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Innovation Projects with different sizes companies: Challenges and Opportunities

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Knowledge and technology transfer of universities of applied sciences: New directions based on proven concepts

03.11.2021

Outline

- The FFHS and the LWS
- Innovation definition
- Role of the research
- Innosuisse
- Lessons Learned

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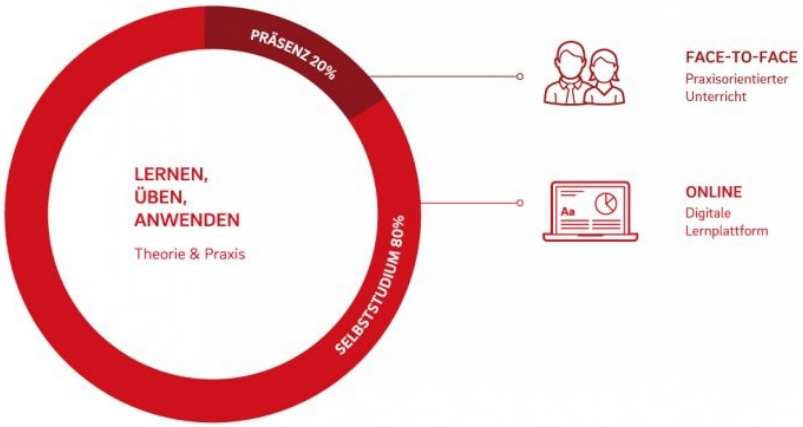
- Nationally recognized university affiliated to the University of Applied Science and Arts of Southern Switzerland (SUPSI)
- Since 1998 offers Bachelor and Master’s degrees and continuing education programs
- Alternative for students looking to combine work, family and study
- Blended Learning: 20%@school, 80%@home



