

From inspiration to partnership

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EPFL Director of development



Ecole Polytechnique Fédérale de Lausanne = EPFL



EPFL in a nutshell (2014)

5'500 staff (scientific & technical)

9,868 students, of whom 2,058 PhD students

340 faculty and labs

One main campus (Lausanne, Switzerland)

One campus in the Emirates

Four research hubs in Switzerland

RANKING – EPFL not far from top UK Universities

(Ranking in Eng. & Technology)

QS

(Eng. & Technology)

1. ETH Zurich
2. University of Cambridge
3. Imperial College, London
- 4. EPFL**
5. University of Oxford



THE

(Eng. & Technology)

1. University of Cambridge
2. Imperial College, London
3. University of Oxford
4. ETH Zurich
- 5. EPFL**



Shanghai

(Eng./Tech. & Computer Science)

1. Imperial College, London
2. University of Cambridge
- 3. EPFL**
4. Pierre et Marie Curie
5. ETH Zurich



Leiden

(PP (top-10%) indicator)

1. University of Cambridge
- 2. EPFL**
3. UCL, London
4. University of Oxford
5. ETH Zurich



Main Criteria

Reputation.
Citations/paper.
Student/faculty ratio.

Reputation.
Citations/paper normalised by publication
field, across all fields.

Most cited scientists.
Number of papers published.
% of papers published in top 20 science
journals.

Citations/paper normalised by volume
and publication field, across all fields.
300 largest European universities.



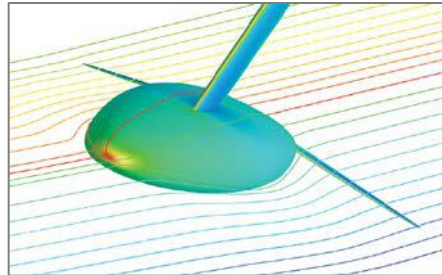
Rolex Learning Center – Center for learning Technologies and library. Sanaa Pritzker Award



Venice Time Machine – Reconstruction of Venice's 200km archives, big data project, "Google of the past"

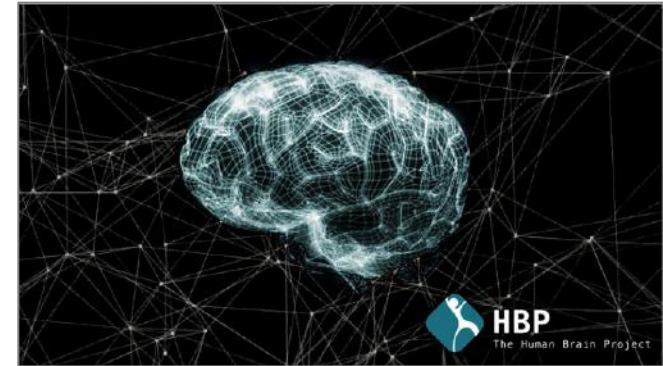


Under One Roof – Art-Science lab
Museum of the future



America's cup – Alinghi scientific advisor
Winning two competitions (2003, 2006)

