

This document will help you complete your application form for the Call for StartUp 2023.

Before filling in the application form, we suggest downloading the facsimile of the application form with guidelines and to read through the rules fully. Don't forget that you must **present your entrepreneurial project by 27 January 2023 at 2 pm.**

➤ PROCEDURE FOR THE ONLINE SUBMISSION OF APPLICATIONS

- 1) Log on to the site <https://ricercatm.unibo.it/startupday/index.aspx> and **login** with your Unibo credentials. Choose the language by selecting IT or EN top right;
- 2) Click **“Submit application”** and then **“Submit EMERGING IDEA application”** or **“Submit ESTABLISHED STARTUP application”**;
- 3) On the **“1. Data entry”** page, which will open automatically, fill in all the sections, inserting the data required;
- 4) In **(Section 3)**, click **“Add member”** and insert the information required with reference to each member of the team (Project Leader and Members). Click **“Save”** and continue the compilation;
- 5) When you have filled in all the info, click **“Save”** at the bottom of the page. If you have inserted all the info required, the message **“Data saving executed successfully”** will appear;
- 6) On choosing **“2. Print preview”** (in the upper part of the page), you will see the preview of your application. If you want to make any changes, go back to the “1. Data entry” page. If the data inserted are correct and you wish to proceed to submit your application, go on to 3. Sending the application;
- 7) On the page **“3. Sending the application”**, click **“Perform formal control”**. If the data inserted are correct, the message **“Formal check carried out successfully”** will appear. Click **“Close”**;
- 8) Tick **“I agree”** to agree to the processing of personal data and then click **“Send the application”**;
- 9) On the page that appears, you will find your **unique number of sending** and the summary of your application. You will then receive an email with confirmation and summary.

Your application is modifiable right up until the call deadline. You can make changes by accessing, clicking **“Reopen”** and then **“Modify”**. When you send the updated application, following the procedure outlined above, you will receive a new unique number of sending which will be your reference number with which to consult the list of winners.

➤ GUIDE TO THE COMPILATION OF THE APPLICATION SECTIONS

CALL FOR START UP 2023 - “Emerging Ideas” Category

Presentation of the idea

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

Please use a clear and simple language, you need to make your project understandable to everybody, even those who doesn't belong to the sector of your startup.

When you communicate, try and find the most suitable words to tell to as many people as possible what you want to achieve. Use a clear language and short sentences, you might also use bulleted list.

Link to the Video

Upload the video onto **YouTube** that you will include on the application form, choosing whether to make it public or accessible to those in possession of the link ("Unlisted video" option). This step is very important, as it will allow the Evaluation Commission to visualize it during the selection stage, and later on, for the Players to get to know your project.

While making your video, no specific equipment nor editing competences are required, you can just use your smartphone if you want.

You're free to make the video as you prefer, but **it cannot be longer than one minute**. You might think that a one-minute is too little time, but you will find you can actually say a lot of things in 60 seconds.

Why one minute? Because it's normally the time available for the so-called 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 just in the ability to summarize the speech and avoid redundant parts. For this reason, we suggest you might prepare a document with the text/script of your video. Please consider that for a one-minute-video, you generally have to use around 900–950 characters.

Online you can find useful contents. Just remember there is a pitch for every circumstance, and that – in this case – **you have to present both the project and the team**.

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The Elevator Pitch is the presentation speech lasting from 30 to 60 seconds that a startupper must be able to make in order to catch the attention of an investor in case s/he meets one in an elevator. This expression has become widespread, and it's now used with a wider meaning to refer to the briefest possible description of the entrepreneurial project that the startupper can use in any context in which s/he has very little time to present himself.

Team presentation

For a fresh startup, its team is the most important resource. Use this section to say something about you and the members of your team, including only those who are really working on the project. For each person (Applicant included), you need to include some personal info and a short presentation (max. 300 characters spaces included), we suggest mentioning in this presentation **the added value that each person brings to your team**.

CALL FOR START UP 2023 - "Already Established StartUps" Category

Presentation of the Startup

In this section, we ask for a **focus on the project you are proposing**.

Please use clear and simple language, as you need to make your project understandable to everybody, even those who doesn't belong to the sector of your startup.

When you communicate, try and find the most suitable words to tell to as many people as possible what you want to achieve. Use clear wording and short sentences – you might also use bullet list.

Illustrate your startup by underlining its innovative aspect

The description must contain up a **maximum of 1,000 characters (spaces included)**. This limit is compulsory.

Think it's not enough? Actually, it's much more than the time available when you'll have to present your project: startup competition, presentation to investors etc. It's better for you to get used to this right now. How is it possible

to explain everything in just 1,000 characters? There's just one way: **show the very heart of your project**, the aspects which make it unique and what could really spark curiosity and interest for subsequent analysis. The aim of this quick presentation is not to list all details but **to get people to understand the core approach of the project.**

What do you think is the riskiest aspect of your startup?

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

Which are the short-term goals (for the next 3–5 months) of your startup?

Describe how you imagine your project development over the next five months, what kind of activity you have planned, what is the strategic and operative roadmap.

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

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

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For this reason, we suggest **preparing a document with the text/script of your video**. Please consider that for a one-minute video, you need **approximately 900–950 characters**.

Online you can find useful contents, but just remember there is a pitch for every circumstance and that – in this case – **you have to present both the project and the team**.

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Lean Canvas

- 1. Problem:** Define the problem/need underlying the business project, analysing it carefully and if available, stating the tools used for the collection of information and the data analysis made;
- 2. Solution:** describe how the 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 distinguishes you from your competitors and makes you unique/best?;
- 6. Channels:** What are the communication channels through which you plan to promote or propose your strategy to the identified customers? (communication and distribution);
- 7. Key Metrics:** What are the main activities you will carry out with your start up 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 that you will have to face for the development of your start-up and that 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 our 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 would like to add something that you think would be useful to communicate to us for the purpose of selection, you are free to do so in the space below. (max 1,000 characters)

Useful Contents

- 1) 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 the past edition of the StartUp Day, but **the general contents are still valid and very useful for training purposes**. The lesson can be viewed via the following link: <https://www.youtube.com/watch?v=TDDX403u4IM>