digitalswitzerland

MAKING A DIFFERENCE. NOW!

March 2017

Making Switzerland a Leading Digital Innovation Hub. Worldwide!

WE ARE DIGITALSWITZERLAND

Making a difference. Now!

Strengthening the **Swiss economy** in the new realities
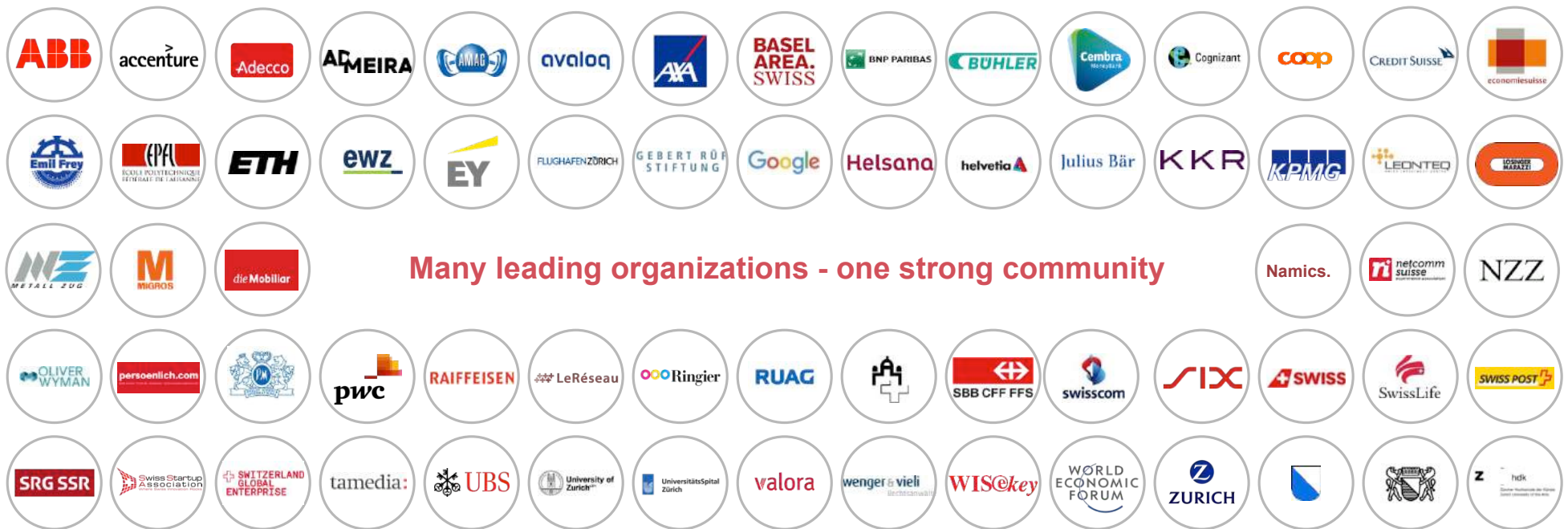
Cross-industry nationwide initiative

Uniting visible members from **all disciplines**

Bundling forces, connecting topics and creating networks

CURRENT MEMBERS

As of March 2017

Many leading organizations - one strong community

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STEERING COMMITTEE

2017

Andreas Meyer, SBB

Christian Wenger, Wenger & Vieli AG

Christoph Tonini, Tamedia

Domenico Scala, BaselArea.swiss

Heinz Karrer, Economiesuisse

Ivo Furrer, (ex Swiss Life Schweiz)

