

MITF 16.11.2022

# Réflexions sur l'innovation en Tourisme et Hôtellerie

**Winnaretta Zina Singer**

Director of Innovation Foundation EHL

Head of Innovation Pole

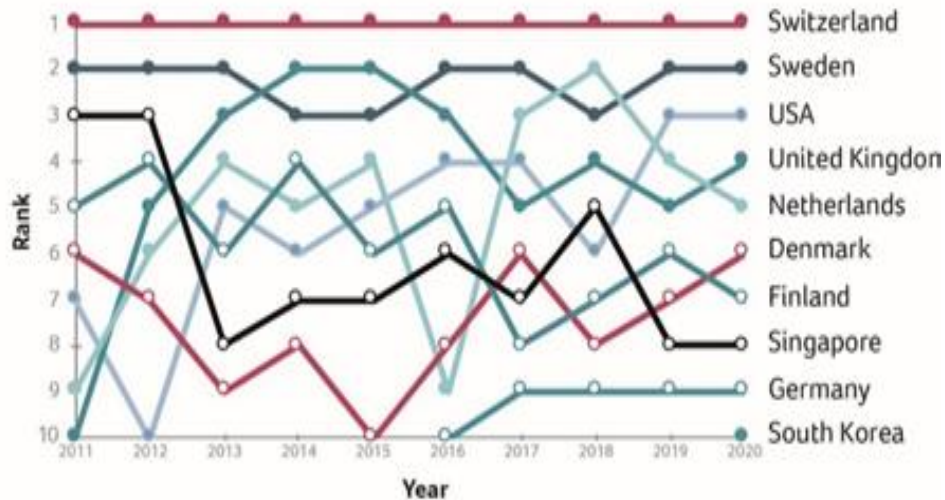


# Switzerland

## Leader of innovation since 2011

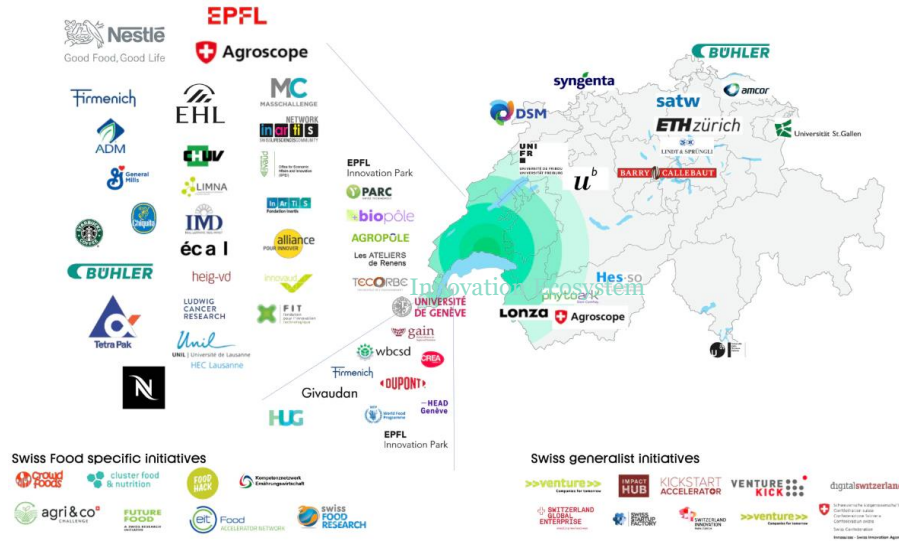
*GII Ranks the innovative performance of the economies each year by highlighting the strengths and weaknesses of certain innovation metrics*

**GII rankings 2011-2020**



- ❖ Institutions
- ❖ Human capital and research
- ❖ Infrastructure
- ❖ Market sophistication
- ❖ Business sophistication
- ❖ Knowledge and out put
- ❖ Creative outputs

# Innovation Ecosystem



Food tech focused iEcosystem (SFNV 2020)

The 5 stakeholders of Innovation Ecosystems:

- ❖ Entrepreneurs (primarily)
- ❖ Universities
- ❖ Risk capital
- ❖ Government agencies
- ❖ Corporates

