become the leading European supplier of high-quality solar receivers.

## Our funding is shown to have a positive impact, even after several years

Innosuisse's funding aims to contribute towards sustainable economic, social and ecological development. In 2022, Innosuisse once again conducted an impact assessment of all completed innovation projects. For the first time, we also included the Start-up Coaching programme in our impact monitoring. This means that the impact in two core areas of innovation promotion can be demonstrated with concrete figures.

I am particularly pleased that the results underline the positive economic impact of the innovation projects among SMEs. As a result of the funded projects, around two thirds of the SMEs involved as main implementation partners have seen their revenue or market share grow, have increased their number of employees or strengthened their research and development. The monitoring also confirms that Innosuisse rarely supports projects that the partners would have carried out without the funding. The results for the Start-up Coaching are particularly encouraging when it comes to successful financing rounds as well as company performance after three years.

Innosuisse mainly promotes innovative endeavours that deal with digital solutions and ecological and social sustainability, within the scope of both innovation projects and the Start-up Coaching programme. In this way, we are helping to ensure the Swiss economy can leverage digital potential and the shift to more sustainability for its long-term competitiveness.

The results of the impact monitoring for 2022 show that the benefits of our funding in terms of economic performance and innovation power are confirmed even after several years.

Gérald Walti  
CFO/Member of the Executive Committee of Innosuisse



### Methodology

The impact monitoring of Innosuisse is based on online surveys of implementation partners of innovation projects and participating start-ups in the Core Coaching at the end of the project or programme and then again three years later. This means that, in 2022, all implementation partners of projects completed in the current year (369) were surveyed, as were all implementation partners of projects completed three years ago in 2019 (383). Response rates are 46% for projects completed in 2019 and 67% for projects completed in 2022. In addition, 142 start-ups that completed the coaching programme in 2022 were surveyed, with a response rate of 63%, and 49 start-ups that completed coaching in 2019 were surveyed, with a response rate of 49%.

The indicators surveyed refer to the strategic goals of the Federal Council and the formulated priorities of innovation promotion.

## Enabling risky innovations that would not have come about otherwise

43%

of innovations are launched onto the market or in the organisation three years after project completion.



Innosuisse focuses on the business plans and the implementation of the projects on the market or in companies when assessing the applications submitted. The results prove that the projects are implemented successfully. 21% of the projects are discontinued or not pursued further.

23%

of the companies have applied for or received patents three years after project completion.

Patents, as intellectual property rights for inventions, are crucial for the economic benefits of innovations. In addition to the patents that have been applied for, 7% of the companies involved and 38% of the coached start-ups have entered into licensing agreements. Trademarks, copyrights or design rights are held by 5% of companies and 50% of start-ups. This protects intellectual property from imitation and regulates collaboration between universities and companies.

58%

of the coached start-ups have applied for or received patents.



42%

of funded projects pursue radical or disruptive forms of innovation.

61%

of coached start-ups deal with radical or disruptive forms of innovation.

4%

of the projects would have been carried out in unchanged form even without funding from Innosuisse.

59%

of the companies have fully achieved or even exceeded their project objectives.

Radical technologies or innovations are often risky and in some cases also have the potential to lead to disruptive effects on the markets. Innosuisse supports companies with high potential for innovations that would not otherwise be carried out due to high innovation risks but that show high economic potential. 28% of innovation projects pursue radical innovations, while 31% suggest potentially disruptive market impacts. These percentages are significantly higher for the coached start-ups: 42% of business ideas are based on radical technologies, and 53% of start-ups rate their business ideas as being highly disruptive.

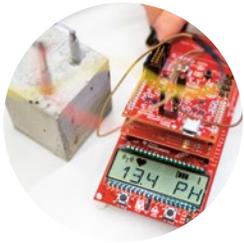
A further 15% would have been realised by the companies to a slightly reduced extent. Four out of five projects would not have been realised at all or only in a greatly reduced form.

Following project completion, 41% rate their project as having been a great or very great success. These figures show both the impact of funding and the risks associated with the feasibility and implementation of innovations.

## Accelerating knowledge and technology transfer between research and industry

54%

of the start-ups in Innosuisse's coaching are based directly on research results from universities.



These business start-ups from universities contribute to the rapid transfer of knowledge and expertise involving high risk from research into innovations on the market, creating new jobs and added value as a result.

58%

of companies continue to work with their research partner after project completion.

Innosuisse funding strengthens mutual knowledge and technology transfer even after project completion. Both benefit from the continued collaboration in the long term: The companies from access to research knowledge, and the research partners from the further development and implementation of the innovation.

63%

of the companies develop further research and innovation ideas.

The funding stimulates additional research and innovation ideas for further projects among the companies. 57% of the companies also perceive a strengthening of the research and innovation culture within their company three years after conclusion of the project.

