



University of  
Zurich <sup>UZH</sup>

**ETH** zürich



University  
of Basel



*feminno* – female  
innovation and career  
development in  
Sciences

Guide for applicants

*feminno*

# *feminno* – female innovation and career development in Sciences

The programme is coordinated by the Zurich-Basel Plant Science Center and supported by the Career Services, the office for Gender Equality and Diversity, the Graduate Campus of University of Zurich, the Life Sciences of ETH Zurich and University of Zurich, the Faculties of Medicine and Sciences, University of Zurich and the Department of Environmental System Sciences at ETH Zurich.

**Are you a female scientist or an alumna from a Swiss University interested in innovation and personal development?**

**Are you interested in career opportunities, especially in Switzerland, at the interface between research, innovation and industry?**

**Do you want to develop your ideas into an innovation, or you are asking yourself how your ideas could generate a new technology, product or service either in cooperation with an enterprise or as a start-up? Are you looking for know-how to launch such a process?**

**Are you asking yourself how to develop your talents with a positive work-life balance?**

**Do you want to increase your self-confidence, internalise your strengths and trust your decisions with the support of qualified mentors?**

**In this case, this career programme is just right for you!**

# What can you expect?

## **feminno offers mentoring and career development for female scientists interested in innovation.**

Experienced career advisers, coaches, innovation experts and executives from successful enterprises share their work experience and will inspire you to pro-actively mature your ideas and your personal development.



### Innovation ecosystem

feminno's focus is on idea generation. For this you will be able to enlarge your network outside academia and learn how to evaluate the potential of your idea. In addition, you will receive advice and access to funding opportunities to start your own innovation project.

### Deliverables

At the end of the programme you will be able to assess ideas for its innovation potential, not just from a scientific standpoint but also including a business perspective. You have completed your first Business Canvas, which may serve as a guide on future assessments.

You will be able to make a sound and educated decision about your next career move and have the necessary network to do so successfully. feminno has proven as a stepping stone for many participants.

You will be clear on your competencies and have improved significantly some of your pain points. A personal Action Plan will be one outcome of the programme. In addition qualified mentors will be available to support you after completion of the programme.

# Programme

The programme (call 6) starts in September 2022 and comprises of the following stages

## Career retreat

13–15 September 2022, three full day sessions  
with [Dr Daniela Gunz, Career Services, University of Zurich](#)

## Innovation seminars

November–December 2022 (exact dates and time TBC)  
with [Dr Cornelia Fürstenberger, Unitectra](#); [Professor Carole Claire, Unisante, Lausanne](#); [Michael Kropac, seecon](#); [Dr Verena Lütschg, About Tomorrow Consulting](#); [Dr Andrea Degen, EUrelations](#); [Dr. Melanie Paschke, Zurich–Basel Plant Science Center](#)

## Training

### Innovation Workshop: Create a Business Model Canvas

October 2022, two full day sessions  
with [Isabelle Siegrist, Sandborn](#)

### Negotiation skills for conflict situations, business deals

Januar 2023, two full day sessions  
with [Gaby Rockmann, Rockmann Consulting](#)

## Company visits and exploratory workshops

November 2022–February 2023, three company visits (companies to be confirmed)

## Closing event

Presentations, Networking & Celebration:  
Early March 2023

*Please note: we try to hold our workshop in person, some seminars may be hold virtually.*



Value-Based Design Workshop, December 2021.  
Photo: Daniela Gunz.



feminno participants fully energized after 2-day Innovation Workshop, October 2021.  
Photo: Daniela Gunz.

**We strengthen your career competencies on the basis of your own resources.**

## feminno offers career counseling and clarifies your demands and expectations

### Career retreat

- > A three-day intensive career retreat offers you the opportunity to reflect on:
- > Your competencies.
- > Your resources.
- > Your faith in my abilities.
- > Your motivation.
- > Your goals.

**Control** know yourself

## feminno helps to plan the next steps and work in more detail on your project ideas

### Mentoring

- > Provide explanations and support to the world of start-up.
- > Help you to set up your own portfolio.
- > Assist in finding suitable mentors from industry or start-up ecosystem.
- > Member of the feminno network and participation in regular events.

**Concern** plan

## *feminno* offers competency-oriented training and helps to build your innovation ecosystem

### **Innovation workshop**

- › **Mature your idea and create a Business Model Canvas.**

### **Innovation seminars**

- › **Where does innovation come from?**  
Introduction to the basic principles of innovation management.
- › **Gender-based perspectives in the innovation process**  
Does my idea offer gender-based application scenarios?
- › **Pitch training**  
How to present your project successfully.
- › **Funding your project**  
Presentation of various European and Swiss start-up financing instruments, incl. BioEntrepreneur Fellowship program and Innosuisse funding.
- › **Present your own project at the closing event!**  
Present your innovation ecosystem. What companies do you intend to approach as cooperation partners?

