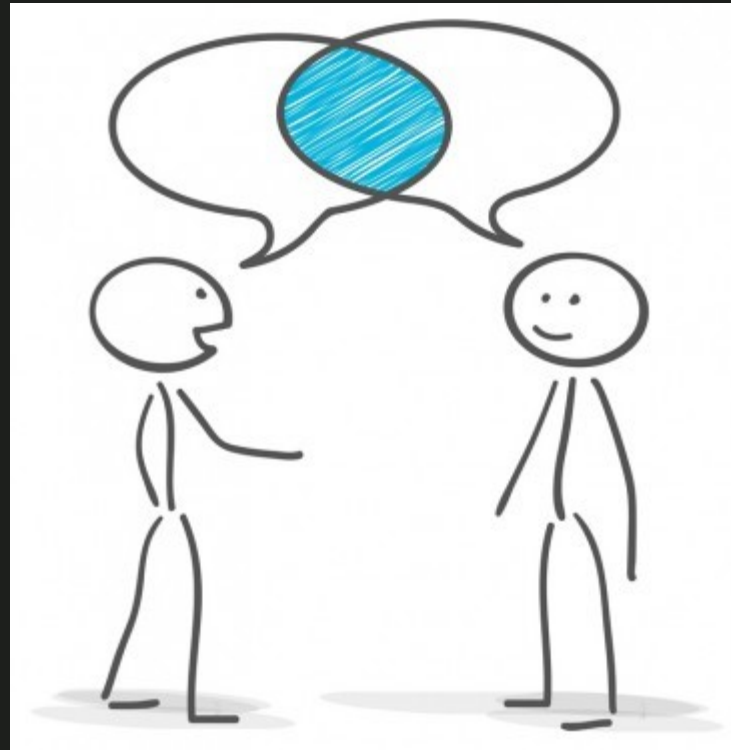


Innovation

Made in Switzerland







Innovation in
der Schweiz



SWITZERLAND
INNOVATION

Innovation



Schweiz ist innovativstes Land der Welt

von Beat Hürlimann

Montag, 08. Februar 2021

GLOBAL
INNOVATION
INDEX 2020



SWITZERLAND

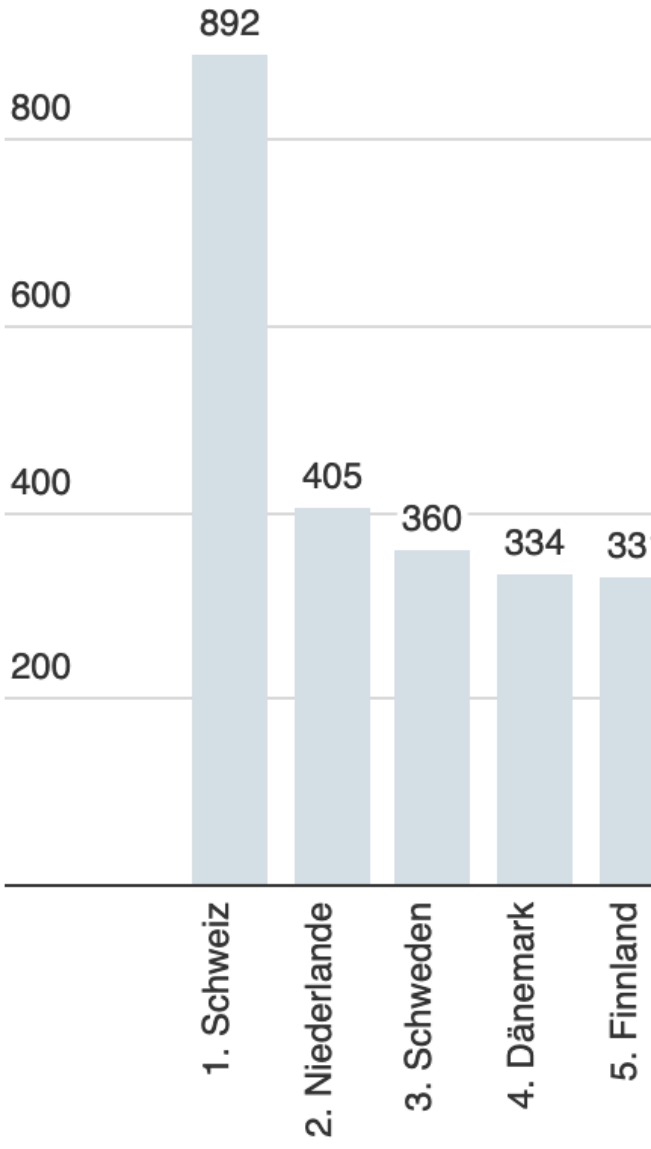
1st

Switzerland ranks 1st among the 131 economies featured in the GII 2020.

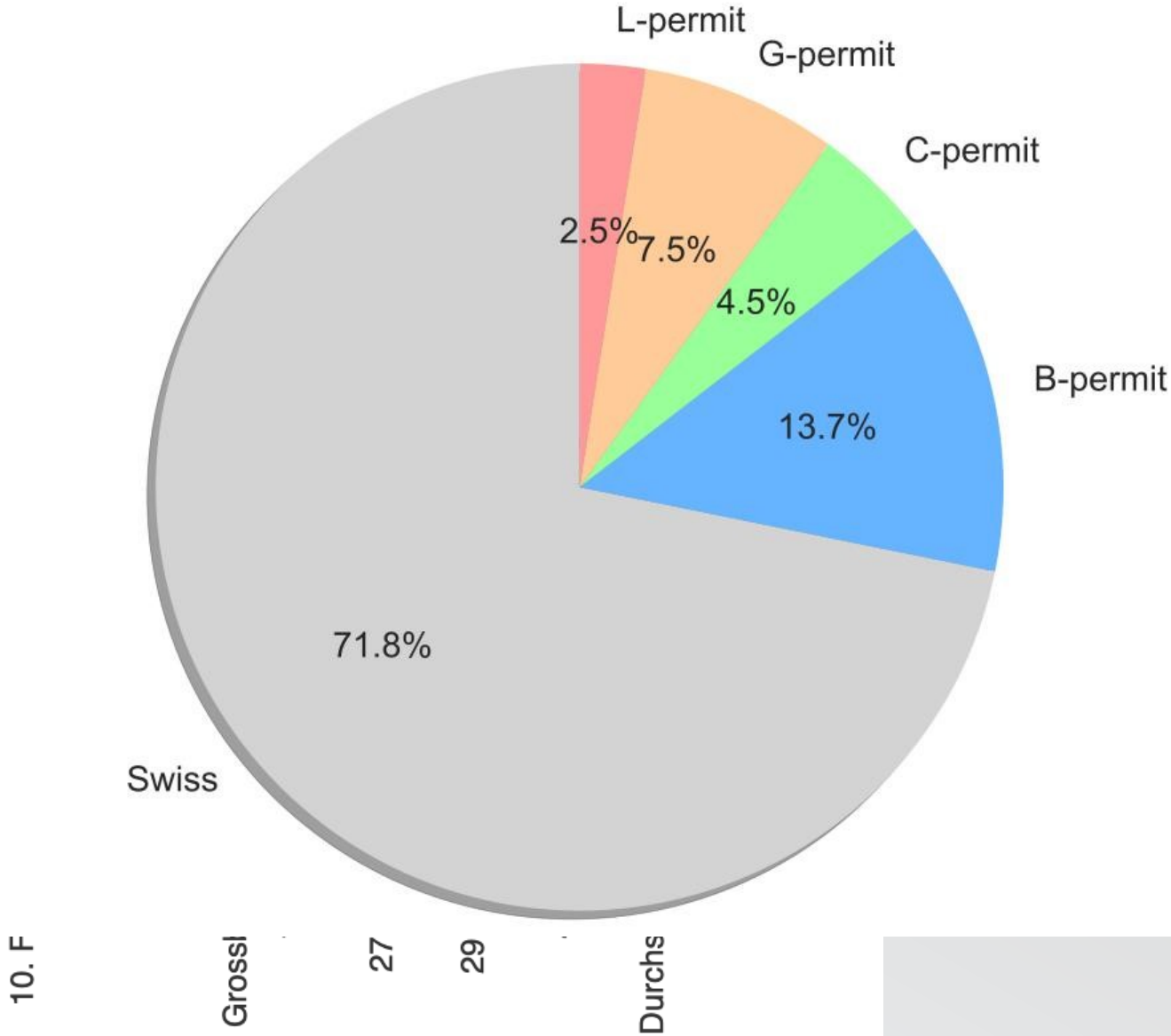


Die Schweiz, Patent-Weltmeisterin

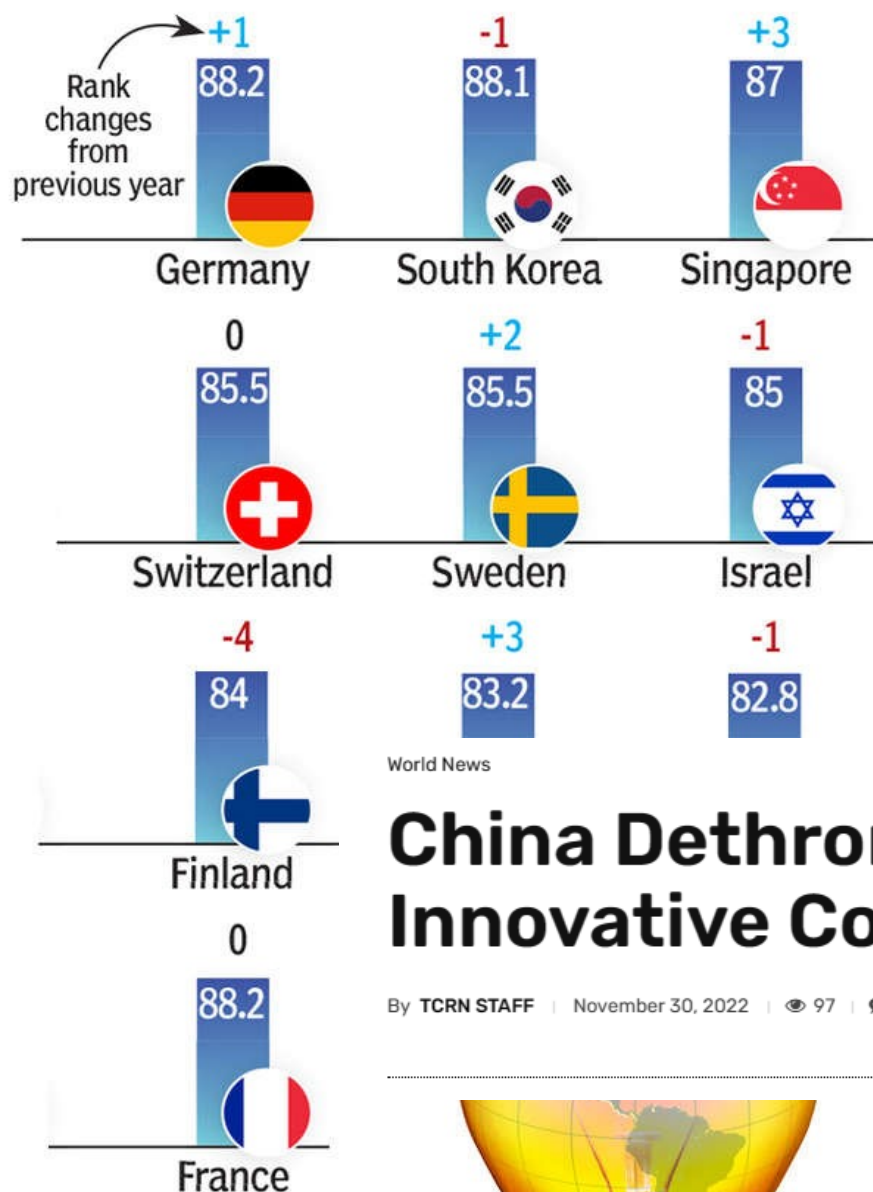
Anzahl Patent-Gesuche (pro Million)



