



# Call For StartUp 2023

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## 1. StartUp Day – 2023 Edition

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

StartUp Day - 2023 Edition is a presentation and a networking opportunity with the main players of the Italian innovation ecosystem, to be held at Palazzo Re Enzo – Bologna on 19 May 2023, from 9 am to 8 pm.

## 2. Call for StartUp 2023: emerging ideas and established startups

The “Call for StartUp 2023” 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:

- “Emerging Ideas” category
- “Established StartUps” category

The “Emerging Ideas” category is aimed at finding the **30 best entrepreneurial ideas**, of which the startupper-to-be will have the opportunity to present themselves at the **Pitch Theatre**, set up during the **StartUp Day 2023**. The startupper-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 2023**, where they will have the opportunity to present their startup through an **exclusive stand** dedicated to them and through the **Pitch Theatre**.

### 3. Emerging Ideas Category

#### 3.1 Prerequisites for participation

The requirements must be met at the time of submitting your application.

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 (i.e. those who have graduated since 2 December 2019);
- students enrolled at the Bologna Business School (with exclusive reference to the Graduate Masters of the University of Bologna coordinated by the BBS);
- graduates of the Bologna Business School (with exclusive reference to the Graduate Masters of the University of Bologna coordinated by the BBS) who graduated within 3 years of the date of publication of the Call for applications (i.e. who obtained their degree since 2 December 2019)

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; \*other natural or legal persons.

Participation in the team is excluded for PhD students for whom other initiatives. Information is available at the link <https://site.unibo.it/idea/en/our-idea/timeline-for-spin-offs>.

Each Applicant can propose just one entrepreneurial idea<sup>1</sup>, 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**).

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

### 3.2 Funds and Awards

**Co-working AlmaLabor:** the winners of the competition will be given free access to the AlmaLabor co-working located in via Ugo Foscolo 7 in Bologna, to work in a team and develop their business idea. Access to the AlmaLabor co-working space requires pre-booking through the application <https://calma.unibo.it/coworking/day.php>, specifying the name of the project and "Call for Startup 2023" in the "full description".

**Welcome Kit:** the winners can take advantage of a customized business development training course, aimed at developing their business project through the support of mentors, teachers and industry experts.

The Welcome Kits will be held in Italian from 10 am to 12 pm at AlmaLabor, in via Ugo Foscolo 7, Bologna with the following calendar:

20 April 2023: introduzione al mondo delle Startup;

27 April 2023: Lavorare in team;

4 May 2023: Pitching, come presentare la propria idea.

Any changes in the calendar will be promptly reported by email to beneficiaries.

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<sup>1</sup> The limit of a single application refers only to the role of Proponent, within the same category of the call (Emerging Ideas or Established Startups). However, it is possible to be a Proposer of a team and a member of other teams at the same time. It is also possible to be a Proposer of a team applying in the Emerging Ideas category and Proposer of a team presenting its enterprise in the Established Startups category.

**StartUp Day 2023 –Pitch Theatre:** the winners can take advantage of a space reserved during StartUp Day 2023 (19 May 2023, at Palazzo Re Enzo – Bologna), where to network and to share their entrepreneurial idea with stakeholders and actors of Italian innovation system. The teams will also meet with Players interested in developing entrepreneurial projects together with them, both with reference to those who have previously applied to the **Call for Players** and to any new Players they may meet at the event.

**PDAI – Programma di accensione imprenditoriale:** the winners will be supported in the development of their business through an accompanying process, to be held from June 2023. It also includes mentoring and the opportunity to use the Almalabor co-working space and take part in mentoring activities.

### 3.3 Selection criteria and commission

The best 30 project ideas will be selected, based on the following criteria:

Criteria	Score
Market opportunity	1–5
Innovativeness / Originality of idea	1–5
Clarity in project exposure	1–5
Value proposition canvas	1–5
Competences necessary for project development	1–5

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 Rectoral Decree, with members chosen from among external experts of the sector outside Bologna University and potentially also project partner representatives.

## 4. Already Established StartUps Category

### 4.1 Prerequisites for Participation

The requirements must be met at the time of submitting your application.

The already established startups can apply **only if at least one of its partners** 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 (i.e. those who have graduated since 2 December 2019);
- students enrolled at the Bologna Business School (with exclusive reference to the Graduate Masters of the University of Bologna coordinated by the BBS);
- graduates of the Bologna Business School (with exclusive reference to the Graduate Masters of the University of Bologna coordinated by the BBS) who graduated within three years of the date of publication of the Call for applications (i.e. who obtained their degree since 2 December 2019)

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 2 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

**StartUp Day 2023 – Expo Area:** a **customized** stand in the expo area during the **StartUp Day 2023**, to be held on 19 May 2023 from 9 am to 8 pm at Palazzo Re Enzo – Bologna;

**StartUp Day 2023 –Pitch Theatre:** the winners can take advantage of a space reserved during StartUp Day 2023 (19 May 2023, at Palazzo Re Enzo – Bologna), where to network and to share their entrepreneurial idea with stakeholders and actors of Italian innovation system.

**StartUp Day 2023 – Networking Lunch:** the startups selected in the call will have the chance to take part in an exclusive networking lunch with the main interlocutors with the main players of the Italian innovation ecosystem as part of their participation in the StartUp Day 2023;

### 4.3 Selection criteria and commission

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

Criteria	Score
Presentation video	1–5
Lean canvas	1–5
Clarity in project exposure	1–5

The maximum possible score is 15/15

The **Evaluation Commission** will be appointed by Rectoral Decree, with members chosen from among external experts of the sector outside Bologna University and potentially also project partner representatives.

## 5. Application deadline and registration form

For both categories “Emerging Ideas” and “Established Startups,” the **application** can only be made by the Applicant filling in an online form available at the following link:

<https://ricercatm.unibo.it/startupday/index.aspx>

Application is open **from 2 December 2022**. The application, filled by the Applicant by logging into the platform, has to be **submitted by 27 January 2023 at 2 pm**.

Applications and documents other than those listed above and or delivered by means other than those listed above or after the deadline will not be considered.

By way of example, a facsimile of the application form is attached to this announcement, illustrating a preview of what will be requested online during submission of the application.

## 6. Publication of the winners

No later than **28 February 2023**, the results will be published on the website <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.

The winners will also receive a communication via email, sent to their institutional Unibo mailbox. 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](mailto: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 2022**, the “**StartUp Day 2023: how to participate in the Call for StartUps**” will be held to explain the key elements of the call and how to apply. The meeting, held in Italian, will take place at Aula Magna, University of Bologna, via Ugo Foscolo 7, **from 4 to 5 pm**. Free access subject to availability of seating, upon online registration via the link <https://site.unibo.it/idea/it/agenda/call-for-startup-tutto-quello-che-devo-sapere/iscriviti>.

## 10. Attachments

Application Form (facsimile)