The **Innovation Hub** connects EHL with the local innovation ecosystem

# EHL Business school

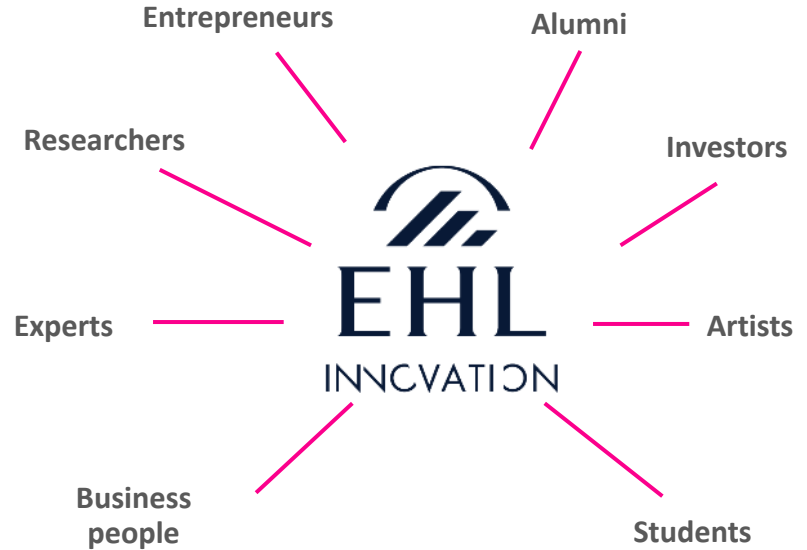


- Founded in 1893
- 1<sup>st</sup> Q&S ranking for hospitality and leisure university
- 1 Michelin star in BDS restaurant