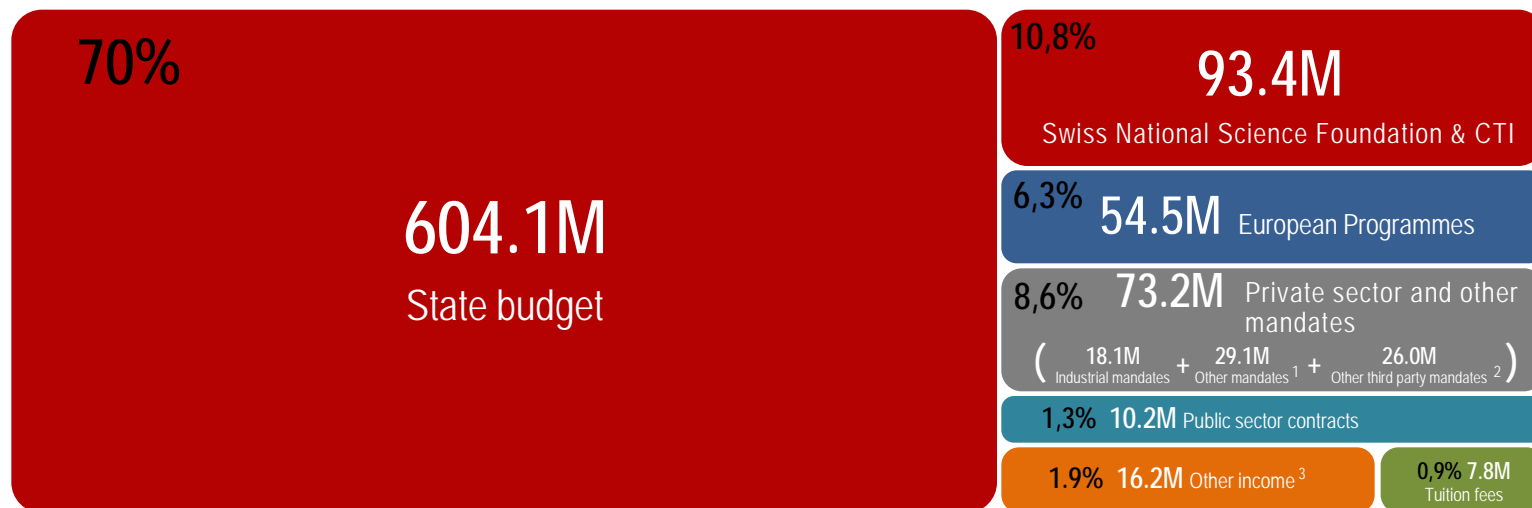
EPFL – an entrepreneurship spirit



Human Brain Project - EU Simulation project,
1 billion€ budget, 30 countries, 120 universities