Swiss and Foreign inventors (by permit type) - 2002-2015



The most innovative economies in the world | INDEX SCORES

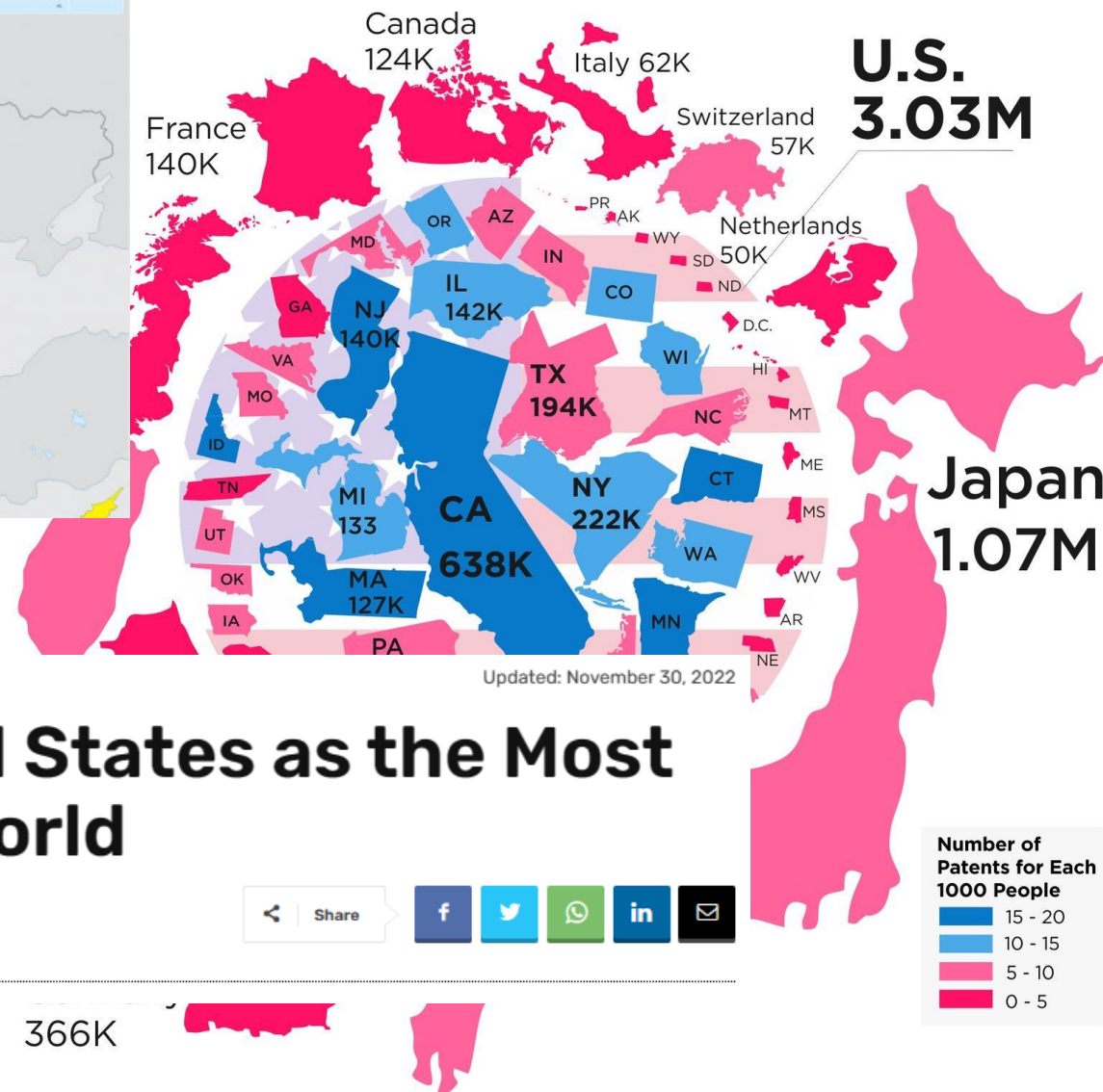


World News

China Dethroned the United States as the Most Innovative Country in the World

By TCRN STAFF | November 30, 2022 | 97 | 0

United States of Innovation Number of Patents by Country (1977 to 2015)



366K

Output rank	Input rank	Income	Region	Population (mn)	GDP, PPP\$	GDP per capita, PPP\$	GII 2019 rank
1	2	High	EUR	8.6	565.6	57,791.1	1

	Score/Value	Rank
 INSTITUTIONS	88.0	13

1.1 Political environment	94.2	2	● ◆
1.1.1 Political and operational stability*.....	91.1	5	
1.1.2 Government effectiveness*.....	95.7	2	● ◆
1.2 Regulatory environment	94.4	7	
1.2.1 Regulatory quality*.....	88.8	8	
1.2.2 Rule of law*.....	97.0	3	●
1.2.3 Cost of redundancy dismissal, salary weeks.....	10.1	31	
1.3 Business environment	75.5	47	○ ◆
1.3.1 Ease of starting a business*.....	88.4	66	○ ◆
1.3.2 Ease of resolving insolvency*.....	62.6	44	◆

 HUMAN CAPITAL & RESEARCH	60.7	6
---	------	---

2.1 Education	56.1	31	
2.1.1 Expenditure on education, % GDP...Ⓢ	5.1	40	
2.1.2 Government funding/pupil, secondary, % GDP/cap...Ⓢ	24.5	22	
2.1.3 School life expectancy, years.....	16.3	26	
2.1.4 PISA scales in reading, maths, & science.....	498.2	21	
2.1.5 Pupil-teacher ratio, secondary...Ⓢ	9.8	31	
2.2 Tertiary education	49.4	18	
2.2.1 Tertiary enrolment, % gross.....	59.6	48	○
2.2.2 Graduates in science & engineering, %.....	24.9	38	○
2.2.3 Tertiary inbound mobility, %.....	17.8	9	◆

	Score/Value	Rank
 BUSINESS SOPHISTICATION.....	64.1	2 ● ◆

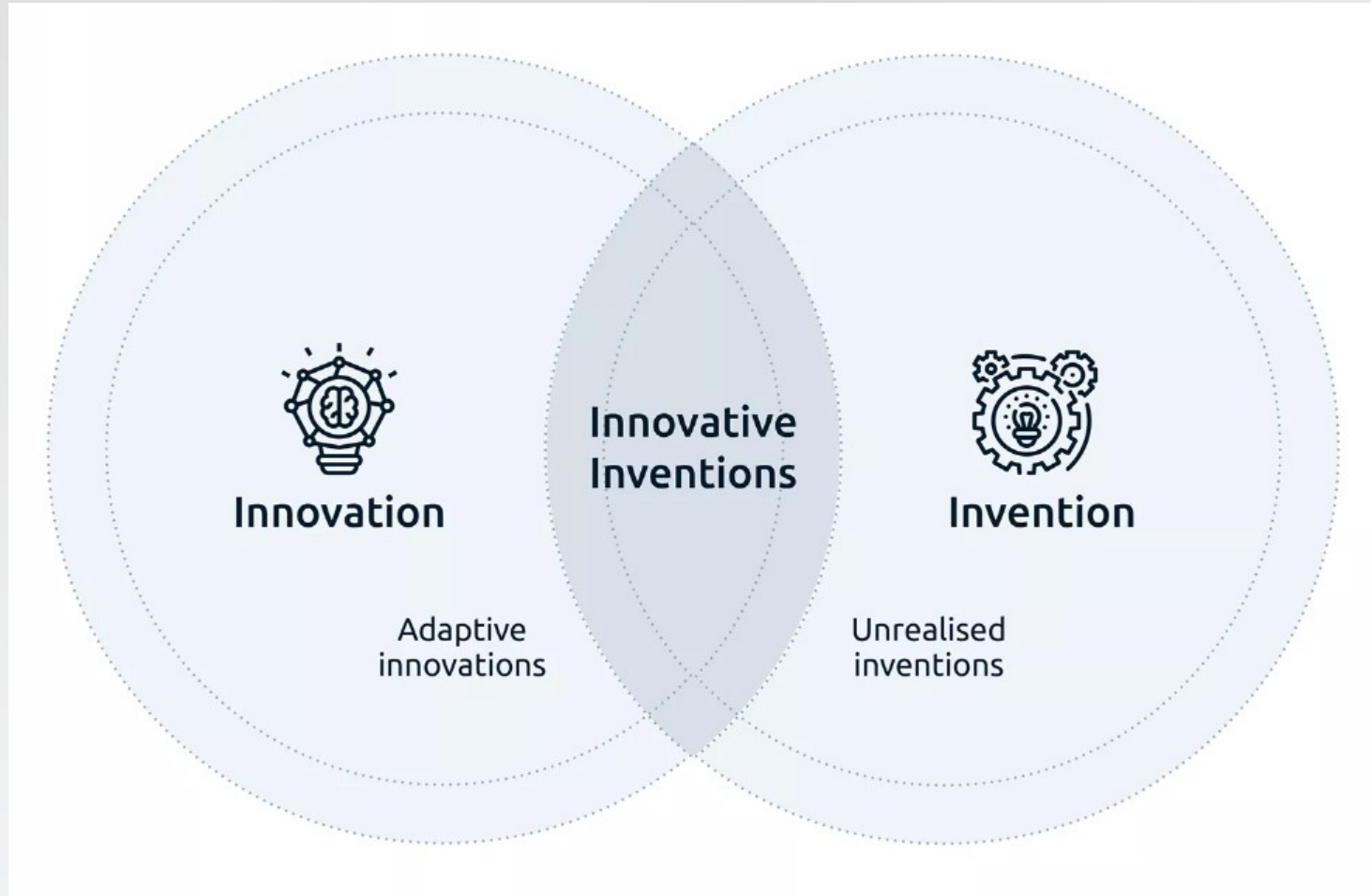
5.1 Knowledge workers	74.0	4	◆
5.1.1 Knowledge-intensive employment, %.....	53.8	3	● ◆
5.1.2 Firms offering formal training, %.....	n/a	n/a	
5.1.3 GERD performed by business, % GDP...Ⓢ	2.3	5	
5.1.4 GERD financed by business, %.....	68.6	6	◆
5.1.5 Females employed w/advanced degrees, %.....	19.5	30	
5.2 Innovation linkages	66.2	5	
5.2.1 University/industry research collaboration*.....	77.5	2	● ◆
5.2.2 State of cluster development*.....	71.9	5	◆
5.2.3 GERD financed by abroad, % GDP.....	0.2	22	
5.2.4 JV-strategic alliance deals/bn PPP\$ GDP.....	0.2	13	
5.2.5 Patent families 2+ offices/bn PPP\$ GDP.....	8.0	1	● ◆

