

Annual Report 2017

More than just an annual report...

Outlook 2018 - Further Cooperation

With Edy Portmann, Professor of Computer Science, and Emmanuelle Fauchart, Professor of Entrepreneurship two young and enthusiastic personalities have been won for the program. Together with them, we will be able to attract younger bachelor level students as well as students from other faculties more easily to the program. By having both of them on board, innovation and entrepreneurship support becomes more present and known around campus.

Outlook 2018 - Hall of Fame

Visibility of entrepreneurial success stories are crucial for the innovation spirit on campus. In cooperation with the technical services of the university, plans are currently being developed to present prototypes of student's ideas in the main hallway of the Pérolles 90 building. By doing so, fellow students will see that their classmates have already had first entrepreneurial successes.

2017 Projects - Cooperation with Fri Up

Since May 2017, the local incubator Fri Up and ideas@imt have strengthened their cooperation so that students are able to implement their business ideas more efficiently. Through the cooperation, students will be better prepared to be granted access to Fri Up's incubator program. Fri Up was founded in 1989 and today is a non-profit association with the mission of assisting existing companies and start-ups in establishing their innovation and entrepreneurial efforts.

Outlook 2018 - New Students with Ideas

ideas@imt has an ever-expanding portfolio of business ideas which benefit from the program. There are currently four new ideas which are seeking to join the program in the coming months. We look forward to supporting these upcoming entrepreneurs!

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Impressum

If you want to support entrepreneurial students at University of Fribourg too and become a sponsor, ideas@imt

partner or ideas@imt member please contact us.

We gratefully thank our sponsors, ideas@imt partners and ideas@imt members. Their commitment to our program

enables the promotion of innovation and entrepreneurship at the University of Fribourg.

Support our Innovative Students

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ideas@imt Team - Albert Broger

As an Upper Swabian who grew up in the close vicinity of the Bavarians, the Württembergers and the Swiss, Albi always takes a non-judgmental and curious approach. This makes him perfectly suited to working with new ideas. His passion for design thinking and creativity were highly appreciated by the team. Albi, a recent Master in Management graduate, developed a new website and app for the ideas@imt program and acquired important funds for it. The new website showcases success stories and the different activities and services of the program in a clearer and more effective manner.

Ideas of 2017: Johannes Wirtmann - « SkiScraper »

As a dedicated ski-mountaineer, Johannes found inspiration for his idea whilst he was out in the mountains. When snow is wet and there are strong temperature fluctuations or warmer weather, it becomes sticky and collects on the surface of the skis. Johannes' solution to this is the SkiScraper, a functionally shaped blade based on a plug connection with which ski-mountaineers can easily scrape off the heavy snow deposits from the skis. This way, skiers avoid frequent breaks to remove snow from their skis mid-ascent. Johannes and his friends from TU München developed a first prototype in spring 2017.

Ideas of 2017: Siril Hermann - « Apiar.io »

In the recent years, it has become increasingly challenging to keep a healthy bee population. Diseases like the "varroa destructor" coupled with climate change and intensive pesticide use threaten bee populations. To improve the health of the Swiss bee population, Siril created a predictive analysis algorithm which can predict and inform beekeepers about events taking place inside their hives. It informs them of possible threats detected in their hives such as the formation of a swarm or a lack of space in the hive. By using Siril's algorithm, problems can be detected earlier and beekeepers can take corrective action before it is too late, avoiding heavy usage of chemicals. Siril tested his prototype in Switzerland as well as in Chile. By the end of 2017 he planned collaborations with similar startups in Zurich.

What is ideas@imt?

ideas@imt is an early stage support program that helps students develop their ideas into more concrete business opportunities. Run by the international institute of management in technology at the University of Fribourg, the program helps students make their idea into a more refined product prototype.

To enable this, ideas@imt works with potential upcoming entrepreneurs on a variety of fronts. ideas@imt challenges students to improve their creativity through trainings, workshops and by offering students a creative workplace. Business development and prototyping is at the heart of ideas@imt. It provides students with a platform for early-stage coaching and individualized advice, in a hands on approach.

Through the imt's extensive network, students have access to a pool of experts and to a variety of interdisciplinary teams to provide them with the right contacts to further develop their idea.

The program helps students build minimal viable products by providing access to experts, funding and prototyping technology like 3D printing. To allow the budding entrepreneurs to grow their business and make them ready for professional support programs, ideas@imt also provides financial support, acts as a bridgehead to different financing possibilities and also works with personal sponsors for student's ideas.

ideas@imt Finances

Revenue (CHF)	
Membership Contributions	450.-
Sponsorship	13,000.-
Total Revenue	13,450.-

ideas@imt has two revenue streams. On one side, individuals can become members of ideas@imt and contribute to financing of the program. On the other side, ideas@imt also has sponsors which grant funds to financing the program.

