

Innovation Booster Fashion & Lifestyle

Fostering Radical Innovation in Switzerland



Fashion
&
Lifestyle

DAGORÀ
LifeStyle • Innovation • Hub

Community Day 'Travel & Hospitality' at lastminute.com

Chiasso – 20.01.2026

PROGRAM SPONSORS



HUGO BOSS



O.F. Design



INNOVATION BOOSTER FASHION & LIFESTYLE #1 CALL

CURRENT STATUS OF THE IB

Fashion
&
Lifestyle



3
rd

**YEAR OF ACTIVITY
FOR THE INNOVATION
BOOSTER FASHION &
LIFESTYLE PROGRAM
2024-2027**

524
K CHF

**TOTAL ALLOCATED
FUNDING BY THE
INNOVATION
BOOSTER PROGRAM
IN THE FIRST TWO
YEARS OF ACTIVITIES**

71

**PROJECTS
SUBMISSIONS
RECEIVED DURING
THE FIRST 2 YEARS
OF ACTIVITIES**

8

**SWISS UNIVERSITIES
ACTIVELY TESTING
NEW POTENTIAL
RADICAL
INNOVATIVE IDEAS**

PROGRAM SPONSORS

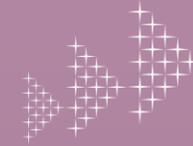


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INNOVATION BOOSTER FASHION & LIFESTYLE #1 CALL PROGRAM PHASES 2026

Fashion
&
Lifestyle



PHASE 0 INDUSTRY INPUT



PHASE 1 CHALLENGE YOUR IDEAS

PHASE 2 TEST, IMPLEMENT, LEARN



INDUSTRY WORKSHOP

Industry experts **discuss and identify key themes and challenges** for the Fashion & Lifestyle community

FEBRUARY 5TH, 2026



LAUNCH IB CALL FOR CHALLENGES APPLICATIONS

The **IB opens a call** on **jointcreate platform**, focusing on challenges identified during industry workshop

FEBRUARY 12TH, 2026



APPLY TO THE IB CALL

People from **the community can submit proposals** of an **Innovation Hypothesis**



WORKSHOP "CHALLENGE YOUR IDEAS"

Innovation Teams are invited to join a **design thinking workshop**. They **explore the problems** and **co-create** with the support of experts

MAY 5TH, 2026



PITCH YOUR IDEA & GET FUNDS

Innovation Teams pitch their **ideas**, and the **Jury decides** which **projects receive funding**

JUNE 17TH, 2026



TEST, IMPLEMENT & LEARN

Awarded Innovation Teams execute their **project**, **share results/ lesson learned**, **evaluate next steps**