EPFL - A budget of close to 1 billion euros

From which 8% come from industrial contracts or fundraising activities

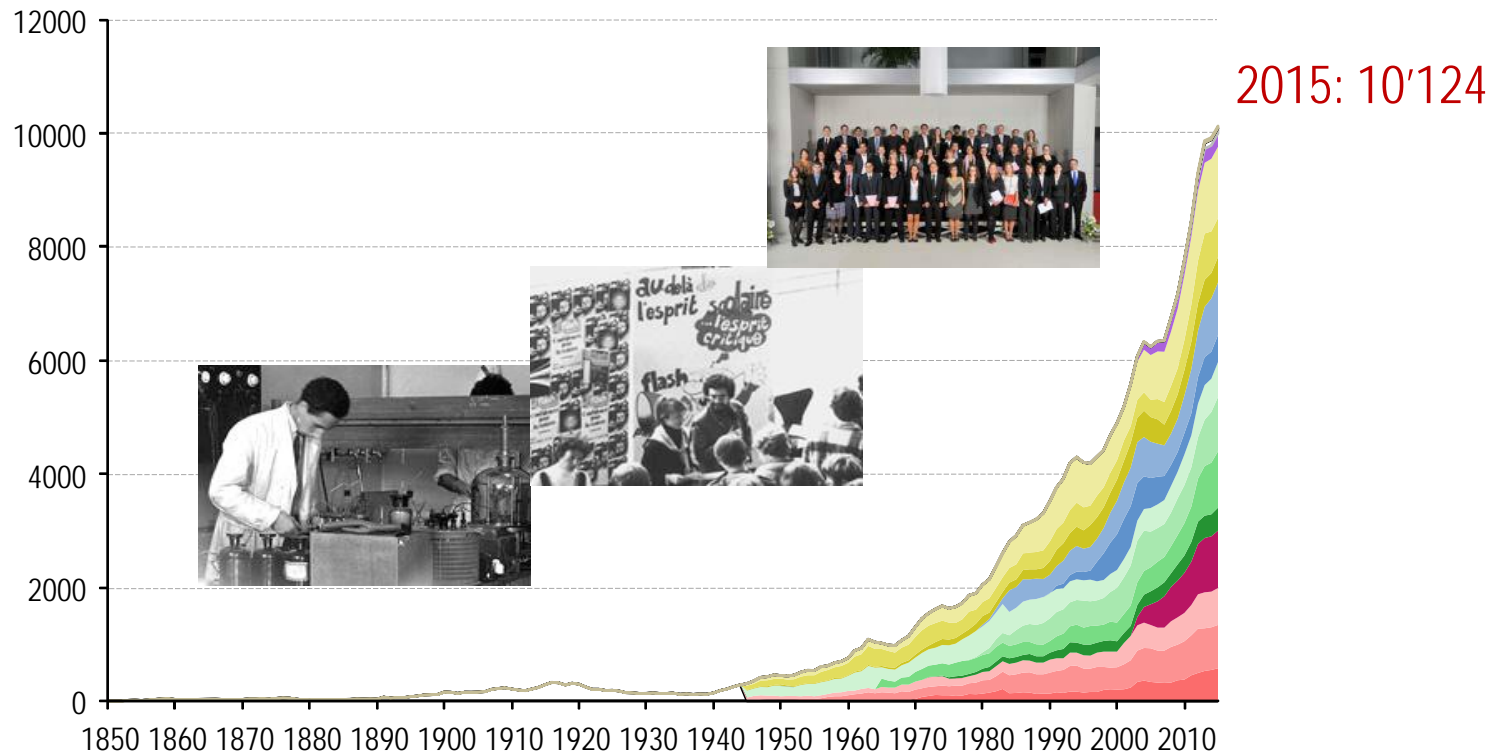


¹ Not including industry or public sector mandates (foundations, not-for-profit companies, etc.)

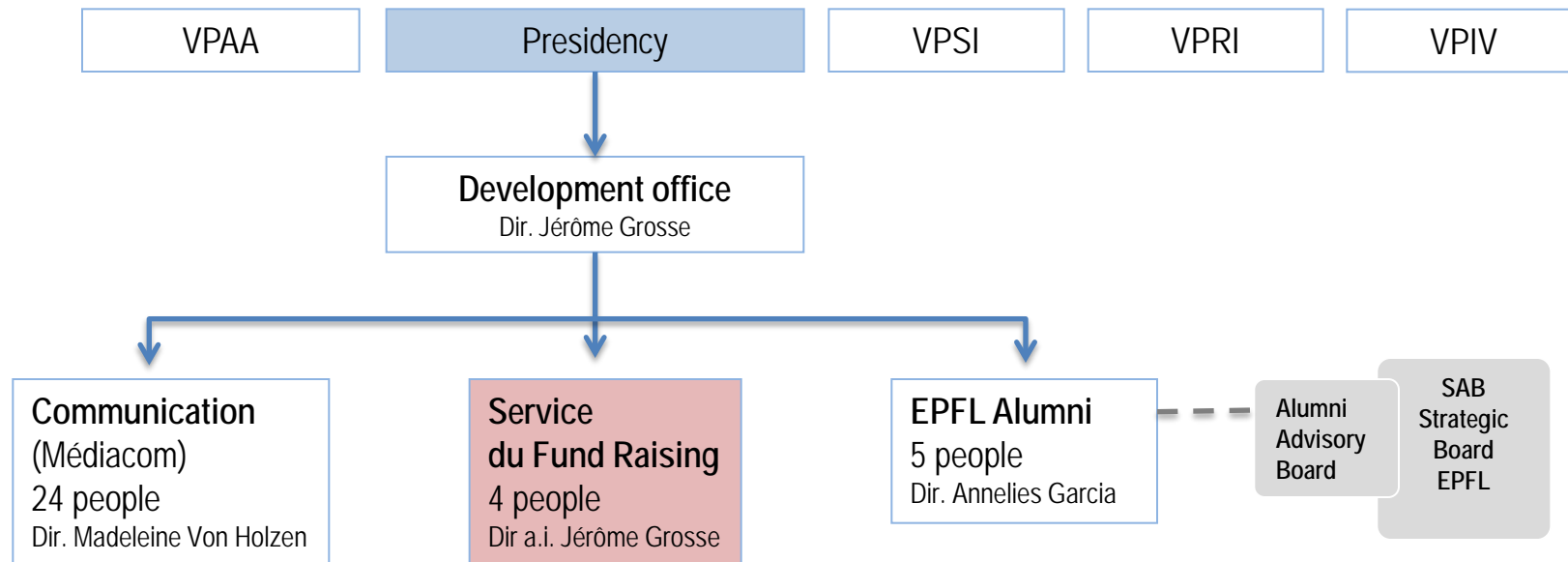
² Specific, reserved funds from public and private funds, sponsoring, etc.

³ Primarily the central part of the overheads and financial revenues (not including revenues from the DII or from technological platforms, etc.)

Student growth: > 10'000 for the first time



The Development office in a nutshell



Why partner or give to EPFL ?



