Call for StartUp Day20 University of Bologna

Summary
1. What is StartUp Day? ........................................................................................................... 2
2. Objective ............................................................................................................................ 2
3. Prerequisites for participation: .......................................................................................... 2
   3.1. Who can pitch an idea? .................................................................................................... 2
   3.2. Prerequisites for the entrepreneurial ideas candidating .............................................. 3
   3.3. Prerequisites for the entrepreneurial projects of already established startups .......... 3
4. Application procedure ........................................................................................................ 3
   4.1. Category entrepreneurial ideas – Call for Ideas ............................................................ 3
       4.1.1. Application for Round 1 – Call for Ideas: 80 projects selected ....................... 3
       4.1.2. Application for Round 2 – Call for Ideas: 30 projects selected ....................... 4
       4.1.3. Application as Player .......................................................................................... 4
   4.2. Category already established startups – Call for Startup: 10 projects selected ......... 5
5. Selection process ................................................................................................................ 5
   5.1. Selection criteria for Round 1 (category entrepreneurial ideas) .............................. 6
   5.2. Criteria of selection for Round 2 (category entrepreneurial ideas) ......................... 6
   5.3. Selection criteria (category already established startups) ......................................... 7
6. Commission ....................................................................................................................... 7
   6.1. Commission in the category entrepreneurial ideas ....................................................... 7
   6.2. Commission in the category of already established startups ..................................... 7
7. Discretion and Intellectual Property .................................................................................. 7
8. Privacy ................................................................................................................................ 8
1. What is StartUp Day?

StartUp Day is the event organized by Alma Mater Studiorum - University of Bologna in collaboration with Almacube, the university incubator, to promote and support its students’ entrepreneurial development and enhance research results in order to contribute to the growth of innovative companies in the territory. On top of that, StartUp Day represents an opportunity to present (investor time) to the main players of the Italian startup ecosystem the entrepreneurial projects rooting from the ideas of students, former students and researchers of the University, as well as to network with the main actors of the national and international scene.

The heart of the event is the team meeting activity to support and enhance the launch of new entrepreneurial proposals by students and graduates. The team meetings are available for the 30 startppers (students or recent graduates with a business idea) who are selected following the Call for StartUp Ideas. Each team meeting session can be used to meet colleagues (players) who are interested in taking part in the project and who have the skills useful for its realization in order to form the project development work team. The 30 startppers are given a table for the team meeting: in 2 consecutive sessions of 30 minutes the startppers will have the opportunity to present their idea to the players who propose themselves for the team meeting sessions. As part of the Call for StartUp Ideas, 3 team meeting tables are reserved for entrepreneurial projects that intend to develop their business on the African continent (StudEnt for Africa projects).

Furthermore, during StartUp Day already established startups are given the opportunity to participate in a presentation session (investor time) and dedicated networking meetings (business matching).

2. Objective

The Call for StartUp Day serves the purpose of finding the finalists who will participate in StartUp Day 2020, taking place on Saturday, 23rd in Palazzo Re Enzo and Sala Borsa in the center of Bologna:
- 30 entrepreneurial ideas will be given a round table used for two Team Meeting sessions (for the entrepreneurial ideas category), three of which reserved for projects that intend to develop their business on the African continent.¹
- 10 already established startups will be given the possibility to present their businesses during the event (investor time) or in dedicated networking sessions, like for example business matching etc. and they furthermore will have access to the acceleration services offered by Almacube.

3. Prerequisites for participation:

3.1. Who can pitch an idea?

With their idea or business projects applicants can inquire as individuals or in teams, they can be students enrolled in a first or second cycle study course, a vocational course (first or second level master’s degree) in a specialization course, with the exception of doctors in specialized training as per Legislative Decree n. 368/99 or graduates who have obtained their degree less than 3 years prior to the Call publication date. The candidacy is possible only with credentials of the University (email and password). If a proponent has lost the credentials a reactivation request can be undertaken during the application phase. In case a team is already formed, besides the above mentioned, they can also contain the following:
- students and alumni of the University of Bologna;

¹ Specifically, this means a project that involves the construction of the final product or the provision of the service in Africa and whose main reference market is identified in a country / territory located on the same continent.
international students who are conducting an exchange semester at the University of Bologna;
students or alumni of the Bologna Business School
other natural or legal persons.

