

This document will help you complete your Call for Startups 2024-2025 application form.

Before filling in the application form, we suggest **downloading the application form facsimile and carefully reading the Call and FAQs.**

Don't forget that you must **submit your business project by 31 January 2025 at 2:00 p.m.**

➤ ONLINE APPLICATION PROCEDURE

- 1) Go to <https://ricercatm.unibo.it/startupday/index.aspx> and **log in** using your Unibo credentials. Choose the language by selecting IT or EN on the top right;
- 2) Click **“Submit application”** and then **“Submit EMERGING IDEA application”** or **“Submit ESTABLISHED STARTUP application”**;
- 3) Tick your **sub-category** of choice and explain the reason for this choice;
- 4) On the **“1. Key information”** page, which will open automatically, fill in all the sections with the information required;
- 5) Fill in the 4 sections of the application form. In **(Section 3)**, click **“Add member”** and insert the information required for each member of the team (Project Leader and Members). Click **“Save”** and continue;
- 6) Once you have completed all the fields, click **“Save”** at the bottom of the page. If you have provided all the information required, the message **“Saving successful”** will pop up;
- 7) Select **“2. Print preview”** (in the upper portion of the page) to see the preview of your application. If you want to make any changes, go back to “1. Key information”. If the data inserted is correct and you wish to submit your application, go on to 3. Apply;
- 8) On the **“3. Apply”** page, click **“Run a formal check”**. If the data inserted is correct, the message **“Formal check successful”** will pop up. Click **“Close”**;
- 9) Tick **“I agree”** to give your consent to the processing of your personal data and click **“Apply”**;
- 10) The following page will show your **unique application number** and the summary of your application. You will also receive a confirmation email.

You can edit your application until the application deadline. To edit your application, log in, click **“Reopen”** and then **“Edit”**. After submitting your updated application through the same procedure as above, you will receive a new unique application number, which will be your ID number in the ranking list.

➤ GUIDE TO COMPLETING THE APPLICATION

CALL FOR STARTUPS 2024-2025 – Emerging Ideas

Presentation of your business idea (Section 1)

In this section we ask you to **focus on the project you are proposing.**

Please use a clear and plain language to make sure that everybody, even laymen, can understand your project. Look for the right words to tell as many people as possible what you want to achieve. Use a clear language and short sentences, or even bulleted lists.

Link to your video

Upload the video you wish to include in your application form on **YouTube**. You can make it **public** or only visible by those who have the video link (“**Unlisted video**” option). This step is very important, as it will allow the Evaluation Committee to watch it during the selection process and, later on, the Players to get familiar with your project and apply to join your team.

No special equipment or editing skills are required for your video – just use your smartphone if you want. You are free to make the video as you prefer, but remember that it **cannot be longer than 1 minute**. You might think that a minute is too short, but you will find you can actually say a lot of things in that time.

Why 1 minute? Because it is normally the time you have for an Elevator Pitch* in the startup world.

How can we say everything which is really **useful and essential** in just one minute? The difficult part is to condense your speech and avoid redundant parts. For this reason, we suggest you first prepare a written text/script for your video. Please consider that, for a 1-minute video, you will need around 900-950 characters.

You can find useful content online. Just remember there is a pitch for every circumstance, and – in this case – you have to present **both your project and your team**.

** An Elevator Pitch is exactly what it sounds like – a 30-to-60-second-long presentation that startappers must be able to make in order to catch the attention of an investor in case they meet one in an elevator. This expression has become popular and is now used with a wider meaning to refer to the briefest possible description of a business project, which startappers can use in any context in which they have very little time.*

Stage of development of your project (Section 2)

Your idea may or may not be in an embryonic stage – it is not mandatory to have a prototype or a product. However, if you do, this will be taken into consideration and you could be rewarded. If you have already developed a prototype or a product, please show it to us in this section.

