

°Outpost



Start your future today

swisscom

°Outpost Innovation Programs

Education and Networking in the
World's Top Innovation Ecosystems

outpost.swisscom.com/innovationprograms

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Digitalization and its disruptive nature is forcing companies around the world to find new and fast ways to innovate in order to secure a fair share of the changing economy.

For European companies without direct access to path-breaking innovation networks however, it is a great challenge to successfully innovate due to the lack of quality benchmarks, research and collaboration opportunities with future-oriented and versatile partners.

Silicon Valley remains the world's innovation capital, giving rise to inspiring visionaries, cutting-edge technologies, unicorn startups and pioneering powerhouses like Google, Apple, Facebook, Genentech, SpaceX, Flex and many more.

Berlin is one of the most diverse and inclusive startup ecosystems in the world. With its high creative potential, it represents an inevitable network for European companies who are looking to openly collaborate or learn from rising entrepreneurs.

China and especially **Shanghai** has blossomed into one of the world's major startup ecosystem, with innovation as a top strategic goal and innovation acceleration as a key strength, exponentially growing and transitioning from heavy industry to high tech ones.



The °Outpost Innovation Programs in Silicon Valley and Berlin

Swisscom is well connected to these three ecosystems. With the Outpost Innovation Programs you are taken to Silicon Valley or Berlin and are invited to discover and build upon the newest technology trends, operation methods and an eager culture of innovation acceleration. This enables you to create a strategic vision of the future for your industry, allowing your company's growth and success in shaping the future.

Our programs connect you with our Outposts, dedicated to giving you privileged access to its ecosystems and insights from reputable innovators and disruptors, with networking, investment, and prototyping opportunities and first-hand knowledge from experts and industry insiders.

The Swisscom Outpost presents five innovation programs of different purposes, profiles and durations, available at two Outpost locations:

	Silicon Valley	Berlin
Industry-Specific Focus Weeks ▶ Page 4 1 week (Innovation) Managers, C-Level Executives, Boards of Directors, VPs	✓	
Co-Location Program ▶ Page 8 1 – 3 months (Innovation) Managers, Developers	✓	
Project / Expert Training Days ▶ Page 9 2 - 5 days Project- / Research Teams, C-Level Executives, Boards of Directors, VPs	✓	✓
Inspiration Tours ▶ Page 10 2-5 days Universities (EMBA), (Innovation) Managers, C-Level Executives	✓	✓
Visitors ▶ Page 10 1-2 days Customer-defined specification	✓	✓

More information on each program is presented on the following pages.

Industry-Specific Focus Weeks in Silicon Valley

With our industry-specific Focus Weeks, you will be taken on a deep dive into a specific topic or industry, with subsequent reception of a certificate stating your achievement. These weeks are designed for teams or individuals of positions such as innovation managers, C-level executives and investors with an interest in deep-driven topics, network-building and the experience of local expertise.

A typical week looks like the program below, containing a well-balanced composition of theoretical, practical and individual learning and application contents, including:

1. Introduction day with essential foundations regarding the local ecosystem and its typical traits
2. Theoretical insights in partnership with local experts, universities and professors
3. Company visits and experience sessions with first-hand insights as well as personal exchanges with experts and local insiders
4. Case studies or workshops
5. Individual pitch, wrap up and certificate

Program Overview

	Day 1 Monday	Day 2 Tuesday	Day 3 Wednesday	Day 4 Thursday	Day 5 Friday			
Arrival	Introduction to local Ecosystem	Academic Insights	Reality Check	Case Study	Individual Performance	Departure	Follow-Up	
	Swisscom Outpost Venture Capital in local Ecosystem Expert Speaker	Lectures (Collaboration with University or Professors)	Company Visits	Think Tank and Open Discussion	Pitch Presentations and Feedback			
					Certificate Handover			
	Startup Presentations	Experience Sessions	Company Visits	Workshop (Collaboration with local Corporation)	Wrap Up What is next?			
	Networking Event(s)							

For 2020, registrations for the following industries are open:



Blockchain
(Silicon Valley)



Health Tech
(Silicon Valley)



Corporate
Innovation
(Silicon Valley)



Artificial
Intelligence
(Silicon Valley)



Cyber Security
(Silicon Valley)



Industry 4.0
(Silicon Valley)



Infrastructure and
Transportation
(Silicon Valley)



E-Commerce
(Silicon Valley)

Can't find your field of interest? No problem. Get in touch to discuss whether the Outpost can organise a Focus Week or separate event of your specific preference.