Leverage

Triangulate

Engineer

Identify talents

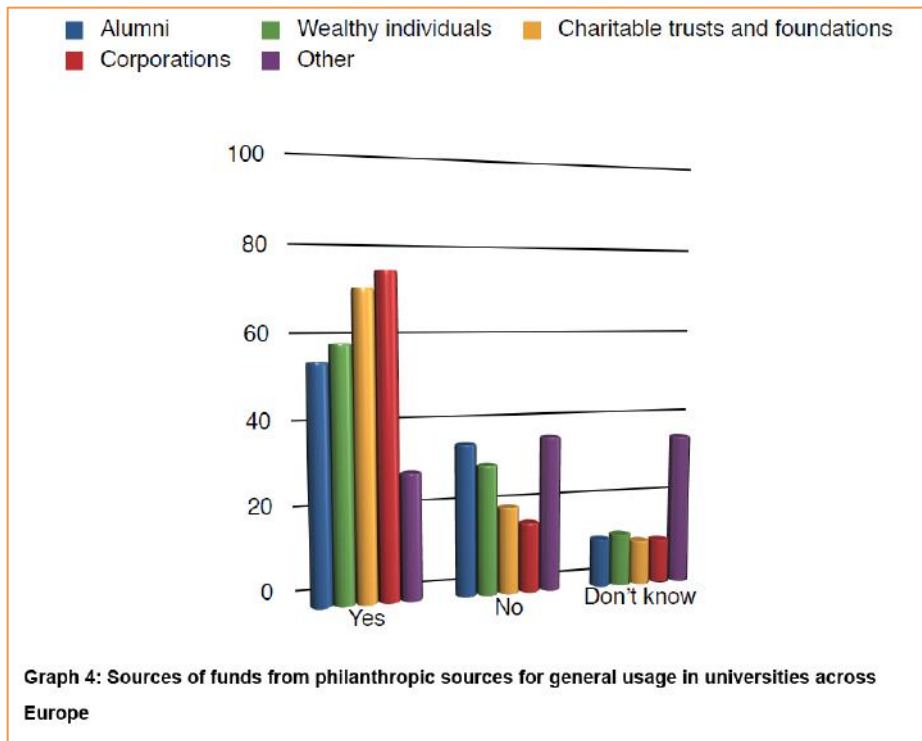
Solve

Disrupt

Ecosystem

Innovate

74% EU Universities fundraise resources from corporates



164 EU - Universities

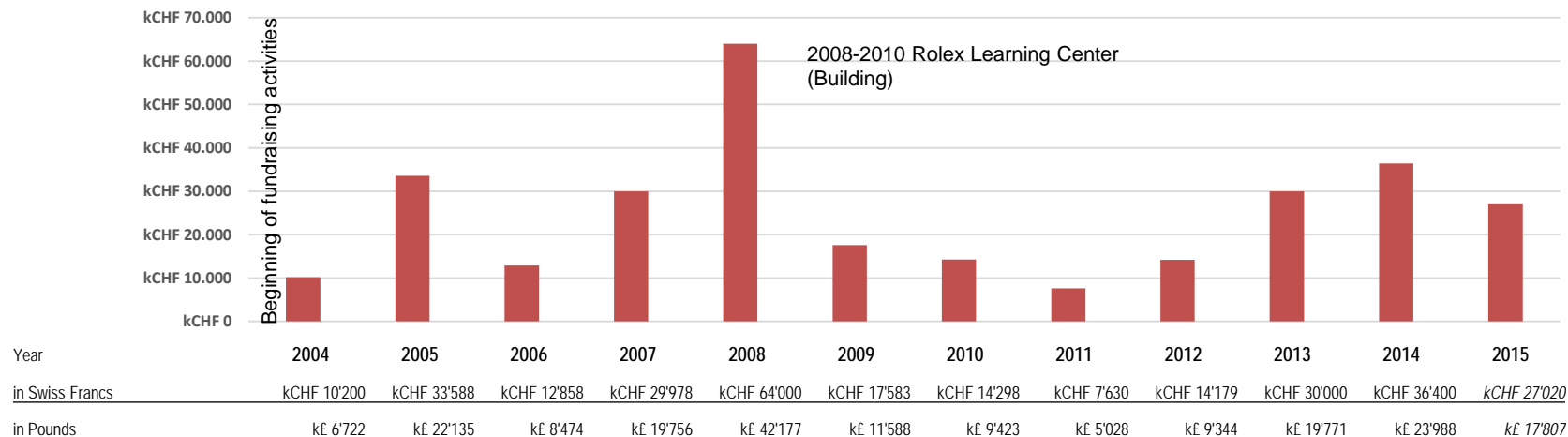
74% from private corporations

and 70% from Alumni

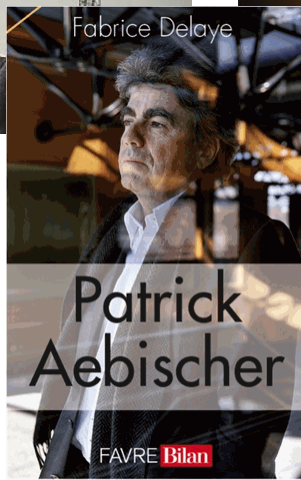
and 54% from UHNWi

Giving in evidence, OECD, 2012, EU

EPFL Fundraising orders (contracts signed) between 10 to 64 million Euros/year ... mainly from UHNWi !



EPFL fundraising fully supported by a charismatic President



The power of the EPFL Alumni network

Our Alumni are leaders in major worldwide companies, CEOs of large companies (250-2000 employees) or CEOs of SME's (architectural, IT or engineering studio) and Alumni Shareholders/Family business



Eric Eichmann, IN90
CEO Criteo
(Turnover € 1.2 billion)

Frank Riboud, GM81
Chairman of the Board
(Turnover € 21 billion)



Magdi Batato, GM88
Executive VP Nestlé
(Turnover € 91 billion)



Johan Pfeiffer, MX89
Executive VP Tyco
(Turnover € 10 billion)



Daniel Borel, PH73
Founder Logitech
(Turnover € 2.1 billion)



