Building Bridges
BRIDGE governance

**Overall responsibility**
SNSF Presiding Board, Innosuisse Board of Directors

**Program-specific functions**
- Steering Committee
- Evaluation Panels

**Advisory function**
Stakeholder Group

**Administrative support**
BRIDGE Office (supported by SNSF & Innosuisse)

* SNSF Presiding Board of the National Research Council
** Innosuisse Board of Directors

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**BRIDGE Steering Committee**
(7-9 members: 2 Innosuisse, 2 SNSF, 3-5 external)

**Evaluation Panel Proof of Concept**
(ca. 15 members)

**Evaluation Panel Discovery**
(ca. 20 members)
Goal of the program

« Turn scientific results into economic or societal innovation »

- ... fosters the economic and social potential of scientific research,
- ... supports projects in the critical precompetitive phase that have a clear vision of potential application,
- ... facilitates cooperation between Universities, ETHs, research institutes, and Universities of Applied Sciences, Universities of teacher education.
Two lines of funding

Proof of Concept

- Scientific results developed into a product or an application
- Young researchers on their way to entrepreneurship or willing to implement their research findings with an economic or social partner
- Open to all types of innovation

Discovery

- Interaction between basic and applied research to realize the innovation potential of scientific results
- Importance of the societal and economic impact
- Projects may cover any type of innovation or research field
Proof of Concept
Eligibility criteria for the applicants

- Early stage of career (bachelor’s or master’s degree, doctoral students, postdoctoral researchers)
- Support by a Swiss research institution
- Applicants dedicate their full time to the project

Requirements for the project

- Based on the applicants’ own research results or on research results they have substantially contributed to
- The underlying science has been peer-reviewed or documented by publications or another record of achievement (e.g. bachelor’s, master’s or doctoral thesis, scientific publication, patent, thesis presentation)
- Projects may cover any type of innovation or research field
Proof of Concept
Details of the funding scheme

- Up to 4 calls per year
- Projects are submitted by a single applicant

Eligible costs
- Budget of project: max. 130’000 CHF per year
- 100% of applicant’s salary (calculated on the basis of current rates at the host institution)
- Costs directly related to the realisation of the project

Duration
12 months (extension of up to 6 additional months exceptionally possible)

Overhead
max. 15% overhead paid to the host institution
Evaluation criteria

- Expected **economical or societal impact** for the envisioned innovation, product or service
- **Feasibility of project** and the **implementation scenario**
- Appropriate level of innovation-based, entrepreneurial and managerial **competences of the applicant**, and **motivation to implement**

Evaluation procedure

- Evaluated by the Proof of Concept Evaluation Panel
- Two levels:
  - evaluation of submitted documents (project)
  - interview of the applicant
- Decision within 3 months
Proof of Concept Evaluation Process

Project Submission

- Formal check
  - BRIDGE Office

- Independent evaluation by 2 panel members
  - Evaluation Panel
  - Preparation of interviews: Ranking list
  - Invitations sent 1 week before the interview date

3 months

- Interviews
- Funding recommendation
- Funding decision
- Communication
  - Evaluation Panel
  - Steering Committee
  - BRIDGE Office

According to:
- The quality of the proposal
- The interview
- The available budget

Preparation of interviews:
Ranking list
Invitations sent 1 week before the interview date
Proof of Concept Application

A good application is…

Concrete
- Clear base of research/scientific results exists
- Market and/or societal interest exist; product, application or service has been defined
- Access to the market and/or implementation partners has been described

Clear
- Innovative content is clearly indicated
- Project plan is comprehensible
- Tasks are clearly defined and meaningful
- Milestones are reasonably set and goals are quantitatively described

Consistent
- Project planning and financial planning are consistent
- Timetable and resource allocation are realistic
Dos and Don’ts

Dos
- Provide answer to the problem (start from the end)
- Follow the structure of the template (do not leave blank)
- Know and follow the evaluation criteria (self-evaluation)
- Start early (necessary documents and signatures, proofreading)

Don’ts
- Focus only on the scientific part
- Neglect “impact” and “implementation”
- Hope for exceptions to the rules
- Imply too much
Proof of Concept Application

If you are not successful

Important

- Carefully read the decision letter
- If you have questions, ask the BRIDGE Office to clarify

Can you improve your application?

- If rejected, you can apply a second time for the same project, provided you still meet all the formal requirements
- List and explain the changes made to the former version of the project
Proof of Concept Current Status
Submitted and accepted projects

2017-2020 | 4 calls per year
2021 | 3 calls

Yearly submitted and accepted proposals and average success rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Submitted</th>
<th>Funded</th>
<th>Success Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>226</td>
<td>17</td>
<td>28%</td>
</tr>
<tr>
<td>2018</td>
<td>109</td>
<td>29</td>
<td>22%</td>
</tr>
<tr>
<td>2019</td>
<td>131</td>
<td>30</td>
<td>22%</td>
</tr>
<tr>
<td>2020</td>
<td>146</td>
<td>32</td>
<td>22%</td>
</tr>
<tr>
<td>2021</td>
<td>129</td>
<td>28</td>
<td>24%</td>
</tr>
<tr>
<td>2022</td>
<td>226</td>
<td>38</td>
<td>35%</td>
</tr>
</tbody>
</table>

(overall average: 22.8%)
Proof of Concept: Current Status

Disciplines (calls 1-21)