The Laboratory for Web Science

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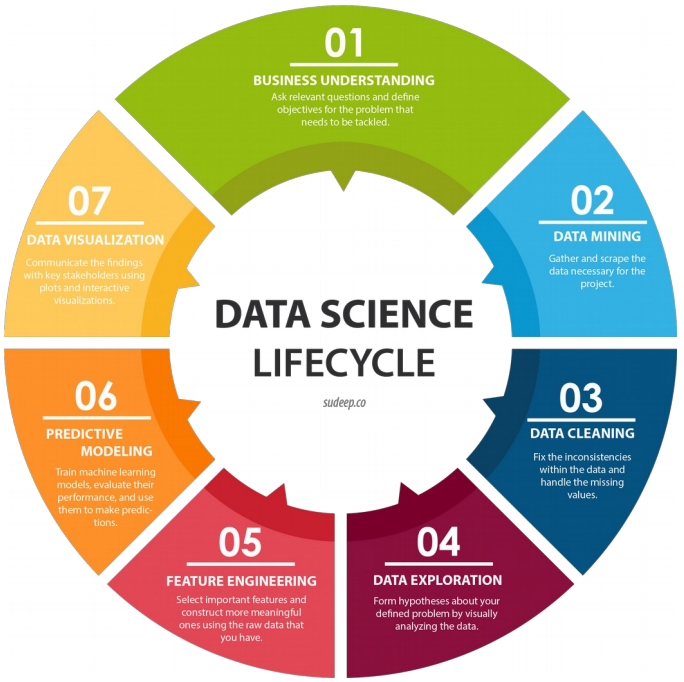
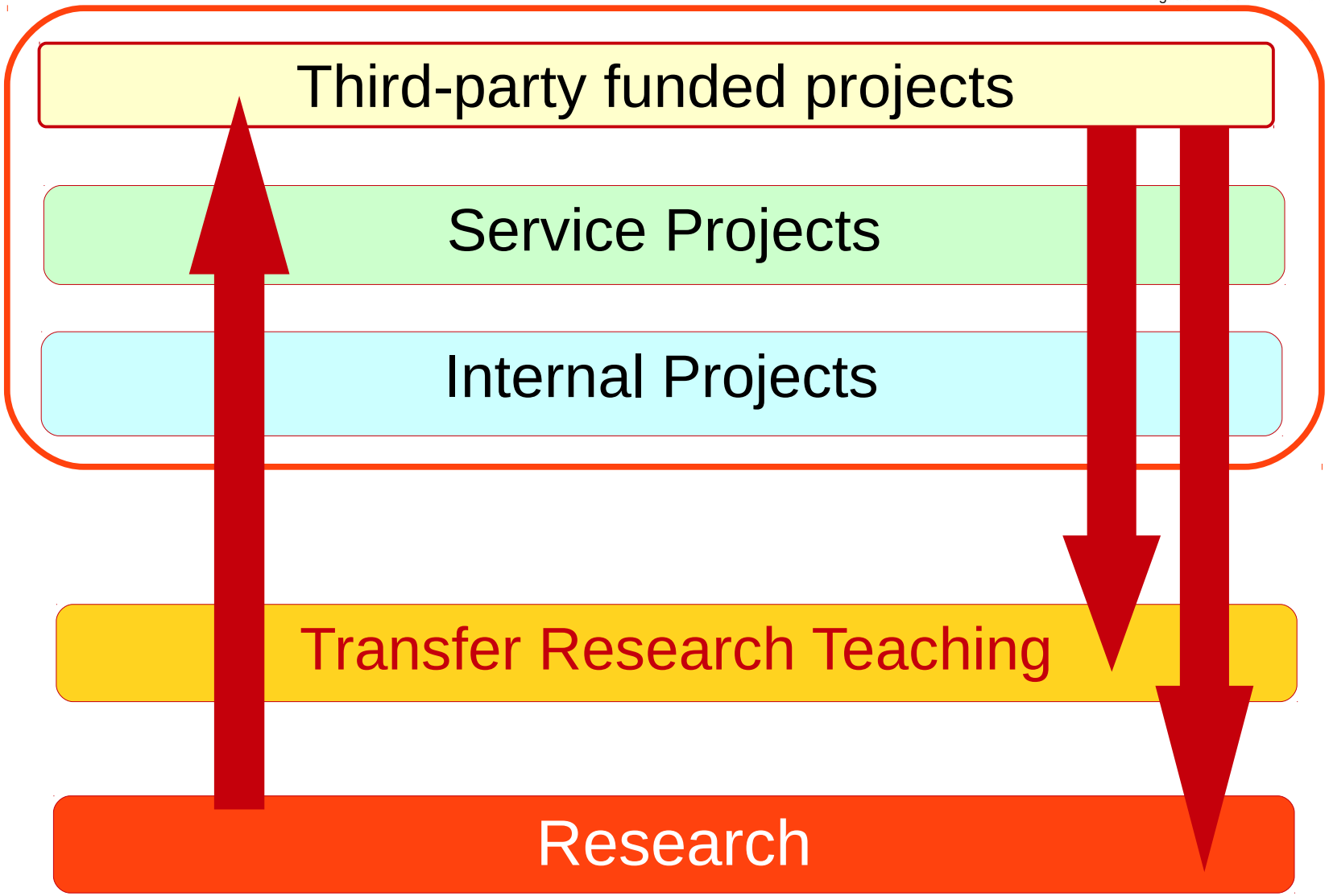
- Enthusiastic scientists with different backgrounds:
  - Computer Science
  - Mathematics
  - Physics
- Established research fields
  - Geohealth Analytics
  - Data Science for Energy, Environment, and Materials
- Additional research fields:
  - Natural Language Processing
  - Complex Networks



Projects


Third-party funded projects
Service Projects
Internal Projects
Transfer Research Teaching
Research

What is innovation and why do we need it?