INNOVATION BOOSTER FASHION & LIFESTYLE

INNOVATION TEAMS CREATION

Fashion
&
Lifestyle



RESEARCH PARTNER

UNIVERSITY



IMPLEMENTATION
PARTNER

PARTNER

CO-CREATION WORKSHOP

INNOVATION TEAM
& PROJECT IDEA

28'000 CHF

FUNDING PER IDEA

10

IDEAS FUNDED/ YEAR

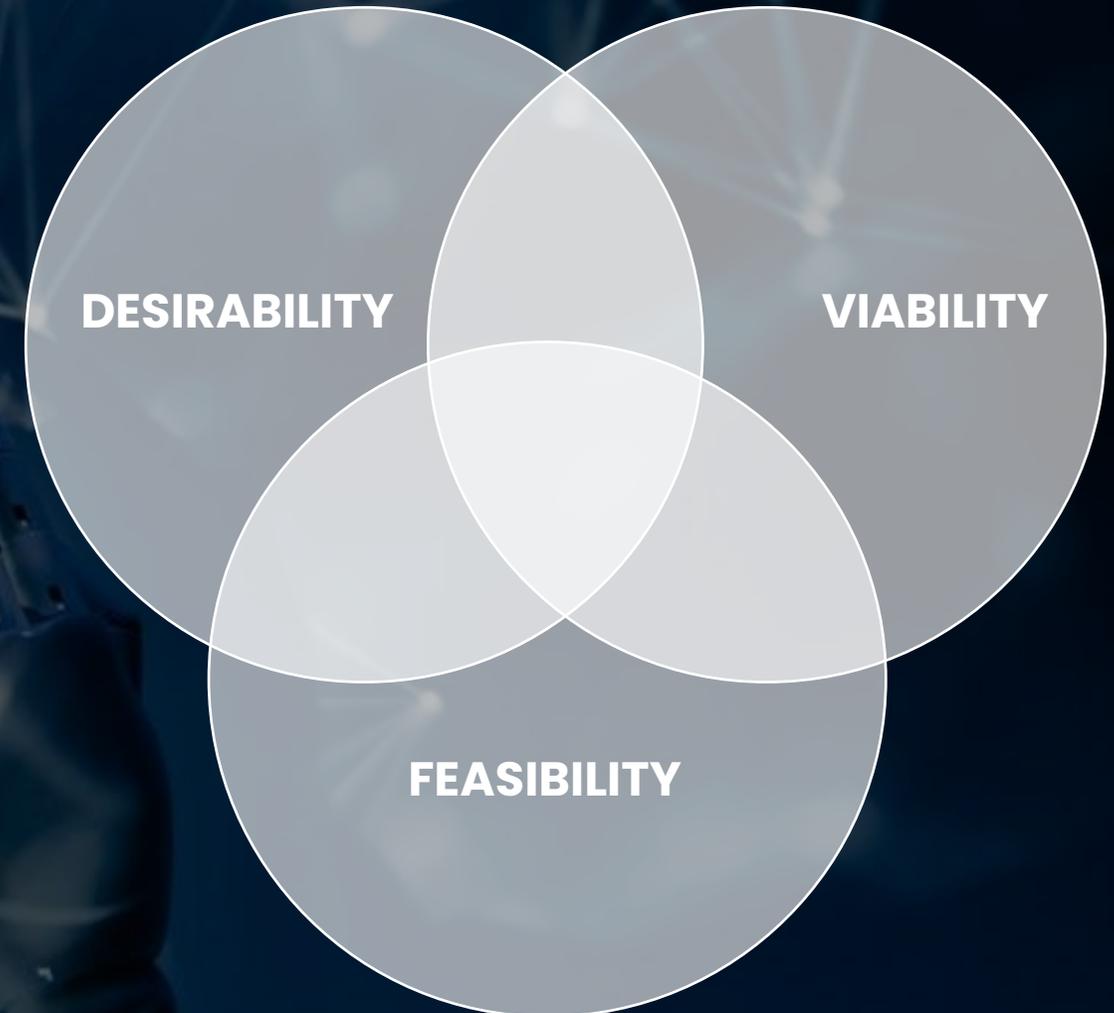
OUTPUT ON FUNDED IDEAS

TESTING THE POTENTIAL OF NEW RADICAL INNOVATIVE IDEAS

Fashion
&
Lifestyle



- ✓ **Proof-of-concept**
- ✓ **Feasibility studies**
- ✓ **Market assessments**



THE SWEET SPOT OF INNOVATION