5.3 Knowledge absorption	52.0	12	
5.3.1 Intellectual property payments, % total trade.....	3.0	5	
5.3.2 High-tech imports, % total trade.....	6.4	87	○
5.3.3 ICT services imports, % total trade.....	3.8	3	● ◆
5.3.4 FDI net inflows, % GDP.....	3.7	40	
5.3.5 Research talent, % in business enterprise...Ⓢ	49.7	24	

 KNOWLEDGE & TECHNOLOGY OUTPUTS	65.5	1	● ◆
--	------	---	-----

6.1 Knowledge creation	87.9	1	● ◆
6.1.1 Patents by origin/bn PPP\$ GDP.....	16.7	1	● ◆
6.1.2 PCT patents by origin/bn PPP\$ GDP.....	8.2	3	● ◆

Innovation vs. Invention



Vermarktung & Nutzung

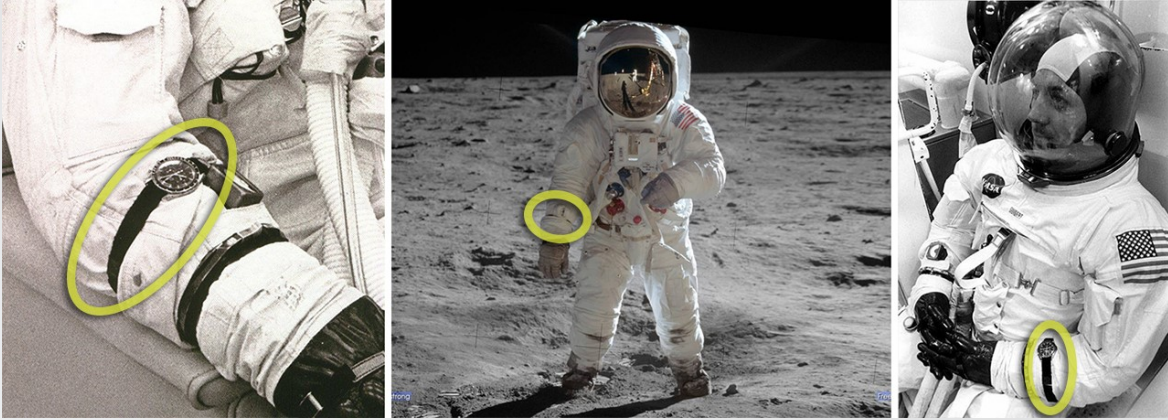
Idee & funktionstüchtig

Innovation vs. Invention

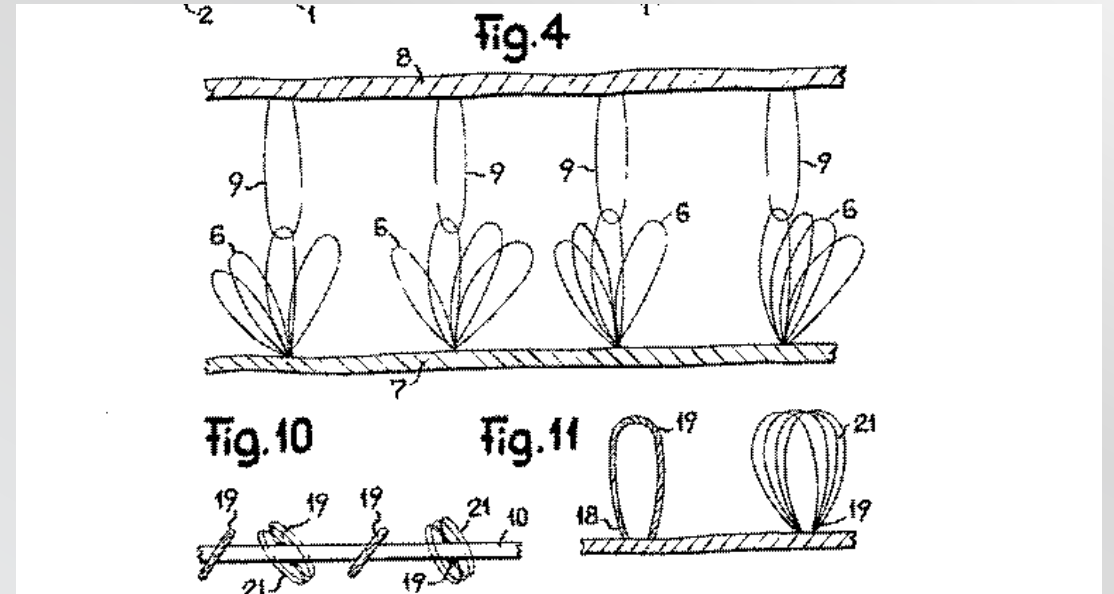


Idee & funktionstüchtig

Innovation vs. Invention



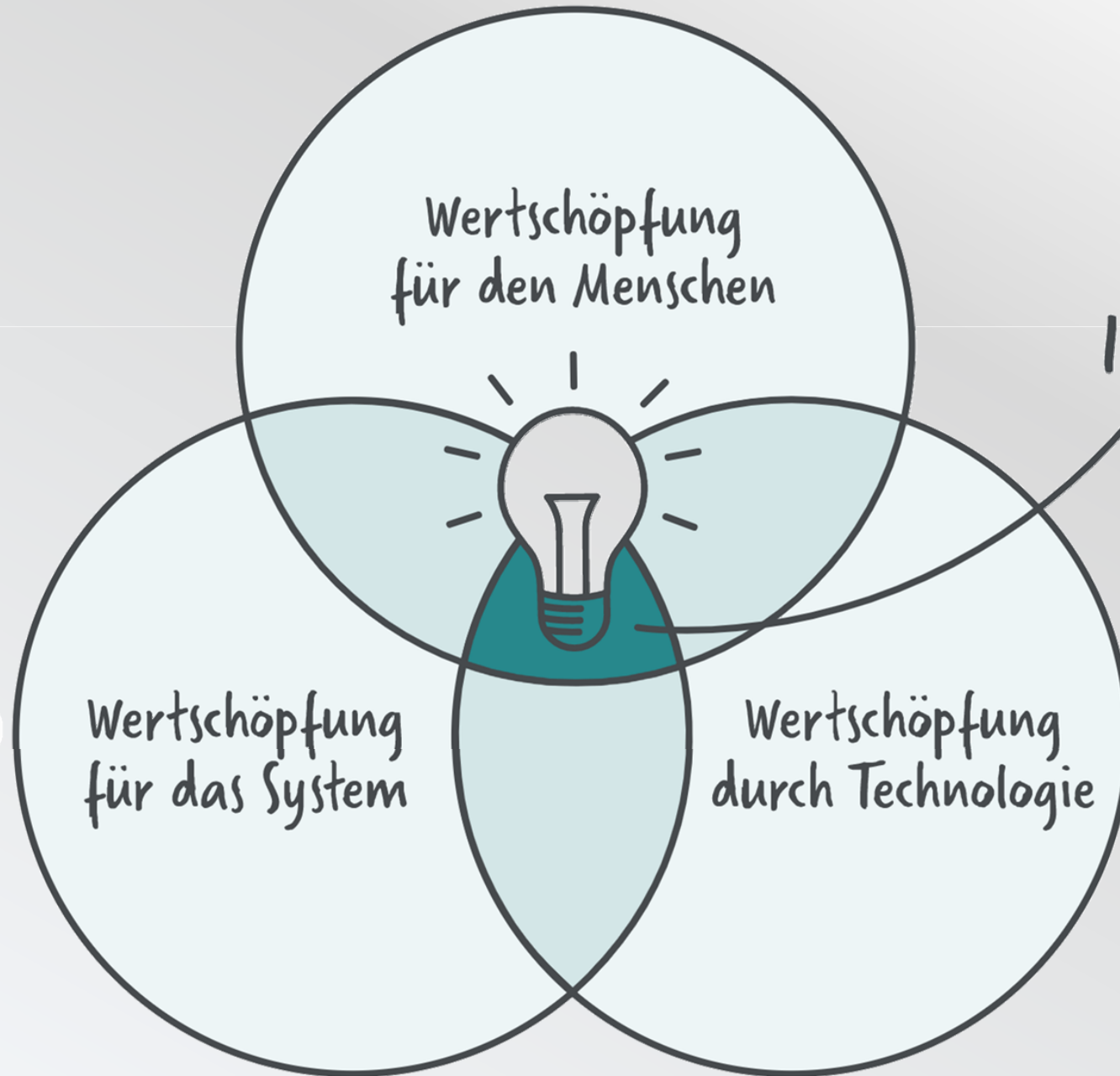
Vermarktung & Nutzung



Idee & funktionstüchtig

“Eine Innovation ist die erfolgreiche
Durchsetzung einer technischen oder
organisatorischen Neuerung, nicht allein ihre
Erfindung.”

