

A close-up photograph of a hand holding a yellow ribbon. The hand is positioned on the right side of the frame, with fingers gently gripping the ribbon. The ribbon is bright yellow and appears to be attached to a light-colored surface on the left. The background is heavily blurred, showing soft, out-of-focus light spots in shades of green and white, suggesting an outdoor setting with sunlight filtering through trees or a similar natural environment. The overall mood is warm and focused.

Annual Report 2018

ideas@iimt

Preface

During the past years, we have proudly planted many seeds of «Innovation» and «Entrepreneurship», here at the University of Fribourg. Workshops, courses, talks, conferences and programs blossomed all over the campus. The campus also received a gardener to water our seeds – for the first time in its 129 years of history, the University of Fribourg has the first vice-rector responsible for «Innovation».

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Among the most blooming plants for innovation and entrepreneurship promotion, you'll find ideas@iimt. With five years of experience in supporting innovative and entrepreneurial students, ideas@iimt is a well-established player on the campus. Simultaneously, our program constantly adapts to the challenges on the campus. This year, we further aligned our services to our main partners in order to nurture innovative and entrepreneurial culture among the students.

Research around the world suggests that the social environment of founders significantly affects the individual's intention to launch a start-up. Hence, ideas@iimt supported University's official innovation-workgroup «Inspiring University» by launching different (test)-projects to activate innovative students, better understand students' aptitudes to innovate and to acknowledge them as a potential source of innovation and inspiration. Alongside new ventures, we are committed to continue supporting students and their innovative business ideas.

The past year was especially notable for «Innovation» and «Entrepreneurship» awaking at the University of Fribourg. ideas@iimt played a major role in this. We would like to take an opportunity and thank all our partners and members that supported ideas@iimt. A special thank goes to the Foundation for Promotion of the Faculty of Economic and Social Sciences of the University of Fribourg, the Alumni and Friends Association of the University of Fribourg and all private donors for their invaluable support.

The ideas@iimt annual 2018 report provides you with an insight into the most important news and advances over the previous year. The whole team wishes you an inspiring reading.

Regards



Prof. Dr. Stephanie Teufel

CHANGE BOX



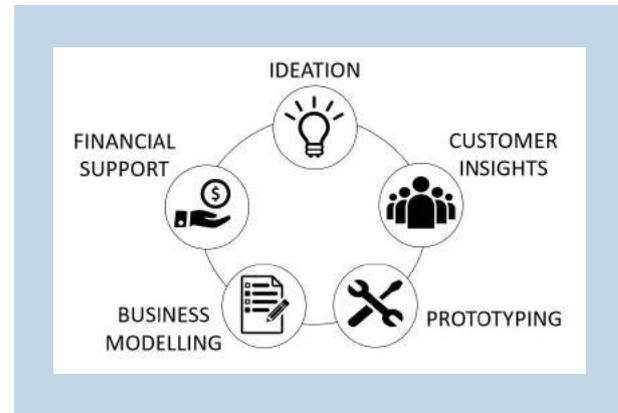
What is ideas@iimt?

Since 2014, ideas@iimt has actively supported all University of Fribourg students who are interested in the development and implementation of their own business ideas. The early-stage support provides students with not only financial support but also the opportunity to gain first hand-on experiences in entrepreneurship. We are firm believers in learning through the trial-and-error approach. Hence, ideas@iimt helps students to overcome their fear of failure by alleviating financial risks.

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How our support looks like

Starting with different ideation-sessions, ideas@iimt encourages students to find and formulate game-changing business ideas. Through the acquisition of customer insights, participants learn how to create real value for the customers. Those findings are then used to build real prototypes that ideas@iimt would potentially invest in, through various financial solutions.





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Un pont entre les incubateurs de l'Uni et de Fri Up

Innovation » Nouvelle incitation à l'entrepreneuriat à l'Université de Fribourg. Depuis 2014, les étudiants peuvent développer leurs idées de produits au sein de l'incubateur du programme Ideas@limt de l'Institut International de management en technologie (IIMT). Ils pourront désormais plus facilement prolonger leur démarche en touchant à la porte de Fri Up, l'organe cantonal pour le soutien à la création d'entreprise.

En trois ans, l'Innovation-Booster a accompagné 17 projets. Son responsable, le docteur Yves Hertig, cite notamment l'application Fischerel-App, qui permet aux pêcheurs de transmettre les



L'Innovation-Booster de l'Université prépare ses étudiants à entrer dans le programme de soutien de Fri Up. Christophe Bosset-archives

données relatives à leurs prises à l'administration, via leur téléphone. Ou encore Railtalk (un dispositif de connexion entre les passagers d'un train) ou Wurmturn (une ferme à vers pour le compostage à domicile). «Tous n'ont pas abouti, pour des raisons techniques ou parce que les étudiants renoncent à poursuivre, par peur du défil.»

