



Innovation  
Booster

powered by  
Innosuisse

# Energy Lab.

boosting the energy transition

- 09.00 Welcome & Get-to-Know each other
- 09.15 Energy Lab brief overview
- 09.20 Pitch Jury role and duties
- 09.30 Pitch Jury membership issues
- 09.40 Pitch&Enrich workshops & planning for 2021
- 09.45 Pitch Scoring Form & evaluation criteria
- 09.50 Q&A and final remarks
- 10.00 Meeting close

The energy lab is an innovation ecosystem consisting of more than 200 proactive partners and relevant research institutions in Switzerland. Our mission is to boost the energy transition through joint innovations. In a multistage bottom-up, agile process we create solution with real impact and economic benefits for implementation partners.

## Focus.

We consider all aspects of the energy strategy 2050 including the energy supply, distribution and demand in buildings, mobility and industry. We work on innovative solutions for a decarbonized and sustainable future.

## Benefits.

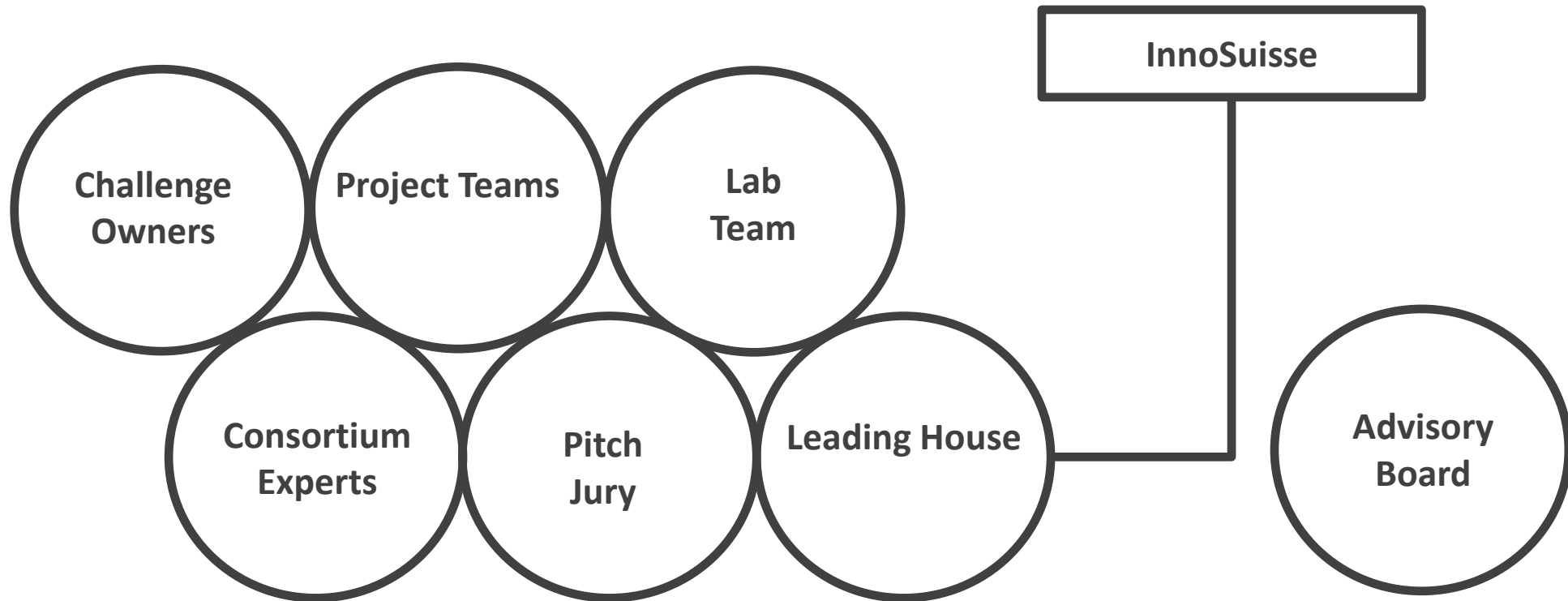
In order to enable and accelerate innovation, we match your challenge with appropriate experts and partners. Thanks to the approved application within the NTN Innovation Booster program of Innosuisse, we are able to support your projects financially.

# Organization and Roles

[www.energylab.site](http://www.energylab.site)