Expenses (CHF)	
Marketing and Website	252.05
Student & Project Support	3,096.50
Staff Costs Junior Researchers	5,000.-
Total Expenses	8,348.55

Surplus (CHF)	
Surplus	5,065.95

The Surplus results from the difference between the Total Revenue and Total Expenses. The available amount will be used to finance a part of the program's expenses in 2018.

Outlook 2018 - Junior Enterprise Fribourg

Junior Enterprise Fribourg (JEF) is a student run, non-profit organization that provides junior consulting services to companies in western Switzerland. JEF offers consulting services in the areas of business, information technology, and communication and also offers translation services. In order to improve JEF's effectiveness, ideas@imt will coach the team in 2018 to establish JEF as an agile and even more successful student consulting service.

Ideas of 2017: Thierry Antille - « UrShirt »

Thierry takes the "go local" trend of the food and beer industry to the textile and apparel industry. Thierry's start-up Ur-Shirt sells shirts of which a significant part of the value chain takes place in his home canton of Valais. The logo of the shirts is an outline of the canton, creating a strong connection between the proud Valaisans who wear the shirt, and the shirt itself. Thierry donates a part of the revenue he creates to the association "Valais in the World" to help bring the Valaisans far from home a little bit closer to their mountainous home. Within the ideas@imt program, Thierry concentrated on business development and targeted advertisement.

ideas@imt Team - Finn de Thomas Wagner

As someone who claims to be Swiss but only speaks high German and who grew up in Spain, Finn lives with perpetual complexities in trying to understand where he is actually from. Finn, who is completing his MA in European Business, was part of the Swiss Team which won the 2017 Solar Decathlon in Denver with the Swiss Living Challenge project. He joined Arja in researching entrepreneurial and innovative ecosystems at universities.

2017 Projects - Student Innovation Workshop

The ideas@imt team contributed to and participated in the first Student-Innovation Workshop held at the Adolphe Merkle Institute in Fribourg in November 2017. Organized by the Association of Student Innovation, this workshop united leading personalities in innovation and entrepreneurship from most universities and universities of applied sciences in Switzerland. The aim of the workshop was to enable a high-level exchange of ideas and experiences about how student entrepreneurship and innovation can be fostered in the most effective way, whilst still taking into account the institutions' significant differences in terms of size and teaching and research subjects. Early stage start-up incubators like ideas@imt can only be effective and successful if the university encourages entrepreneurship and innovation on a global scale. This includes having professors who are aware of entrepreneurship and who promote it in their lectures, but it also means having events like start-up days or competitions for ideas which spread the entrepreneurial spirit and mindset around the university community. To achieve this, it is imperative that the university's leadership encourages, promotes and communicates entrepreneurship and innovation across the university.

ideas@imt Team - Yves Hertig

As the only true "fribourgeois" on the team, Yves places a particularly great importance on sponsoring the local start-up and innovation scene. He further shares a thriving business relationship with local pubs, as a fan and responsible customer. Apart from this, Yves is responsible for the ideas@imt program. Coaching, networking, organizing and managing the finances are his daily business.

Our Sponsors

The ideas@imt program and team would like to thank two sponsors which donated an important sum to finance the expenses of the program in 2017. The sponsors include: Alumni and Freunde UniFR (Alumni and Friends Association of the University of Fribourg) and the Stiftung zur Förderung der Wirtschafts- und Sozialwissenschaftlichen Fakultät der Universität Fribourg (Foundation for Promotion of the Faculty of Economic and Social Sciences of the University of Fribourg).

2017 Projects - Ideation Booklet

The Lean Start-up is a method for creating start-ups in which all processes are kept as slim and agile as possible. The aim of the method is to create a successful start-up with minimal capital, whilst keeping the focus not on exact long-term planning, but rather on a learning-by-doing approach. The Lean Start-up methodology was adapted and converted into the "Smart Up Ideation Booklet" by the University of Applied Sciences in Luzern. This booklet is essentially a large poster which acts as a framework in which potential entrepreneurs can develop and test their business ideas. The booklet was purchased several of these booklets and used them in the course "Innovation and Technology Management". The students found the tool very useful and interesting to use. The key strength of the Ideation Booklet is its compactness. All steps and considerations which have to be taken when developing one's own business idea are collected on one large poster. Laura M. The Ideation Booklet helped me further specify and refine my business idea, and collect the most important factors in a neatly arranged manner." Ferdinand W.

Ideas of 2017: Antoni Wiercioch - « Die Fischerei App »

Die Fischerei App is an app with which anglers can easily record their catch without the trouble of paper forms. This not only reduces the burden on the angler, but also enables more comprehensive statistical feedback to authorities. Furthermore, it reduces the processing time needed by cantonal authorities as they receive all data already digitalized directly from the Fischerei App. Antoni developed his app so that it was fully functional, and since summer 2017 the canton of Grisons has adopted the app as a pilot project where all of the canton's anglers can use it.