(Joseph Schumpeter)



Innovation

INNOVATION

IDEAS

BUSINESS

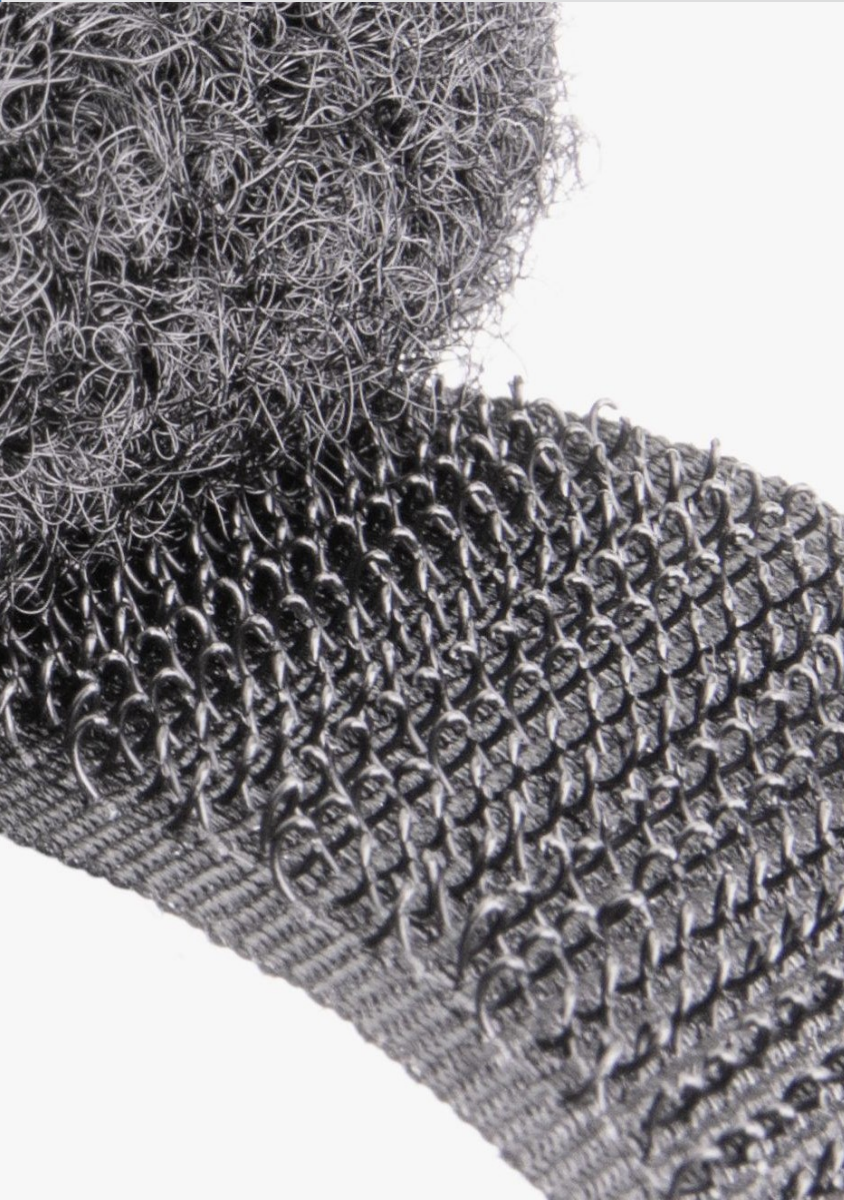
CREATIVITY

SOLUTION

INNOVATOR

GOAL
INDEX
CYCLE
INDICATOR
PROCESS
CUSTOMER
NEW
VALUES
RESEARCH
SUPPORT
KNOWLEDGE
APPROACH
DECISION
FINANCIAL
GROWTH
CATALYST
CHANGE
MEASURES
IMPLEMENTATION
REJECT
INPUT
DEVELOPMENT
ECONOMY
CONCEPT
EFFECTIVE
MARKET
TECHNOLOGY
SKILLS
NEEDS
REQUIREMENT
DEFINITION
ADOPT
SOURCE

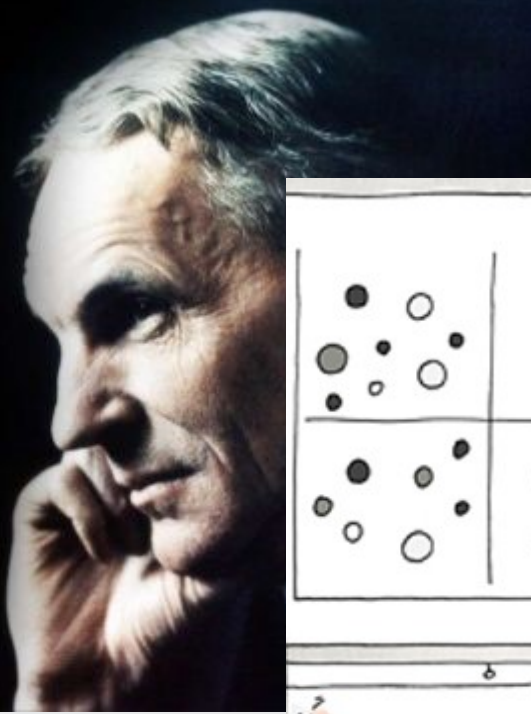
Innovation Made in Switzerland



Innovation = Überzeugung

"If I had asked people what they wanted, they would have said faster horses."

Henry Ford



Innovationsarten

Prozessinnovation:

Die Veränderung oder Neuentwicklung von Prozessen und Abläufen.
(*Fließband*)

Produktinnovation:

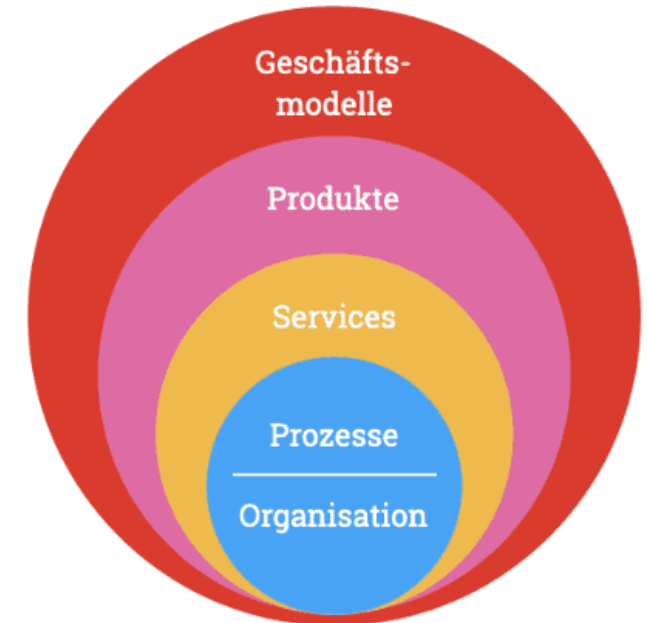
Die Entwicklung innovativer Produkteigenschaften oder neuer Produkte.
(*GoPro, Dropbox*)

Serviceinnovation:

Die Entwicklung neuer Dienstleistungen und Serviceangebote.
(*Uber, TripAdvisor*)

Geschäftsmodellinnovation:

Die Entwicklung innovativer Arten der Wertschöpfung.
(*Netflix*)



Innosuisse Innovation Booster



ARTIFICIAL INTELLIGENCE

AI has become so simple and affordable that almost anyone anywhere can use it

It's helping people learn foreign languages, find tumours in medical images, and automate tasks like

ADITI & RAVEENA FOR VOICE CHATS

Policybazaar.com, one of India's largest insurance marketplaces, has integrated Amazon Polly, a service used to turn text into lifelike speech, with its in-house IVR (interactive voice response) to increase user 100,000 calls.

of human voice recording for IVRs was painful. If the person whose voice was used quits the company, and some changes were to be made to the IVR, the whole thing would have to be re-recorded. With Polly, the



BETTER THAN HUMANS

redBus uses AI to showcase customer reviews in a much more useful way. Click-through rate has increased by 20% since it started using AI.

Haptik, which people use most to set reminders — for wake-up calls, to drink water — uses AI to make personalized

story of products with similar attributes, or on the behaviour of other customers who were interested in similar things.

In B2B and B2C businesses, it is critical that goods are available quickly so there are algorithms today that can predict the daily demand for goods. This is a

MRCHD
merchantday

Ohne KI wirds ~~bald~~ nicht mehr gehen

DANIEL HÖHNKE
PIXUP MEDIA



jura

Kaffeevollautomat
ENA 8 Touch Full
Metropolitan Black

- 1,1 Liter Wassertank
- 125 Gramm Bohnenbehälter
- 12 Kaffeespezialitäten
- Puls-Extraktionsprozess (P.E.P.®) optimiert die Extraktionszeit
- Touchscreen-Farbdisplay
- Auch in weiteren Farbausführungen erhältlich

Bestell-Nr.: 346 728



899.-

Abhol-Barpreis

Künstliche Intelligenz:
die am häufigsten bezogenen
Produkte ordnen sich autom. auf
den Plätzen 1 - 4 an.

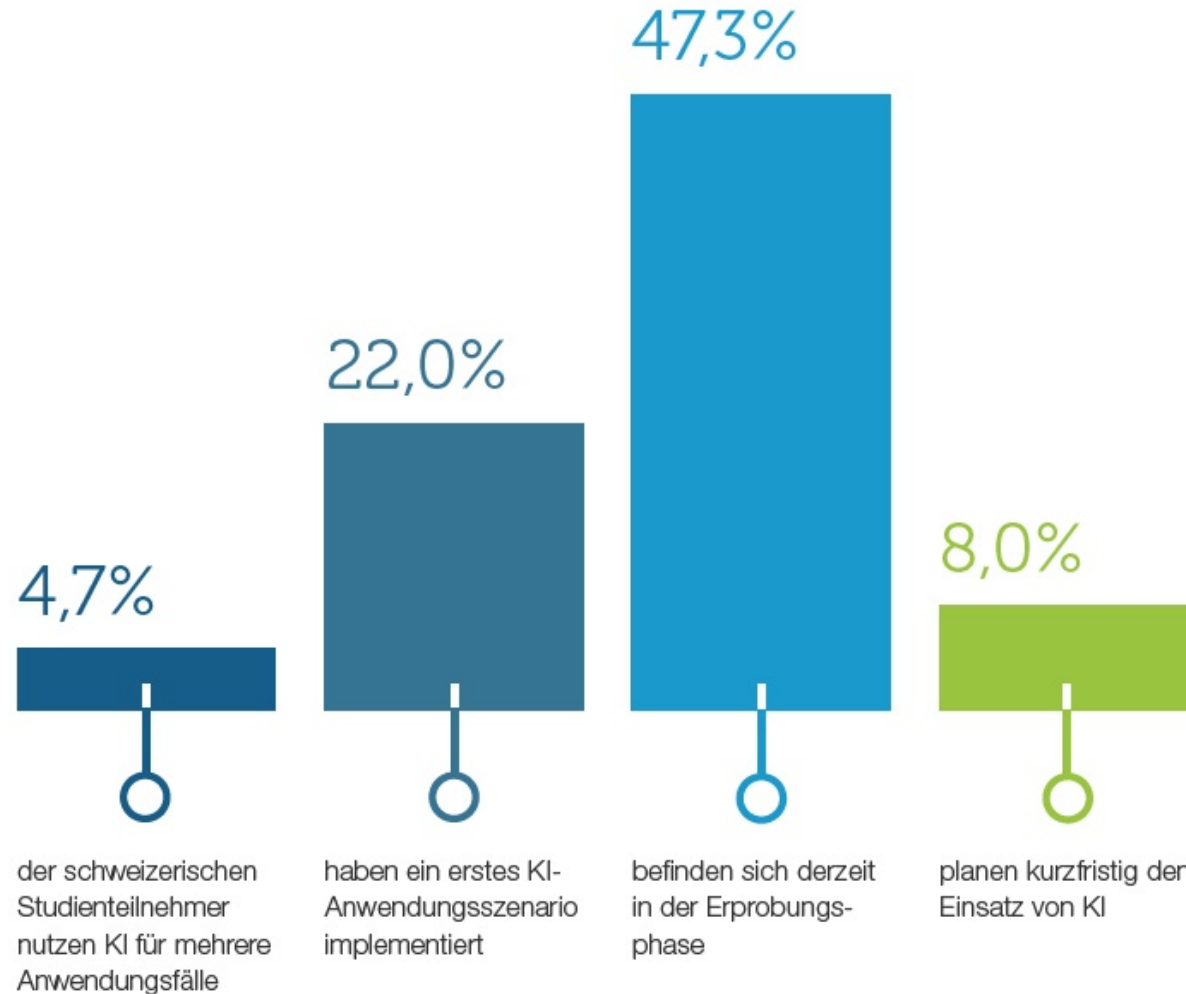
Cappuccino, Latte Macchiato,
Cortado etc. auf Knopfdruck