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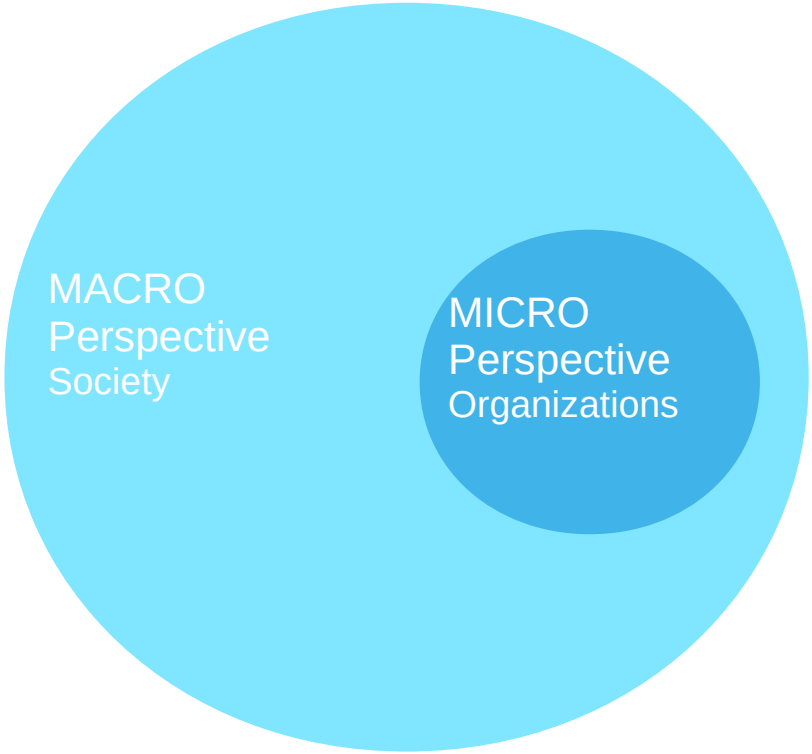

Macro perspective: The role of innovation in our society

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- In general, the result of innovation should always be improvement.
- From the society's perspective, the fundamental outcomes of innovation are:
  - economic growth
  - increased well-being and communication
  - educational accessibility
  - environmental sustainability

Micro perspective: The importance of innovation for an organization

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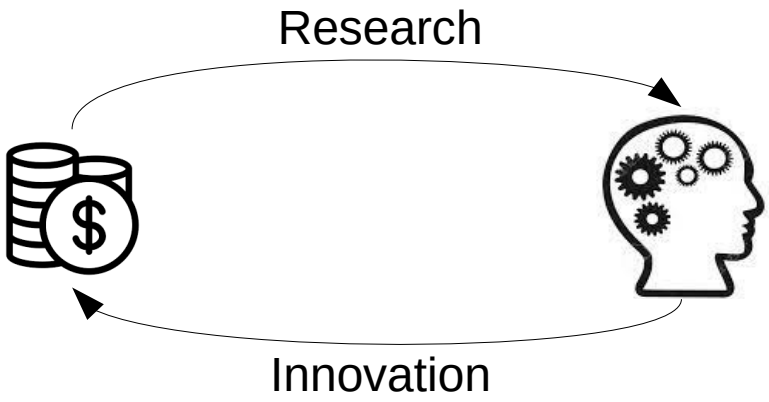
- Competitive advantage
- Maximize ROI
- Increased productivity
- Positive impact on company culture

