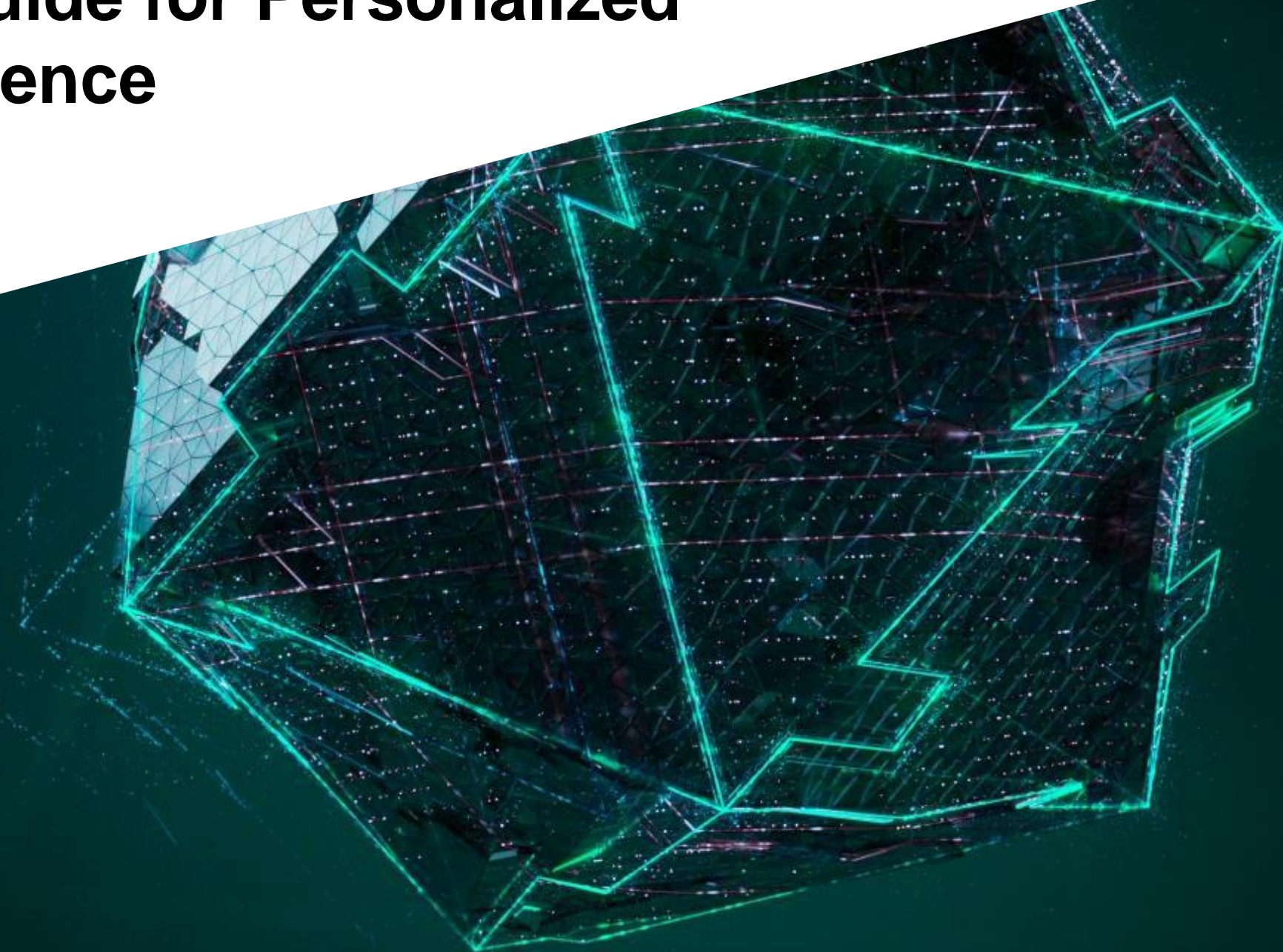


Innovation Coach

**An AI-Powered Guide for Personalized
Innovation Experience**



BUILDING BRIDGES

The Economic Promotion of the Canton of St.Gallen



WHAT'S THE PROBLEM?

Daily Struggles of SME



Complex Innovation Ecosystem

Challenge to find the right and relevant information needed for innovation.

Different Personas - Different Challenges

Innovation needs vary based on experience levels, challenges and unique requirements.

Disengagement

Without personalized insights and guidance, SME could feel lost or overwhelmed so they give up.



THE BENEFITS

Your Solution Should Provide



Personalized Onboarding Experience

The solution tailors the innovation journey based on the user's personal profile and needs (e.g., industry, experience level).

Guided Journey

A real-time and dynamic user journey that evolves with user progress, providing relevant next steps.

Relevant and Practical Support

The AI-driven recommendations align with the user's real-world challenges.

Motivation & Engagement

The dynamic coaching approach ensures that users feel motivated to use the solution and supported throughout their innovation process.



WHO IS THE SOLUTION FOR?

THE CLUELESS

Unfamiliar with innovation - requires education and exposure



WHO IS THE SOLUTION FOR?

THE MOTIVATED

Eager to innovate - but needs direction and resources



WHO IS THE SOLUTION FOR?



THE HESITANT

Interested but afraid of risks - needs confidence and safety nets

WHICH RESOURCES DO YOU GET?

Data

- Detailed description of **3 user profiles**
- Non-exhaustive **dataset** of the **innovation ecosystem** of the Canton of St.Gallen

Technology

- Participants have **free choice** of **technology**
- Selection based on **feasibility**, **scalability** and **user experience**



WHAT ARE WE EXPECTING?

Presentation

- User friendly handout summarizing key facts and technical insights
- Format: pptx or pdf

Key Elements

- **UX:** A live demonstration of the solution, including onboarding and adaptive coaching
- **Technical implementation:** system architecture, AI logic and personalization mechanism

Prototype

- Working and functional MVP



WHICH CRITERIA ARE USED FOR EVALUATION?

Feasibility (20%)

How is the maturity level of the solution?

Creativity (20%)

How unique and forward-thinking is the approach?

User Experience & Personalization (30%)

How well does the system adapt to individual user needs and motivates users?

Relevance & Market Potential (20%)

How practical and impactful is the solution for real-world users?

Presentation & Communication (10%)

How clear and persuasive is the final presentation?



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Enjoy a spectacular cable car ride to the summit and
a delicious lunch with stunning alpine view!



NOW IT'S YOUR TURN



QUESTIONS?



Simon Schlegel
Canton of St.Gallen

@ our booth

19th of March: 20:00 – 22:00

20th of March: 10:00 – 12:00

18:00 – 20:00

or

send a message via
START Summit app