Hans-Christian Schneider, GC06
CEO Amman Group



Silvio Napoli, MX89
CEO/Chairman Schindler
(Turnover CHF 9.3 billion)



Nicolas Cudré-Mauroux, GM88
CTO Solvay
(Turnover € 10.2 billion)



Laurent Potdevin, MT91
CEO Lululemon
(Turnover \$ 1.8 billion)



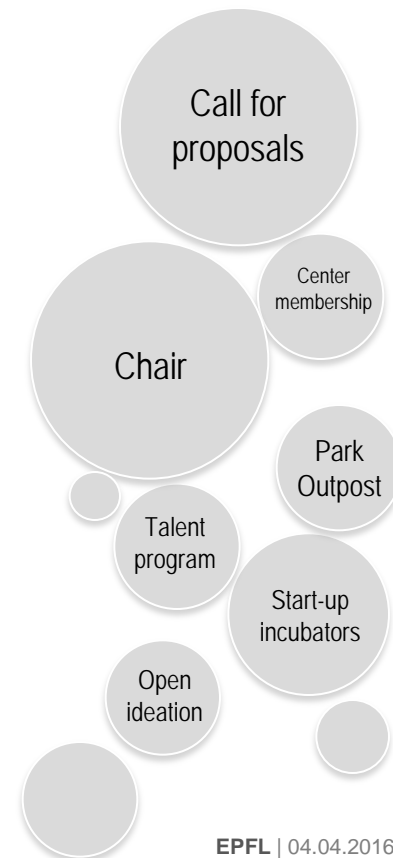
Jean-Guillaume Despature, MT03
Board SOMFY/Damartex



Igor Perisic, MA91
VP Engineering LinkedIn
(Turnover € 2.2 billion)

a Diversity of Collaborations within the EPFL Ecosystem

- Institutional collaboration
 - **Named Chair**
 - **Framework agreement**
- Research Collaboration
 - **Calls for proposals**
 - **Transdisciplinary Center Participation**
 - **Swiss or European R&D projects participation**
- Social/Innovation acceleration
 - **Outpost / Innovation cell / Innovation Park (Lausanne)**
 - **Access to the start-up ecosystem, incubators**
 - **Recruitment of talents** (10'000 students, 27'000 Alumni)
 - **Internships**
 - **Open innovation – ideation contest**



Named Chairs – the institutional level

37 existing named chairs at EPFL
in engineering, life sciences, fundamental research...