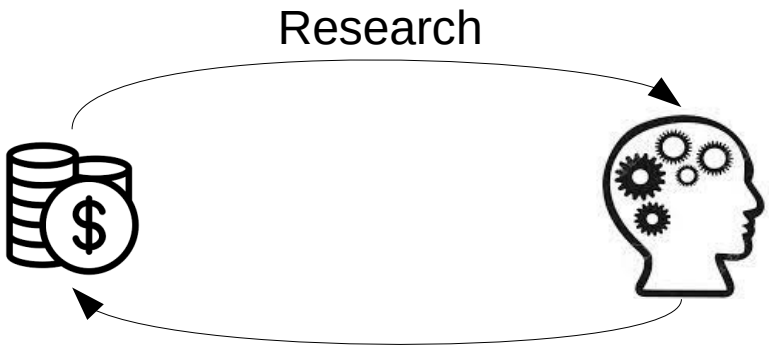
The role of research in innovation

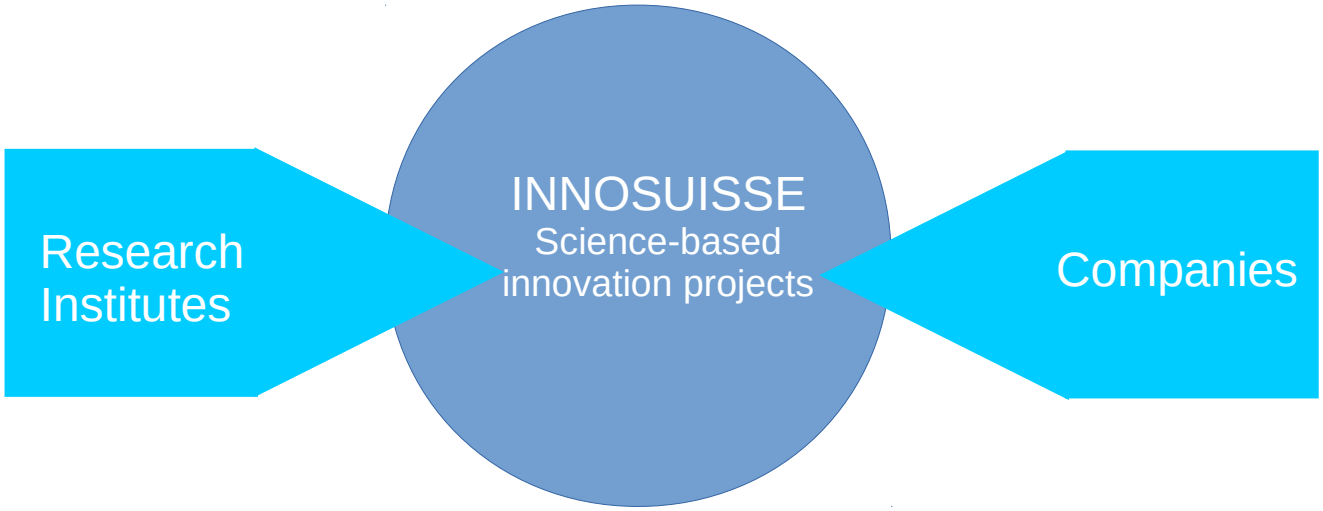


Research Institutes

Companies

The role of research in innovation





Innosuisse

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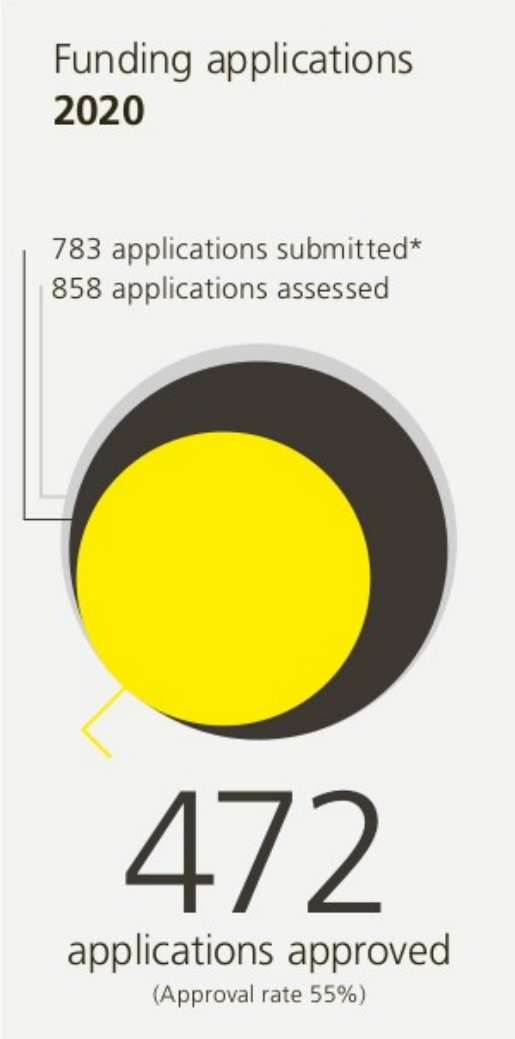

