

BRIDGE Proof of Concept coaching

Every BRIDGE Proof of Concept fellow can benefit from a coaching by a qualified expert.¹ This document is intended to answer questions you may have about the coaching.

Why would I benefit from a coach?

The aim of the coaching is to help you prepare or define an implementation strategy or a roadmap for your BRIDGE Proof of Concept project. Depending on your needs, the coach can give you advice on questions related to the development and market introduction of your product or service, such as financial planning, business development, market strategy and/or legal matters.

Who can I choose as a coach?

You can choose a coach from the list of [Innosuisse coaches](#) or an expert with whom you are already in contact. The BRIDGE Office is also happy to assist you in finding a suitable coach for your project based on the recommendations of the BRIDGE Proof of Concept Evaluation Panel. Each coach must be approved by the BRIDGE Office. Once you have selected an expert and they have agreed to coach you, please inform the BRIDGE Office by e-mail at office@bridge.ch. The Office will check the qualifications of the coach and will either confirm your choice or reject it, giving the reasons for its decision.

How does the coaching work?

The collaboration between yourself and the coach needs to be organised by you. Coaching can only get underway once you have officially started the project.

If the BRIDGE Office deems it necessary, it may define milestones for the coaching with corresponding deadlines (see decision letter). If these are not considered in the coaching, BRIDGE reserves the right to revoke the funding for the coaching.

Please note: there is no guarantee that the objectives of the coaching will be achieved. The success of the coaching does not need to be demonstrated to the BRIDGE Office.

Please inform the Office as soon as the coaching has finished, mentioning the number of hours dedicated to the coaching. The BRIDGE Office will compensate the coach for the services rendered based on the hours spent and will ask you to rate the quality and usefulness of the coaching.

¹ Article 25, paragraph 1 of the [BRIDGE Proof of Concept regulations](#)

To what extent can I receive support from a coach?

A maximum of 10 hours of coaching are funded. Coaching services will be reimbursed at a maximum hourly rate of CHF 200 (including VAT). The total cost of coaching may not exceed CHF 2,000 (including VAT). You can benefit from the coaching until you reach your aim, but not beyond the duration of your BRIDGE Proof of Concept project and the maximum amount of credit.

Who will cover the costs of the coaching?

The BRIDGE Office will compensate the coach for the support provided. The cost will **not** be deducted from your approved BRIDGE Proof of Concept project budget.

At the end of the coaching, please ask your coach to send you the invoice. The coach can invoice a maximum of CHF 2,000 and a maximum of 10 hours. For instructions regarding the invoice, please consult [Central invoice processing](#). Once you have checked the invoice and are sure it is correct, please forward it to invoice@snf.ch.