Ideas of 2016: Andreas Barmettler - « Wurmturn »

The Wurmturn is a system of boxes which allows fast composting on a confined area. This makes it very practical for people living in apartments with a balcony, but no backyards. The closed system enables small-free composting by worms which consume and process the organic material. The boxes are equipped with sensors, which enable monitoring of the sensitive worms. After just six to nine months, the compost is ready and can be used. Andreas' curiosity, determination and perseverance together with the newly acquired skills led him to win the 2016 "Business Ideas Competition @ Fribourg".

Ideas of 2016: Nadine Artaz - « neunmalkug »

Wanting to end her unhealthy and what appeared as permanent need for conventional snacks, Nadine's idea neunmalkug sought to place powerfood vending machines at universities. This would provide students with healthy and nutritious snacks to give them energy that lasts throughout the day. Before setting up these vending machines, Nadine tested her main product. After a baking session in the Centre Fines, a one-week long testing period at the Mensa Mistrichs showed that students loved her cookies, brownies and other snacks. Nadine's strong willpower, healthy stubbornness and project management skills make her an appreciated and respected individual destined for entrepreneurial activity. Nadine is putting these attributes into practice in Morocco where she is helping out at a start-up which is currently in the middle of a growth phase.

Ideas of 2016: Jedidja Inhelder - « Mein Biel App »

While working as a bartender in Biel, Jedidja also found himself answering many questions on what was going on in the town's social life. To inform people about events in his town, Jedidja decided that an app would be the right tool to develop. Users would be able to see all events happening in town, select the ones they're interested in and create a personalized event agenda. The app was designed to be a social tool, for example users could upload their favorite pictures, some of which would then be used and printed in local newspapers by a partner publishing house. The partnered publishing house, Gassmann AG, was also Jedidja's app development partner. Although the app was tailored to Jedidja's city of Biel, he also developed the "MyCity" concept so that it could easily be adapted to other cities. His persistence and ability to work in an interdisciplinary team made Jedidja a valuable member in Biel's media landscape. There, he continues to meet media innovation experts to foster regional media innovation.

ideas@imt Team - Prof. Dr. Stephanie Teufel

There is nearly no place that Stephanie hasn't yet visited. This and the fact that she is Swiss with strong Berlin roots (one must only think of the legendary Berlin innovation spirit...) give her a special openness which has sharpened her eye over the years. Stephanie has the eye of an eagle when it comes to discovering new ideas, which she then eagerly promotes. Within the ideas@imt program, Stephanie is responsible for the program's strategy. She plays an important role as the link between the program and the local economy.

ideas@imt Team - Anja Erbe

As a typical "Zürcherin", Anja enjoys the finer things in life such as wine tasting and online shopping. Under the disguise of an exchange semester at the University of Bordeaux, Anja will spend the spring semester testing herself through the region's famous wine and food. Apart from this, Anja researched issues and challenges around creating entrepreneurial and innovative ecosystems for students at the University of Fribourg. When she was not researching entrepreneurial mindsets, she was, and still is, studying towards obtaining her Master in Management.

Rules of the Game

Welcome to the ideas@imt 2017 Annual Report! We hope you enjoy our annual report, which we present to you as our very own Fribourg styled board game!

To make it entertaining for everyone, we have put together a simple set of rules.

1. Find a die at home, or download the app "Dice" on your smart phone and unpack the playing chips included in the envelope.
2. Lay out the game poster on a flat surface and place the chips on the field labeled "START".
3. Now, the game begins! Take turns rolling the die and moving the chips.
4. If the field you land on after having moved your chip is plain, stay there until your next turn. If there is a symbol on the field you land on, check below to see what you have to do for landing on that symbol and follow the instructions.
5. As you move around Fribourg, take time to read the various blocks of text. You will learn plenty about the ideas we had in our program in the last 12 months, our team, what we are planning for the future and how we supported our students.
6. The winner is whoever reaches the field labeled "END" first.

Meaning of the Symbols:

- You put in a ton of time into your idea and developed a first prototype. Indulge in your first successes by moving forward three fields!
- You got a bit distracted from your idea. You were too busy with your studies and extensive holidays on a tropical island, so you are taking it easy. Go back four fields, you will get some extra time.
- Your prototype was perhaps a bit too boring for the market, but you got many great ideas on how to improve it from meeting industry experts. Go back 10 fields; you have another chance!
- Your 3D printer went up in flames. Nevertheless, you get another shot, so go back to field 57 and get back at it.
- Your idea is doing great! The prototype was enthusiastically accepted by the market and by industry experts. Cruise forward seven fields to celebrate your staggering success!
- Your idea is blasting off the ground! People are thrilled, you are working on it day and night and it will change the world! Advance to field 80 and go galactic!
- You just met with your coach. He gave you many new ideas and you are once again 100% motivated! Try your luck again; take a jump and advance two fields.