Échec? «Non, les étudiants découvrent l'entrepreneuriat. C'est cet apprentissage que nous visons, en offrant un coaching ciblé, des bureaux, des experts et un soutien à fonds perdus (de 1000 à 2000 francs) pour la création de prototypes. Mais nous n'avons ni le réseau, ni l'expertise nécessaire pour

développer un produit commercial, créer une société et pénétrer un marché», poursuit Yves Hertig. «C'est justement le domaine de Fri Up. D'où l'intérêt de cette collaboration nouvelle.»

Le programme Ideas@limt préparera les étudiants universitaires à entrer dans le programme d'accompagnement de Fri Up. L'organe cantonal apportera quant à lui son soutien traditionnel, en matière d'orientation, de coaching. Il propose aussi un hébergement des sociétés naissantes dans un des trois incubateurs régionaux de Fri Up, à Fribourg, Morat ou Vaulruz. » **STÉPHANE SANCHEZ**
 > www.ideasatimt.ch et www.friup.ch

Se former à la médiation à l'EPFZ

Diplomatie » Un programme d'études destiné aux médiateurs a été mis en place à l'École polytechnique fédérale de Zurich. «Cette formation externe est particulière parce qu'elle se concentre exclusivement sur la médiation de paix dans les conflits politiques internationaux», a expliqué son responsable Andreas Wenger à Swissinfo. Accueillant des participants du monde entier et s'étendant sur 18 mois, ce cursus aborde notamment des questions très concrètes: comment amener les parties d'un conflit armé à s'asseoir à la même table? Quels éléments doit contenir un accord de cessez-le-feu pour avoir une chance de durer? » **LIB**



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2018 at a glance

3'085 individuals reached via Social Media

2'210 CHF spent on student projects

115 likes on our Facebook-posts

73 participants in our customer insights workshop

20 engineering students worked on Roll-e

8 change boxes

4 new ideas to create an «inspiring university»

3 new participants in the program

3 projects were rejected

1 article in «La Liberté»

1 article in the newsletter of the «Faculty of Economic and Social Sciences»

1 follower «student incubator»

1 innovation showcase



Our ideas in 2018

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2018 was a year full of new experiences and opportunities. In fact, three projects were accepted and participated in the ideas@iimt program. Last year we had great brainstorming sessions, intensive coaching and a well-attended workshop.

All in all, ideas@iimt supported its participants in gaining valuable customer insights, building prototypes and in refining their ideas.



Roll-e

Christina Schlegel had the vision of making shopping easier with «Roll-e». Roll-e helps people by carrying their groceries. More precisely, Roll-e is an electric shopping trolley with a special kind of storage boxes that allow for more practical grocery storage. Christina joined ideas@iimt in March 2018 in order to generate extensive customer insights. After the collection of valuable data about the customer needs and pains, ideas@iimt contacted Prof. Laurent Donato, from the School of Engineering and Architecture of Fribourg. As a result, a group of twenty engineers worked on the technical realization of Christina's Roll-e. For the engineers, the approach was unusual – instead of developing a new product based on technical specifications, the students developed prototypes based on new customer insights. Through this collaboration, students have developed various 3D models of Roll-e illustrating its technical specifications.

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Roll-e

Christina Schlegel

«During my participation in the ideas@iimt program, I learned to work on an idea, trying new things without knowing whether it will work or not. I realized how important motivation and passion for a project is and to trust your guts. I got to know a lot of new people from different fields and backgrounds and had many interesting discussions.»



110 CHF



Change Box

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Thinking about how to take the innovative spirit of the University of Fribourg further, members of ideas@iimt and the Innovation Club were looking to find a medium, which allows a simple and easy way of communicating and sharing ideas.

As a result, the pilot project called «Change Box» was launched. The Change Box is like a suggestion box, an actual physical box in which students and employees can throw in their ideas. Shortly after, the Change Box homepage was also launched.

Change Box



100 CHF



The idea behind the Change Box was to provide more opportunities to participate and to exploit the campus' full potential. The Change Box was a pilot project, which ran from April to June 2018. In total, 35 ideas were collected out of which the idea for a permaculture garden was supported by the ideas@iimt program.