## Strengthening growth and performance of SMEs

**66%**  
of the SMEs register specific economic effects.



Three years after project completion, clear economic effects of project funding can be demonstrated among the SMEs as main implementation partners: in increased employment in research and development (33%), in growth in total company headcount (35%) and in increased sales (32%). In addition, 36% of all main implementation partners see an increase in market share, 27% see an increase in productivity, and 11% see cost savings.

**63%**  
of the coached start-ups rate their business idea as a global market first.

**30%**  
of companies describe their innovation as a global market first.

Switzerland is one of the most innovative countries in the world, according to the international rankings. Close to one in three innovations supported by Innosuisse is a first on the world market, and for start-ups in coaching, this figure is even markedly higher, offering yet more proof of the success of public innovation promotion.

**4.5**  
Swiss francs in added value from one Swiss franc of funding support within three years.

Every Swiss franc that is invested in innovation projects creates 4.5 Swiss francs of added value at the companies concerned over a period of three years. The innovation projects completed within a given year trigger direct economic added value of around 210 million Swiss francs per year. The funding support associated with this added value amounts to 138 million. The comparison does not include indirect effects on the economy as a result of additional expenditure by the companies. (Projects completed in 2018 and 2019 were used as a basis for the calculation.)

## Contributing to more start-up incorporations and a faster growth of start-ups

84%

of start-ups are active on the market upon completion of the coaching.

National market entry and expansion to global markets are an important prerequisite for rapid growth. The coached start-ups are concentrated in the international target markets of Europe (83%), North America (48%), and Japan (21%) and South Korea (19%) in Asia.



78%

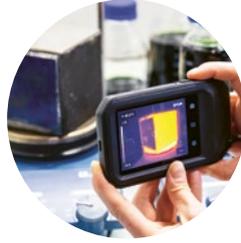
of the start-ups achieved the goals set out in coaching.

Upon completion, three out of four start-ups have mostly achieved, fully achieved or even exceeded their goals in Core Coaching. In this programme, start-ups receive support from experienced coaches and are able to access advice from specialist coaches in specific areas such as intellectual property or financing.

68%

of start-ups were able to procure financing capital during the coaching.

Financing is essential for a start-up's further development. 19% of the coached start-ups even report successful financing rounds with over 5 million Swiss francs. For 81%, capital procurement was an important goal in Core Coaching. To this end, the contribution of coaching is essential for 49% of start-ups.



76%

of founders consider the development of their start-up a success upon completion of coaching.

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Even three years after completing Core Coaching, two thirds of the founders rate the development of their start-up a rather big to a very big success. This underlines the potential of the companies supported.

73%

of the "Proof of Concept" BRIDGE projects funded led to foundation of a start-up.

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These BRIDGE projects enable young researchers to bring their scientific results to market-maturity stage and implement them on the market. In the funding period from 2017 to 2020, 121 "Proof of Concept" projects have been supported, as a result of which 88 start-ups had been founded by the end of 2022. This proportion of start-ups having been founded demonstrates the impact of this funding approach. The funding instrument is offered jointly with the Swiss National Science Foundation.

## Strengthening innovation activities on future key issues

55%

of projects deal with digital solutions.

The ongoing digital transformation is a strong driver of innovation. 73% of the coached start-ups develop their business models and innovations using digital solutions and technologies. Digitisation is also a key driver of innovation for the innovation projects.

73%

of coached start-ups base their business model and their innovation on digital solutions.

59%

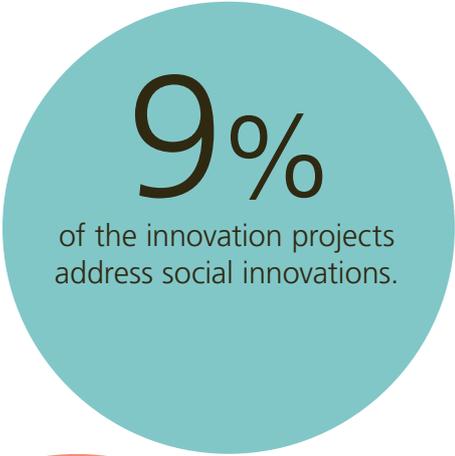
of the projects are geared towards environmental or social sustainability.



Ensuring sustainability in the economy, society and the environment is an enormous challenge. The funded projects and the coached start-ups make important contributions to sustainability. 45% of funded innovation projects target environmental sustainability, and 32% target social sustainability. Among the coached start-ups, social issues (40%) are at least as important as environmental concerns (34%).

56%

of the coached start-ups are geared towards sustainability.



9%

of the innovation projects  
address social innovations.

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Social and non-technical innovations offer novel solutions that directly address social or societal challenges and work towards change in society.



10%

of the coached start-ups  
deal with social innovation.

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Available from: [media@innosuisse.ch](mailto:media@innosuisse.ch)

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Innosuisse – Swiss Innovation Agency  
Einsteinstrasse 2  
3003 Bern

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