

Innosuisse China Camp Story



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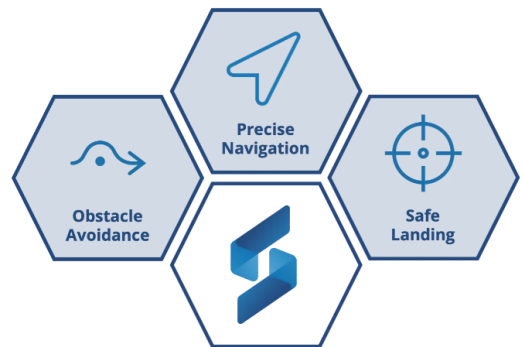
SUIND is a Zurich-based spin-off of the University of Zurich's Robotics and Perception Group. Its goal is to empower agricultural drone manufacturers to build industry-leading solutions. SUIND provides a comprehensive software suite that helps drone manufacturers to meet challenging safety and autonomy demands. The core components of the suite include advanced obstacle avoidance, precise navigation, and safe landing features. The team has extensive expertise in Computer Vision, SLAM, motion planning, and AI.



The 1-to-1 support was incredibly helpful for us to answer questions we had that were only relevant for our business.



Michael Spori | Co-Founder & COO of SUIND



SUIND provides a robust and lightweight solution to the challenges of precise navigation, safe landing, and obstacle avoidance.

Our China Market

Potential

Drones' application has been put into mass usage in the Chinese agriculture sector. The estimated number of agricultural drones in China was an impressive 40'000 in 2020.

Expectation

SUIND expects to learn about the market insight from China, and validate their potential market opportunity through feedback from potential clients, experts and market research.

China Camp Core Activities

Market Insights
from Drone Clients

Market
Research

Agri-Food-Tech
Bootcamp 2021

Expert
Workshops



The market research was conducted to **answer many of the initial questions** we had about the agricultural drone market. The workshop with experts **offers different aspects of doing business and entering China market.**

Camp Experience Sharing

Some of the workshops helped us tremendously in understanding what entrance into the Chinese market would propose from an organizational perspective. We now have a much clearer view of how a presence in China would have to be established if we ever decide to do so. For example, **we now have some valuable contacts of people who have experience in helping companies manage IP protection.** The market research report allowed us to gain a much better understanding of our potential target market in China. Moreover, it provided us with crucial insights into what competition we will face from Chinese companies and on which key features we'll have to compete with them.



ARE YOU A SWISS STARTUP LOOKING FOR
1 TO 1 SUPPORT FOR CHINA SUCCESS?



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