Call For StartUp Day 2022


StartUp Day is the event organized by the University of Bologna to promote and support entrepreneurship of academic origins.

StartUp Day – 2022 Edition is a presentation and a networking opportunity with the main players of the International and Italian startup ecosystem, to be held at Palazzo Re Enzo – Bologna on 20 May 2022, from 10 am to 8 pm.

2. Call for StartUp 2022: emerging ideas and established startups

The “Call for StartUp 2022” has the purpose of selecting emerging or established entrepreneurial projects which have reached a certain level of maturity and are ready to start the development and acceleration programmes.

The Call includes two different categories for applicants:
The “Emerging Ideas” category is aimed at finding the 30 best entrepreneurial ideas which are going to attend the Hackathon Pitch during the StartUp Day 2022. The startups-to-be will have the opportunity to share their entrepreneurial idea with stakeholders, players and local actors.

The “Established Startups” category aims to find the 10 best innovative startups which will have the opportunity to attend the StartUp Day 2022, where they will have the opportunity to present their startup through an exclusive stand dedicated to them and specific networking encounters with investors and professionals.

3. Emerging Ideas Category

3.1 Prerequisites for participation

The idea can be proposed by Applicants, as individuals or in teams:

- students enrolled in a first or second cycle study course;
- students enrolled in a professional programme (first or second level master’s degree);
- students enrolled in a specialization course (with the exception of doctors in specialized training as per Legislative Decree n. 368/99);
- graduates who have obtained their degree less than 3 years prior to the Call publication date (1 December 2018);
- students enrolled in the Bologna Business School;
- graduates of the Bologna Business School who have obtained their degree less than 3 years prior to the Call publication date (1 December 2018)

In case a team is already formed, besides the above mentioned, it can also contain: students and Alumni of the University of Bologna; international students who are spending an exchange semester at the University of Bologna; students or Alumni of the Bologna Business School and other natural or legal persons.


Each Applicant can propose just one entrepreneurial idea, choosing between the following thematic groups, in keeping with the 2030 Agenda and the SDGs (Sustainable Development Goals):
1) Grouping n. 1: No Poverty (SDG 1), Zero Hunger (SDG 2), Decent Work and Economic Growth (SDG 8);
2) Grouping 2: Good Health and Wellbeing (SDG 3);
3) Grouping 3: Quality Education (SDG 4), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Peace, Justice and Strong Institutions (SDG 16);
4) Grouping 4: Clean Water and Sanitation (SDG 6), Affordable and Clean Energy (SDG 7), Climate Action (SDG 13), Life below Water (SDG 14), Life on Land (SDG 15);
5) Grouping 5: Industry, Innovation and Infrastructure (SDG 9), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12).

Within the aforementioned groupings, it will also be possible to indicate whether the candidate project has the creation of a business on the African continent as its main objective (StudENT for Africa). Projects in this field will benefit from a special itinerary (PDAI StudENT for Africa held by the Fondazione Alma Mater) and will have the chance to participate in a further call - i.e. the Call for Prize - which will award to the best business plan and pitch a prize “in kind” worth 3,000 euro, for the use of specific services deemed necessary and relevant to the development of the entrepreneurial project (e.g.: prototyping services, costs for market testing and analyses, technical consulting).

Each Applicant will also be asked to indicate up to a maximum of three skills lacking within their team, selecting the disciplinary areas related to the Players who might be included in the project team and who will be selected through the Call For Players 2022.

If an entrepreneurial project has already won a past edition, it cannot be re-proposed.

### 3.2 Funds and Awards

**Icebreaking meeting**: a convivial networking moment in which to meet the Players interested in joining the project team. It will be held on 6 April 2022 from 5 pm to 7 pm at the co-working AlmaLabor, via Ugo Foscolo 7, Bologna.

**Co-working AlmaLabor**: the winners of the competition will be given free access to the AlmaLabor co-working, to work in a team and develop their business idea. Access to the AlmaLabor co-working space, located in via Ugo Foscolo 7, Bologna, requires pre-booking through the application [https://calma.unibo.it/coworking/day.php](https://calma.unibo.it/coworking/day.php), specifying the name of the project and "Call4Startup 2022" in the “full description”.

**Welcome Kit**: Customized business development training course, aimed at developing your business project through the support of mentors, teachers and industry experts and expanding the project team by involving the Players selected through the Call For Players 2022. The Welcome Kits will be held in Italian from 10 am
to 12 pm at AlmaLabor, via Ugo Foscolo 7, Bologna with the following calendar: 13 April 2022 Africa & Startup: contesto e opportunità; 20 April 2022 Need Finding; 27 April 2022 Clienti, utenti e stakeholders; 4 May 2022 Pitching; 11 May 2022 Lavorare in team. Any changes in the calendar will be promptly reported by email to beneficiaries.

StartUp Day 2022 – Hackathon Pitch:
A space reserved during StartUp Day 2022 (20 May 2022, at Palazzo Re Enzo – Bologna), where you will have the opportunity to share your entrepreneurial idea with stakeholders and actors of the startup system, to network and meet other players interested in developing the entrepreneurial project together.

PDAI – Programma di accensione imprenditoriale, an accompanying process aimed at business development, to be held from June 2022. It also includes the opportunity to use the Almalabor co-working space and take part in mentoring activities.

One2One – StudENT for Africa: an accompanying process aimed at business development, coordinated by the Fondazione Alma Mater, consisting of specific meetings.