Given that the above requirements are met, it is allowed to apply more than once as proponent or team member. This also holds true for the startuppers who were already candidates in previous editions, but who did not get a team meeting table in one of the previous editions.
Each proposing startupper can candidate up to 3 ideas.

3.2. Prerequisites for the entrepreneurial ideas candidating

The proposed entrepreneurial idea can originate from any field. In the application phase it is required to indicate up to 2 areas of belonging out of the following areas of specialization S3: Innovation in services, Cultural and recreational industries, Agribusiness, Health and well-being, Building and construction, Mechatronics and motor engineering, Energy and sustainable development, Big Data, Industry 4.0, Circular Economy, Blue Growth. The candidating entrepreneurial idea can be at any stage of development: from the simple intuition to an already started project in which the startupper has already involved other people.

3.3. Prerequisites for the entrepreneurial projects of already established startups

The candidate business project can be of any field, in the application phase it will be required to indicate up to 2 areas of belonging among the following areas of specialization S3: Innovation in services, Cultural and recreational industries, Agribusiness, Health and wellness, Building and construction, Mechatronics and motor engineering, Energy and sustainable development, Big Data, Industry 4.0, Circular Economy, Blue Growth.
Candidates may already be entrepreneurial projects established as a legal entity for no more than 2 years. The proponent and the entrepreneurial team must comply with the requirements of point 3.1.

4. Application procedure

The call is divided into two sections: one dedicated to entrepreneurial ideas, the other dedicated to established startups.

4.1. Category entrepreneurial ideas – Call for Ideas

The category entrepreneurial ideas is divided into 2 rounds:
- The first round of the Call for Ideas is open until the 20th January 2020, 14.00.
- The second round of the Call for Ideas is open from the 2nd March to 9th March 2020 at 14.00. Only those who have passed Round 1 can access this round.

Requirements and methods for accessing both phases are described below.

4.1.1. Application for Round 1 – Call for Ideas: 80 projects selected

The first selection round is open until the 20th January 2020 at 14:00. Beyond this deadline it will no longer be possible to candidate one’s own idea.
During this period, any candidate who has the appropriate requisites (point 3) can present his or her idea by filling in the online application form available on the website www.startupday.unibo.it
In order to complete the candidacy for the first round, all candidates will be invited to fill in a questionnaire. The completion of this psychometric questionnaire is mandatory by at least one member of the team in order to access Round 2 and must be submitted by 25/01/2020 at 14.00. The questionnaire is for research purposes only and will not be evaluated with regard to the call participation.
On February 5, 2020, the list of the 80 ideas that will continue the process and pass on to Round 2 of Call for Ideas will be published on the website www.startupday.unibo.it.

During the period in which Round 1 is open, it is possible to make an appointment for those who wish to receive useful advice on completing the application form by writing an email to startupday@unibo.it.

For the 80 startuppers selected in Round 1, participation in the training sessions of the Entrepreneurial Ignition Program is planned. We recommend the participation of at least one team member in each lesson; the participation of all team members in these meetings is not mandatory, but it is highly recommended to acquire the basic knowledge about the startup world and to participate with greater awareness in Round 2.

The meetings will be held in Bologna on the following dates:
- Tuesday 11th February 2020
- Thursday 13th February 2020
- Tuesday 18th February 2020
- Wednesday 19th February 2020 (for StudEnt for Africa projects)
- Thursday 20th February 2020
- Monday 24th February 2020 (for StudEnt for Africa projects)

The meetings will be held from 18.00 (the place and the program of the lessons will be communicated to the selected teams). For students who are carrying out a period of study abroad, it will be possible to follow the meetings by videoconference. Hour and place of the StudEnt for Africa meetings will be communicated to the selected teams.

The 80 projects selected for Round 1 that wish to do so also have the right to access Phase 1 of the Almacube Incubation Program. Further information is available at www.almacube.com.

