

Z-

Kubator

# Turning Ideas into Opportunities

Philipp Kotsopoulos, Head of Z-Kubator

Z-Kubator visits the BA Interaction Design  
12 February 2021

# Agenda for today

- Entrepreneurial strategies
- Case studies
- How the Z-Kubator could help

# Career opportunities Interaction Design



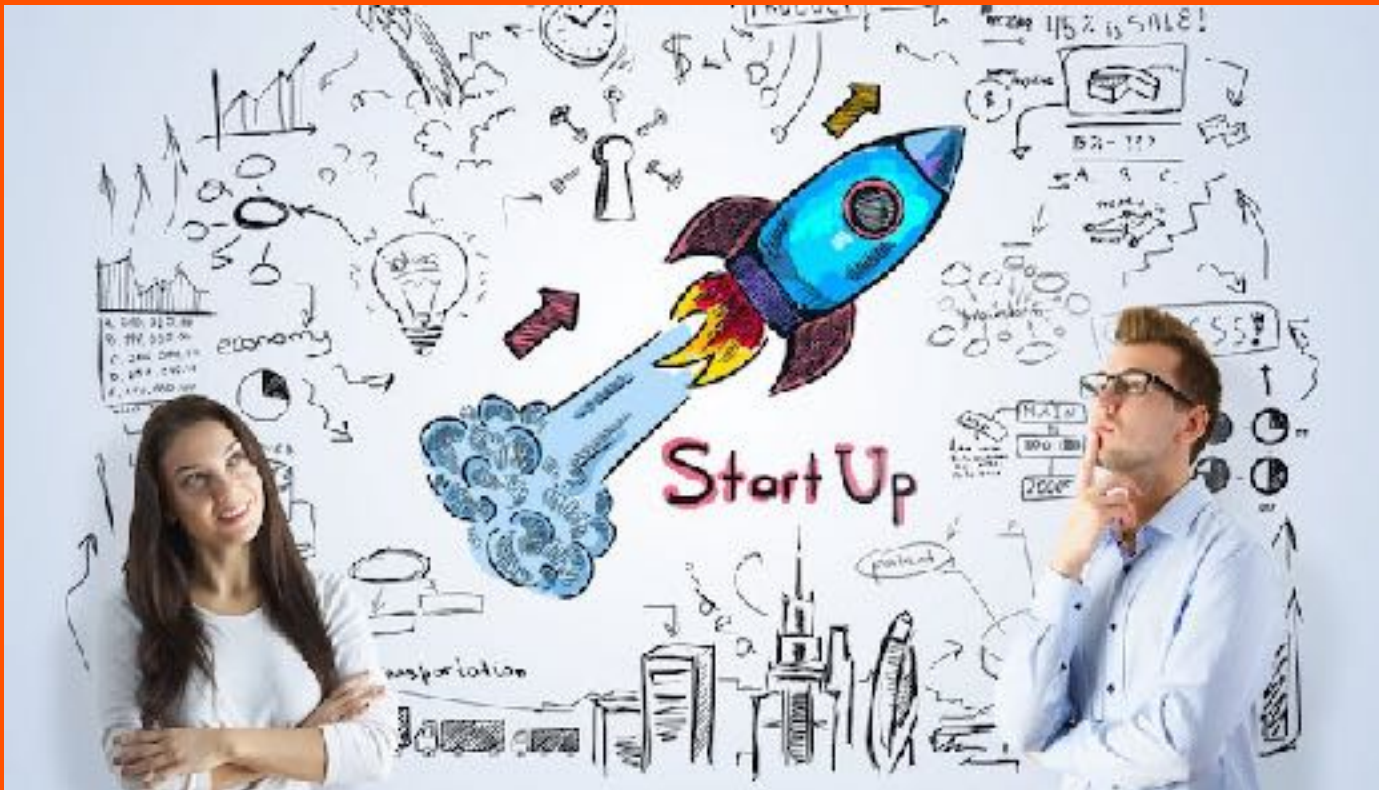
“The professional field is currently widening with technological developments offering graduates numerous opportunities as Interaction Designers, User Experience Designers, Interface Designers, Information Architects or Project Managers in industry, agencies, institutes, research or as entrepreneurs.”