TESTING THE POTENTIAL OF NEW RADICAL INNOVATIVE IDEAS

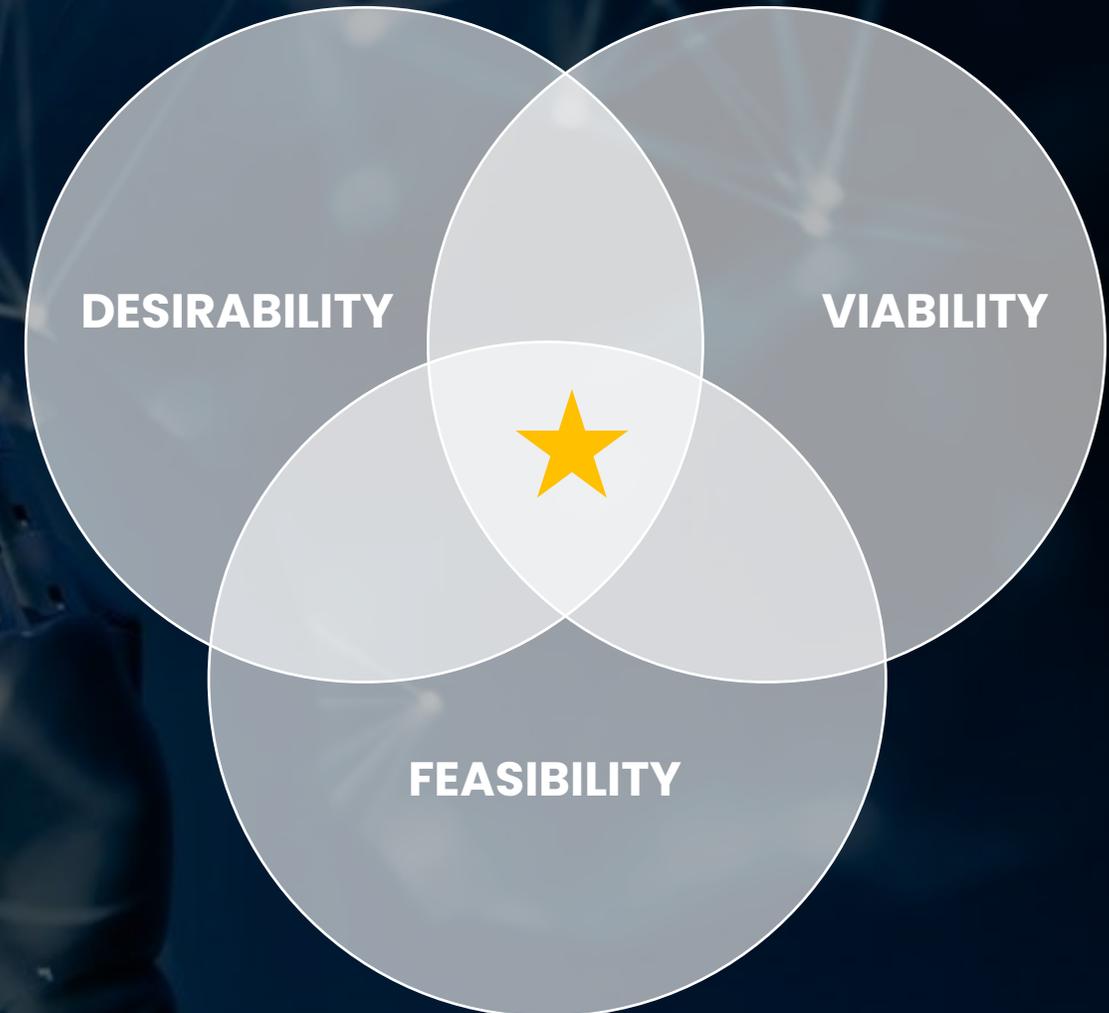
Fashion
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1. Desirability: Is it reasonable to think that the final users will need or want to use the solution?

2. Viability: Does the solution seem worth pursuing and the commercialisation business model sustainable?

3. Feasibility: Is it reasonable to assume that the solution can technically be implemented or realised?



Thank you!