- Life Sciences: 311 projects, 64 funded, 21\% funded, 38\% submitted
- Engineering: 227 projects, 57 funded, 25\% funded, 34\% submitted
- ICT: 124 projects, 19 funded, 15\% funded, \%
- Social Sciences & Business Management: 63 projects, 7 funded, 11\% funded, 4\% submitted
- Energy & Environment: 77 projects, 21 funded, 28\% funded, \%

July 2022
Proof of Concept financed projects 2017-2020

16 calls
612 applications
121 projects approved

Total budget approved: 15.2 mioCHF
Average grant/project: 126 kCHF
80 start-ups out of 121 BRIDGE Proof of Concept projects (16 calls 2017-2020)

Source: Zefix – Central Business Name Index
BRIDGE Next Calls
Submission Deadlines

Deadline always 17:00 Swiss local time

Proof of Concept

- **22nd call: 13 June 2022**
- **23rd call: 5 September 2022**
- **Special call: 5 September 2022**
- **24th call: 5 December 2022**

Interviews

- 18 August 2022
- 3 or 4 November 2022
- 3 or 4 November 2022
- February 2023

Check our website: [www.bridge.ch](http://www.bridge.ch)

**Webinar** special call for applications 2022 for Bachelor and Master graduates:

- 30 June 2022: 12:00-13:00
- 6 July 2022: 11:00-12:00
Proof of Concept  Current Status
Submitted/funded projects by career state 2017-2022

Success rates
• Postdoc: 20%
• PhD Student: 22%
• Master: 19%
• Bachelor: 17%
Requirements for applicants

Eligibility windows

- **Bachelor**
  - Diploma: 4 years
  - Submission Deadline
  - Special call: 05.09.2022

- **Master**
  - Diploma: 4 years
  - Submission Deadline

- **PhD student**
  - Diploma: 6 months
  - PhD defense: 4 years
  - Submission Deadline

- **Postdoc**
  - PhD defense: 4 years
  - Submission Deadline

Regular call
Proof of Concept Proposal
Proof of Concept

How to apply?

www.bridge.ch

- Proof of Concept

- Section Documents:
  - Regulations
  - Checklist
  - Template for project description

https://www.mysnf.ch/newuser.aspx

- Section Registration if you are a new user
Proof of Concept

How to apply?

- Creation of the mySNF account at least one week before the deadline
- Take the time to prepare all the requested documents and information:
  - Commitment letter from the future host institute (*template*)
  - Reference Letter
  - Your CV
  - CV of the Head of the host research group
  - **Project description** (*template*)
  - IP overview (*template*)
  - Etc. (cf. checklist and mySNF)

https://media.snf.ch/oSB5fqX4NISzPCz/BRIDGE_PoC_checklist.pdf
Proof of Concept

Project Description

1. Summary

2. Project Description

2.1 Research background
2.2 Innovation potential and market review
2.3 Description of the project and Implementation strategy
2.4 Project plan, milestones and deliverables
2.5 Commitment to a sustainable development

Bibliography
2.1 Research background

2.2 Innovation potential and market review

- In what way is your idea innovative?
- What is the expected impact of your idea on the market or society?
- How can your innovation offer the economy a competitive advantage and benefit society? What is its potential “unique selling proposition”?
- *If applicable*, what is your strategy in terms of intellectual property?
- What are the possible market outcomes?
2.3 Implementation strategy

- How do you intend to achieve the proof of concept?
- How do you plan to bring your idea to the market and society and/or to implementation partners?
- What are the main challenges expected to face with regard to implementation strategy and partners?
- If you are planning to found a start-up company, how advanced are your plans in this respect?
2.4 Project plan

- What needs to be done during the project to achieve your goals?
- What challenges are expected? How do you plan to respond to them?
- Milestones and deliverables
- Are the presented measures feasible and realistic within the timeframe of the funding period?
- What will be your future role?

2.5 Commitment to a sustainable development
BRIDGE Office Team

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BRIDGE Steering Committee 2022

**Innosuisse**
- **Chair** Nicoletta Casanova (FEMTOprint | Engineering)
- Dave Brown (Angel Investor and Mentor | ICT) (chair EP PoC)

**SNSF**
- Anastasia Ailamaki (EPFL | ICT)
- Mirjam Christ-Crain (Uni Basel | Life Sciences)

**External**
- Mariana Christen Jakob (seif | Social Innovation)
- Götz Schlotterbeck (FHNW | Chemistry)
- Penny Schiffer (Raized.AI | Entrepreneurship)

**Advisory function**
- Jakob Rhyner (Uni Bonn | Sustainability / Physics) (chair EP Discovery)
# Proof of Concept Evaluation Panel 2022

**Life Sciences**
- Karl-Heinz Krause  
  University Geneva
- Anja Harmeyer  
  Pureos Bioventures
- Greta Guarda  
  USI
- Regine Eibl-Schindler  
  ZHAW

**Engineering**
- Brad Nelson  
  ETHZ
- James Miners  
  Fongit
- Teodoro Laino  
  IBM Research
- Daniele Inaudi  
  Smartec / Roctest

**Social Sciences**
- Janine Graf  
  cocre.coaching creative
- Urs Bucher  
  Kalaidos

**ICT**
- Dave Brown  
  loganbrown
- Lisa Falco  
  Zühlke Group
- Boi Faltings  
  EPFL

**Micro-/Nanotechnologies**
- Christofer Hierold  
  ETHZ
- Alex Dommann  
  EMPA
- Samantha Paoletti  
  CSEM