- **Contribute to open a new field of research**
- Full prof, Associate Professor, Tenure Track Assistant Professor
- Academic freedom fully guaranteed
- **Name and technical visibility during 7 to 10 years** or 99 year naming right in the case of an endowed chair



logitech



MERCK

and sponsorship/donation – give to thematic activities

Non earmarked donations allocated to one of 4 overarching themes

- Foundation EPFL+ (non profit organization)
- A scientific jury will address each donation to specific projects
- Annual report (stewardship manager) on the use and impact of donations



Research activities and EPFL flagship projects

- Fundamental and applied research
- Flagship (Venice Time Machine...)
- Interdisciplinary centers
- ...



Campus of tomorrow

- Main campus building
- New campuses (Sion, Ge, Ne, Fr)
- Students center
- Discovery Learning Labs
- ...



Education, youth, student grants, and equality

- Student grants, social grants
- Outreach/Science promotion
- MOOCs programs
- Foundation Wish – equality
- Euler courses for High Potential
- ...



Technology for good, social impact

- Cooperation and Development
- EssentialTech
- MOOCs for Africa
- ...

Showcase - Firmenich + EPFL Framework agreement



- Firmenich Next Generation Chair in Neuroscience
 - participation to the research ecosystem
 - open new area of research, corporate visibility
- Student/PhD exchange program
EPFL-Stanford-Firmenich
 - access to top PhD students and postdoc profiles
 - high-level collaboration with Stanford (top 3)
- Participation in the EPFL Food Center
 - open innovation, unique access to third party collaboration (together with Nestlé, Bühler, SICPA, DuPont, BASF, General Mills and Migros)