RICHTIG TEXTEN MIT KI

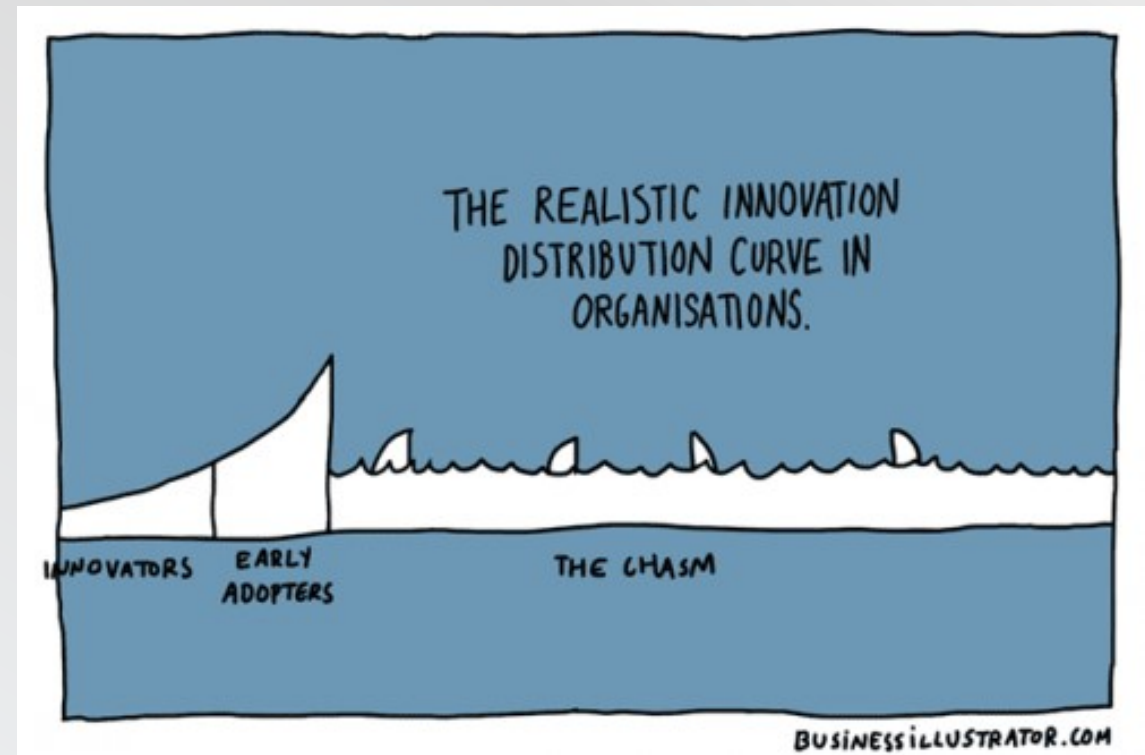
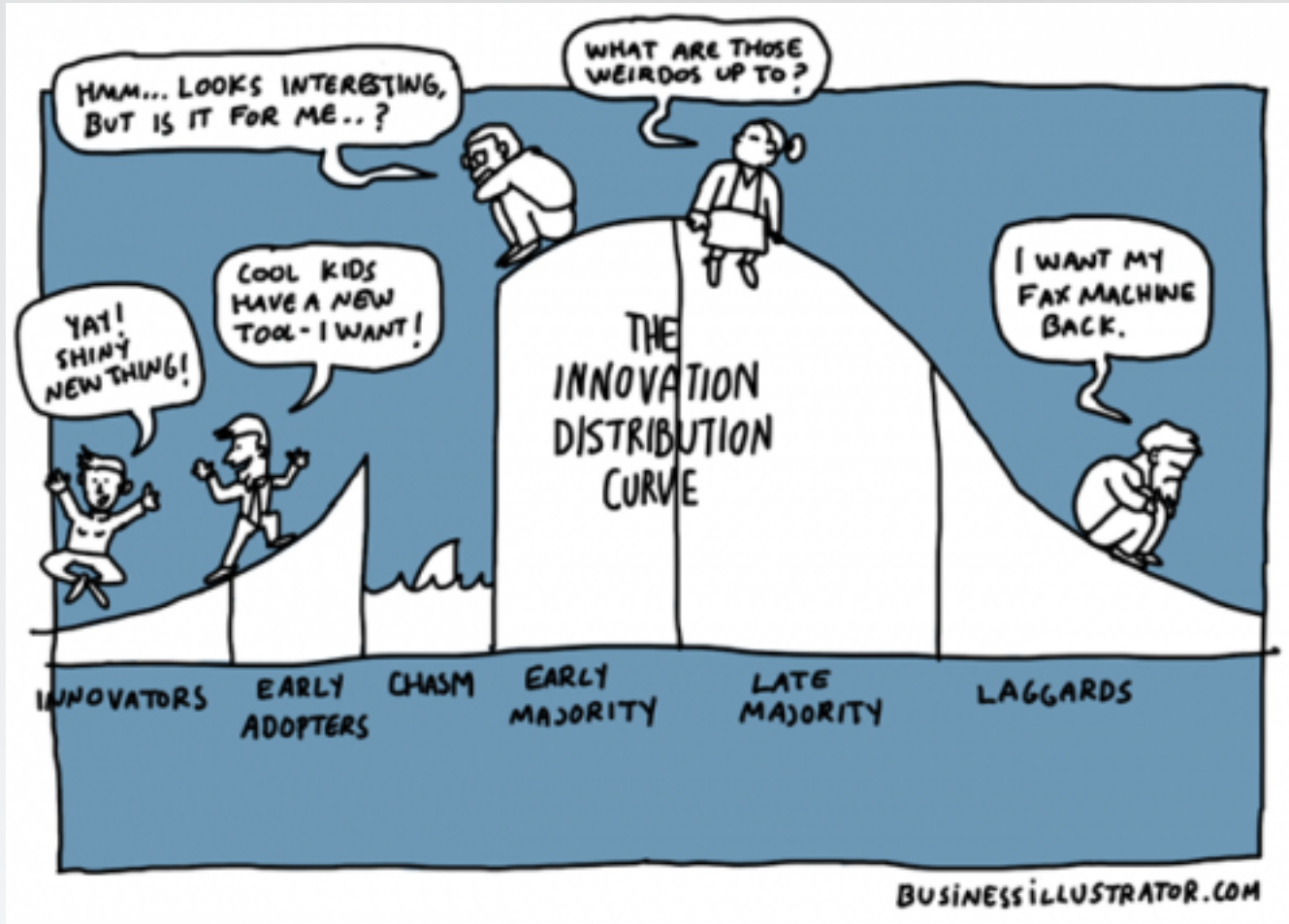
CHATGPT, GPT-4, GPT-3 & CO.

Künstliche Intelligenz / Artificial Intelligence

KI erobert die Unternehmenswelt



Künstliche Intelligenz / Artificial Intelligence



Wo liegt das Problem?