# Entrepreneurship imagery

1. Brilliant idea



2. Rocket to success




4. ... and famous



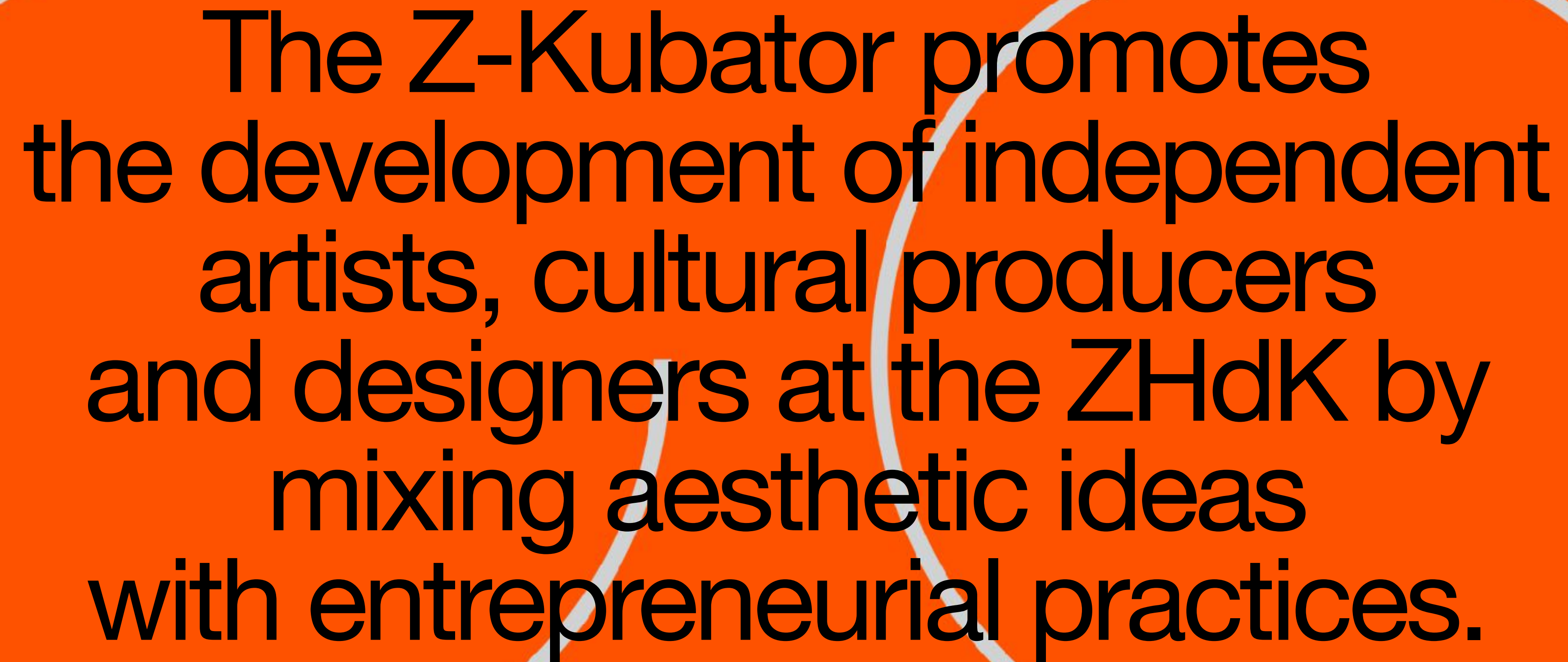
3. Get rich ...





**What is important to you for your personal and professional future?**

# Our philosophy



The Z-Kubator promotes the development of independent artists, cultural producers and designers at the ZHdK by mixing aesthetic ideas with entrepreneurial practices.

# Frequently asked questions

- Do I want to be a designer or an artist or an entrepreneur?
- Can I be all of these?
- Which problem or need does my product address?
- Does my idea have commercial potential?
- What is my business model?
- How can protect my intellectual property (IP) ?
- Do I need additional skills in my team? Where do I find these?