STANFORD
UNIVERSITY

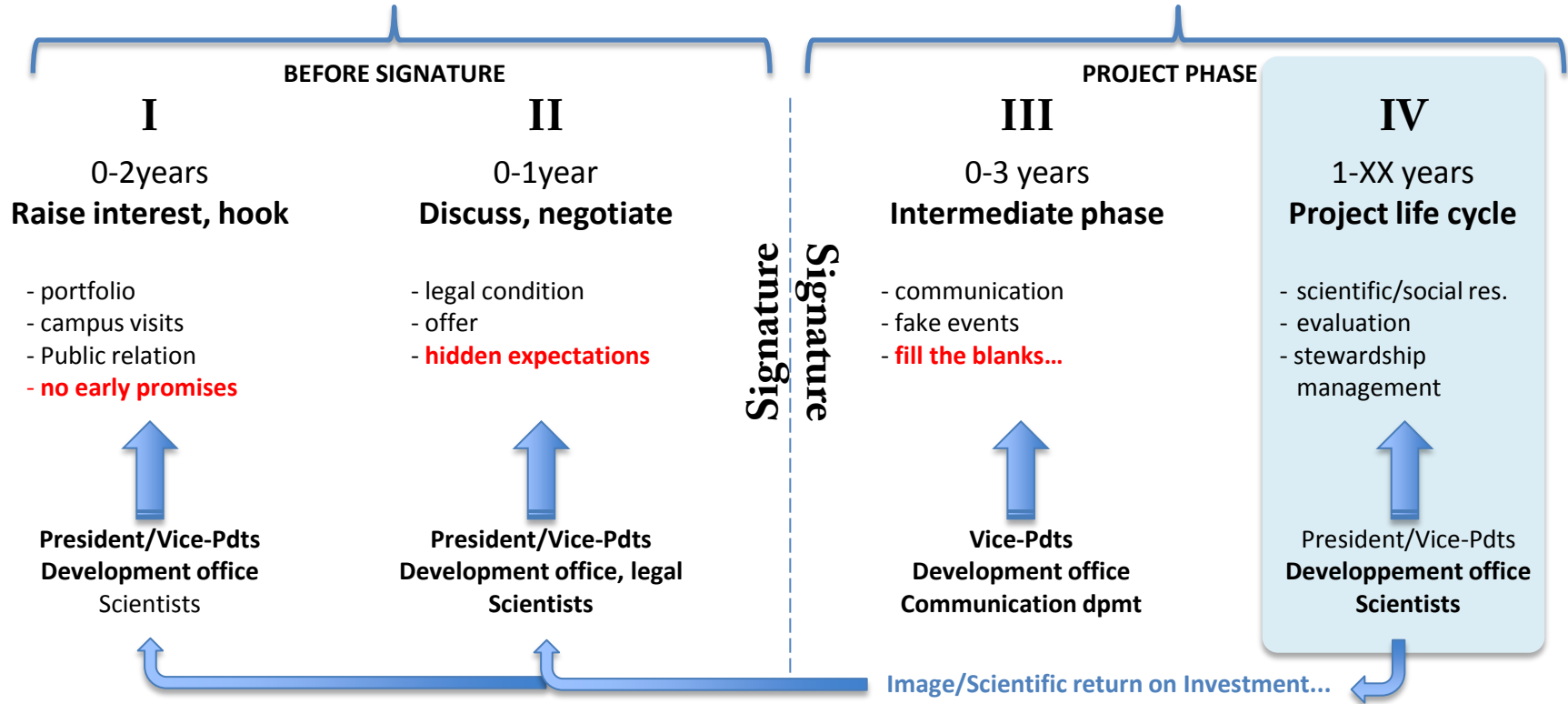


© EPFLcampus Instagram

From tangible to intangible – few takeaways



Manage expectations and open a virtuous circle



Delivering is AS important AS securing the gift. **DO NOT** promise what you cannot deliver.

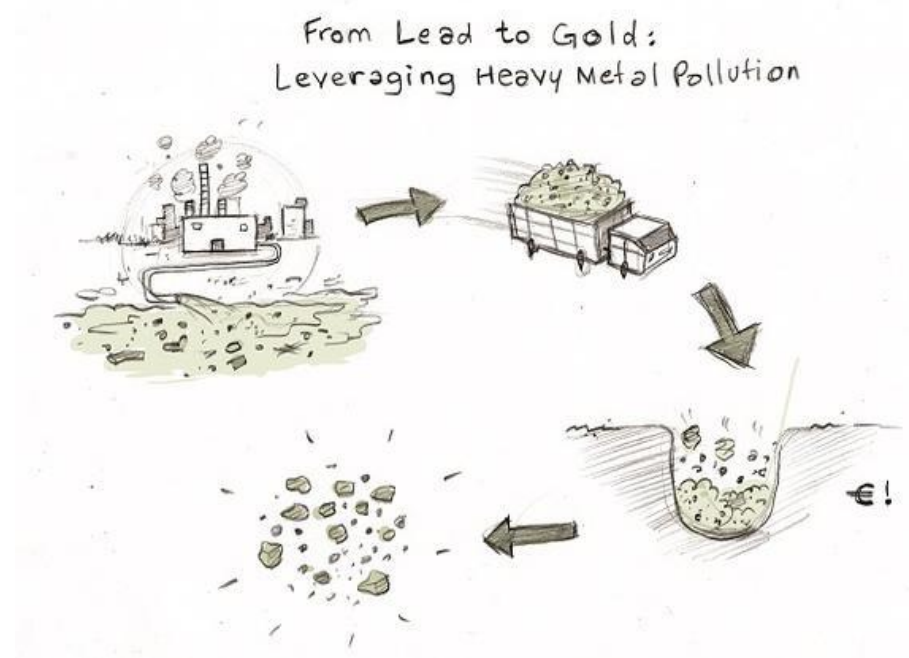
Corporate fundraising – «traditional» key factors

Adapt your offer to the visible and hidden expectations at all levels

- Economical : fiscal leverage ? Geographical strategy ? Personal commitment to your city (headquarters...) ?
- Need for visibility: co-branding, signage visibility, media awareness, event/PR activities ?
- Recruitment: need for talents ?
- Need for R&D: Innovation/tech transfer services ?
- Personal: Alumni ? The CEO has met his or her husband/wife in your University ? Has kids studying ?
- ... and career development: help all the company's negotiators (R&D, Innovation cell unit, Corporate comm'), promote their work

Corporate fundraising – some disruptive ideas

- **Storytelling**
 - Fundraising is mostly about telling a nice and consistent story that will stick to the Company's and CEO's Strategy
- **Stay creative, you may be in competition**
 - Ideation contest ? Media trip ? Evening party with your boss ?
- **Be consistent**
 - Same wording (price, offer, perception of the campus...) from all actors of the negotiation