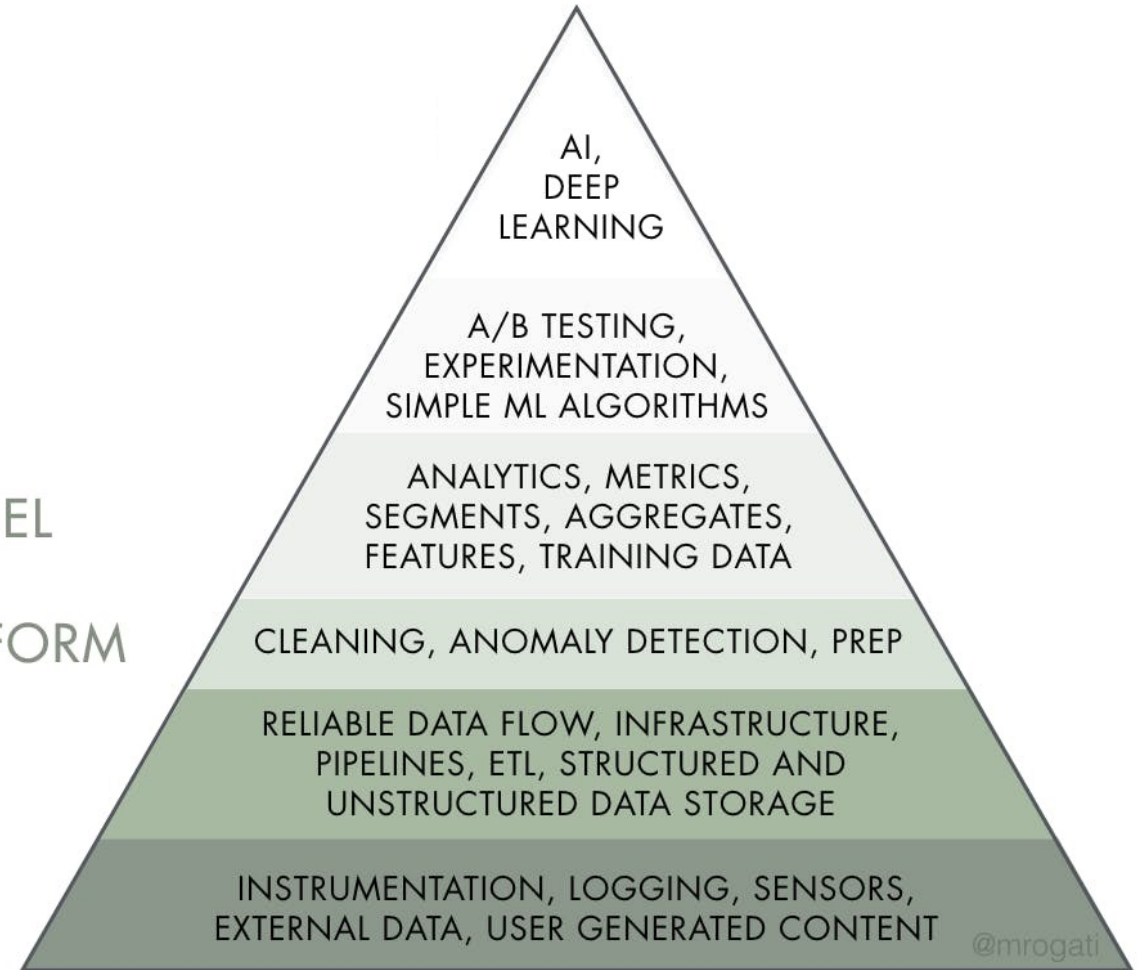
LEARN/OPTIMIZE

AGGREGATE/LABEL

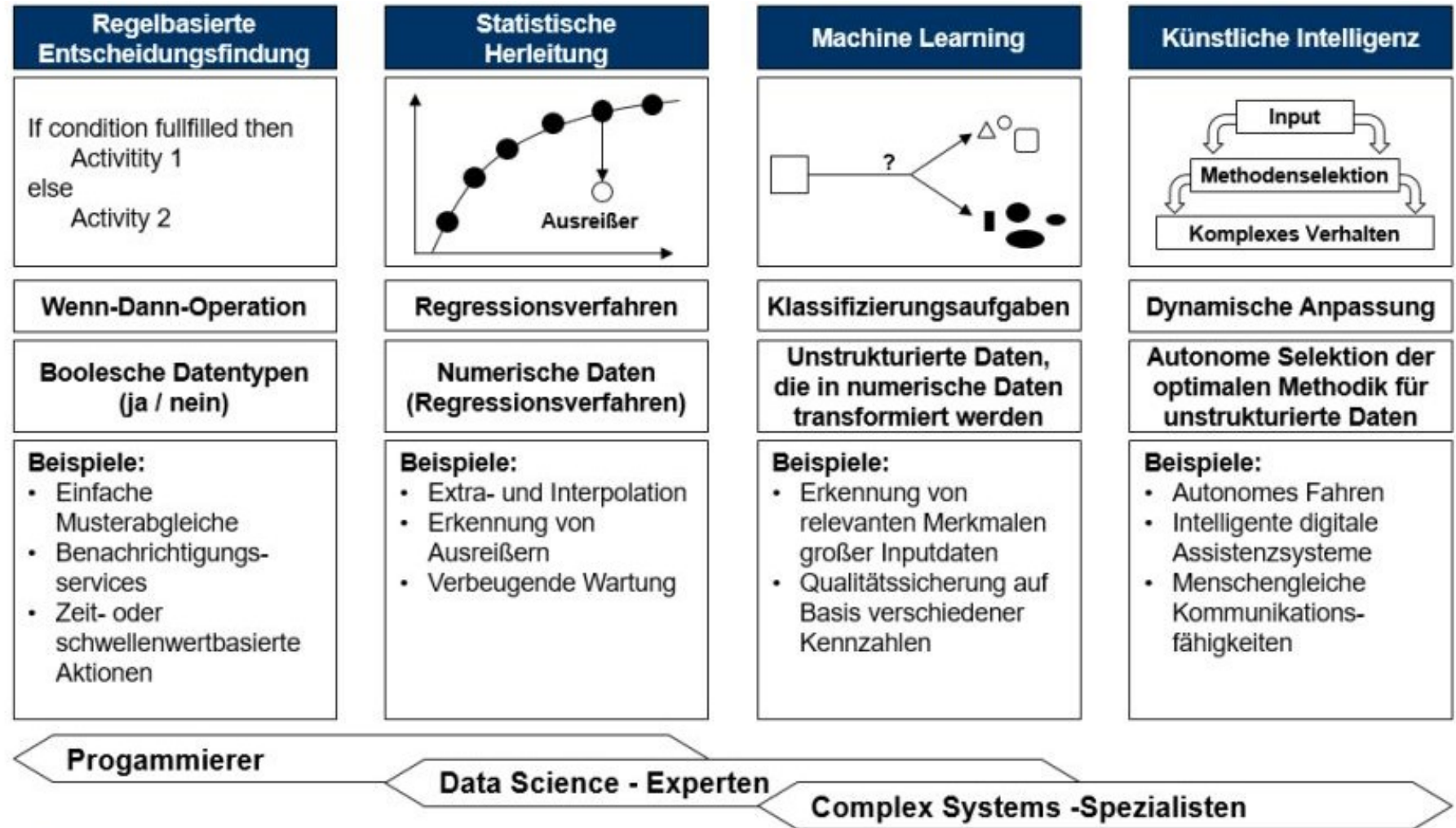
EXPLORE/TRANSFORM

MOVE/STORE

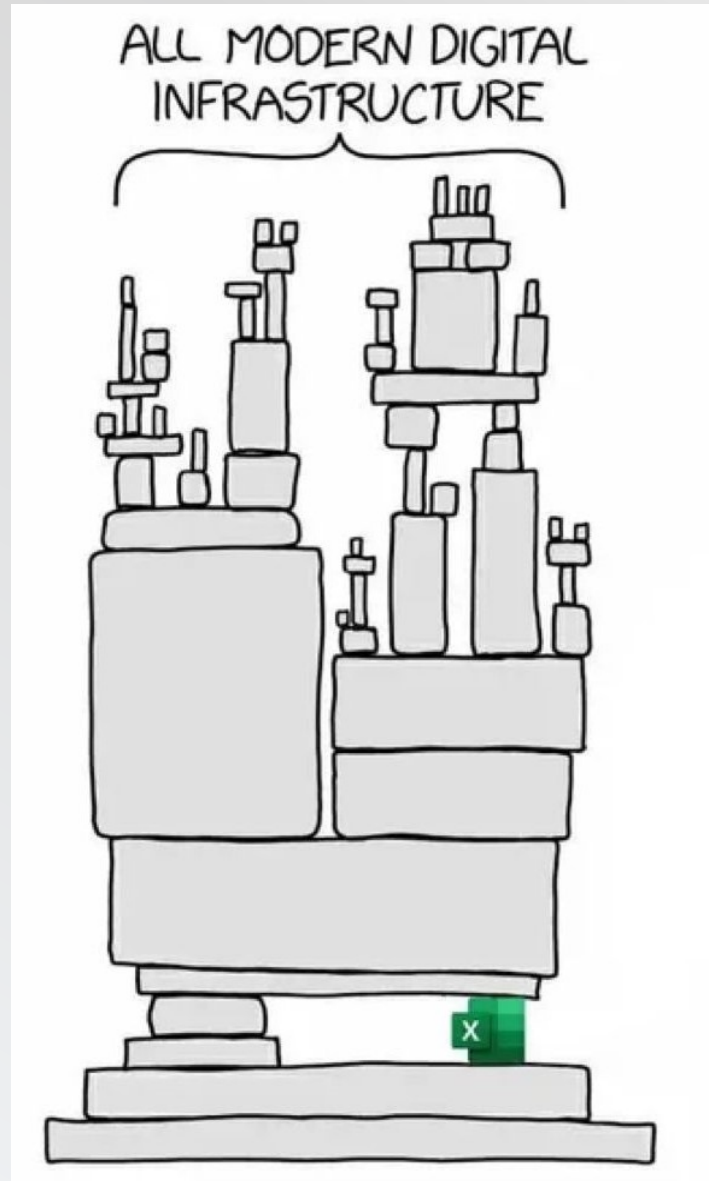
COLLECT



Wo liegt das Problem?



Künstliche Intelligenz / Artificial Intelligence

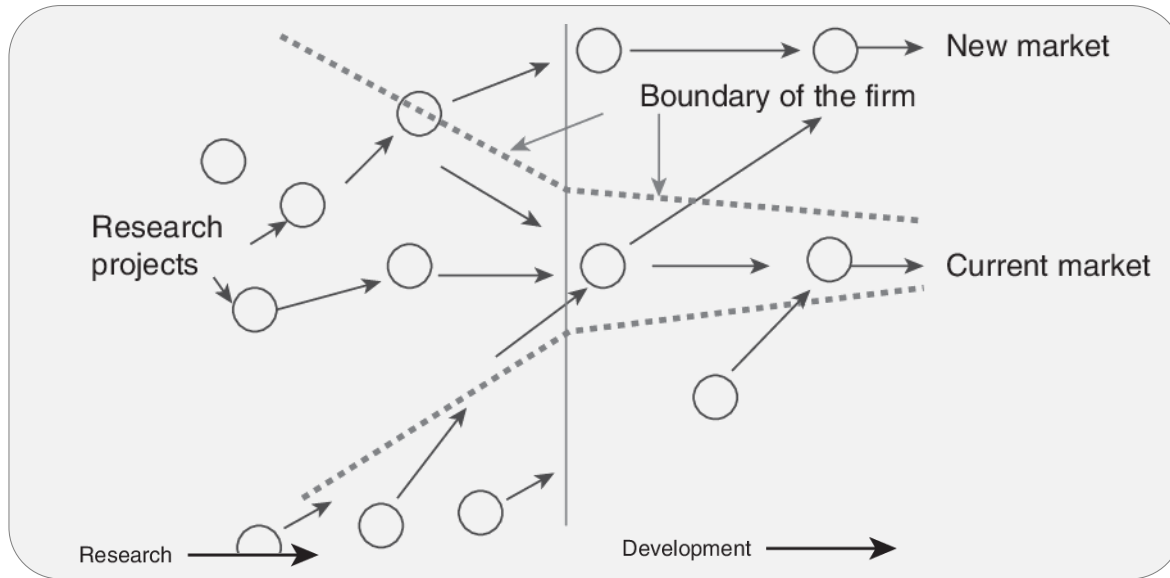


About Innosuisse Innovation Booster



- ... a community with an **open innovation** culture
- ... key players working together
- ... with user-centric methods
- ... exploring problems and developing sustainable new ideas
- ... for **radical solutions**

