

## CALL FOR STARTUPS 2023-2024 APPLICATION FORM

Applicant's name:

Applicant's surname:

Unibo email address:

### Call for StartUps 2023-2024 – Emerging Ideas

#### *(Section 1) – Presentation of your business idea*

1. Name of the emerging business idea
2. Have you already applied with this same idea in any previous editions of the Call for StartUps?
3. Have you already applied with a different idea in any previous editions of the Call for StartUps?
4. Under which sub-category does your idea fall?
  - a. Emerging Ideas – Casa delle Tecnologie Emergenti (see Explanatory note on projects eligible for participation in Emerging Ideas – CTE COBO)  
Please select a thematic area:
    - INDUSTRY 4.0
    - CULTURAL INDUSTRIES
    - CITY SERVICESPlease explain the reason for this choice.
  - b. Emerging Ideas – ECOSISTER (see Explanatory note on projects eligible for participation in Emerging Ideas – ECOSISTER)  
Please select an environmental objective (if your project contributes to more than one objective, choose the most relevant one):
    - Climate change mitigation;
    - Climate change adaptation;
    - Sustainable use and protection of water and marine resources;
    - Transition to a circular economy;
    - Pollution prevention and control;
    - Protection and restoration of biodiversity and ecosystems.

Please explain how your business project contributes to achieving the environmental objective you selected.

c. Emerging Ideas – StudENT for Africa  
Please explain the reason for this choice.

d. Emerging Ideas – Grow your business

5. Who are your target customers?

6. What is the problem perceived by your customers to which your project responds?

7. Describe the solution you propose in response to the problem and its main benefits.

8. Who are the current market leaders/your competitors?

9. What makes your idea different from the products/services already available on the market?

10. Tell us about your idea in a video – Link to your video on YouTube (1 min)

11. Short description – Describe your idea in max 300 characters

### ***(Section 2) – Stage of development of your project***

1. Do you have a Prototype or Product yet?

2. If you answered “Prototype” or “Product” to the previous question and you can do so, please provide a link or upload a picture of the Product/Prototype.

### ***(Section 3) – Presentation of your team***

1. How many people are currently part of your team?

2. Please complete the information about your team (if any). If you are alone, complete your own presentation.

3. In your opinion, what expertise and relationships you gained in your professional and personal journey could be instrumental to the development of the project? Tell us more about yourself and the rest of your team (if any).

4. Picture of the applicant/team (if any).

***(Section 4) – Your motivation and expectations***

1. Why did you and the rest of your team (if any) decide to present your business project? What are your goals and how do you intend to achieve them?
2. What do you expect from this business development pathway?

**Call for StartUps 2023-2024 – Established Startups**

***(Section 1) – Presentation of your startup***

1. Name of the startup
2. Date of establishment
3. Please attach an updated Chamber of Commerce certificate
4. Please describe your startup. How is it innovative?
5. What do you think is the main risk for your startup?
6. What are your short-term goals (next 3 to 5 months) for your startup?
7. How do you see your startup in 10 years' time?

***(Section 2) – Presentation of your team***

Please complete the information about your startup team (role, biographical data, contact information, course of study attended, campus, degree, CV if any, presentation of each component)

***(Section 3) – Link to your video on YouTube***

Please provide a link to a 1-minute video presenting your startup project and team.

***(Section 4) – Lean canvas***

1. Problem

2. Solution
3. Customer Segments
4. Unique Value Proposition
5. Unfair Advantage
6. Channels
7. Key Metrics
8. Cost Structure
9. Revenue Streams
10. If you want to add something that you think might be useful for us to evaluate your project, please feel free to do so below (max 1,000 characters).