

Practical master thesis to be assigned

### Sitem StartUp Club (SSC)

Online marketing and communication strategy for attracting MedTech Startups

#### Initial situation

The Sitem StartUp Club is a new initiative to support MedTech (medical engineering) startups (and related life sciences) with its expertise, extensive network and newly opened coworking space, positioning Bern as the MedTech hotspot for startups. The unique value proposition is the location with proximity to the Inselcampus and the respective clinical environment (expertise + infrastructure) for medtech startups, and the powerful and active Bernese innovation ecosystem (network)

The SSC opened the Sitem MedTech HUB (SMH) in November 2021. Located right next to the Inselcampus Bern, the SMH comprises of a purpose-built 1'700 m<sup>2</sup> facility with co-working space, shared/private offices and meeting rooms to enable a vibrant MedTech startup community.

The SSC MedTech Booster program offers a full support package to enhance the startup growth, including access to consulting, potential investors and offices in the Sitem MedTech HUB (SMH).

The SSC was launched by the sitem-insel AG. Furthermore, SSC is proud to be supported by well-known "Leading Partners" as investors: Johnson & Johnson, Berner Kantonalbank AG (BEKB), KPT AG, Guido Fluri Stiftung, F.G. Pfister Holding AG, Swisscom AG, Genolier Foundation, Siemens Healthineers, CSL Behring, die Mobiliar and Straumann Group. All stakeholders of SSC enable the financing of startups and the operation of SMH.

Sitem StartUp Club has two clear offerings:

- Office space (Sitem MedTech HUB) with different offerings and prices.
- Acceleration program (MedTech Booster program) which has the condition of renting space.

Product/service	Name	Target customers
Office space	Sitem MedTech HUB	<ul style="list-style-type: none"> <li>- MedTech startups &amp; companies</li> <li>- MedTech researchers</li> <li>- Other companies/organizations related to the MedTech scene</li> <li>- MedTech event's organizers</li> </ul>
Accelerator	MedTech Booster program	<ul style="list-style-type: none"> <li>- Early-stage MedTech startups (should apply and be selected)</li> </ul> <p>1<sup>st</sup> priority: bernese startups            2<sup>nd</sup> priority: swiss startups            3<sup>rd</sup> priority: international startups</p>



Now, the customer origin of startups for the SSC is provided by the network of board and team members and sitem-insel AG. Some customers are participants of the MedTech Booster Program which includes the renting of space as a condition of participation. However, many customers of the SMH have only the basic membership or just the minimum required to be part of the MTB.

Sitem StartUp Club wants to know how (online\*) marketing activities can be designed with limited resources in the Swiss market to attract customers through its digital channels and, at the same time, positioning itself and be integrated in the Bernese and Swiss startup ecosystem.

*\*Offline marketing activities are going to contribute to the whole marketing efforts. These activities could be events in the SMH organized by the SSC team, participation in external events (with a stand, giving a talk, etc). Furthermore, word-of-mouth marketing should contribute significantly.*

## Goals

Sitem StartUp Club wants to know what are the best online communication measures to reach and attract customers for the co-working space, and the acceleration program. **Once SSC has attracted customers, it would be useful to know where they come from.** Primarily important is the region and the originating **research institutes.** The questions are: are they early-stage startups, researchers, established companies, is it a long-term rental agreement, which type of SMH membership do they want (flex, fix desk, private office, meeting room, event room).

Another goal is to define a marketing and/or communication plan for these primary markets and test initial measures in near markets. What opportunities (focus on online marketing) are available? What is the situation in the three most promising directions of impact and what could be considered realistic for an organization like the Sitem StartUp Club (low budget)? In addition, the students are already allowed to set up initial tests via most promising channels (e.g., Google Ads, Facebook Ads, LinkedIn and Twitter) in the region/Switzerland to gather relevant insights.

## Tasks

1. Define and prioritize marketing and communication measures to reach and to attract startups for the SSC, both the MedTech Booster program and the Sitem MedTech HUB.
2. Overview of marketing possibilities in the primary markets (Bern area and Switzerland in general – primary cities) of Sitem StartUp Club.
3. Develop a communication plan.
4. Setup first test of marketing measures in the region and Switzerland.
5. Collect findings from initial measures and make recommendations for subsequent years/campaigns.



## Prerequisites

- Students eager to learn about the startup scene
- Experience in online marketing, students can independently run Google Ads as well as LinkedIn, Twitter, Facebook and Instagram campaigns
- Design knowledge to prepare visuals

## Application

Please send your application documents including curriculum vitae, grades and letter of motivation (Why is there special interest in this topic?) to Thomas Plociennik. For further information and a non-binding interview, Thomas Plociennik is at your disposal. (Mail: [Thomas.plociennik@imu.unibe.ch](mailto:Thomas.plociennik@imu.unibe.ch), Tel: 031 631 80 39).