About Open & Radical Innovation



INCREMENTAL
INNOVATION

IMPROVE AN EXISTING
SOLUTION

RADICAL
INNOVATION

SOLVE A PROBLEM IN
A NEW WAY



**"I want you to find a bold and innovative way
to do everything exactly the same way
it's been done for 25 years!"**

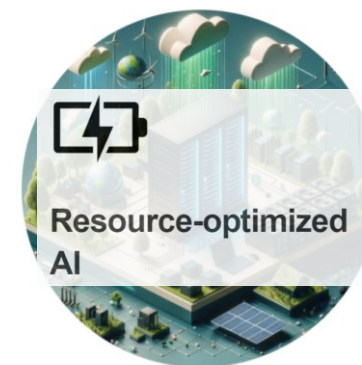


**TOM
FISH
BURNÉ**

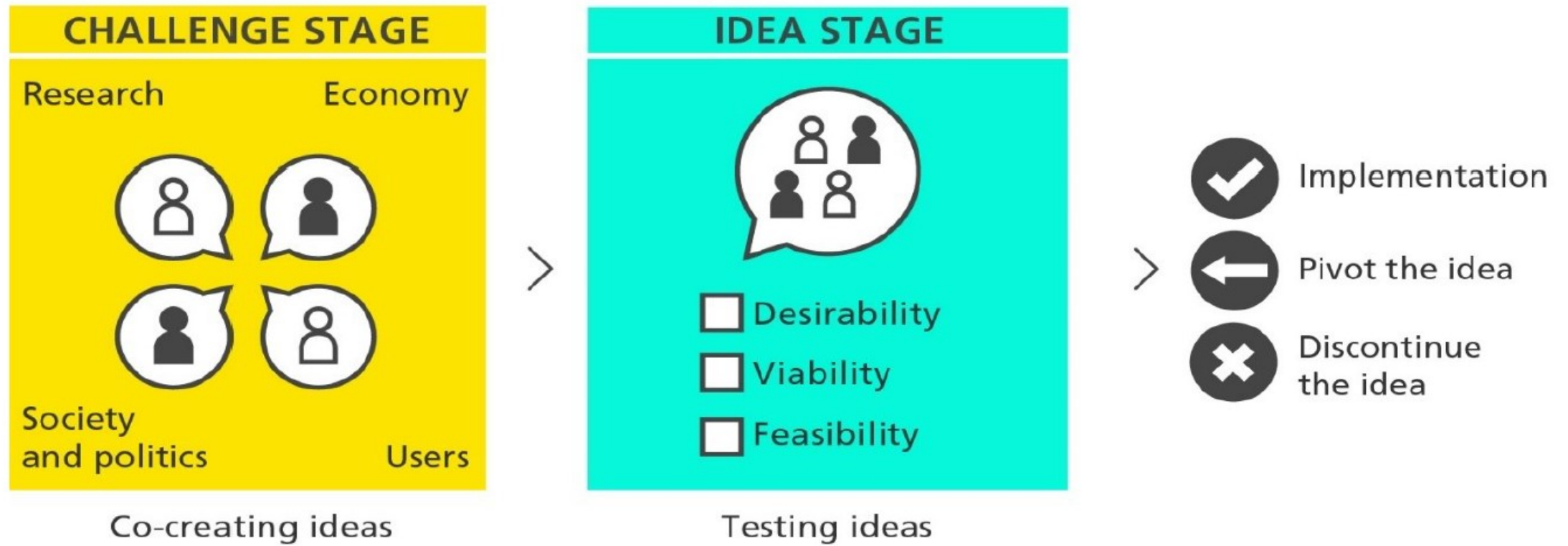
Innovation Booster Artificial Intelligence – Our Mission



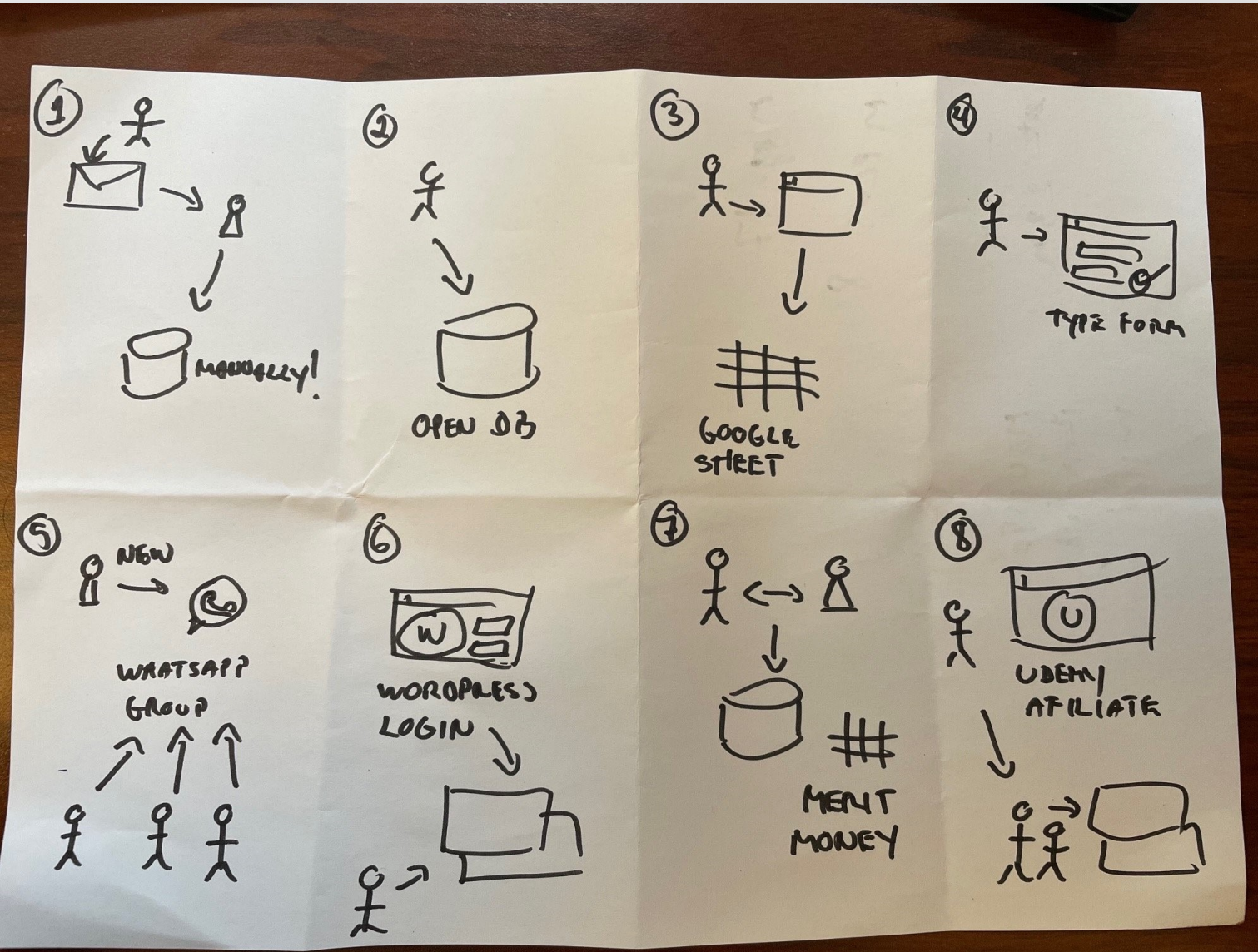
Promoting innovation through the use of socially- and economically viable AI.



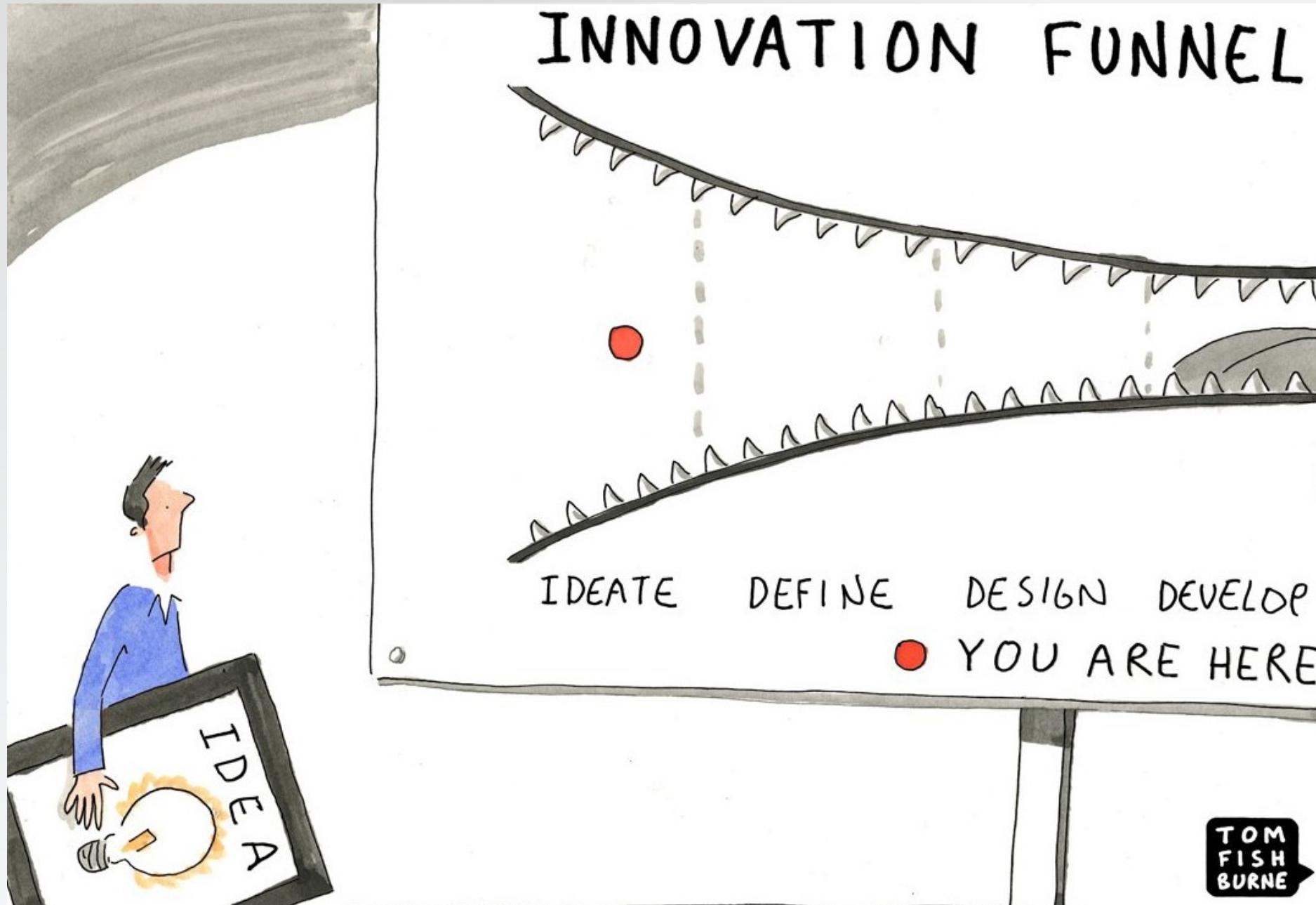
About the Innovation Process in the Innovation Booster