Confidence tools

## *feminno* creates opportunities

Curiosity know opportunities

### **Company visits**

- › **Raise your visibility**  
Women are less visible to private industry and less present in the hidden job market. Only 60–70 % of all appointments are channeled through regular recruiting platforms: all other positions are filled through personal contacts! For this reason, it is immensely important to present yourself and your research to industrial executives and leaders.
- › **Visits to private enterprises**  
Role models can open doors to new career tracks. You will meet highly qualified women working in R&D, in leading corporate positions or as entrepreneurs – a valuable insight into the world outside of academia.

# Who can participate?

The programme addresses female researchers from Life Sciences, Natural Sciences, Tech and Humanities currently working as a PhD student, Postdoc at a Swiss University. Recent alumnae from a Swiss University and young female professionals can join the programme through the ETH School for Continuing Education.

## Evaluation criteria

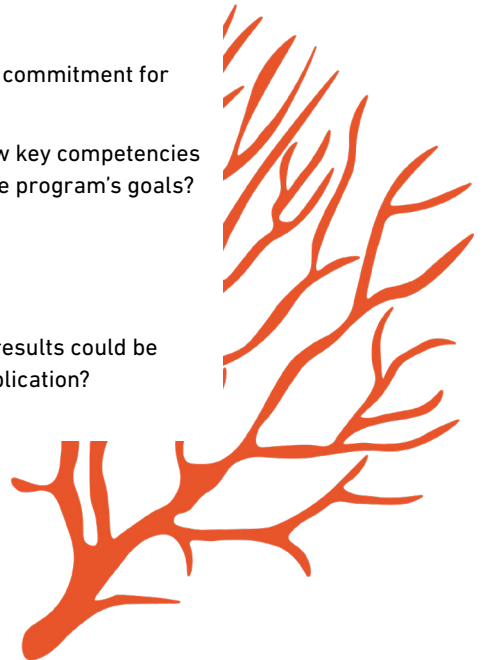
The selection of applications is done based on the following criteria:

### Relevance for career development

- › Does the CV show that the applicant will profit from the programme?
- › Is the personal development plan convincing?
- › Has the applicant convincingly expressed her commitment for participating in the programme?
- › Will the programme give the applicant the new key competencies that will enable her to achieve her own and the program's goals?

### Relevance of research

- › Are its innovative aspects evident?
- › Has the applicant outlined how her research results could be transformed into an innovative product or application?





«The *feminno* programme helped me to grow immensely both on a professional and on a personal level. It offers great networking opportunities with extremely talented female scientists within and outside the workshops, and a broad range of courses to help find the right career path and improve important professional skills. I would recommend this program to any woman who is eager to learn about professional opportunities, build the right career for her and join a network of smart and supportive women.»

Judith Jaeckel, *feminno* participant



«The *feminno* programme was an invaluable experience to connect with a diverse group of women in science who are looking to drive innovation with their research ideas. The training sessions are broad and not only shore up the skills necessary for entrepreneurs such as negotiation, building business models, securing funding, and pitching but also provide energizing exercises to build up confidence, tap into motivation, and develop focus to achieve goals. During each module, you are also introduced to inspiring and engaging women leaders in science and business. I highly recommend this program for the competencies you will learn and also for the relationships you will build going forward.»

Anjali Raja Beharelle, *feminno* participant



## Call 6

Opens: 7 June 2022

Closes: 29 July 2022

Notification of acceptance:  
15 August 2022

### **Tuition language**

The programme language is English.

### **Location**

Please mind that most seminars will take place in Zurich and participation is mandatory and will be tracked. Some lectures may be held virtually.

### **Credit points**

PhD students will receive 4 ECTS that are fully accredited in their PhD Programmes; Postdocs will receive a certificate of attendance and 120 hours accredited to the PSC Career Development Programme for Postdocs. Alumnae and young professionals that join the programme through the ETH School for Continuing Education will receive a certification of successful completion.

### **Fees**

CHF 2200 for Alumnae of a Swiss University

CHF 150 for PhD students at ETH Zurich or University of Zurich

CHF 400 for Postdocs at ETH Zurich or University of Zurich

### **Maximum number of participants**

A maximum of 25 women per call will be admitted.

**Information and application form**  
[www.feminno.ch](http://www.feminno.ch)

Zurich-Basel Plant Science Center  
ETH Zurich  
Dr Daniela Gunz  
Programme Coordinator  
Tannenstrasse 1  
8092 Zurich

daniela.gunz@usys.ethz.ch  
www.feminno.ch

**Project partners**

Zurich-Basel Plant Science Center – University of Zurich, ETH Zurich & University of Basel  
Life Science Zurich – University of Zurich & ETH Zurich  
Office for Gender Equality – University of Zurich & University Basel  
Career Services – University of Zurich