For more information please visit:

ibfashionandlifestyle.ch

Fashion
&
Lifestyle



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A scenic landscape of a fjord with mountains and a person on a ridge. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is a deep blue, and the mountains are dark and rugged. A person is standing on a grassy ridge in the foreground, looking out over the fjord. The word 'crion' is written in white, lowercase letters across the top of the image. The letter 'o' is replaced by a white location pin icon with a mountain range inside it.

crion

Saving the outdoors with AI

Connecting people, places and professionals - beyond the obvious

What's not working today

Overtourism

80% visitors in just 10% destinations
→ Demand is structurally unbalanced

Depopulation

25% mountain communities in economic decline
→ Smaller economies lack access and data

Fragmentation

130'000 certified guides invisible online
→ People can't easily discover remote areas

Demand is growing, but the system is not keeping up

The missing layer

Verified Supply

Already live

Certified professionals - Experiences – Trust



Distribution Network

Already live

Marketplace + Partner Hubs + Corporate access



Intelligence Layer

This Round

Copilots → Agents for onboarding, matching and operations



Crion makes the outdoor economy searchable, bookable and sustainable

Backbone live. Intelligence next.



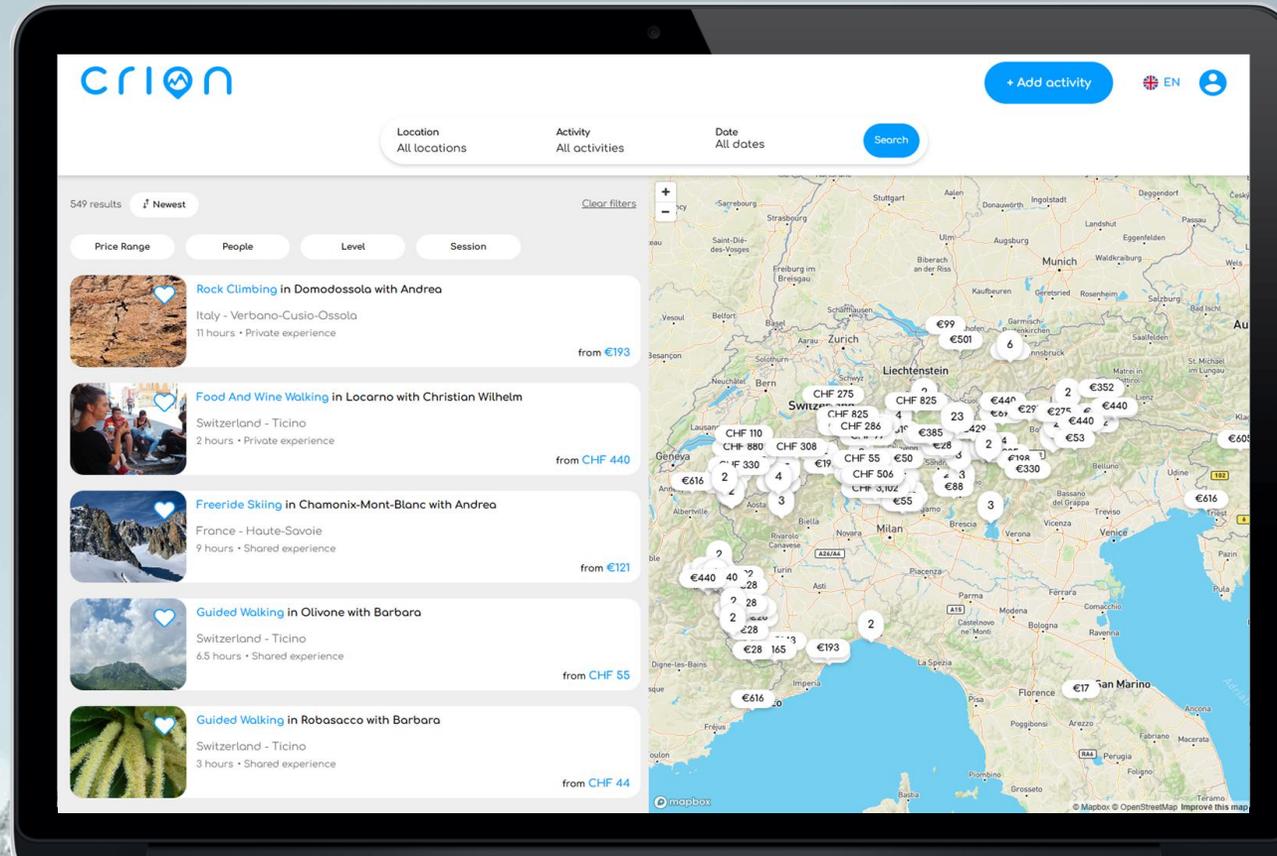
Product live today, AI-native tomorrow

Today

1'200+
Verified Professionals

1'500+
Bookable Experiences

