

## Participation conditions pioneer price 2022

## Table of contents

1. Participations.....	3
2. Assessment Criteria.....	3
2.1. Underlying assessment.....	3
2.2. Overview of assessment criteria .....	3
3. Other requirements.....	4
4. Items appended to the application .....	4
5. Film rights.....	5
6. Other .....	5
7. Contact data .....	5

## 1. Participations

The following persons/projects are entitled to take part:

- Students
- Students preparing for their diploma
- Academic assistants
- Academic staff and postgraduate students preparing for their doctorate of all Universities in Switzerland or in the Principality of Liechtenstein.
- Corporations or their designated representatives
- Any Swiss company/project can apply provided it fulfils the assessment criteria for the Pioneer Prize (see section 2).

## 2. Assessment Criteria

### 2.1. Underlying assessment

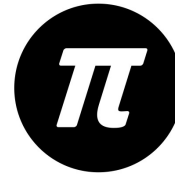
The prize will be awarded to a project on a new technology (product, process or concept) that is characterised by special innovative features, exchange and transfer between science/industry, as well as user-friendliness, and practical marketability.

Where there are several projects of equal merit, preference shall be given to the project that is particularly outstanding in terms of transfer of knowledge and technology between science and industry.

Special importance is attached to the quality of interdisciplinary innovation. The primary emphasis is on combining several ideas to form an innovative, marketable, and competitive project.

### 2.2. Overview of assessment criteria

Criteria	Description
Creativity	The project reveals original and unexpected aspects, ideally combined with a certain simplicity. An audacious, unexpected approach and a surprising effect that something is technically feasible will be valued higher than the complexity of the engineering.
Innovative value	The project has a unique value proposition, whereas the 'value' is shown by solving a user-oriented problem. This can be recognized by the fact that someone is willing to pay for this solution.
Social relevance	The goals in terms of turn-over let conclude a broad usage of the final product or service. For non-profit projects, the corresponding value creation must be documented. The project is in



	line with ethical standards and at least some UN sustainability goals.
Marketability / Business model	The business model has to be elaborated and must show the added value for customers and/or users (e.g. by value based pricing). A realistic financing plan has to be documented. In terms of the readiness of the technology, the following is expected: IT projects: A functioning software, if possible with first users (no “mock-up”). For hardware projects: a working model. For Pharma-related projects: successful animal trials.

### 3. Other requirements

The company set up to realise the submitted project must have been founded no more than two years previously. If you wish to submit something even though your proposed idea is still in the project stage, this is permissible. However, the founding of a company to realise the project in the following year must be clearly evident and supported by documents. The project must not have been developed as a result of an assignment commissioned by a third party, and the contributor's personal contribution must be recognisable.

If the project originated within an existing company, the date of the application for a patent must not be more than three years old (measured from the deadline for submissions).

Medical technology projects > maximum of 4 years since foundation of the company / application for the patent

Biotechnology projects > maximum of 5 years since foundation of the company/ application for the patent

Medical technology projects may be accepted up to 5 years after the foundation of the company if a complex approval process is compulsory

### 4. Items appended to the application

The following documents are to be enclosed with the application:

- a) A short curriculum vitae of the applicant (one A4 page) with special attention to activities that are related to the project.
- b) A list of the main persons involved in the project, stating the name, position, address, occupation/company and/or subject being studied/university.
- c) Description of the project (3 to 4 A4 pages). On what preliminary studies / sources did you base your work? What is your unique selling point, what makes your entry different from other similar products? What is the innovative value? Where is your

market located? (where possible support this by giving figures). At what stage are you with your project, how is it progressing, what are your milestones?

- d) Commercial use: please present your business case in the form of a business plan or a corporate presentation. This should include: product, market, management team, finances, business model, distribution, marketing.
- e) A list of any patents for the project.
- f) At least two letters of reference for the project. The letters of reference should be composed by third parties who have come to know the product / the idea as initial customers, academic supervisors, or suchlike. What makes the product / the idea convincing and impressive, how is its potential assessed, and what is the basis of this assessment?
- g) The names and addresses of three more references whom the jury could approach in a second phase

The application documents may be submitted in German and/or English. Please only submit complete and up-to-date application documents. Defective, incomplete application documents cannot be considered. Note that we do not sign any confidentiality agreement. The jury is composed of people from academia and science, industry and finance, which means that it commands a broad range of expertise for assessing the submitted applications. It shall be allowed, by arrangement with you, to pass on the documents received to certified experts.

## 5. Film rights

The finalists' projects will be portrayed in film. The company that is filmed shall possess the usage rights for its company portrait. The copyright lies with the TECHNOPARK® Zürich foundation and the Zürcher Kantonalbank, and may be displayed on their websites and for advertising purposes.

## 6. Other

The participants will be informed directly regarding the results. There is no right of appeal

## 7. Contact data

Stiftung TECHNOPARK® Zürich  
Pioneer Price  
Dr. Matthias Hölling  
Team Leader Foundation Affairs and Head Pioneer Price  
Technoparkstrasse 1  
CH – 8005 Zürich



Tel: +41 44 445 11 58

Mail: [pionierpreis@technopark.ch](mailto:pionierpreis@technopark.ch)



Like us on [Facebook](#)