3.3 Selection criteria and commission
The best 30 project ideas will be selected, based on the following score assignation:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market opportunity</td>
<td>1–5</td>
</tr>
<tr>
<td>Innovativeness / Originality of idea</td>
<td>1–5</td>
</tr>
<tr>
<td>Clarity in project exposure</td>
<td>1–5</td>
</tr>
<tr>
<td>Value proposition canvas</td>
<td>1–5</td>
</tr>
<tr>
<td>Competences necessary for project development</td>
<td>1–5</td>
</tr>
</tbody>
</table>

The threshold to pass the selection stage is 15 points.

For each grouping of SDGs (see point 3.1), at least three projects will be selected, among those whose score is above the selection threshold. The entrepreneurial ideas of which the business is focused on the African continent (StudENT for Africa) will be considered as a separate grouping for selection purposes.

The maximum number of projects selectable for each grouping is calculated according to the number of applications received in each field: the higher the number of applications for any specific field, the higher the number of selectable projects,
notwithstanding a maximum number of 30.

The **evaluation commission** will be appointed by Rector’s Decree, with members chosen from among experts in the sector. Concerning the ideas proposed for the StudENT for Africa project, a specific commission will be appointed by Rector’s Decree, calling on experts in the African context and the potential representatives of project partners.

### 4. Already Established StartUps Category

#### 4.1 Prerequisites for Participation

The already established startups can apply **only if at least one of its members** is one of the following:

- students enrolled in a first or second cycle study course;
- students enrolled in a professional programme (first or second level master’s degree);
- students enrolled in a specialization course (with the exception of doctors in specialized training as per Legislative Decree n. 368/99);
- graduates who have obtained their degree less than 3 years prior to the Call publication date (1 December 2018);
- students enrolled in the Bologna Business School;
- graduates of the Bologna Business School who have obtained their degree less than 3 years prior to the Call publication date (1 December 2018)

Such member will be the responsible in charge for the application to the call.

Startups already established can apply in case they are legal subject since **no more than two years** (in the application the last version of the company registration report is required).

If the startup already applied for past editions, it can re-apply to the current edition only in case it didn’t receive any award.

#### 4.2 Funds and Awards

The 10 selected startups will have:

- a **customized** stand in the expo area during the **StartUp Day 2022**, to be held on 20 May 2022 from 10 am to 8 pm at Palazzo Re Enzo – Bologna;
- participation in a specific networking encounter (**Business Lunch**) during the **StartUp Day 2022** event;
- **acceleration service** provided by AlmaCube, the University of Bologna’s incubator.
4.3 Selection criteria and commission

The best 10 innovative startups will be selected based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation video</td>
<td>1–5</td>
</tr>
<tr>
<td>Lean canvas</td>
<td>1–5</td>
</tr>
<tr>
<td>Clarity in project exposure</td>
<td>1–5</td>
</tr>
</tbody>
</table>

The maximum possible score is 15/15

The commission will be appointed by Rector’s Decree, with members chosen from among experts in the sector and representatives from Almacube.

5. Application deadline and registration form

For both categories “Emerging Ideas” and “Established Startups,” the application is open from 1 December 2021 to 21 January 2022 at 12 pm. The application can only be made by filling in an online form available at the following link: [https://ricercatm.unibo.it/startupday/index.aspx](https://ricercatm.unibo.it/startupday/index.aspx).

6. Publication of the winners

On 24 February 2022, the results will be published on the website [https://site.unibo.it/idea/en/our-idea/activities-and-initiatives/call-for-start-up](https://site.unibo.it/idea/en/our-idea/activities-and-initiatives/call-for-start-up) both for the Emerging Ideas category and for the Already Established Startups category.

All Applicants – both those selected and not selected – will receive an email with the result at the address stated on the application. Please also check the SPAM folder. Should any places not be accepted, the commission reserves the right to select another project from the rankings.

7. Confidentiality and Intellectual Property

The information contained in the requests to participate will be used by the University of Bologna exclusively for the purposes of this announcement and will not be disclosed or made accessible to third parties unless expressly authorized by the proponent(s), without prejudice to any third parties who need it to access the information for the purposes of this announcement.

With reference to the regulation of intellectual and industrial property rights, please refer to the provisions of the Industrial and Intellectual Property Regulations of the University of Bologna.
8. Privacy

When submitting their application, interested parties consent to the processing of their personal data. The data provided by the candidates and participants in the program will be processed in accordance with the provisions of the EU Regulation 2016/679, or GDPR (General Data Protection Regulation) and any other applicable legislation concerning the protection of personal data, as well as the contents of the privacy statement that the participant accepts at the time of registration.

9. Contact us

For any further information, please write to: competition.startupday@unibo.it or visit our website https://site.unibo.it/idea/en/our-idea/activities-and-initiatives/call-for-start-up and https://site.unibo.it/startupdayunibo/en.

On 14 December 2021, there will be an encounter to explain the key elements of the call and how to present your application. The encounter will be held in Italian in the Aula Magna, University of Bologna, via Ugo Foscolo 7 from 5 pm until 6 pm. In compliance with the anti-Covid norms, the capacity of the room is no more than 40 places. Enrolment required by 10 December 2021 at 12 pm via the form available from the page https://site.unibo.it/idea/en/agenda/spiegazione-del-bando-call-for-startup-day-2022-en.

10. Attachments

Facsimile of the Application Form