GUIDELINES TO FILL IN THE APPLICATION FORM ROUND 1

This document – explaining some sections of the application form – will help you to fill in the application form for Round 1 of the Call for Ideas of StartUp Day 20. Before filling the form we suggest you download the fac-simile and read the complete regulation. Remember that you can candidate your idea until the 20th of January 2020 at 14.00 exclusively by filling the online application form available at the following link:
https://www.aricweb.unibo.it/startupday/index.aspx

PRESENTING THE IDEA

This section will focus on the project you want to present: use a clear and understandable language, make it accessible to everyone, even to people who belong to different fields from yours. When you communicate your project, it is important to reach everybody. Find the right words to explain what you want to realize. Use a clear language and short periods, you can insert bullet points.

4. Describe your business idea highlighting the innovative aspect. (Reply in max 1000 characters including spaces)
The description cannot exceed 1000 characters (including spaces). This limit is compulsory. Is it too short for you? Actually, it is far more than you will have in the future, in startup contests, e.g. startup competition, demo days, etc. to pitch your project. Better get used to it. How can you say everything in 1000 characters? There is one way: showing only the heart of the project, what makes it unique, what can create more curiosity and interest for a further look and analysis. The purpose of the presentation form is not listing the details, but letting people understand the logic behind it.

6. What is the problem you identified for which you propose your idea? (Reply in max 400 characters including spaces)
The starting point for developing an entrepreneurial project is the existence of a problem and/or a need that has to be solved. If there is no problem, there is no solution, and the startup has no need to exist. Briefly describe what the problem is and who experience it: be specific, identify the precise target (e.g. men, women, young, adult, has certain habits or passions, etc.).
7. What solution do you propose with your idea? (Reply in max 400 characters, including spaces)
Describe your solution, how your product/service meets the expressed needs and how it works.

8. Where will the project revenues come from? (Reply in max 400 characters including spaces)
Explain how you plan to earn revenue with this project.

9. Where will the project costs come from? (Reply in max 400 characters including spaces)
What are the main costs incurred for this project?

10. Who are your competitors? What do people want/need now instead of your product/service? (Reply in max 400 characters including spaces)
Explain who are the competitors for your product/service: whether they are direct competitors, indirect competitors or substitute products/services, all businesses have competition. How does your idea create value? Why should a potential client prefer your idea to the already existing alternatives? Explain what differentiates and makes you unique, and why you are bringing about improvements and innovation. Explain which is the currently available solution: for instance, if your idea consists of a system of food-delivering, you can focus on Just Eat and explain why you are different from this competitor.

11. How do you see your project in the next 5 months? (Reply in max 300 characters including spaces)
Explain how you imagine your project in 5 months. Which activities have you planned? What's the strategic and operating roadmap?

12. How do you see your project in the next 5 years? (Reply in max 300 characters including spaces)
Explain the medium to long term goal of the project and the vision characterizing the development of the product/service.

PRESENTING THE TEAM
For an emerging startup, the team is the most powerful resource: this is the reason why StartUp Day brings together people with an idea (Startupper Unibo) and those with competences to realize it (player). The heart of the event is the team meeting: it is thanks to the multidisciplinary skills of the team members that it is possible to create successful enterprises. You can apply alone or in a team. Use this section to tell us about yourself and, if you already have a team, about your team members.
1. How many people are currently part of the team?
Indicate the people who are really working on the project, remember that the heart of StartUp Day is the Team Meeting: you can also apply on your own, during the event you will be able to meet potential co-founders. You can indicate as many people as you prefer, but they should be really part of the project as active collaborators.

4. Complete the information about your team (if you have one).
For every team member (including the proponent), insert personal data and a short presentation of max 300 characters including spaces, specifying their added value to the team, and, if any, other projects that you realized.

Personal data: name - surname - mail - telephone - educational qualification - if UniBo student, year of study and course currently attended

Note: with Project Leader, it is meant the person that is more involved in the project (not necessarily the one that applies). With Team member, any other collaborator.

Team Member Example
Luca graduated with honors in Informatics for Management and went in Erasmus in Denmark. He is currently a C++ Junior Developer in an informatics consultancy company in Bologna. He is in charge of the web platform front-end and back-end development and is a key member for the growth of the project.

5. Why did you decide to work on this project? (Reply in max 300 characters including spaces)
Briefly describe why you have decided to devote time and energy to the development of your entrepreneurial project.

6. What skills are missing in your team? Indicate up to 3 figures you would need (Reply in max 300 characters including spaces)
The heart of StartUp Day is the Team Meeting; if you are among the 30 selected Startuppers Unibo, you will have the chance to present your idea to the players sitting at your table during the Team Meeting sessions. Remember that the right team is a heterogeneous team and all the skills are important for the development of the project. Name up to three figures you would like to meet at StartUp Day, to extend your team and work for the realization of your project. A one-line description will be enough, e.g. a person who will take care of the marketing and fundraising of the project”, or “a designer who will monitor the creation of the product”.
STATUS OF THE PROJECT
Use this section to tell us about the status of the project. The stage of the project will not affect the valuation of the idea. For instance, you may just present an idea of business or even an established project (in this case, you have to specify the date of establishment).

1. Month and year in which the project was conceived for the first time.
An indicative date is enough, e.g. October 2019.

2. Which phase are you currently in? (Mark just 1 answer)
Indicate the stage of the project at the moment of your application to the Call for StartUp Day – Round 1 – Call for Ideas.
- Embryonic stage: the idea at the moment is only on paper
- First steps: I'm/we're already working on the first versions of the product/service in an informal way
- Launch scheduled: the launch of the service/product is scheduled for the coming months
- Successful launch: the product/service is already on sale

4. Finally, if you already have a “prototype” or a “product”, indicate a link that shows it.
If your project is a service, you can indicate a landing page or a Facebook group. Alternatively, you can also provide a photo of the prototype (already realized or in construction).

During the Call for Ideas opening period you can request a one2one meeting with the Almacube team to receive support for your application. To receive further information, write to startupday@unibo.it