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Change Box

Laura Mustafi

«While painting those shoe boxes I realized how simply and effectively one can include students in an open exchange. In my opinion, change-skills come too short and that's why it is important to provide students with support for their ideas and to encourage them to realize their ideas.»

Junior Enterprise Fribourg

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Junior Enterprise Fribourg



JEF (Junior Enterprise Fribourg) is an association of 15-20 students from the University of Fribourg working on projects mandated by external firms. In total, JEF has already worked on more than 250 projects. In a workshop, JEF's board was coached by ideas@iimt and learned more about their own proposition and their customers' needs. JEF has also generated valuable customer insights through a second workshop, which was organized by the Innovation Club and ideas@iimt in April 2018.

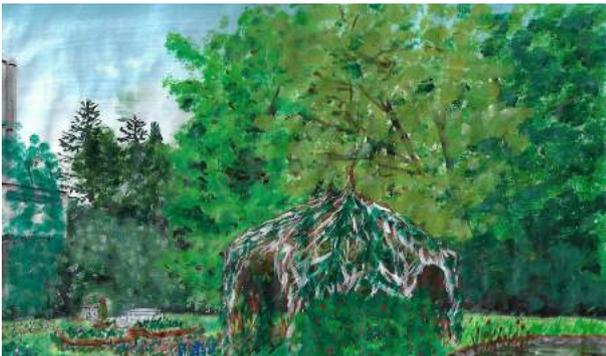


Permaculture garden

The aim of this project is to set up a garden at the University's campus, close to students, professors and researchers. Furthermore the project aims to build a network of other permaculture university gardens in Switzerland to help coordinate similar movements of sustainable development and to spread knowledge and experiences of permaculture gardening. ideas@iimt provides support to the project both financially and through coaching.

Until now, ideas@iimt supported the permaculture garden group by:

- sharpening the idea
- setting up the budget
- networking (providing the right contacts)
- financial aid for the soil analysis



The permaculture garden encompasses following aspects:

1. biological (pesticides-free),
2. community building (fostering knowledge exchange in the academic as well as agricultural world),
3. local (locally sourced materials will be prioritised where and when possible).

2'000 CHF



Inspiring University

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Inspiring University

«At the University of Fribourg, we wish to create an environment where students are inspired to explore their ideas and learn to develop them. This vision of creating an «Inspiring University» is achieved by teaching and promoting the skills that lead to improved ideation, idea evaluation and transformation by students. The ideas@iimt program supports this vision by providing a university workspace environment where ideas can be discussed with and coached by professionals, thereby ensuring a smooth transition to other startup incubator programs.

The iimt also fulfills an important role in the promotion and support of multidisciplinary collaborative projects and courses between faculties at the University of Fribourg, and on the Péroilles campus of technical universities. The ideas@iimt program can act as a driver for new innovative and entrepreneurial ideas from Fribourg, thereby rendering the university more attractive to students while supporting the canton's vision of innovation.»

Eliav Haskal

(Member of the work group «Inspiring University»)



Innovation showcase

The ideas@iimt team intensively discussed which kind of projects might support the vision of an «Inspiring University». As a result, an innovation showcase was set up, showing the different actors involved in innovation on the campus. Since December 2018, the innovation showcase is installed next to the main entry of Pérolles 21, where students and other interested parties even have the opportunity to take a flyer with them.

Partners who contributed to the showcase next to ideas@iimt are:

- Innovation Club
- Chair of Strategic Entrepreneurship
- Adolphe Merkle Institute (AMI)
- iimt

Special thanks goes to the dean's office of the Faculty of Economics and Social Sciences who owns the showcase and supports us by providing a space for display.



Student incubator

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With five years of experience in innovation, ideas@iimt has become a stable pre-incubator. ideas@iimt helped to set-up the student incubator with extensive knowledge in how processes and communication should be organized. The student incubator is a program implemented by the smart living lab and financially supported by the forward thinking company Baloise Group.

Just like ideas@iimt, the program enables students to work on their own projects by supporting them in the development and realization of their ideas. In addition to the professional coaching, it offers financial support of up to 5'000 CHF per proposal.

The role of ideas@iimt during the set-up of the student incubator was to advise on:

- how the whole incubator process should look like
- general guidelines
- how proposals should be handed in
- how proposals should be evaluated and selected

Do you have a great idea or project and need support?

Baloise Group

Join our student incubator programme!

Are you a Bachelor, Master or PhD student from one of the smart living lab's partner universities (EPFL, HEIA-FR, UNIRO) with a unique and creative idea about customers' future living requirements? If yes, join our student incubator programme supported by Baloise Group!