Innovation  
Booster

powered by  
Innosuisse



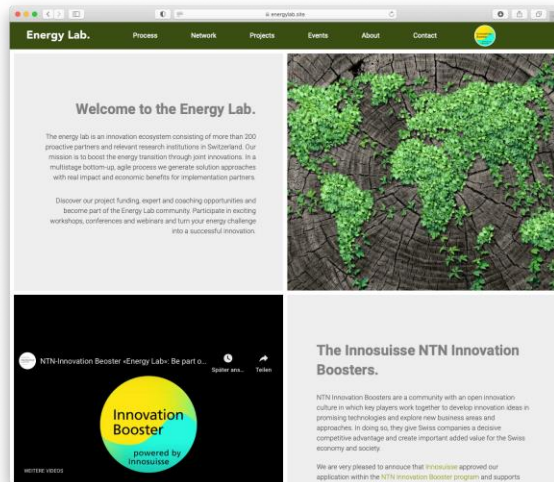
# Communication Channels

www.energylab.site

# Innovation Booster

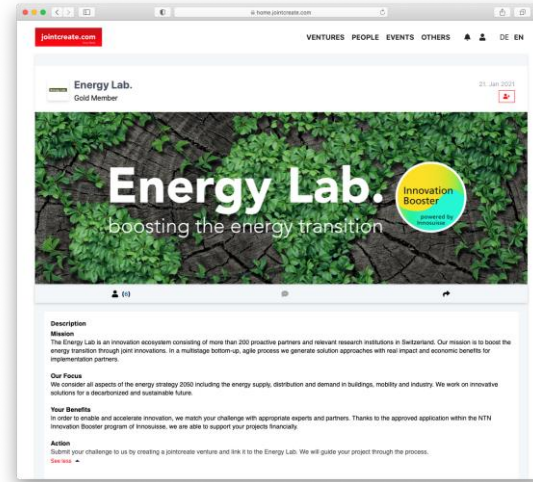
powered by  
Innosuisse

## Website



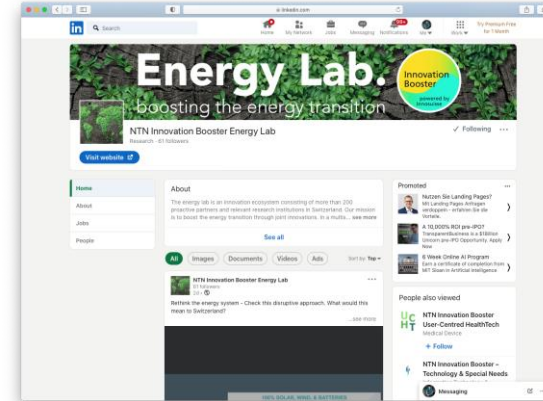
[www.energylab.site](http://www.energylab.site)

## Jointcreate



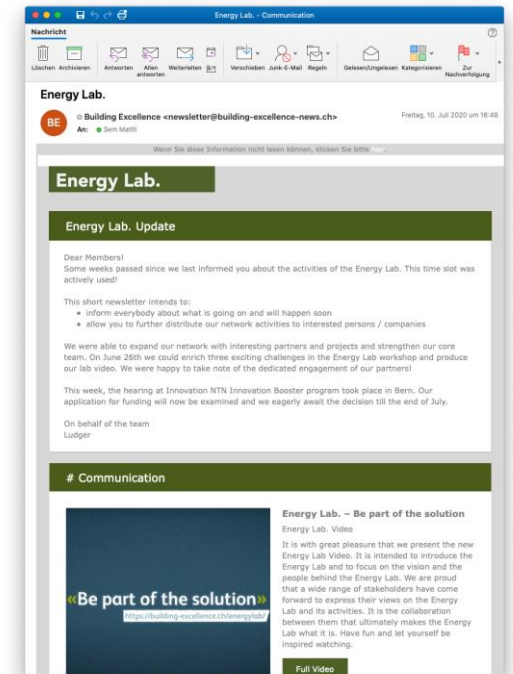
Please register on  
**Jointcreate:**  
<https://home.jointcreate.com/organizations/2/>

## LinkedIn



Follow us and add your  
Energy Lab position on  
your profile:  
<https://www.linkedin.com/company/ntn-innovation-booster-energy-lab/>

## Newsletter



At least 50% female team members

Criterion on gender, diversity and inclusiveness

## Collecting reflections for the WELL communication platform:

Your own experience / want to achieve

Balance with family & social life

Your insights & wisdom to pass to younger woman

# Pitch Jury Role and Duties

[www.energylab.site](http://www.energylab.site)

Innovation  
Booster

powered by  
Innosuisse

## Role

- **Science** (1-3 persons): scientific background, experience with Innosuisse projects, generalist in the energy area, good network, time availability
- **Economy** (1-3 persons): perspective of a potential investor; market potential vision and feasibility; affinity to energy topics, background in company general management, good industry network, time availability
- **Citizens & Society** (1-3 persons): checks societal, economic & environmental relevance, member of public institution or NGO, affinity to energy topics, time availability

## Duties

- evaluate pitch projects according to defined criteria
- decide on which project ideas get awarded with money
- decide how much funding should be allocated to initiate the project
- document decisions, make them transparent
- withdraw from decisions in conflict-of-interest situations
- define contact person to pitch jury management
- for pitch evaluation: minimum of 3 and maximum of 9 participants (each role must be represented).