A few take aways (1) – from a practical point of view

- You need to understand the company culture/strategy from the inside (personalities, political tensions, hidden motivations, move, who loves/hate who...)
- Get access to the top management along the process (breakfast meeting), double cross the information from top/down management, have good relationship with the CEO's assistant,
- Use your Alumni network to get access to new prospects local or internationally,

A few take aways (2) from a strategic point of view

1. **Target, target, target the company** (did they give, size, culture, scientific interests, personality of the CEO...),
2. **Start small collaborations** if big partnership doesn't work, but don't undersell your image,
3. Have a strong case for support with clear projects identified as strategic for the institution, **engage the leadership of the institution**
4. Make sure each project is led by a passionate **faculty member to champion the initiative** and motivate your corporate prospects
5. Define a **stewardship matrix to sustain donors' satisfaction throughout the commitment**
6. Prepare a relevant communication plan to capitalize on the donation effect for your institution



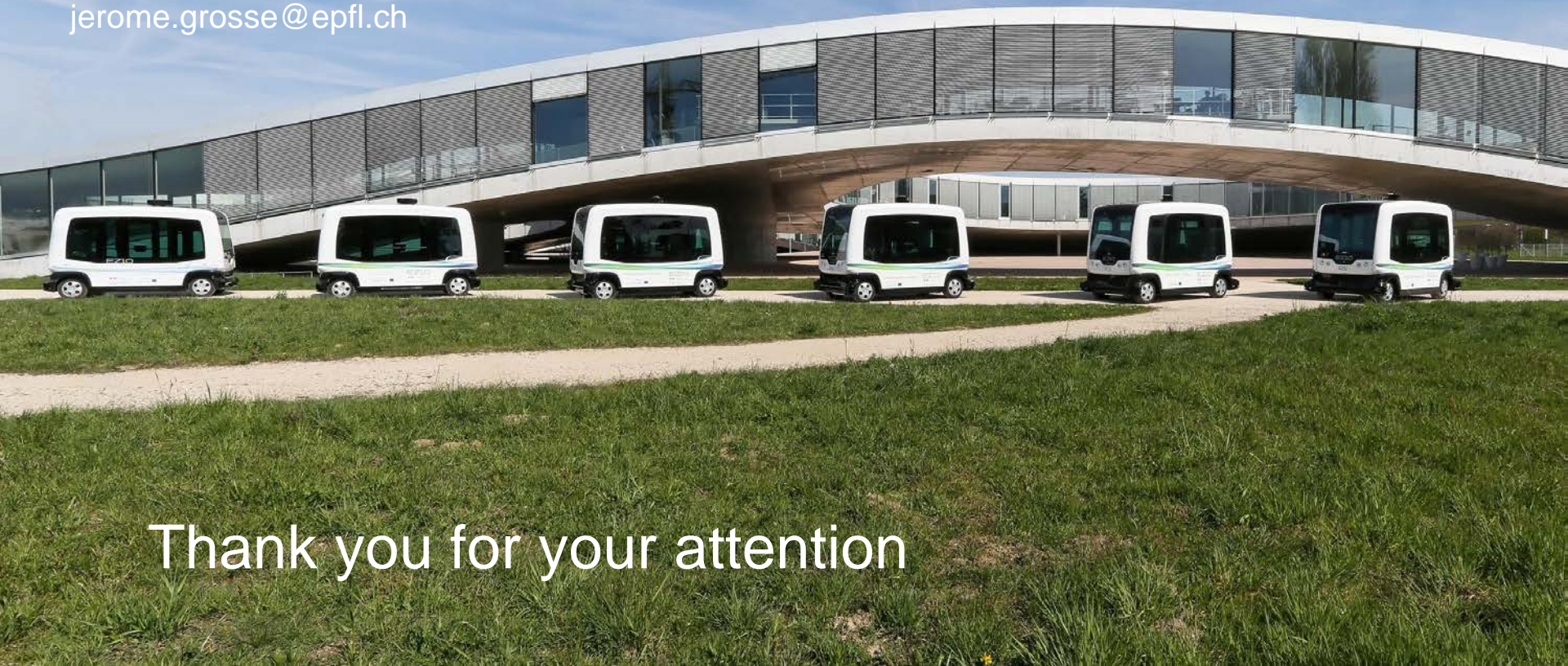
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Thank you for your attention