Lino Guzzella, ETH Zürich

Lukas Gähwiler, UBS

Marc Walder, Ringier AG

Martin Vetterli, EPFL

Patrick Warnking, Google Switzerland

Philipp Rösler, World Economic Forum

Ruedi Noser, Ständerat

Susanne Ruoff, Die Schweizerische Post

Urs Schaeppi, Swisscom AG

Veit Dengler, NZZ Management AG

Walter Thurnherr, Bundeskanzler

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EXECUTIVE COMMITTEE

2017

Christian Wenger,
Wenger & Vieli AG

Christoph Brand, Tamedia

Daniel Küng, switzerland global
enterprise

Fathi Derder, Le Réseau

Marc Walder, Ringier AG

Marcel Stalder, Ernst & Young

Martina Larkin, World Economic Forum

Patrick Warnking, Google
Switzerland

Patrizia Pesenti, Ringier AG

Pascale Vonmont, Gebert Rüf
Stiftung

Roger Wuethrich-Hasenboehler,
Swisscom AG

Roland Siegwart, ETH Zürich

Ruedi Noser, Ständerat

Stefan Schöbi, Migros

Urs Häusler, Swiss Startup Association

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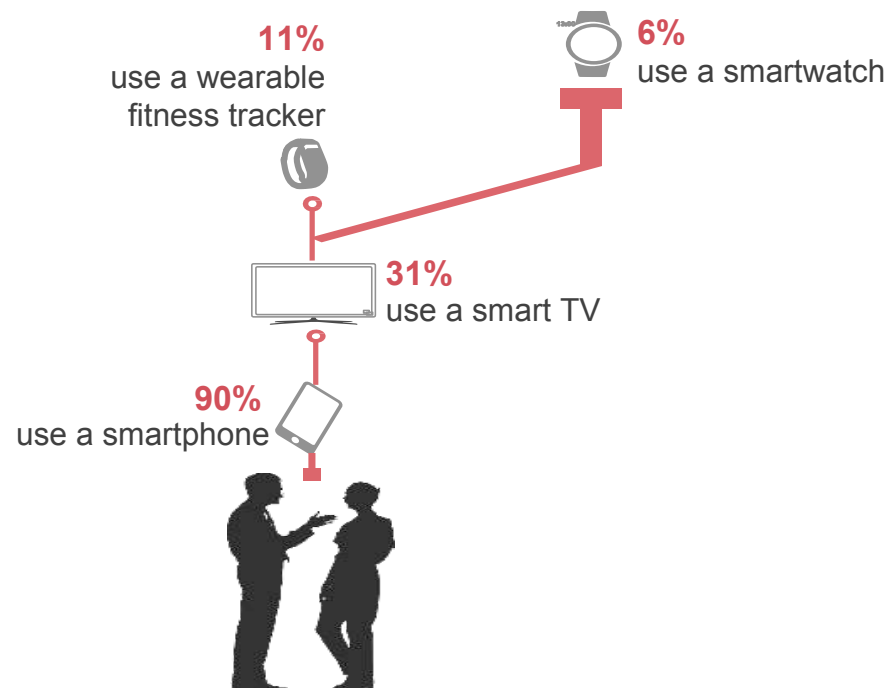
OPERATIONS
Represented in all of Switzerland

Established Operations

In planning

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WHY digitalswitzerland?

SWITZERLAND is always online!

About 7 years ago, less than 10% of the population were using smartphones!

Average amount of time spent on devices per day

8 hrs 48 mins

11%
use a wearable fitness tracker

6%
use a smartwatch

31%
use a smart TV

90%
use a smartphone

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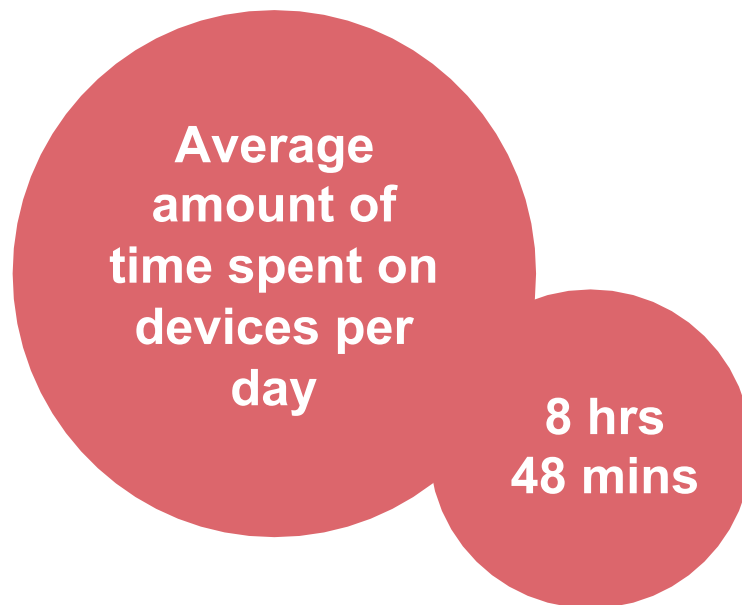
RELEVANCE & URGENCY
Major changes to happen in our economy within 4 years!