# Pitch Jury team

www.energylab.site

Innovation  
Booster

powered by  
Innosuisse

## Economy



Ilonka Zapke



Jean-Baptiste Heinzer



Olivier Ouzilou

## Science



Francesca Cellina



Massimiliano  
Capezzali



Stéphane Citherlet

## Citizen & Society



Marie-Claire Graf



Sylvie Villa



Annamaria Masetto

Also  
contribute to  
C&S



## Membership issues:

- Pitch Jury is free to decide on their own organisation mode
- Members decide the need for more members (already two requests pending)
- Members assess candidates' applications and make final choice
- Members are appointed for one-year term
- Members must be present at least at one of the three sets of pitches during the one-year term.
- Members define contact person to pitch jury management

# Energy Lab Program – Pitch&Enrich Workshops

www.energylab.site

Innovation  
Booster

powered by  
Innosuisse

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OKT	NOV	DEC
Inspire				Webinar	Webinar	Webinar	Webinar	Webinar	Webinar	Webinar	Webinar	Webinar
Workshop	Kickoff Workshop 29.01.21, Zoom			Pitch&Enrich Workshop 23.04.21, 9-16, virtual (NEST)			Pitch&Enrich Workshop 08.07.21, 9-16, PARK			Pitch&Enrich Workshop 21.10.21, 9-16, NEST		
Bootcamp					Spring Bootcamp, Park 20.05.21 8-17					Autumn Bootcamp, NEST, 23.09.21 8-17		
Exchange											(Un) Conference 25.11.21, 12-18, HSLU	
Work		Project Sprint 1			Project Sprint 1			Project Sprint 1			Project Sprint 1	
		Project Sprint 2			Project Sprint 2			Project Sprint 2			Project Sprint 2	
		Project Sprint n			Project Sprint n			Project Sprint n			Project Sprint n	

**Please save the dates:**  
**Friday, 23 April**  
**Thursday, 8 July**  
**Thursday, 21 October**

# Pitch evaluation issues

[www.energylab.site](http://www.energylab.site)

Innovation  
Booster

powered by  
Innosuisse

- 3 to 4 Pitch&Enrich workshops per year
- Max available funding per year: 300'000 CHF, corresponding to about 25 funded challenges
- Three grant levels options per challenge: 5 kCHF, 10 kCHF or 25 kCHF.
- 5 x 25k CHF; 10 x 10k CHF; 9 x 5k CHF = 270k CHF per year.
- Pitch evaluation is a half-day activity
- Notification sent one week before pitch workshop: link, time slot, final number of pitches, challenges

## 1st Pitch&Enrich workshop – Friday, April 23 - online:

- Pitch to the jury session in the afternoon: 13h-17h
- Max 12 challenges: 5 to 10 min per presentation
- Two independent pitch sessions running in parallel
- Two jury sets required
- After the pitch evaluation, each set of jury meets for a ranking round and amounts to be granted
- At the end of the workshop, the pitch scoring forms are collected by the Lab team

# Pitch Scoring Form (1)

For pitch jury members

## General Information

<b>Date</b>	
<b>Jury member</b>	
<b>Pitcher</b>	
<b>Challenge title</b>	

**Value of the challenge:** *the goal of the pitcher is to impress you about the value of their idea within 5 minutes using all sort of informations and how the pitch content is delivered.*

<b>Overall Score of the Challenge</b> (7 to 21, 21 is the highest)	<i>Score .../21</i>
<b>Rank Order</b> (1 is the highest)	<i>Enter rank based upon total number of pitches you have listened to</i>
<b>Amount to be granted</b> (5k CHF; 10k CHF; 25k CHF)	<i>Enter proposed grant</i>
<b>Notes:</b>	

# Pitch Scoring Form (2)

www.energylab.site

Innovation  
Booster

powered by  
Innosuisse

Guidelines to be used by jury members in determining the value of the challenge

Criteria		Score
<b>1 Novelty of solution</b> <i>(1: none; 2: justify in satisfactory manner; 3: quite convincing)</i>	<i>What is the problem to be solved? What has been tried before and what was not successful? Where is the innovation, i.e., how does it advance the state of art? Does it solve the problem? Is it needed?</i>	
<b>2 Impact on energy savings &amp; equivalent CO<sub>2</sub> reductions</b> <i>(1: small; 2: medium; 3: large)</i>	<i>How does your challenge contribute to energy savings or CO<sub>2</sub>-reduction?</i>	
<b>3 Market opportunities</b> <i>(1: small; 2: medium; 3: large)</i>	<i>Who are your clients? Which markets in CH and internationally would be addressed? Size? Which total addressable market could be enabled by a challenge solution?</i>	
<b>4 Gender, diversity and inclusiveness</b> <i>(1: none; 2: justify in satisfactory manner; 3: addressed in persuasive manner)</i>	<i>Is the team gender balanced? How are diversity and inclusiveness of the proposal addressed? (e.g. plans on delivering social impacts on women, younger generation, contributing to other initiatives)</i>	
<b>5 Probability of success</b> <i>(1: no convincing planning, 2: justify in satisfactory manner 3: quite convincing)</i>	<i>Is there a convincing planning? Milestones to be achieved?</i>	
<b>6 Support from the implementation partner</b> <i>(1: no staff nor money; 2: either money or staff; 3: both money and staff)</i>	<i>How strong is the partner implementation support? Does it include financial and/or human resources?</i>	
<b>7 Pitch delivery</b> <i>(1: poor; 2: reasonable; 3: excellent)</i>	<i>Was it clear, concise, convincing, enthusiastic? Good timing?</i>	



Innovation  
Booster

powered by  
Innosuisse

# Energy Lab.

boosting the energy transition