# Vision

A leading hospitality  
Innovation Ecosystem

*for talents from EHL and beyond...*



# Mission

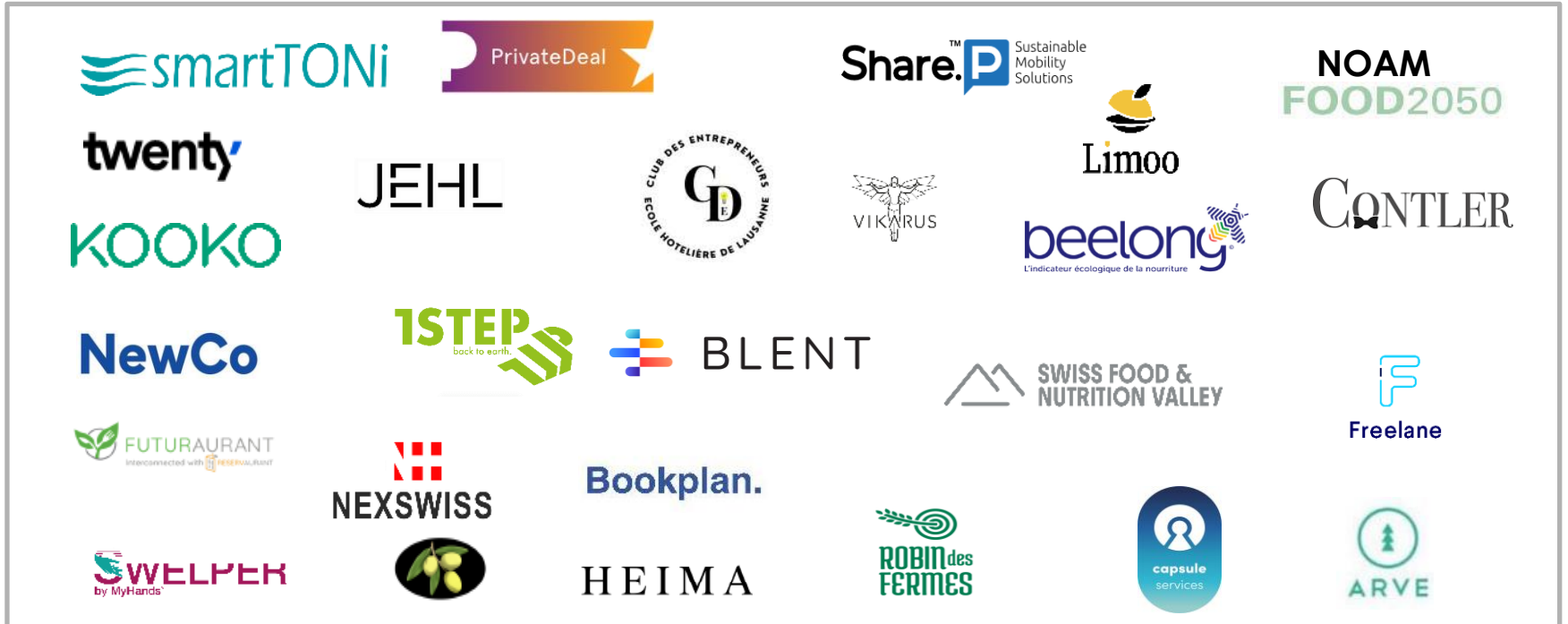
Create opportunities for EHL Group

Provide a fertile  
ground for  
entrepreneurs

Inspire & disrupt the  
greater hospitality  
industry

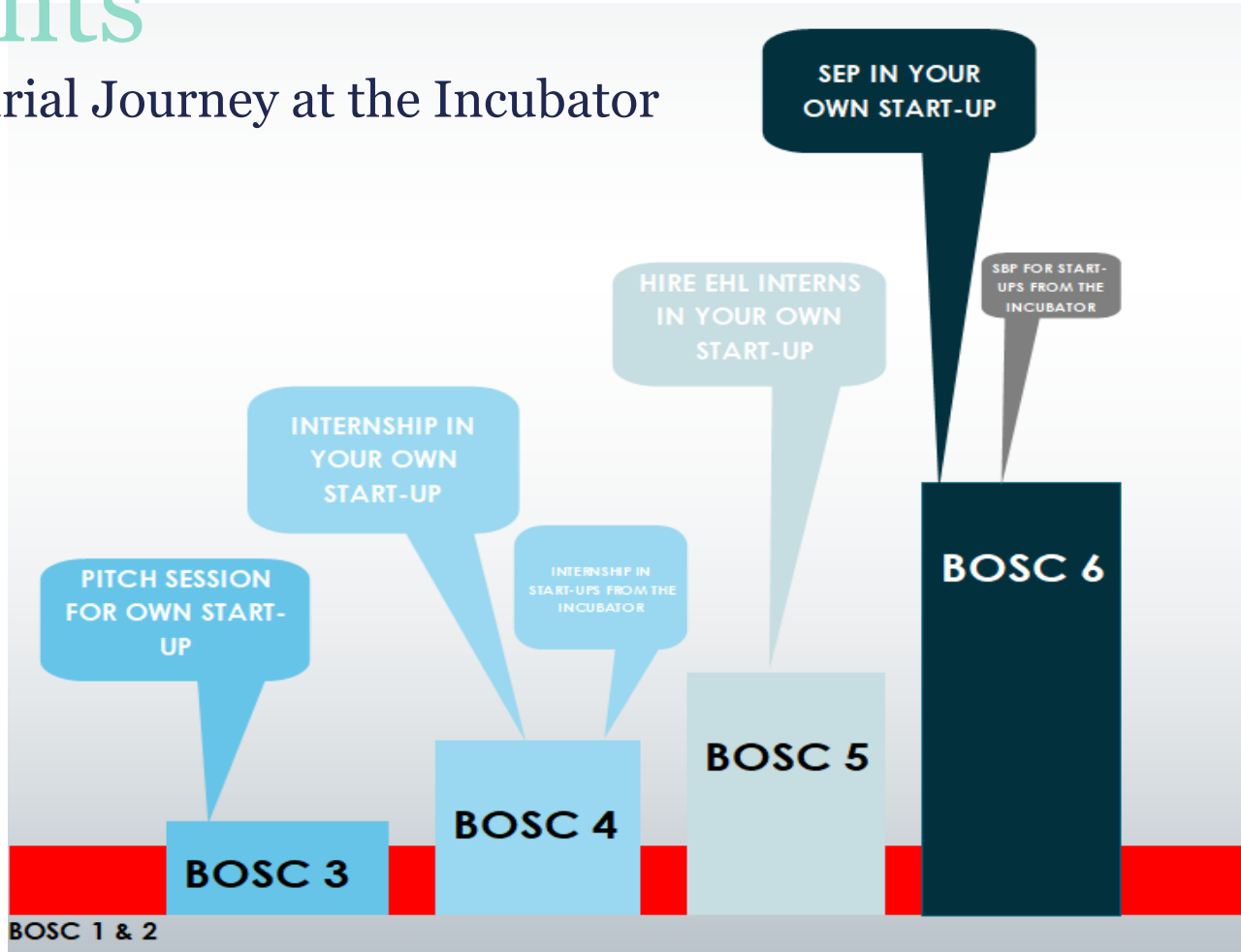
# A community of entrepreneurs

Students, AEHL, serial entrepreneurs, ex-corporate, tech graduates



# Students

## Entrepreneurial Journey at the Incubator



JEHL



JUNIOR HOSPITALITY AGENTS





# Test bed Lausanne Campus



## Restaurant

Beelong, myHands, Twenty, Futuraurant, Kooko

## Kitchen

Smarttoni, Beelong

## Hospitality

Unmanned project, PrivateDeal, Blent, Arve, Contler, Bookplan

## Reception

Capsule Hotels, Bookplan, Privatedeal

## Shop

El Empiedro, Vikarus

