

ACADEMIA-INDUSTRY TRAINING  
INDIA 2022

# Discover the market potential of your applied research project in India.

Join 10 other **scientific entrepreneurs** to discover  
the **Indian market** with your research project.



The two most promising projects will  
win **CHF 10,000** to grow their businesses.





"AIT India trained us on the business-related aspects but also on the cultural aspects essential to communicate properly with Indian partners and customers."

Gregory Segala, UNIGE student and CEO & co-founder Fluosphaera, AIT participant 2021

The AIT program aims to support scientists in **transforming their applied research into market application** and discovering their entrepreneurial potential.

By connecting scientists from top institutions in Switzerland and India, the program promotes an international network and enables access to one of the most promising markets and intellectual capitals in applied research.

- **Improve** market application by validating your ideas with peers, experts and potential customers.
- **Engage** with likeminded researchers and entrepreneurs from both, Switzerland and India and learn about their business practices.
- **Win** up to 10'000 CHF to grow your business. A total of **CHF 20'000** will be granted to the **2** most promising projects.



Being selected for this program offers researchers a unique opportunity to:

- **Develop** a better understanding of the industry environment and establish connections and first partnerships in the untapped Indian market.
- **Access** a wide network of peers, mentors and industry experts and acquire tools and skills to analyse the application of their research.
- **Boost** the recognition of your innovation.
- **Connect** to high-level researchers in their field from Switzerland and India.

Information and questions: contact us at [sarra.benbader@venturelab.swiss](mailto:sarra.benbader@venturelab.swiss)

**ZHAW** is the Leading House for Switzerland's bilateral science & technology cooperation program with India. [www.zhaw.ch/leadinghouse](http://www.zhaw.ch/leadinghouse)

**swissnex India** is the government of Switzerland outpost with a mission to enable, empower and connect Swiss research, innovation and start-ups with India. [www.swissnexindia.org](http://www.swissnexindia.org)

**Venturelab** is a platform developing high-level entrepreneurial programs for high-tech startups on a Swiss and international scope, in partnership with academic and industry partners. [www.venturelab.swiss](http://www.venturelab.swiss)

## Eligibility

Open to 10 selected participants who are founding members of science-based Swiss start-ups with a high market potential.

This program is tailored for post-graduates and scientists of both Swiss Universities and Universities of Applied Sciences who are pursuing a concrete business opportunity based on their research.

## Program

Application Deadline:  
**June 30<sup>th</sup> 2022**

Selection of participants  
(pitch in front of a jury):

**July 13<sup>th</sup> 2022 (online)**

Trip to Bangalore (India)  
**November 14<sup>th</sup> - 18<sup>th</sup>**

AIT Camp in Switzerland  
**January 31<sup>st</sup> - February 3<sup>rd</sup> 2023**  
(to be confirmed)

Each training day is from  
9am to 2pm

**Apply until June 30<sup>th</sup> 2022**  
[www.venturelab.swiss/ait-2022](http://www.venturelab.swiss/ait-2022)