

## 1. VISION | MISSION | GOAL

iCITY is the launch of a trailblazing ecosystem orchestration initiative in the Health and Life Sciences (HLS) Cluster Basel. In Allschwil with the architecture provided by Herzog & de Meuron and in Reinach a laboratory location from UBS, iCITY is providing a unique experience based in the largest HLS cluster in the world. Our vision is to assure that our ecosystem is the hottest HLS spot in EUROPE. Our mission is to co-orchestrate our ecosystem, actively manage the networking, and continuously provide access to talents. Our goal is to boost the collaboration between startups, universities, research institutes and corporates in order to facilitate ecosystem business models to drive innovation and accelerate go to market.

## 2. KPIs iCity | HLS CLUSTER BASEL

- Two Locations (Baselink Allschwil, Kägen Reinach) with a total of 25'000 m<sup>2</sup> of Offices and Laboratories
- 11 World Class Renowned Research Institutes
- 800 HLS Companies & 40'000 Professionals
- 100+ Research Groups

## 3. COMPLICATIONS & IMPLICATIONS

### Complication in HLS Cluster Basel

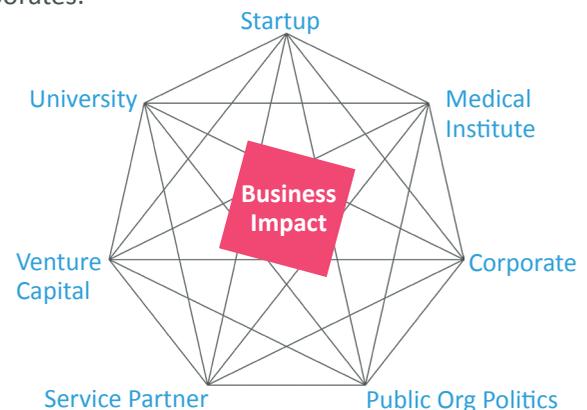
- Shortage of HLS Ecosystem Orchestration
- Shortage of Academia - Startup - Corporate Touchpoints equals to Lack of Venture Capital
- Lack of Startup Accelerators

### Implications for Basel

- In need of Systematic Open Innovation
- In need of Attractiveness for Startups / Talent
- In need of Multi Corporate Accelerators

## 4. WHY BASEL

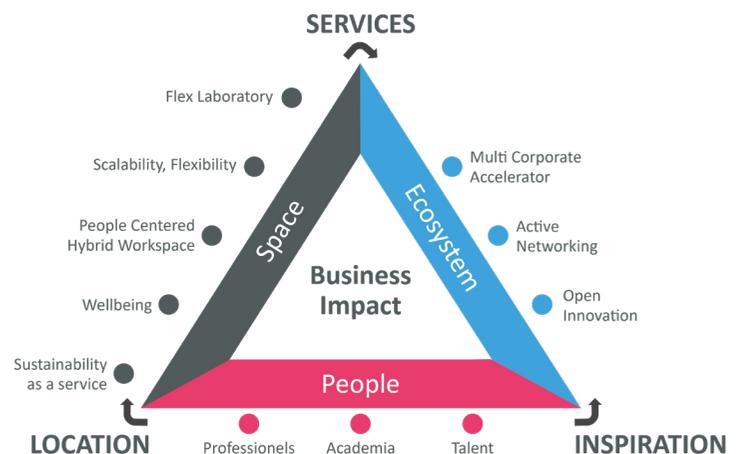
Orchestrating interdisciplinary exchange in the HLS cluster with the highest density of the word of globally renowned research institutes, Universities, Academia, Startups and Corporates.



## 5. WHY NOW

We are entering an era of ecosystems where most HLS companies will heavily utilize ecosystem business models to drive innovation, and the pace & capital efficiency with which they create patient value.

## 6. VALUE PROPOSAL iCITY



*“If you want to be in fashion, you should be in Paris or Milan. If you want to be in finance, you'd better be in London or New-York. If you want to be in pharma, Basel is maybe the city with the biggest concentration of pharma discovery and business in the world.”* Jean-Paul Clozel