

## Features of business projects within the Emerging Ideas – Casa delle Tecnologie Emergenti sub-category

Casa delle Tecnologie Emergenti del Comune di Bologna (in short CTE-COBO) is a project financed by the Ministry of Enterprises and Made in Italy (MIMIT), which aims to contribute to the transformation of the city of Bologna into a digital innovation and technology transfer hub supporting urban sustainability, through the implementation of the 5G network, and beyond, and the exploitation of certain enabling technologies. The Casa delle Tecnologie Emergenti seeks to establish itself as a local incubator and accelerator of a support ecosystem for new digital entrepreneurship, expand the innovation community, and attract new skills and talent.

The **Call for StartUps 2024** will contribute to these goals through the **Call for StartUps & Casa delle Tecnologie Emergenti integrated path** and a dedicated sub-category within Emerging Ideas.

The business ideas presented within the Emerging Ideas – Casa delle Tecnologie Emergenti sub-category must fall within one of the thematic areas indicated in section 1 and employ at least one of the emerging technologies indicated in section 2.

### 1. THEMATIC AREAS

The business ideas presented within the Casa delle Tecnologie Emergenti sub-category must focus on one of the three thematic areas below, which the project applicant must select in the application form. Some projects can fall within more than one thematic area. Applicants are free to choose the one they deem the most relevant:

1. **Industry 4.0** – Innovative solutions for enhancing the value of data and its lifecycle within business processes, from production to services, from cyber-physical products to IT-OT connection and along the supply chain, along the entire product/service lifecycle to improve effectiveness and efficiency, but also to improve relations with suppliers and customers.

2. **Culture and Creative Industries** – Application of emerging technologies in both traditional art forms (visual arts, performing arts, literature, music) and design, fashion, crafts, cultural heritage, tourism and urban re-activation, publishing, communication and new media.
3. **Innovative urban services** – Solutions capable of making urban areas more liveable, efficient, accessible, safe, inclusive, sustainable and generative.  
Areas of application include public transport and mobility, energy management and distribution, public lighting, security, port logistics, green area management, etc., with a focus on ecological transition and climate neutrality.

## 2. EMERGING TECHNOLOGIES

In addition, all the business ideas submitted within the Casa delle Tecnologie Emergenti sub-category must employ at least one of the following emerging technologies indicated in the [Public notice of the Italian Ministry of Economic Development “Casa delle Tecnologie Emergenti”](#), the use of which depends on the availability of **ultra high-speed mobile networks (5G)** and the development of **new generation mobile networks (6G)**:

- Blockchain;
- Artificial Intelligence (AI);
- Augmented, Virtual and Immersive Reality;
- Internet of Things (IoT);
- Quantum Technologies.

The Evaluation Committees will be responsible for making sure that each project matches the sub-category indicated by the applicant in the application. A project submitted within “Emerging Ideas – Casa delle Tecnologie Emergenti” can be attributed to a different sub-category (without penalty in the evaluation), if the Committee considers that it fails to meet the relevant requirements. Likewise, a project submitted within a different sub-category can be attributed to the Casa delle Tecnologie Emergenti sub-category, if it meets the relevant requirements.