The smart living lab is a research and development center for the built environment of the future whose aim is to achieve energy efficiency, digital transformation, and the well-being of its users.

Win up to 5'000 - CHF of which 1'000 - CHF is a discretionary grant, as well as expert coaching helping you to realize your idea in this field!

Find out more about the programme and learn how to join at www.smartlivinglab.ch or contact us at incubator@smartlivinglab.ch

smart living lab

EPFL
ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

HEIA-FR
Hauts de Savoie
HTA-FR

UNI
FR

Events



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Events

ideas@iimt always makes sure to stand out and to inform and remind students of opportunities we provide at the University of Fribourg. For this reason, the program was showcased at several events in 2018 such as «Explora» and the «Starting Days».



The team

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Team



Since the very beginning of the program, participants were accompanied and supported by Prof. Dr. Stephanie Teufel, who is one of the main initiators of ideas@iimt. Prof. Dr. Stephanie Teufel enriches the program mainly by her years of experience in the field of innovation and her professional network.

Yves Hertig, currently PhD student and main responsible for ideas@iimt's program, helped to build up the program since May 2014. Many successful proposals were coached by Yves Hertig and thanks to his open-minded approach and excellent innovation skills, he always knew how to motivate and support participants.

In February 2018, Laura Mustafi, master student in management, joined the team. She initiated the Change Box project with her hand-crafted boxes made of simple shoeboxes. Laura Mustafi enjoys working creatively which is the reason she decided to, in addition to her coaching job, take the ideas@iimt lead in 2019.

Last but not least, Tim Niemer, bachelor student in computer science, joined the ideas@iimt's team in November 2018. Tim Niemer has brought fresh entrepreneurial experiences to the ideas@iimt program.



Prof. Dr. Stephanie Teufel

«ideas@iimt plays an important role in the innovation landscape of the University of Fribourg. I can highly recommend the program to students as it provides valuable hands-on experiences.»



Tim Niemer

«Becoming an entrepreneur is one of the most exciting things you can imagine and I am happy to guide young talents through their journey.»



Laura Mustafi

«The timing for gaining first experiences in entrepreneurship could not be better. Through my role as a coach at the ideas@iimt program, I have learned to look at other people's ideas with an open-mind.»



Yves Hertig

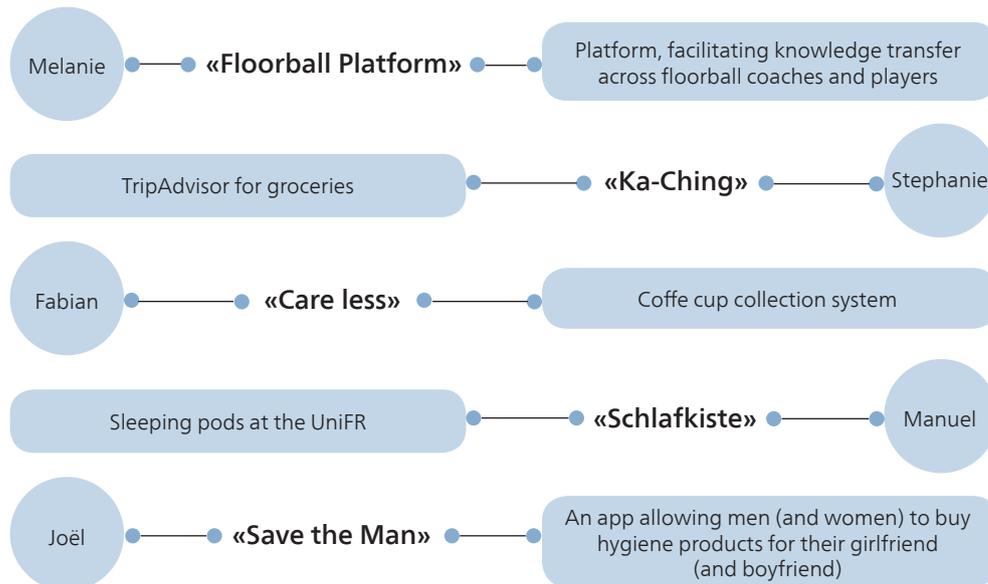
«If you want an inspirational innovation quote: Google can help you! If you want to innovate: I can help you.»



Forecast 2019

Currently, five students intend to enter the ideas@iimt program: a new record! The ideas@iimt-team tries to include gradually all of the five students in the coaching process during the whole year. Next to the support of its potential participants, ideas@iimt will be working on two exiting projects in 2019.