4.1.2. Application for Round 2 – Call for Ideas: 30 projects selected

The second and final selection round is open from the 2nd to the 9th March 2020 at 14:00. Only 80 projects selected at the end of Round 1 can access this selection.

To complete your registration for Round 2, by March 9 you need to:
- Complete the online application form available on the website www.startupday.unibo.it.
- Attach a video presentation of the project and team with maximum duration of 1 minute.

On March 27th 2020 the names of the final 30 selected ideas participating in StartUp Day 2020 as startupper and getting a table for the Team Meeting Sessions will be published on the website www.startupday.unibo.it.

If one of the selected Startuppers renounces, the commission reserves the right to scroll the ranking list by April 15th, 2019. After this date, for the 30 projects selected it will not be possible to renounce the assigned team meeting table.

The 30 selected startuppers will have access to a specific training program (team building, pitch, customer discovery, etc.) in preparation for the StartUp Day event: training dates and methods will be communicated following the end of the selection procedure.

4.1.3. Application as Player

Players, students or recent graduates who intend to put their skills into the development of an entrepreneurial idea, can register for the team meeting sessions from the 7th to the 22nd May 2020 through an electronic agenda.
4.2. Category already established startups – Call for Startup: 10 projects selected

Selection aimed at entrepreneurial projects already underway that have reached a certain level of maturity and are ready to access paths of growth and acceleration. Candidates may already be entrepreneurial projects established as a legal entity for no more than 2 years.

The selection process involves a single round open from the 2nd of March 2020 to the 9th of March 2020, during which a maximum number of 10 startups will be selected to participate – depending on their maturity stage – to a presentation (*investor time*) during StartUp Day and/or take part in dedicated networking moments such as business matching, etc and access the acceleration services provided by Almacube.

To complete the registration for this session, by March 9 it is mandatory to:
- Complete the *online application form* available on the website [www.startupday.unibo.it](http://www.startupday.unibo.it).
- Attach a video presentation of the project and the team with a maximum duration of 1 minute.
- Attach the last chamber of commerce registration application.

In the application phase it will be necessary - for at least one member of the team - to also complete a *questionnaire for research purposes* whose answers will not be evaluated in order to participate in the call.

On 27th March 2020, the names of the 10 selected start-ups that will participate in dedicated networking events, such as *business matching*, or if deemed sufficient for a presentation (*investor time*) will be published on the website [www.startupday.unibo.it](http://www.startupday.unibo.it) during StartUp Day.

In case of renouncement of one or more of the selected startups, the commission reserves the right to scroll the ranking list by April 15, 2019. After this date for the 10 selected startups it will not be possible to renounce to the participation in StartUp Day.

The ten selected companies will have access to *growth and acceleration programs* provided by Almacube according to a schedule that will be communicated following the end of the selection procedure.

5. Selection process

The selection process involves two rounds for the entrepreneurial ideas category; only one round for the category of already established startups.

With the same score, it is given priority to the candidate projects in which:
- the stage of progress between Round1 and Round2 has been evaluated with a higher score (for the category entrepreneurial ideas);
- subordinately, the percentage of team members who are students or alumni of the University of Bologna is greater;
- in the alternative, the average age of the groups is lower.
5.1. Selection criteria for Round 1 (category entrepreneurial ideas)

Candidate ideas will be evaluated in round 1 based on the following criteria, which are combined with a score from 1 to 5 (1 - min; 5 - max). The maximum score for Round 1 is 100 and is reached by adding the score of each member of the commission on each criterion.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market opportunity (Problem/Solution)</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Clarity in project exposure</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Innovativeness / Originality of the idea</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Capacity and competence of the proposing subject or team</td>
<td>From 1 to 5</td>
</tr>
</tbody>
</table>

As part of Round 1, two rankings will be made: a general ranking and one dedicated for the entrepreneurial ideas that intend to develop their business in Africa (StudENT for Africa). Among the 80 selected ideas, 8 places are reserved for business ideas that intend to develop their business in Africa. If the first 8 project, present in the ranking reserved for entrepreneurial ideas with potential development and impact on the African continent (StudENT for Africa) are already present in the general ranking, the same will be taken to cover the available positions (8 for the first round). In particular, the 80 projects selected in Round 1 will therefore be chosen according to the following procedure:

- 72 projects (first round) drawing on the ideas included in the general merit ranking;
- 8 projects drawing on the ranking related to projects with core business on Africa not included in the first 72 (first round) and contained in the general merit ranking that accepted the opportunity to participate.

