

## **TECHNOPARK®-Alliance**

### Mission

#### **1. Networking expertise**

We're dedicated to the idea of building networks of expertise. This applies to the technologies for which we have recognised that many innovations emerge at the point of intersection between existing knowledge and skills, allowing us to facilitate the interaction of different skill sets and to bring them together. It also applies to providing knowledge and capabilities as well as active support in the field of market access and management, including through internal contact with companies with longstanding experience. Finally, we use successful practices developed in one of our Technoparks in all of our Technoparks to maximize the success of the methods used in all Technoparks belonging to the alliance. The conditions for achieving this are determined on a case-by-case basis.

True to the concept, each of our Technoparks works closely with at least one specific partner university.

#### **2. Our clients**

Our clients are our Technopark companies (including tenant universities and research centres). Our success is measured by the success of our clients. We measure their success, in turn, by the number of jobs created and maintained long-term. It is our specific mission to continuously expand and adapt the outstanding and diverse ways in which we provide ongoing support to our clients in turning inventions into marketable innovations according to their ever-changing needs. For this to be successful, our clients need to fulfil the conceptual and qualitative preconditions specified by us. We also cultivate trust-based collaborative relationships with partners who carry out specific tasks to the highest quality standards in our common fields of activity. Ultimately, these collaborations benefit our clients as well.

#### **3. Culture**

In keeping with our innovation-oriented mission, we are open to new ideas and proposals, which we first analyse in terms of their potential before then analysing them in terms of their risks. This allows us to develop a balanced opportunity-risk profile. In cases of doubt, we tend to opt for implementation – rather than against it. We are aware and also emphasise publicly that our mission is associated with significant risks: we can boost the chances of success and thus substantially minimise the risk to our clients through selection, coaching and networking support. However, we cannot eliminate that risk entirely,

and failures among our clients are not fully unescapable. We scrutinise all of our work in pursuit of our mission as it relates to business efficiency, and our actions are informed by an entrepreneurial spirit.

#### **4. The Technopark brand as a quality seal**

Every day, we strive to improve the success rate of our companies and achieve the innovation goals through selection, coaching, brokering contacts, tending to networks and bringing together different capabilities. Within the individual Technoparks, we do our utmost to foster a sense of community, awareness of the business-development support that helps entrepreneurs help themselves, and the pride that accompanies being a part of the Technopark family. We are working on an alumni programme in which the experience of successful former colleagues can aid in the development of today's start-ups.

#### **5. Financing**

Our goal is to strengthen state-supported research at the universities, which represents our source. We aim for the best possible private financing to achieve this by creating tax revenue-generating value out of the state's investment in research.

We stress to our lessors the image boost that they enjoy from the Technopark seal of quality, which in turn is expected to be supported in the form of a reasonable part in helping to finance our efforts and thus the further strengthening of the brand. We create confidence on the part of our potential private financiers to help finance our centres and projects (sponsoring, donations, etc.) through our achievements and our civic commitment to the maxim 'less state, more private initiative'.

We work closely with state institutions, be it through the use of state programmes or the utilisation of synergies in the improvement of conditions for technology transfer, innovation and entrepreneurship. Drawing subsidies, by contrast, is not our focus; we do not regard either public-private partnerships or service mandates as subsidies.

In the area of financing start-ups, we work closely with private and public institutions. If necessary, we establish matching funds.

## **6. PR**

The alliance conducts collaborative, professional public relations campaigns to enable our users (universities, businesses, entrepreneurs, politicians, the public, media, business angels, venture capitalists, banks, etc.) to recognise and take advantage of our contribution to the future of our economy and to further strengthen the Swiss culture of business and innovation by offering successful examples. This promotes the effectiveness of the quality seal to the benefit of our companies and benefactors.

## **7. Partnership with the real estate owners**

The property owners of our members represent a major part of our success through their expert understanding and fulfilment of the very special infrastructure needs of start-ups conducting research and development as well as tenant universities and research institutions. The specialised concept of a Technopark does require a somewhat more substantial investment, but also offers a very attractive USP for the lease.

We strive to maintain very close relations with our real estate partners, emphasise the exceptional specifications in comparison to conventional real estate, coordinate with them the concrete means for maintaining the indispensable, close cooperation and promote their services to the public in order to amplify the success of our Technoparks. The precise details concerning the relationship between the owners and the ideal tenants are handled by the individual Technoparks.