SWITZERLAND INNOVATION
PARK CENTRAL | SITE OF PARK ZURICH

Innovation Booster powered by Innosuisse

NEW MOBILITY LAB

Challenge process: Innovation in regional transport to increase the modal split

Challenge stage

Idea stage

1 Challenge Definition

Definition of problem with partners and Stakeholders across Industry, Academia, Politics/Social and Users

Call for participation

2 PE[1]-Workshop

Interested parties must participate this workshop. They develop and enrich their ideas with support from topic experts and co-create possible approaches with others to solve the challenges

Apply for funding

3 Pitch & Fund Day

Teams will present radical ideas to a panel of judges who will assess them (based on feasibility, viability and desirability) and decide which team will receive funding to develop their approach.

Idea testing

4 Co-Create Workshop

Winning teams participate in a co-creation workshop where ideas are further developed based on desirability, viability, and feasibility

Idea optimization

5 Recap

Innovation teams present their ideas, share progress, experience and best practices along the entire process

- Implementation
- Pivot to idea
- Discontinue

1 | Problem Exploration

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