Presentation of your team (Section 3)

As a fresh startup, **your team is your most precious resource**. Use this section to say something about yourself and the members of your team, i.e. only those who are really working on the project. Include some personal information and a short presentation (max 300 characters spaces included) for each person, applicant included. Focus not only on the professional background of the members, but also on any skills they might have acquired through non-university experiences and paths. Finally, in this presentation, we suggest mentioning the added value that each person brings to your team. If your team is missing something, don't worry – if your idea is selected, our [Call for Players](#) will help you find new members to join in, to better face market challenges.

Your motivation and expectations (Section 4)

Motivation is key in the process of developing a business idea, both in terms of establishing a startup and of making it grow over time, facing the challenges of the market and society. Tell us about what motivated you to present your business project and what you expect from the business development pathway that Unibo has designed for you.

CALL FOR STARTUPS 2024-2025 – Established Startups

Presentation of your startup

In this section we ask you to **focus on the project you are proposing**. Please use a clear and plain language to make sure that everybody, even laymen, can understand your project.

Look for the right words to tell as many people as possible what you want to achieve. Use a clear language and short sentences, or even bulleted lists.

Please describe your startup. How is it innovative?

The description must be **max 1,000 characters long (spaces included)**. This is mandatory.

Do you think it is not enough? That's actually much more than you will get when you have to present your project elsewhere: startup competitions, presentations to investors, etc. You might as well get used to it.

How can we explain everything in just 1,000 characters? There's only one way: **show the very heart of your project**, the aspects that make it unique and could really spark curiosity and an interest to delve deeper. The **aim** of this brief presentation is not to list all details, but to get people to **understand the core approach of your project**.

What do you think is the main risk for your startup?

Identify the weaknesses/threats that could put your business project at risk.

What are your short-term goals (next 3 to 5 months) for your startup?

Describe how you think your project will develop over the next 5 months, what kind of activity you have planned, what your strategic and operational roadmap is.

How do you see your startup in 10 years' time?

Describe what the medium-to-long-term goals of your project are and the vision behind the development of your product/service.

Presentation of your team

As a startup, your team is your most precious resource. Use this section to say something about yourself and the members of your team, i.e. only those who are really working on the project. Include some personal information and a short presentation (max 300 characters spaces included) for each person, applicant included. In this presentation, we suggest mentioning the **added value that each person brings to your team**.

Link to your video

Upload the video you wish to include in your application form on **YouTube**. You can make it **public** or only visible by those who have the video link ("**Unlisted video**" option). This step is very important, as it will allow the Evaluation Committee to watch it during the selection process.

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Lean canvas

- 1. Problem:** Define the problem/need underlying your business project, analyse it thoroughly and identify any tools used for data collection and analysis purposes.
- 2. Solution:** Describe how your startup responds to the problem/need identified with its products/services.
- 3. Customer Segments:** Describe the groups of people/entities/businesses that the startup addresses. The customer segments identified are essential for the definition of the value proposition(s) they refer to.
- 4. Unique Value Proposition:** Describe what your value proposition is, i.e. why your proposition (project) is unique and worth buying.
- 5. Unfair Advantage:** What is your unique competitive advantage? What sets you apart from your competitors and makes you unique/better?

6. Channels: What are the communication channels through which you intend to promote or propose your startup to customers? (Communication and distribution)

7. Key Metrics: What are the main activities you will carry out with your startup to offer your value proposition? What resources do you need to implement them? (e.g. physical, intellectual such as patents/licences, human, financial etc.)

8. Cost Structure: What are the main costs you will incur to develop your startup and you will have to take into account in your business model? Indicate the costs generated by key resources, key activities and key partnerships.

9. Revenue Streams: What are your sources of revenue? What is the value your customers are willing to pay? What does each segment pay for? How would each customer segment prefer to pay (advertising, monthly subscription, per product/service, etc.)?

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).

Resources

We suggest watching *How to make a pitch*, a lesson by Alessandro Cillario, co-founder of Cubbit and inventor of the Unibo StartUp Day. The lesson is from a past edition of the StartUp Day, but **the general contents are still valid and very useful for training purposes**. Click the following link to watch the lesson:

<https://www.youtube.com/watch?v=TDDX403u4IM>