80% Increase of **digital revenues** of large organizations is expected by 2020

Customers will shop in **augmented reality** by 2020 **100M**

50% of enterprises will launch advanced **digital transformation** initiatives by 2020

Reference: Gartner

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RELEVANCE & URGENCY
Well-known personalities are also awared of the urgency situation

Angela Merkel | German Chancellor

"**Speed** is of the essence – the time to move forward and capture this opportunity is now."

Klaus Schwab | Founder WEF

"Industry 4.0 will **change** the way we work. The world will be our office. It's not a fiction and it's not far away."
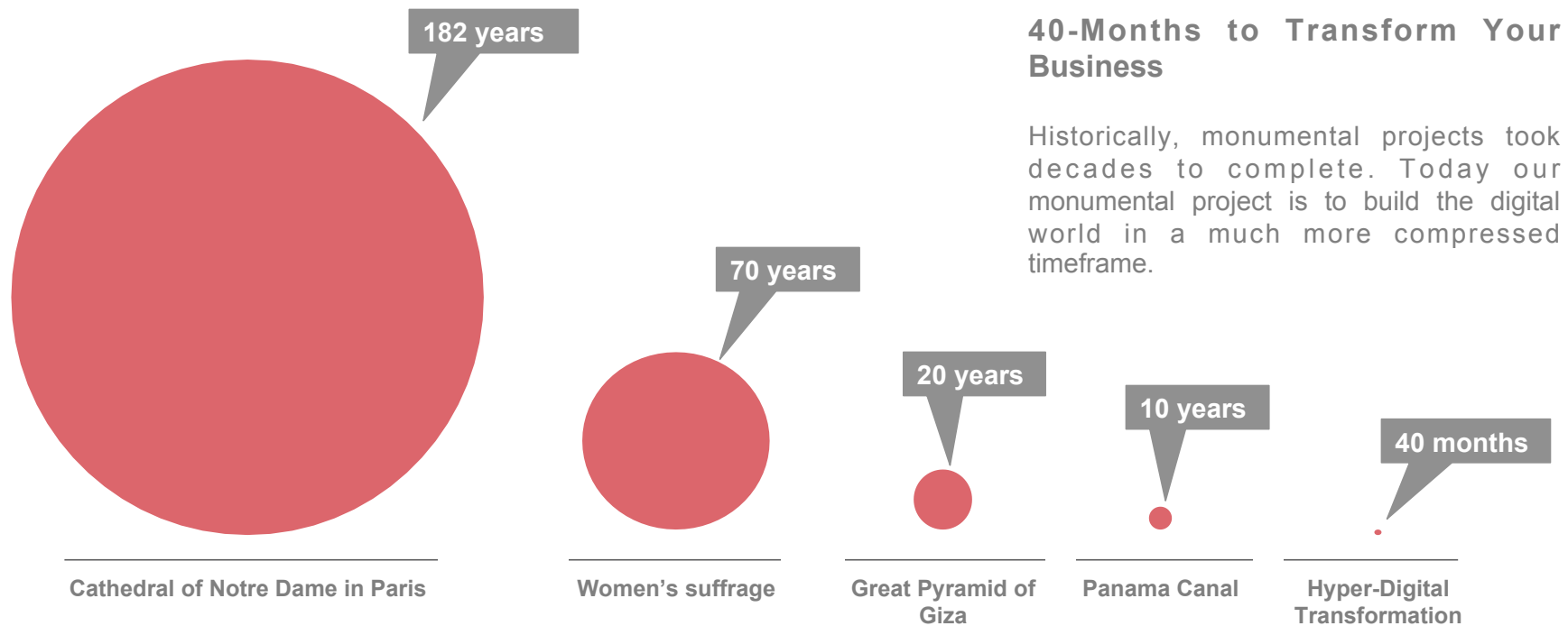
Roland Berger | Strategy Consulting

"Those who are the **leaders** in the digital domain will take the lead in industrial production."