What is included in the Focus Weeks?

- ▶ 5 full days of educational sessions, workshops, company visits and exchanges with industry experts and peers
- ▶ Program support with an Outpost representative accompanying the group
- ▶ Hotel accommodation for 5 nights (Sunday - Friday)
- ▶ Transfers between events
- ▶ Lunches

If you prefer to book and pay for your own accommodation, contact us.

Focus Weeks Pricing

Regular	8.420 CHF / person
Early Bird	6.990 CHF / person

**Early Bird bookings are valid up to 6 months before the starting day of each focus week.*

**The focus week will be held with a minimum of 10 binding registrations 2 months before the starting date of each focus week.*

**The groups are limited to 15 participants.*

**The flight is not included in the prices above.*

Blockchain



May 4th - 8th, 2020

Blockchain technology is recognized as critical, especially for the future of financial services: from new market entries, to cross-selling opportunities and even the implementation of wholly new business models. The Blockchain focus week will explore how Distributed Ledger Technologies deliver solutions to enterprises and how the adoption of decentralized platforms across industries can be supported. Blockchain as a Service, digital assets custody solutions and tokenization services among other relevant topics will be explored by Swisscom Blockchain AG in partnership with UC Berkeley. The Blockchain world is evolving fast, so should you!

Health Tech



May 11st - 15th, 2020

Healthcare undoubtedly has a huge potential for optimization, both in the US and in Switzerland. Although the health systems work differently in many aspects, both countries face similar challenges. This focus week is about the Outpost being able to inspire you with industry-leading partners. We do this by specifying problems together and working jointly to find solutions that improve Switzerland's healthcare system. The program consists of lectures and workshops on new technologies such as AI, IoT, robotics, and augmented reality from the health, biotechnology and pharmaceutical industry. Furthermore, you will visit startups and learn the innovation methods of established companies. The whole week will pay close attention to experiences in the innovation transfer and changes from the US to the Swiss environment.

Corporate Innovation



June 15th - 19th, 2020

Innovation is a central driver for corporate success and thus an important object of consideration both at the level of business models and at the level of the products or services. The Corporate Innovation Week equips its participants with know-how on specific frameworks and concepts that touch on cultural and structural topics such as lean thinking, agile organizations, portfolio management, and organizational change. Based on practical and theoretical approaches you will get an understanding of how to drive business innovation in order to foster the development of new businesses and new business models for your company.

Cyber Security



September 14th - 18th, 2020

Digitalization intensifies networks of people, machines, technology and businesses. Information can and must be accessed from anywhere. This rise in complexity and its challenges are crucial for your business development. Issues to be faced are the cybersecurity workforce gap, alert fatigue by the huge number of false positives, instant visibility and overview of the infrastructure and the "weakest link" being under constant attack. What are the most important security trends and risks, and what are the newest technologies to effectively fight against such threats? Join our Cyber Security program to explore cutting-edge advancements in the prevention, detection and response to security threats and to learn from industry experts, startups, as well as your peers in Silicon Valley.

Artificial Intelligence



September 14th - 18th, 2020

The functional possibilities of AI have taken leaps and bounds over the past decade, and no place is a bigger hotbed for such development than Silicon Valley. Home to AI giants like Intel and Google, the Bay Area is fostering tremendous talent and innovation when it comes to what deep machine learning can do. For companies worldwide, artificial intelligence is crucial to future economic growth and competitiveness through new offerings, sharper value propositions and more efficient processes. Our AI Focus Week provides US insight in the understanding of, and approach to AI. Take part in our Silicon Valley in-depth week to compare your company's AI efforts with American benchmarks and gain a better understanding of how the future can be shaped with an AI approach.