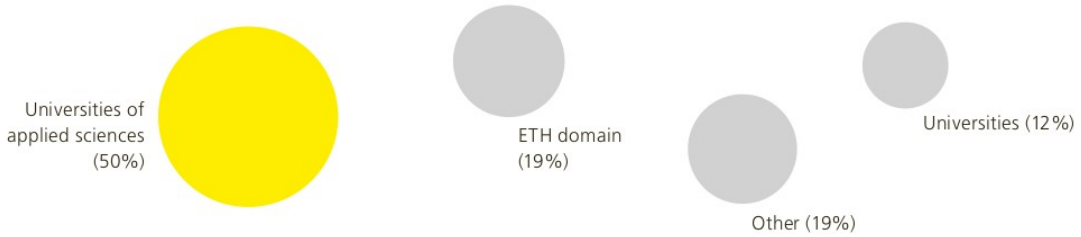

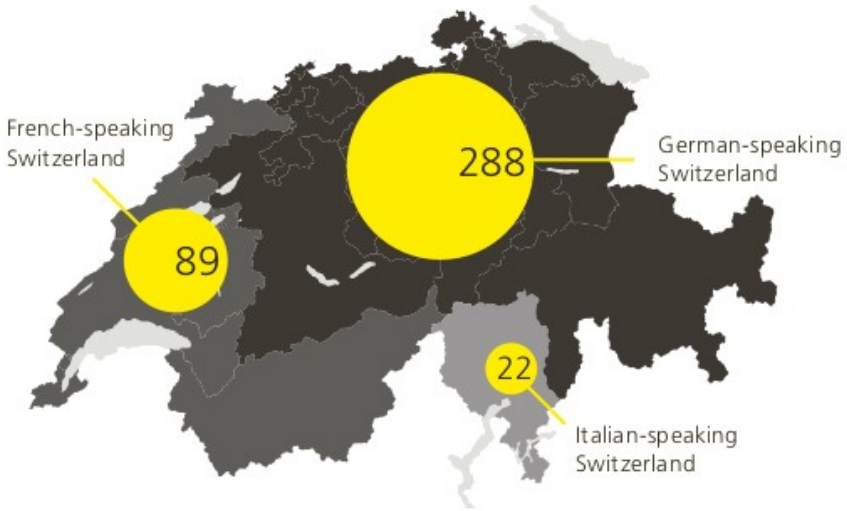

1,254
innovation projects
were ongoing at the end of 2020.

https://www.innosuisse.ch/inno/en/home/funding-business-information/publications/annual-magazine-discover-2020.html

Lessons Learned 1: Research Institutions

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Small Companies		Medium/Big Companies	
+	-	+	-
More innovative ideas	Lacks critical mass	Easier to get a project	Skepticism (not invented here), inertia
More dynamic	Solidity	More resources	Risk averse
Agile		Bigger projects	Not agile
Faster reaction		Follow up projects	Complex structure
Risk prone			UAS goes to company
Company goes to UAS			

Lessons Learned 2: Companies

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+	-
Exploitation of market opportunities	50% investment too high
UAS have good researchers	Go abroad
Sharing risks	Own research
Acceleration of the innovation process	
Access to knowledge and infrastructure	

Share your experience

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Thank you!