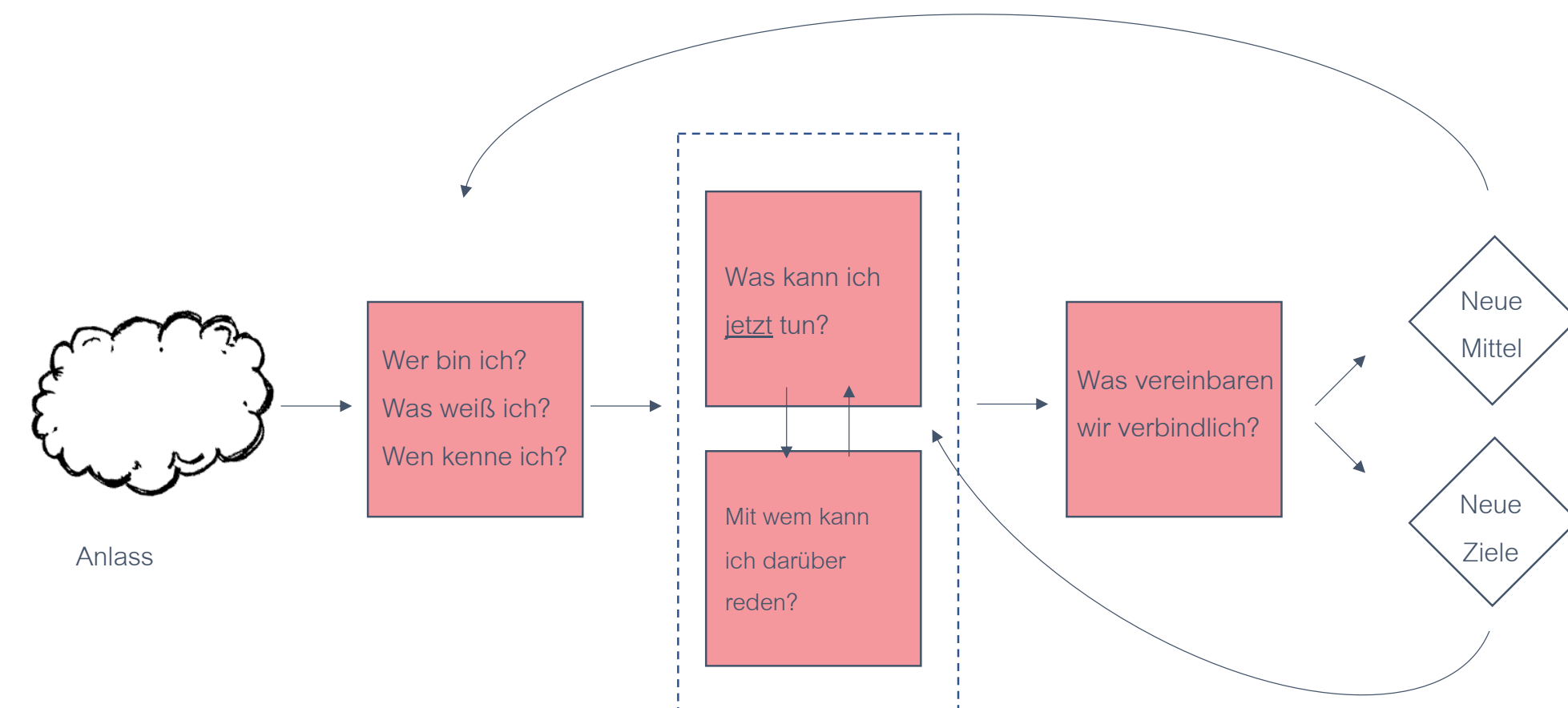
# Entrepreneurial mindset (Effectuation)

## Prozess: Management



Eva Pauline Bossow

## Prozess: Effectuation



Eva Pauline Bossow



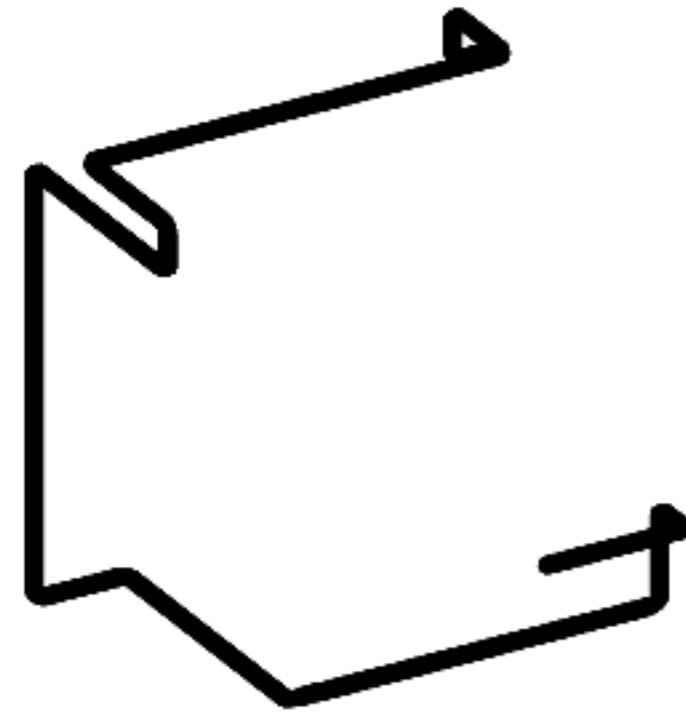
# Effectuation basics

**Resource-oriented**

**Affordable losses**

**Coincidences and  
circumstances**

**Early collaborators**



**Lucid**

Lucid, das Büro für kollektive Neugierde. Wir schaffen und bespielen Raum - digital und physisch.