Infrastructure and Transportation



October 5th - 9th, 2020

The future of transportation and infrastructure dramatically changes our cities and the way we live, from commuting to communicating and many more aspects. How can a merger of the digital and physical worlds revolutionize urban transportation, dissolve infrastructure issues and increase the quality of life? In our Infrastructure and Transportation Week, we ask questions such as how people will commute and how goods will be transported in the future, and how physical infrastructure will have to evolve to accommodate these changes. Together, we will explore changes to transportation and its implications on existing structures and models, such as smart cities, drones or autonomous vehicles. By participating in our program you will have the chance to build a visionary, pragmatic and courageous mindset in order to establish a sturdy foundation today, for the future ahead.

Industry 4.0



October 19th - 23rd, 2020

The fourth Industrial Revolution, also known as Industry 4.0, is now underway. Manufacturing and engineering will undoubtedly profit from the ongoing digital transformation. It is of crucial importance to gain knowledge into the emerging risks and opportunities of building a more customer-centric supply chain, to enhance operations for increased productivity as well as minimizing downtime and improving workers' safety. In our Industry 4.0 focus week you can expect first-hand insights from industry leaders on new technologies and applications such as automation, IoT, AI, Smart Factory and 5G, in order to prepare for your future manufacturer journey.

E-Commerce



November 16th - 20th, 2020

Silicon Valley is a leader in the field of e-commerce. The best examples are companies like Amazon or Ebay. During the e-commerce focus week, you will be introduced to Silicon Valley's digital marketplace, with insights into the new retail business model, customer experience, leading online payment and technology, social and digital marketing, and examples of efficient warehousing and logistics. Silicon Valley is expected to be one of the fastest growing consumer markets in the foreseeable future. Now is the right time to invest in learning from its leading e-commerce ecosystem.

Co-Location Program in Silicon Valley

This program is designed for innovation managers, developers or anyone who wants to establish an extended connection and deep topic insights in Silicon Valley. During a time-frame of 1-3 months, the participants will be able to use the Swisscom Outpost as their base for advanced scouting or prototyping. Find the right partners to overcome business challenges, to exchange with peers on the world's elite level and to bring the spirit of innovation to your home base.

A typical Co-Location program is structured into the following phases:

- 1 Preparation: Kick-off and case definition calls with an Outpost representative
- 2 Initiation: Experience the Silicon Valley ecosystem like a local by attending events, meeting VCs and startups
- 3 Partners: Narrow your focus to find the ideal partners that can help you reach your goal
- 4 Creation: Work towards your goals. This usually involves either a technical prototype or an industry quality report
- 5 Elaboration: Determine how to best implement the findings of your case into your business
- 6 Graduation: Individual pitch, wrap-up and certificate

Examples of Co-Location cases include:

- ▶ Performing research on globally social, technological, environmental or political shifts and writing a quality report about their impact on your business
- ▶ Developing a prototype for a new product or service in an independent and inspirational environment with our Innovation Lab
- ▶ Finding partners to help with your current business challenges

What is included in the Co-Location Program?

- ▶ Office infrastructure in San Francisco and in Palo Alto
- ▶ Local support with an Outpost representative (*coaching, accompany to events, introduction to local peers etc.*)
- ▶ Silicon Valley survival kit
- ▶ 3h Silicon Valley guided tour
- ▶ 2 preparation calls with a local Outpost representative
- ▶ Access to mentor network (*upon request/suitability and additional cost*)

If you would like Swisscom to organize your accommodation, contact us.

Co-Location Program Pricing

Costs	1 Month	2 Month	3 Month
1 Person	10.000 CHF	13.000 CHF	15.000 CHF
2 Persons	18.000 CHF	22.000 CHF	25.000 CHF

**Swisscom recommends a minimum visit of one month for best returns on the time invested.*

**Flights and accommodations are not included in the prices above.*

Project / Expert Training Days

The Project / Expert Training Days are an intensive and highly individualized alternatives to our Fokus Weeks, aimed at individuals as well as research- or high-ranking leadership teams.