5.2. Criteria of selection for Round 2 (category entrepreneurial ideas)

Candidate ideas will be evaluated in round 2 based on the following criteria, which are combined with a score from 1 to 5 (1 - min; 5 - max). The minimum threshold to pass the selection is 15 points. The maximum score at Round 2 is 100 and is reached by adding the score of each commission member to each criterion.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage of development between Round 1 and Round 2</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Video of presentation of project and team</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Lean Canvas</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Clarity in project exposure</td>
<td>From 1 to 5</td>
</tr>
</tbody>
</table>

As part of Round 2, two rankings will be made: a general ranking and one for dedicated business ideas that intend to develop their business in Africa (StudENT for Africa projects). Among the 30 selected ideas, 3 places are reserved for business ideas that intend to develop their business in Africa.
If the first 3 project ideas, present in the ranking reserved for entrepreneurial projects with potential
development and impact on the African continent (StudENT for Africa), are already present in the general
ranking, the same will be taken to cover the available positions (3 in the second round).
In particular, the 30 projects selected in Round 2 will then be chosen according to the following procedure:
- 27 projects (second round – Call for Ideas) drawing on the ideas included in the general merit ranking;
- 3 projects drawing on the ranking referring to projects with core business on Africa not included in the
first 27 (second round – Call for Ideas) and contained in the general merit ranking that accepted the
opportunity to participate.

5.3. Selection criteria (category already established startups)
The entrepreneurial projects of startups already established will be evaluated on the basis of the following
criteria, which are combined with a score from 1 to 5 (1 - min; 5 - max) for a maximum score of 15/15. The
maximum score is 75 and is reached by summing the score of each member of the commission on each
criterion.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video of presentation of the project and team</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Lean Canvas</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Clarity in project exposure</td>
<td>From 1 to 5</td>
</tr>
</tbody>
</table>

6. Commission
6.1. Commission in the category entrepreneurial ideas
The selections of both rounds for the business ideas category will be carried out by 2 evaluation committees:
one for the general ranking, one for the StudENT for Africa ranking.
In particular, the evaluation commission for the general ranking will be composed of the Manager of the
Relationships with the Third Mission and Communication Area or its delegate, from the Rector's Delegate to
Entrepreneurship or his delegate, from the President of the incubator Almacube or his delegate and by the
managers of the Startup Business Unit of Almacube. The commission may request a technical opinion from
experts in the reference sector on the business proposals presented.
The evaluation commission for the ranking for StudENT for Africa projects will be composed of 1 representative
of the Alma Mater Foundation, 2 external evaluators with recognized experience of entrepreneurship in the
African market, 1 Banca Intesa Sanpaolo expert, 1 IBM expert as project partner.

6.2. Commission in the category of already established startups
The selections for start-up entrepreneurial projects already established will be carried out by an evaluation
committee composed of the Manager of the Relationship with the Third Mission and Communication Area or
its delegate, from the Rector's Delegate to Entrepreneurship or his delegate, from the President of Almacube
incubator or its delegate and by the managers of the Startup Business Unit of Almacube. The commission may
request a technical opinion from experts in the reference sector on the business proposals presented.

7. Discretion 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.

The proponent(s) is/are the owner(s) of intellectual and industrial property rights relating to information, data
and knowledge developed before the launch of the report covered by this announcement.

Without prejudice to the provisions of the Regulation on the industrial and intellectual property of the
University of Bologna, the proponent(s) remains the holder(s) of intellectual and industrial property rights
related to information, data and knowledge transmitted and developed in the context of the report subject of
this announcement. In analogy with the services offered to the teaching and research staff, the Knowledge
Transfer Office of the University of Bologna may make available to the proponent(s) their support services for
the protection and enhancement of any patentable ideas-inventions, including the support of the related
costs, in compliance with the provisions of the Regulation on industrial and intellectual property 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.