8 countries
150+ destinations
Alps + Nordics + Spain



Next (12-24 months)

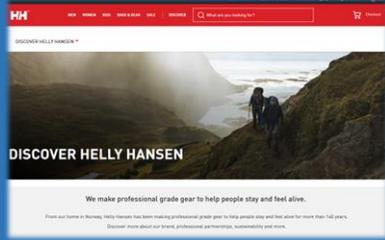
Provider Copilot
Onboarding, listings, pricing

Traveler Copilot
Personalized matching & Itinerary

Ops Agents
Support, moderation, verification

From supply density to scalable demand via automation

Ecosystem



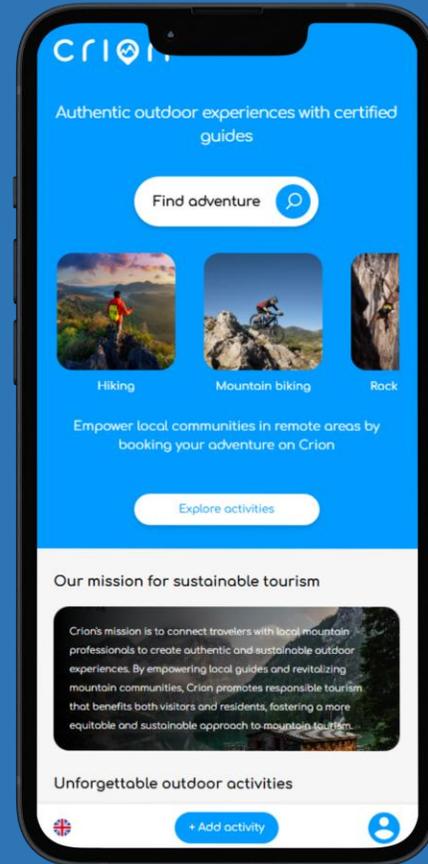
Brands & Destinations



Partner Hub (B2B SaaS)

Distribution engine 1

Turns brands & destinations into acquisition channels (setup+subscription)



www.criion.org

Core

Bookable inventory of verified outdoor professionals



Timberland

“Crion Benefit” (Corporate Welfare)

Distribution engine 2

🏆 Winner of Innovation Booster award
Prepaid demand + recurring usage

All engines grow the Core → stronger network effect and lower CAC

Pre-seed Round & Use of Funds

Minimum objective: CHF 500'000

CHF 100'000 already committed, Venture Capitals pre-approved Seed Round in 2027 with >1M revenue and 40'000+ users



■ Product & AI (45%)

- AI & Mobile App
 - UX/UI & Data management
- Raise competitive barrier: from validated marketplace to AI tech ecosystem

■ Growth (35%)

- Strategic communication + SEO
 - Ambassador Program (40 → 100+)
- 15k active users with high fidelity

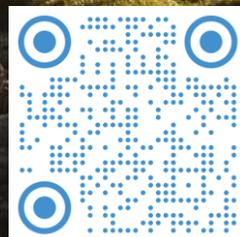
■ Partnerships (20%)

- Partner Hub rollout
 - Corporate benefit expansion
- Lower Customer Acquisition Cost, increase brand authority

The Partnership with Microsoft strongly reduces need of capital while also enhancing growth



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