Project Days are for our customers who are facing a specific challenge and are looking for concrete solutions, or seeking active support and advice in developing a prototype. To support you in these objectives, the Swisscom Outpost offers active preparatory support in performing network building and bespoke research (e.g. your industry's local ecosystem, sales- or partnership opportunities) and enables intensive discussions with potential partners or customers on-site, in order to bring you a step ahead in evaluating or strengthening regional trade conditions.

Expert Training Days are for our customers who desire an intense and well-guided training of a cutting-edge technology topic. Topics are either predefined or organized upon specific customer requests.

What is included in the Project / Expert Training Days?*

- ▶ Active, topic-specific program preparation (*content, structure, network*)
- ▶ Outline of ecosystem and potential partners or customers
- ▶ Intense local coaching / advice from an Outpost representative (*accompany to events, workshops or meetings, introduction to relevant experts, customers or partners etc.*)
- ▶ Transfers between events
- ▶ Lunches

*may vary depending on training topic or customer-specific requirements.

If you would like Swisscom to organize your accommodation, contact us.

Inspiration Tours

Project / Expert Training Days Pricing

Project Days	4.000 CHF / day / group of up to 5 people
Expert Training Days	1.800 CHF / day / person

*Expert Training days will be held with a minimum of 8 registrations, the groups are limited to 15 participants.

*The flight and hotel accommodation is not included in the prices above.

Designed to gain a light overview on an innovation-thriving culture and mindset, our inspiration tours contain a balanced mix of insights from successful and pioneering companies, company founders, investors and industry experts in different domains. Through company visits and networking events, you will learn about the manners of thinking and acting of leading organizations passing through a digital transformation, as well as cutting-edge applications and technologies. This program is ideal for companies or University classes (EMBA/MBAs) with the goal of getting a better picture about future scenarios of their projects, teams, business units or company.

What is included in the Inspiration Tours?

- ▶ Inspirational company visits with Q&A sessions and/or University tours, networking events, exchange with experts
- ▶ Transfers between events
- ▶ Lunches
- ▶ Program support with an Outpost representative accompanying the group

If you would like Swisscom to organize your accommodation, contact us.

Inspiration Tours Pricing

Corporate Customers	1.200 CHF / day / person 5.500 CHF / week (5 days)
University (Class) Customers	5.500 CHF / day / group 25.000 CHF / week (5 days) / group

**The University tours are limited to a maximum of 28 participants.*

**Flights and hotels are not included in the prices above*

Visitors

It is always a pleasure for us to welcome visitors at all of our Outpost locations. With a 1-2 hour presentation at our local office followed by a Q&A session, we provide you the most up to date insights about Swisscom's approach and challenges in transferring innovation to Switzerland. We are happy to host individuals or groups of interested companies and Universities.

What is included in an Outpost Visit?

- ▶ Presentation about the local Outpost's activities (30min)
- ▶ General information on the local ecosystem (30min)
- ▶ Topic deep dive (topics upon request and availability of specific expert) (60min)

Visitors Pricing

1 hour presentation including <ul style="list-style-type: none"> ▶ the local Outpost's activities and ▶ general information on its ecosystem 	250 CHF
2 hours presentation about <ul style="list-style-type: none"> ▶ the local Outpost's activities and ▶ general information on its ecosystem ▶ topic deep dive (topics upon request and availability of specific expert) 	450 CHF

*Are you a leader who aspires to
boast achievements and influence
the future of your company?
Do you want the skills to kindle
the same kind of excitement
and creativity emanating from
leading innovation ecosystems?*

*The innovation programs of
our Outposts support you in
addressing today's complexities
of a changing environment with
the establishment of an according
mindset and know-how.*

Start your future today.

*Register now for your preferred Program by
contacting Tina Werro directly or by visiting
outpost.swisscom.com/innovationprograms*



Contact Details

Tina Werro

Head of °Outpost Innovation Programs

tina.werro@swisscom.com

+41 79 158 72 02

Our Location in Silicon Valley:

Swisscom Cloud Lab Ltd.

675 Forest Ave

Palo Alto, CA 94301

United States of America

+1 (415) 994-1858

°Outpost