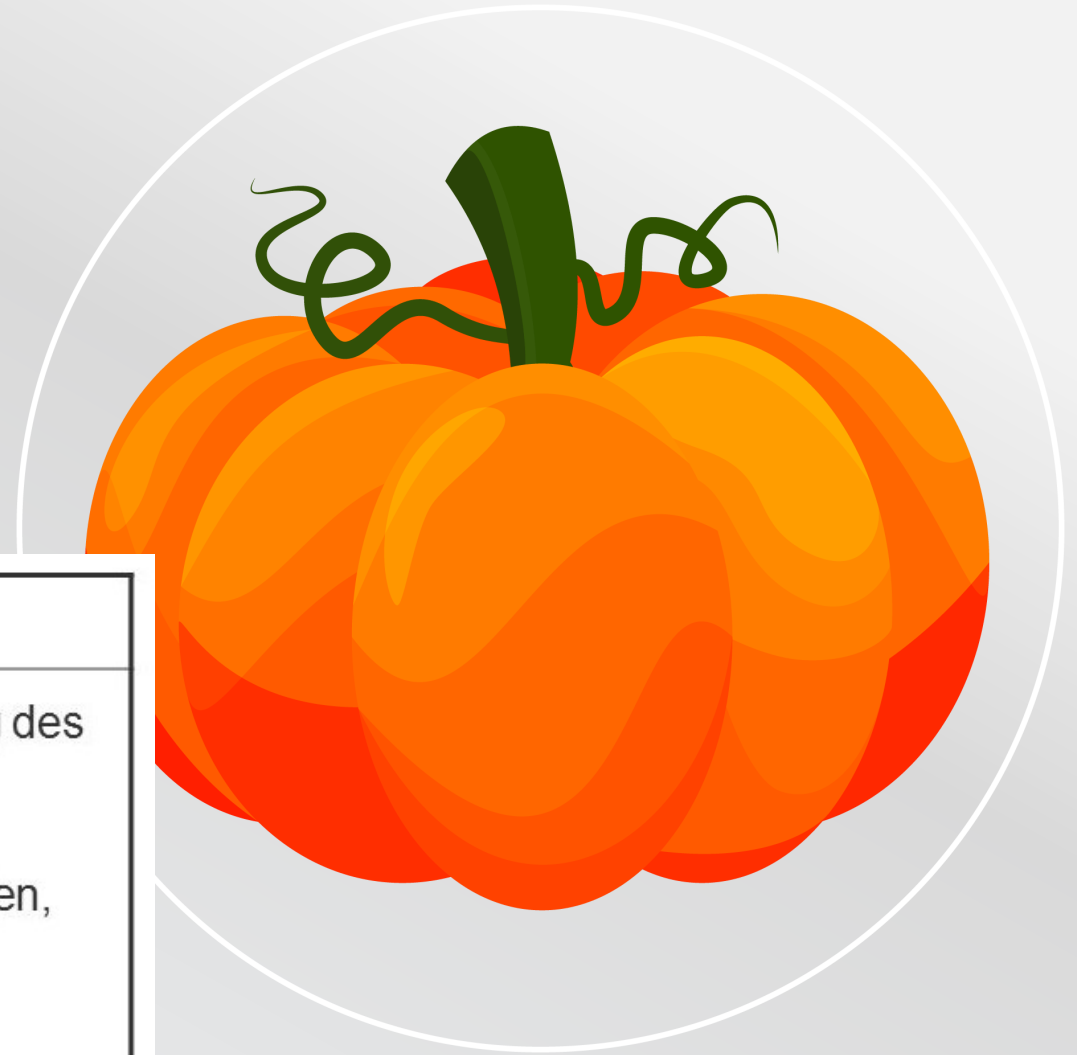


Ideation - Crazy 8s

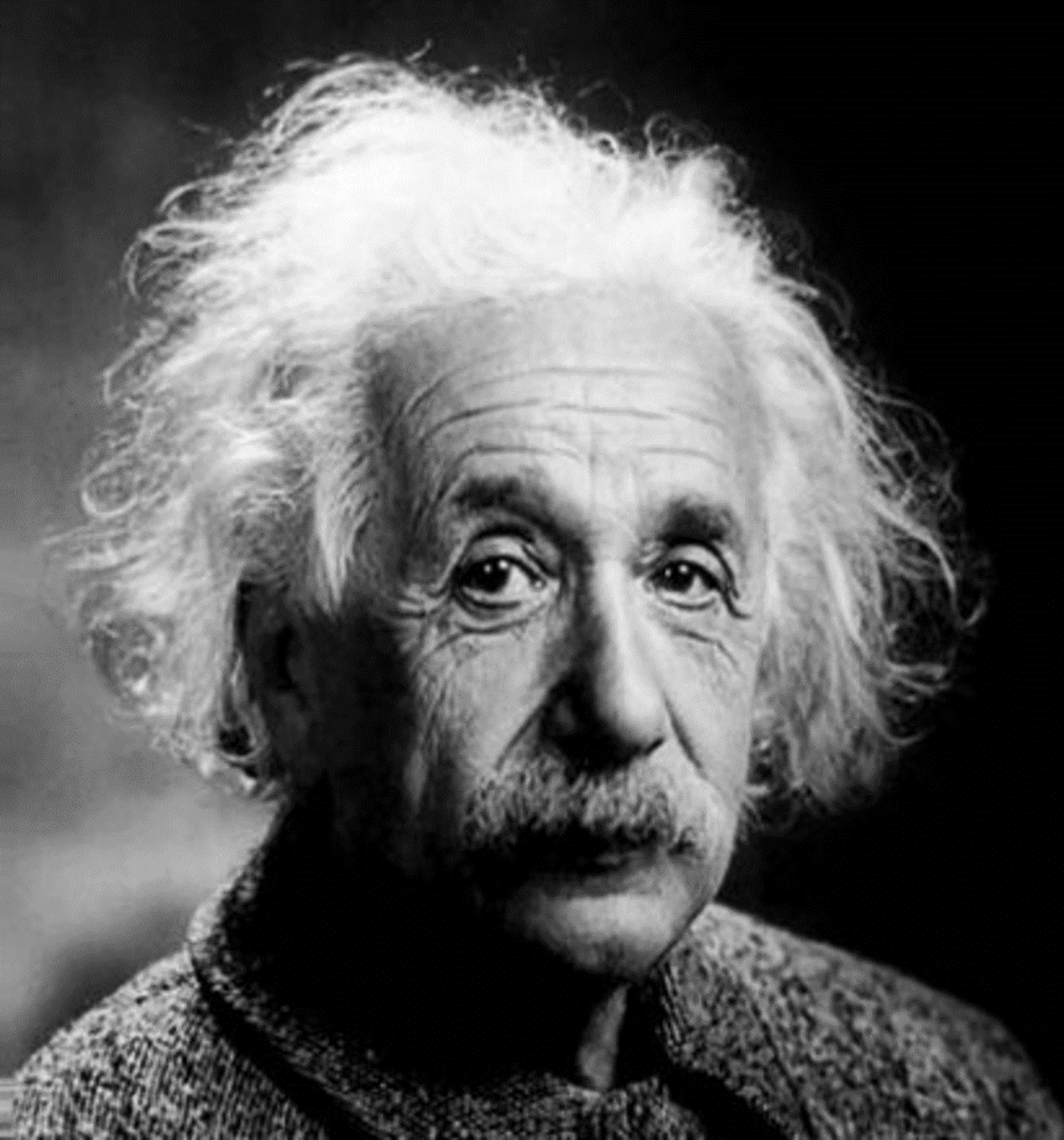








Problemfokus	Lösungsfokus
▪ Präzise Beschreibung & Analyse des Problems ▪ Suchen von Massnahmen, die das Problem beheben ▪ Chance: wichtige Details erkennen ▪ Risiko: Problemtrance	▪ Ausführliche Darstellung des Zielzustandes ▪ Suche nach Möglichkeiten, das Ziel zu erreichen ▪ Chance: aktivieren von Ressourcen & Motivation ▪ Risiko: Lösungsverliebtheit

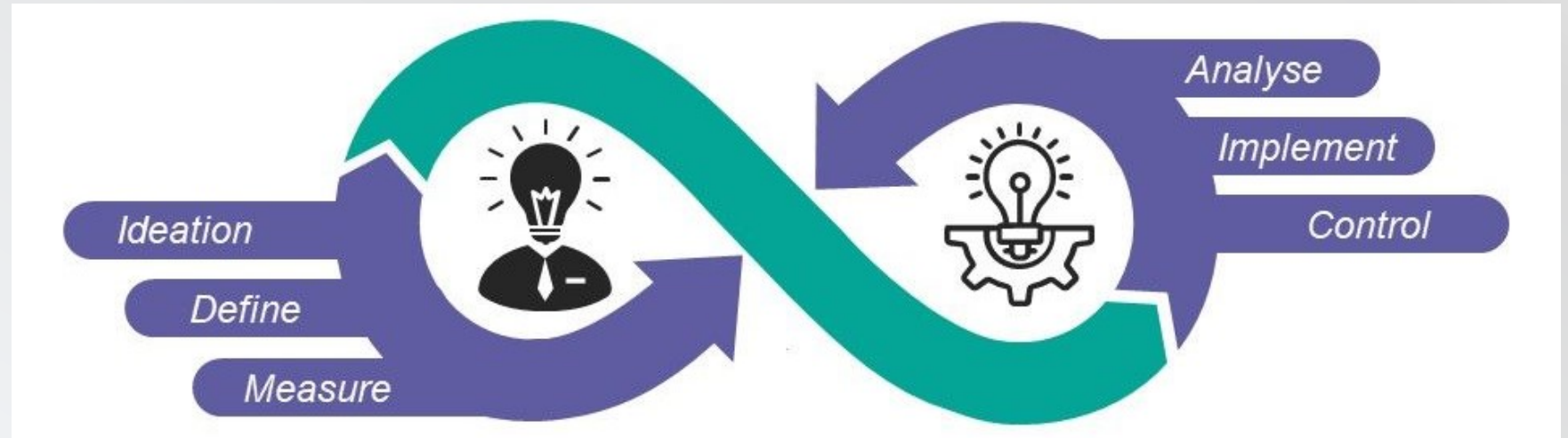


“Wenn ich eine Stunde Zeit hätte, ein Problem zu lösen, würde ich 55 Minuten damit verbringen, über das Problem nachzudenken und fünf Minuten mit der Lösung.”

Albert Einstein

INNO-Workshop by SwissICT

- Basis: Ihre aktuellen Herausforderungen
- Prozess: Problem Exploration & Ideation mit individuellem Coaching
- Ziel: Identifikation des Startpunktes & Wissen über die nächsten Schritte



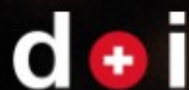
INNO-Workshop by SwissICT

- Wann: Oktober 2025
- Wo: Zürich
- Ablauf (tbd):
 - 14:30 h: Registrierung
 - 15:00 h: Start des Workshops
 - 18:00 h: Ende des Workshops
 - 18:00 h: Apéro und Networking
 - 19:30 h: Ende der Veranstaltung

Join us for SDS2025 in Zurich!

**26 June (Workshops) &
27 June (Conference)**
Circle Convention Center ZRH

[Register Now](#)



data innovation alliance



The background is a dark blue field filled with a complex network of thin, light blue lines connecting various points. Some of these points are small, bright red circles, while others are slightly larger, glowing blue circles. The overall effect is one of a dynamic, interconnected digital or neural network.

Together
we move faster.

– Henry Ford –

„Wer immer tut, was er schon kann,
bleibt immer das, was er schon ist.“