Firstly, we are planning a campus-wide implementation of the Change Box project, pending approval of the Foundation of the University of Fribourg. Secondly, we are planning to organize a workshop that will include various stakeholders at the university (NEUF, AGEF, JEF) with the aim to discuss possible synergies and forms of cooperation.





Antoni Wiercioch

«Nach dem erfolgreichen Pilotprojekt im Vorjahr wurde die Fischerei-App 2018 offiziell im Kanton Graubünden eingeführt. Bündner Fischerinnen und Fischer haben nun die Wahl, ob sie ihre Fänge mittels Papierstatistik oder App erfassen möchten. Mittlerweile zählt die App über 1'000 aktive Nutzer. Die App wird laufend weiterentwickelt und bietet den Nutzern mit Saisonstart 2019 neue, hilfreiche Funktionen.»

Nadine Artaz

«Als Weltenbummlerin zog es mich nach meinem Studium zuerst nach Marokko, wo ich in einem Startup meine Skills im Online-Marketing und SEO anwenden konnte. Danach setzte ich meinen beruflichen Werdegang in Barcelona fort, wo ich als Google Ads Product Trainerin bei Teleperformance Spain mein Wissen im Bereich CPC Management & Sales weitergebe.»



Philipp Zimmer

«Nach dem Abschluss an der Universität Fribourg startete ich als Salesmanager bei einer IT-Leasing-Gesellschaft an den Standorten Nürnberg und Stuttgart. Dort betreute ich mittelständische Firmen und deren Finanzierungslösungen für IT-Infrastruktur. Seit circa einem Jahr baue ich für einen Marktbegleiter als Key-Account-Manager den Standort Stuttgart aus und vertreibe IT-Nutzungskonzepte für die strategisch wichtigen Unternehmen in der Region.»





Jedidja Inhelder

«Nach dem Master-Abschluss habe ich ein Trainee bei Interdiscount/microspot.ch (Coop) absolviert, wo ich während knapp einem Jahr in die Geschäftsbereiche Verkauf, Marketing und Beschaffung reinschnuppern konnte. Die Beschaffung bzw. der Einkauf hat es mir dann angetan und so wurde das Trainee-Programm frühzeitig beendet und ich konnte als Junior Product Manager unter anderem die Bereiche Kaffee, Grill und Grosshaushalt betreuen. Auf diesen Sommer hin bin ich zu PostNetz gewechselt, wobei ich als Category Manager für das Telco-Geschäft der Post tätig bin. Momentan steht als Projekt gerade die strategische Neuausrichtung dieses Geschäftsbereich an. Auch hier trage ich die Absatzverantwortung und bin dadurch im ständigen Kontakt mit Providern.»



Thierry Antille

«J'ai travaillé cet été 2018 en tant que coordinateur marketing digital B2B pour l'entreprise Studer Innotec SA à Sion (VS). Je suis actuellement en train de faire mon Master en Gestion d'Entreprise à l'université de Fribourg. Je suis Vice-Président de l'association Junior Enterprises Switzerland. Mon travail consiste en la recherche de fonds au travers de partenariats et la représentation du mouvement en Suisse. De plus, je débute début février un poste de sous-assistant pour le professeur Dr. Olivier Furrer dans la chaire de Marketing.»

Finances 2018

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Finances 2018

Fondation SES	10'000.-	Permaculture garden	Financial support	2'000.-	*
			Coaching	1'000.-	
Alumni & Friends UniFR	1'500.-	Roll-e	Workshop	110.-	*
			Coaching	2'500.-	
Members	650.-	Change Box	Material Management	100.-	*
				6'000.-	
Reserves 2017	5065.-	Website & communication	Infrastructure Management	1'780.-	
				3'000.-	
Contribution iimt	7'000.-	Research	Infrastructure	400.-	
		Management of program	HR	7'020.-	
Sum	24'215 CHF			23'910 CHF	
Total				305 CHF	

Legend:

- Revenues
- Expenses
- * Supported projects

Partners

The ideas@iimt program is supported by the Foundation for Promotion of the Faculty of Economic and Social Sciences of the University of Fribourg, the Alumni and Friends Association of the University of Fribourg, and cooperates with the Innovation Club and FRIUP.

The fact of the matter is that great partnerships drive innovation. Through its partnerships, ideas@iimt is able to offer unique support to all students of the University of Fribourg. The program's financial support, as well as our close partnerships with the Innovation Club and FRIUP ensure that the ideas@iimt program runs sustainably and effectively.





ideas@
ideas for tomorrow 