LESS THAN 4 YEARS TO TRANSFORM

Speed of business transformastion is dramatically increasing

182 years

70 years

20 years

10 years

40 months

Cathedral of Notre Dame in Paris

Women's suffrage

Great Pyramid of Giza

Panama Canal

Hyper-Digital Transformation

40-Months to Transform Your Business

Historically, monumental projects took decades to complete. Today our monumental project is to build the digital world in a much more compressed timeframe.

Reference: Cognizant Center for the Future of Work, 2016

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WE ARE ALL INVOLVED IN THIS PROCESS
Is there any industry which is not in the transformation so far? Maybe not.

Digital Transformation Is Important to All Industries
All industries believe digital transformation is important to their future success, yet many are still failing to act.

- Healthcare Payers — 74%
- Financial Services — 70%
- Life Sciences — 64%
- Manufacturing — 62%
- Insurance — 61%
- Healthcare Providers — 60%
- Retail (stores, supermarkets) — 57%

50% of revenues will be at risk due to shifting **consumers' spending** after 2017

of kids today will do **jobs** that haven't been invented yet **65%**

PROJECT OVERVIEW
Core & Partnering

	Political Framework	Education & Talent	Start-up Enablement	Thought Leadership	Public communication
Core activities	**Digital**Manifesto **TOP100** Digital Shapers	educationdigital **digitalswitzerland /** next generation	KICKSTART ACCELERATOR INVESTORSUMMIT VENTURE KICK Swiss Startup INVEST	challenge **Innovation Factory Selnau** **Digital** Hub Exchange	digital tag.ch **Blog & Special editions**
Partnering activities	WORLD ECONOMIC FORUM economiesuisse ICTSWITZERLAND Information & Communication Technology	INFORMATIK TAGE 2017	SICTIC SWISS ICT INVESTOR CLUB START SUMMIT TOP100 STARTUP AWARD venture leaders startup ticker .ch BASELAUNCH accelerating healthcare ventures	WORLDWEBFORUM Digital SUMMIT für KMU	DIGITAL FESTIVAL

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CHALLENGES
Project Vision

1. Focus auf realisation
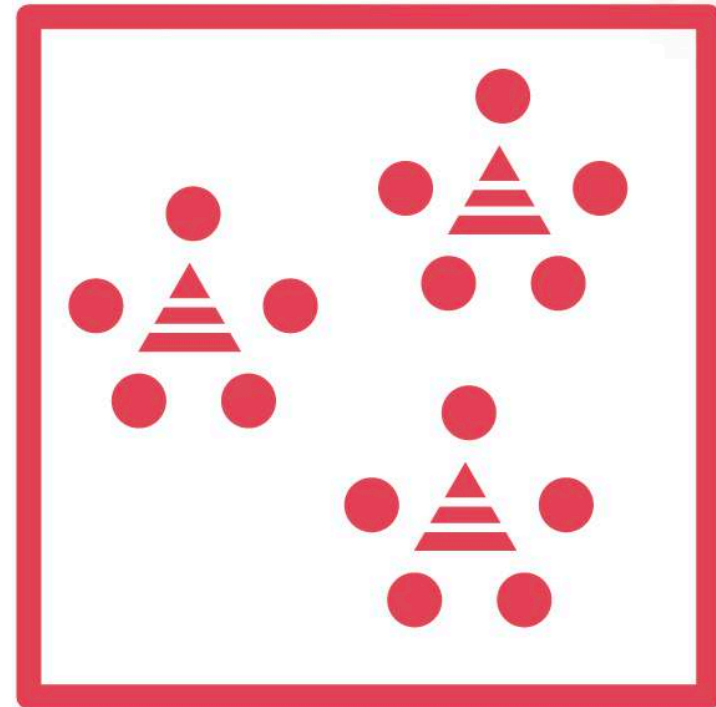Key projects and impactful

2. Collaboration
for all industries and competitors

3. Agile and quick
Conditions to win the race

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ROCHALLENGES

Overview of the current „bets"