## Online

SecretDeals

## Parking

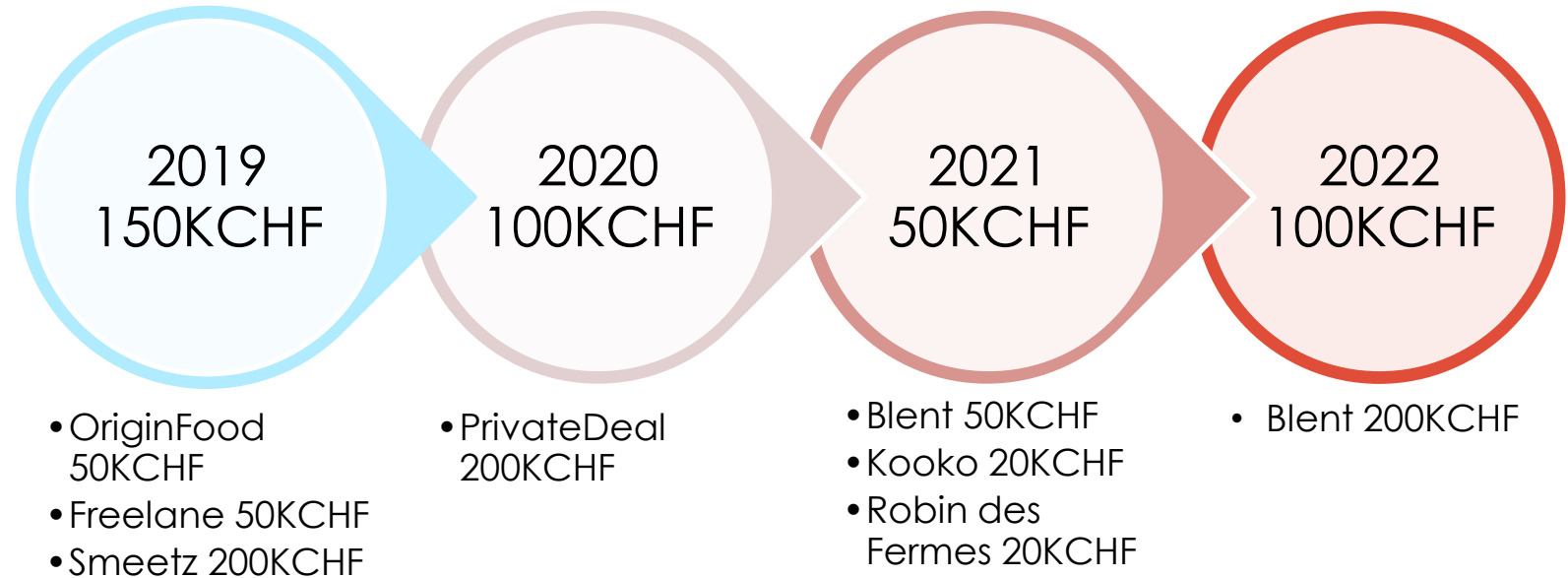
ShareP

## Gardens

Heima

# Innovation Foundation

Sponsored by



# Faculty

Jury, coaching, projects, classes, SBPs, research



**Top, from the left:** Alessandro Inversini, Ian Millar, Nicole Hinrichs, Margarita Cruz, Damien Kobel, Lisa Conner, Maya Gharbi, Marc Stierand  
**Bottom, from the left:** Isabella Blengini, Darren Wilcox Allard, Antonin Soussan, Tatyana Tsukanova, Carlos Martin-Rios, Rémy Rein, Winnarretta Zina Singer, Dafina Kokollari

# Incubator Team



**Winnaretta Zina Singer**  
Director of FIE  
Head of Innovation Pole



**Dafina Kokollari**  
Key Account Manager



**Nadia Gawad**  
Administrative Assistant

“In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”



*Mark Zuckerberg*