Discover the market potential of your applied research project in India.

Be one of 10 scientific entrepreneurs to discover the Indian market with your research project.

Apply until August 5th 2024
www.venturelab.swiss/ait-2024

The two most promising projects will win CHF 10,000 to grow and internationalize their businesses.
The AIT India program is an innovation-based funding instrument of the Leading House South Asia and Iran at ZHAW Zurich University of Applied Sciences. The program is being implemented with the partners Swissnex in India and Venturelab.

The goal of this program is to support scientists in transforming their applied research into market application and discovering their entrepreneurial potential.

By connecting scientists from top institutions in Switzerland and India, the program promotes an international network and enables access to one of the most promising markets and intellectual capitals in applied research. Being selected for this program offers researchers a unique opportunity to:

- **Develop** a better understanding of the industry environment and establish connections and first partnerships in the untapped Indian market.

- **Access** a wide network of peers, mentors and industry experts and acquire tools and skills to analyze the application of their research.

- **Boost** the recognition of their innovation.

- **Connect** to high-level researchers in their field from Switzerland and India.

- **Improve** market application by validating your ideas with peers, experts and potential customers.

- **Engage** with like-minded researchers and entrepreneurs from both, Switzerland and India and learn about their business practices.

- **Win** up to CHF 10,000 to grow and internationalize your business. A total of CHF 20,000 will be granted to the 2 most promising projects.

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**Eligibility**

Open to 10 selected participants who are founding members of science-based Swiss startups with a high market potential.

This program is tailored for Master students, PhD students, postdocs and researchers from Swiss universities, universities of applied sciences, universities of teacher education, research institutes and centers of technological excellence who are pursuing a concrete business opportunity based on their research.

**Program**

**Registration Deadline:**
August 5th, 2024

**Jury presentation:**
August 29th, 2024, Online

**Kick-off and preparation camp:**
September 26-27th, 2024, Lausanne

**Trip to India:**
November 18-22nd, 2024

AIT Camp in Switzerland: February 4th-7th

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*The AIT program goes beyond business strategies. It connects you with entrepreneurs and Swiss experts. It also provides an immersive experience in India, giving you insights into local entrepreneurship in a short time. It’s an adventure that prepares you to succeed not only in India but globally!*

Laura Stocco, co-founder of Openversum

AIT participant 2023