



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

Guide for applicants

# *feminno* – female innovation and career development in Life 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?**

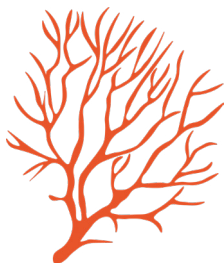
**Do you want to increase your self-confidence, internalise your strengths and trust your decisions with the support of qualified mentors?**

**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 life-science 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 4) starts in September 2020 and comprises of the following stages

## Career retreat

15–17 September 2020, three full day sessions  
with [Dr Daniela Gunz, Career Services, University of Zurich](#)

## Innovation seminars

4, 11, 18 & 25 November 2020, 6–10 p.m., four 4-hour evening sessions  
with [Andrea Gander, Apricon](#); [Dr Andrea Degen, Eurelations AG](#); [Dr Cornelia Fürstenberger, Unitectra](#); [Professor Carole Claire, Université, Lausanne](#)

## Training

### Innovation Workshop: Create a Business Model Canvas

13–14 October 2020, two full day sessions  
with [Isabelle Siegrist, Sandborn](#)

### Negotiation skills for conflict situations, business deals

13–14 Januar 2021, two full day sessions  
with [Gaby Rockmann, Rockmann Consulting](#)

## Company visits and exploratory workshops

October 2020–January 2021, four visits  
(Roche, Actelion, Lonza, Johnson & Johnson)

## Closing event

Presentations, Networking, Celebration:  
28 January 2021



Company visit at Lonza Visp. Photo taken by participant.



feminno participants empowered after a 2-day negotiation training.  
Photo: Andreea Cretu.

**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 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

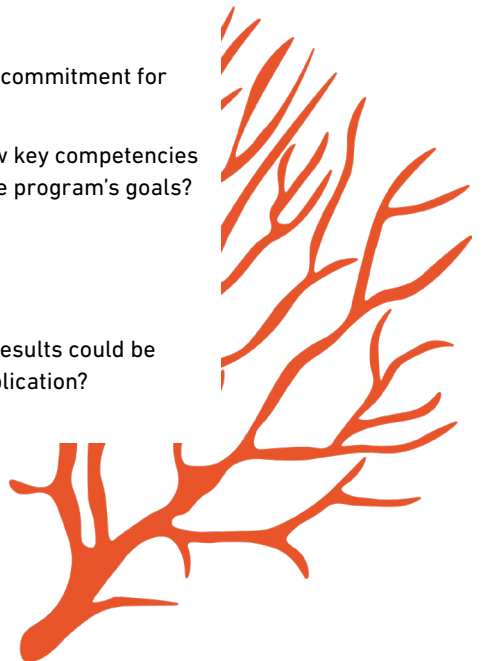
The selection of applications is done based on the following criteria:

### 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 is a wonderful opportunity to join a group of selected scientists with great experience and challenging ideas. It is an intensive, broad and rich programme that brings to discussion updated and imperative themes, aiming to develop skills necessary to all entrepreneurs. Moreover, the group composition being female creates a unique atmosphere, empathic and supportive. I strongly recommend the *feminno* programme to either women that have already decided on their professional pathway or are searching for new professional opportunities.»

Tais Adelita, *feminno* participant



## **Call 4**

Opens: 7 June 2020

Closes: 30 July 2020

Notification of acceptance:  
10 August 2020

### **Tuition language**

The programme language is English.

### **Location**

Please mind that most seminars will take place in Zurich and participation is mandatory.

### **Credit points**

PhD students will receive 4 ECTS that are fully accredited in their PhD Programmess; 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 Postdocs and PhD students at ETH Zurich or University of Zurich

CHF 800 for Postdocs or PhD students of University of Basel

### **Maximum number of participants**

A maximum of 20 women per call will be admitted.

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

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### **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

# **Lonza**