- **Mobility:** Smart Bahnhof
- **Mobility:** SmartQuartier
- **Mobility:** Augmented Reality
- **Mobility:** Car Pooling
- **Cybersecurity:** secure.switzerland
- **Education Digital:** Nationales Forschungsprogramm
- **Education Digital:** Case Studies KMU
- **Education Digital:** Plattform digitale Kompetenzen
- **Education Digital:** ICT-Workshop an Schulen

- **E-Democracy:** Crowd-Innovation-Plattform
- **E-Health:** Digitale Gesundheitskompetenz
- **Blockchain:** Handelsregister
- **Digital Real Estate:** Construction Management
- **Digital Real Estate:** IoT Facility Management
- **Digital Real Estate:** Immobilientransaktionen
- **Legal:** Privatsphäre in AGBs mittels Piktogrammen
- **Fintech:** C-Share – digitales Eigentum
- **Artificial Intelligence:** Mundart

Collaboratively innovative!
Pioneers of the digital transformation

April 3rd 2017, 16.00–21.00
ewz Unterwerk Selnau, Zürich

– Launch digitalswitzerland challenge
– Pre-Opening digitalswitzerland Innovation Factory
– Keynotes of Christine Corbett Moran

2 days ago we had a first milestone

http://challenge.digitalswitzerland.com/

digitalswitzerland challenge

SWISS STARTUP DAY

With digitalswitzerland as presenting partner!

Day 1: Best Practices & Investor Dinner
Day 2: Investor on stage, pitch battle,
       panel, 1:1 meetings

ATTENDEES 2016:
700 PARTICIPANTS
 60 STARTUPS PITCHING
1'000 1:1 MEETINGS

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DIGITAL MANIFESTO
Political Framework

- **A blueprint for the Swiss society and Government to ensure prosperity and jobs**

- **Addresses areas impacted by digitalization**

- **Postulates demands as well as measures to cope with the digital transformation**
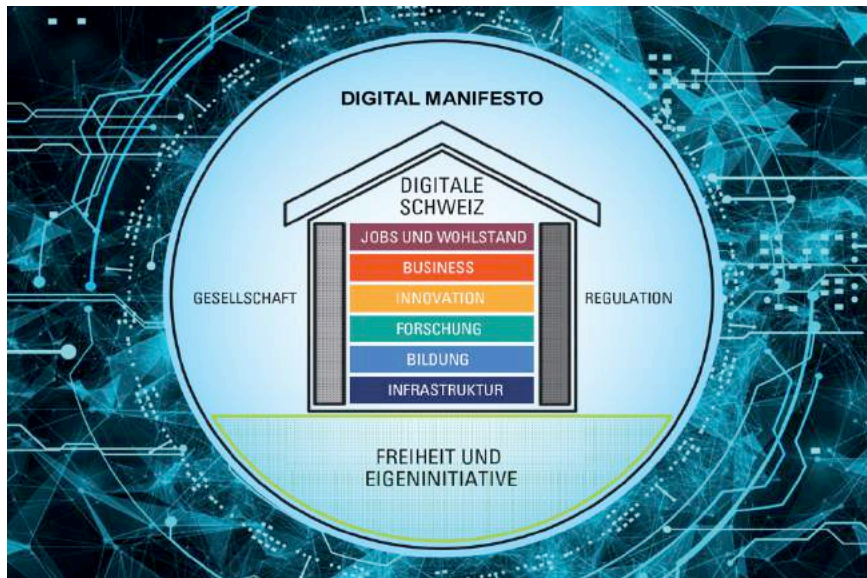
Focus
- Swiss society
- Swiss Government

Vision
- The goal of the Manifesto is to function as a comprehensive blueprint for the digitalization of Switzerland.