→ **Unsere Projekte**

→ **Hallo sagen**

→ **Über uns**

# Case study #1 Lucid

[wearelucid.ch](http://wearelucid.ch)

- Design agency
- Core team formed during ZHdK studies
- Funding: client projects
- Legal form: GmbH



# Case study #2

## Sphery

[sphery.ch](http://sphery.ch)

- University spin-off
- ZHdK researcher with external co-founders
- First prototype developed during research project
- Funding: business angel investors, product sales, Innosuisse and other grants
- Legal form: AG



**HONORABL** existiert, damit Menschen, die sich mit Leidenschaft für Mensch und Umwelt einsetzen einfacher und nachhaltiger unterstützt werden können.

# Case study #3 Honorabl

[honorabl.com](https://honorabl.com)

- Non-profit organisation
- Developed during studies as BA project with external co-founders
- Funding: grants, sponsoring, donations
- Legal form: Verein

# Our programmes

Apply until March 31

For BA/MA students, faculty and staff at ZHdK:

**Z-Kubator**  
ONE TO ONE PROJEKTBERATUNG  
Das Beratungsangebot für deine Ideen und Projekte  
zhdk.ch/zkubator

**Z-Kubator**  
Register until March 31  
Z-KUBATOR SOMMERAKADEMIE  
Ein Do-Tank für deine Projektideen  
zhdk.ch/zkubator

For ZHdK BA/MA graduates:



**Studio Programme**  
What's next\_Studio



**Founders Programme**  
What's next\_Project



**Founders Community**

«Z-Kubator invites» Talks, Partner Programmes and Collaborations

Z-

Kubator

Keep in touch!

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**Z**

hdk

Zürcher Hochschule der Künste  
Zurich University of the Arts

The Z-Kubator is part of the Zurich Centre for Creative Economies (ZCCE).

# Appendix: Funding and support 1/2

## **Design support**

Design awards (e. g. Design Price Switzerland, Swiss Design Awards), Pro Helvetia, Creative Hub, Ikea Foundation, Berner Design Stiftung

## **Support of other topics (e. g. Sustainability, Social Entrepreneurship)**

Private foundations, state-funded programmes (Swiss Federation, cantons, cities and municipalities)

## **Startup support**

Venturelab, Impact Hub, Swiss Startup Factory, Blue Lion Incubator, Gebert Rüt Foundation “First Ventures”, FHNW Swiss Challenge, startup competitions (e. g. Venturekick)

## **Research support**

Swiss National Science Foundation SNF, private foundations

## **Innovation support**

Innosuisse, private foundations

# Appendix: Funding and support 2/2

## **Crowdfunding**

Wemakeit, Kickstarter, 100days etc.

## **Sponsoring**

of money, goods or services

## **Investors**

FFF (family, friends and other fools), business angels, venture capital, crowdfinancing

## **Loan financing**

Go! Mikrokredite, banks, crowdlending



# Appendix: Self-employment resources 1/2

## Selbständigkeit und Gründungsthemen

**gruenden.ch:** Tipps und Vorlagen zum Thema Unternehmensgründung

<https://www.gruenden.ch>

**KMU Portal:** Checkliste Unternehmensgründung, Übersicht Rechtsformen

<https://www.kmu.admin.ch/kmu/de/home/praktisches-wissen/kmu-gruenden/firmengruendung/auswahl-rechtsform.html>

**SVA Zürich:** Selbständig werden - was tun?

<https://svazurich.ch/ihr-anliegen/privatpersonen/anliegen-betrifft-ahv/selbstaendig-werden/rechtsform-waehlen.html>

**SVA Zürich:** Berechnung Sozialversicherungsbeiträge für Selbständigerwerbende

<https://www.svazurich.ch/internet/de/home/produkte/online-rechner/selbstaendigerwerbende.html?jahr=2019&reingewinn=20000&eigenkapital=5000&name=>

**vitamin b:** Tipps und Vorlagen zum Thema Vereinsgründung und -führung

<https://www.vitaminb.ch>

# Appendix: Self-employment resources 2/2

## **Buchhaltung, Honorare**

**moneynotlove:** Vorlagen für Buchhaltung und Rechnung, allgemeine Tipps

<https://moneynotlove.ch>

**Visarte:** Honorarrechner

für Visarte-Mitglieder gratis, für Nichtmitglieder CHF 30

<https://visarte.ch/de/dienstleistungen/kuenstlerhonorare/honorarrechner>