Offering
- Set of measures addressing challenges of digitalization along 8 dimensions
- Suggested measures were handed over to the Government for potential implementation

Member involvement
- Contribution to the digital manifesto
- Exchange with „Digital shapers"
- Collaboration with the government, entrepreneurs, researchers and industry experts

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KICKSTART ACCELERATOR
Start-up Enablement

- **One of the largest multi-corporate startup accelerators in Europe**
- **A fast-track gateway for entrepreneurs to access the Swiss innovation ecosystem**
- **Running for 11 weeks from September to November in Zurich and Basel**

KICKSTART ACCELERATOR+

Verticals

- Fintech
- Food
- Robotics & Intelligent Systems
- Smart Cities
- Healthcare (in collaboration with BaseLaunch)

Vision

- Positioning the Swiss innovation ecosystem in the international startup scene
- Enable a fast-track access to Swiss Corporates and enhance the knowledge-transfer between Partners and Startups

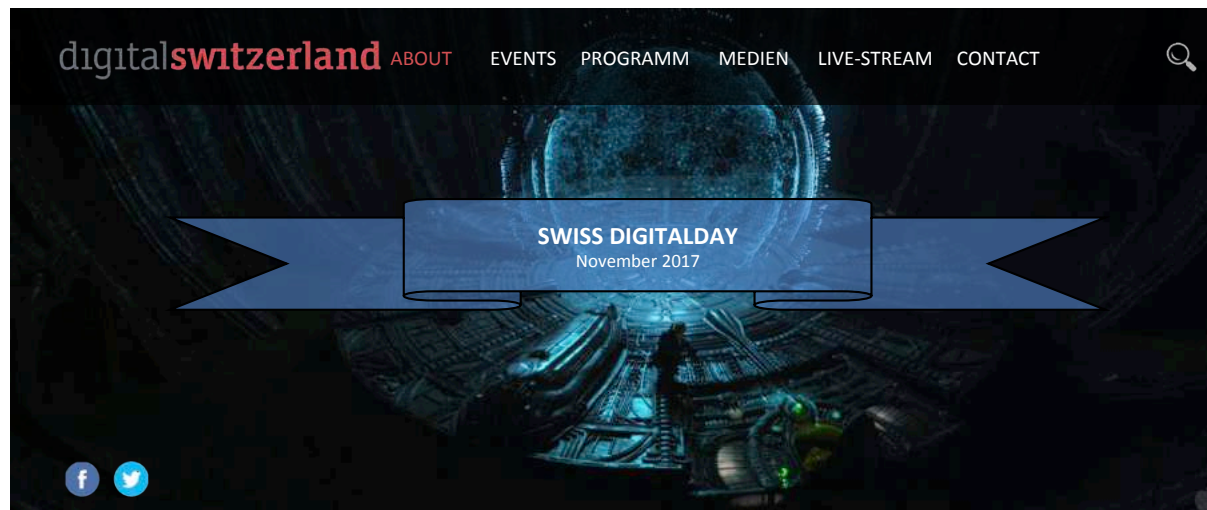AN INITIATIVE BY **digitalswitzerland**   OPERATED BY **IMPACT HUB** Zürich

DIGITALDAY
Public Communication

- **Decentralized, public event in fall 2017**
- **Shows the meaning and opportunities of digitization to the broad public**
- **Addresses people's questions and fears**

SWISS DIGITALDAY
November 2017

Focus
- Public – Swiss public
- Entire country, 4 languages
- All members of digitalswitzerland

Vision
- The reception of digitization is two-sided. While some consider it to be a great opportunity, others view it with suspicion. digitalswitzerland wants to show the public what digitization means for Switzerland and each and everyone of us.

Offering
- Decentralized organized day
- Businesses present digitization in their own way to the public

Member involvement
- Companies open their doors or are present at places where the people are - train stations, schools, etc.
- digitalswitzerland coordinates the program and opens up its network

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THANK YOU!