1. **StartUp Day - 2021 Edition**

StartUp Day is the event organized by the University of Bologna, in collaboration with Almacube, the university incubator, to promote and support the entrepreneurship with an academic origin.

StartUp Day – 2021 Edition is a presentation and a networking opportunity with the main players of the International and Italian startup ecosystem which is going to be online on May 19th, 2021 from 11.00 to 13.00.

This year’s edition has a bigger investment in the support to the creation and development of new entrepreneurial activities thanks to the enhanced services of business development, thanks to the support of mentors, alumni, companies, professors, experts and the acceleration for the already established start-ups.
2. Call for StartUp 2021: emerging ideas and established startups

The “Call for StartUp 2021” 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 programs. 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 which are going to attend the StartUp Day 2021, where the start-uppers-to-be will have the opportunity to share their entrepreneurial idea with stakeholders, players and local actors by making their pitch in virtual tables (Team Meeting Rooms).

The “Established Startups” category is aimed at finding the 10 best innovative startups which will have the opportunity to attend the StartUp Day 2021, where they will have the opportunity to present themselves in front of a range of investors and business angels (Investor Time) and also the specific networking moments (Business Matching).

3. Emerging Ideas Category

3.1 Prerequisites for participation

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 (that is, 01 February 2018);
- students enrolled in the Bologna Business School;
- graduates of the Bologna Business School who have obtained their degree less than 3 years prior to the Call publication date (that is, 01 February 2018)

The team can be composed also from 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 and other natural or legal persons.

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

Each Applicant can propose up to 3 entrepreneurial ideas in the following fields:

1) Health
2) Culture Creativity and inclusive society  
3) Digital, Industry and Space  
4) Climate, Energy and Mobility  
5) Food, Agriculture and Environment  
6) Business Development in Africa (Students for Africa)

When selecting field in point 6), the applicants will be asked to choose a thematic field among the points 1) to 5).

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

3.2 Funds and Awards  
The winners will have the opportunity to attend the following:

- **Business Development Hackathon** according to the chosen field, where the entrepreneurial project can be developed thanks to the support of mentors, professors and experts of the sector and also increase the project team thanks to players selected during the Call For Players. The hackathons will be online and, thanks to the Alma Mater Career Guidance Service, you will have the opportunity to have a feedback about interactions and group dynamics. Check our website to see the programme [https://site.unibo.it/startupdayunibo/it/agenda/business-development-hackathon](https://site.unibo.it/startupdayunibo/it/agenda/business-development-hackathon)

- **StartUp Day 2021**, where they will have the opportunity to share their entrepreneurial ideas with stakeholders, players and local actors by presenting their pitch in virtual tables (Team Meeting Rooms)

- **Entrepreneurial Ignition Program** (PDAI) which includes a training for the development of your business, the opportunity to use the Almalabor coworking and mentoring activities.

Some **Special Awards will be supplied by StartUp Day 2021 Partners:**

**Business Development in Africa Award**
The best 3 projects having impact on the African continent which will complete the Entrepreneurial Ignition Program (PDAI), will be selected for a total fund of 2,500 euros aimed at the development of the project and the covering of mobility and prototyping costs. The projects are going to be evaluated and selected based on the presentation of a business model canvas, a business plan draft and a pitch.

**LegaCoop Romagna Award**
Legacoop Romagna selects and assigns a prize for a total amount of 3000 euros to the best idea, coming from students of the Romagna Campus. The prize will be awarded only if the selected group will start up a cooperative organization with legal and/or operational headquarters in the provinces of Forlì-Cesena,
Ravenna and Rimini, within 12 months from the assignment of the award itself and after having requested to join Legacoop Romagna.

3.3 Selection criteria and commission
The best 30 project ideas will be selected based on the following score assignation:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>market opportunity</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>Clarity in project exposure</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>value proposition canvas</td>
<td>From 1 to 5</td>
</tr>
<tr>
<td>Necessary competences for the project development</td>
<td>From 1 to 5</td>
</tr>
</tbody>
</table>

The minimum threshold to pass the selection is 15 points.

For each thematic field, at least 3 projects will be selected, without prejudice to the achieving of the minimum score to pass the selection. The maximum quantity of selectable projects for each field is calculated according to the quantity of applications received on each field (The higher the number of applications for a specific field, the higher the number of selectable projects, notwithstanding a maximum number of 30).

N.B Business Development in Africa Special Award
The best 3 ideas applied in thematic field n. 6) which will complete the PDAI on the basis of the following criteria: a) clarity and communicative quality of the business pitch (from 0 to 30 points); b) the entrepreneurial project (from 0 to 70 points) on the basis of the following criteria: quality of the analysis of the objective market and market potential; stage of development and testing of the product/service and of the business strategy; suitability of the economic and financial planning. The minimum score to pass the selection is minimum 60 points.

The evaluation commission will be appointed by Rector’s Decree, choosing the members among experts in the sector. Concerning the awarding of special prizes, the commission will be completed with a representative of the institutional Partners.
Concerning the proposed ideas in the thematic field n. 6) “Students for Africa, development and impact on the African continent”, a specific commission will be appointed by Rector’s Decree by choosing experts in the African context and of the sector and the representatives of the project partner Student for Africa.

4. Already Established StartUps Category
4.1 Prerequisites for Participation
The already established startups can apply only if at least one of its members 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 (that is, 01 February 2018);
- students enrolled in the Bologna Business School;
- graduates of the Bologna Business School who have obtained their degree less than 3 years prior to the Call publication date (that is, 01 February 2018)

Such member will have to 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
The 10 selected startups will have the opportunity to attend the StartUp Day 2021, in particular a presentation moment (Investor Time), specific networking moments (Business Matching) and to acceleration service provided by AlmaCube, the University of Bologna’s incubator.

4.3 Selection criteria and commission
The best 10 innovative startups will be selected based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation video</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>

The maximum possible score is 15/15

The commission will be appointed by Rector’s Decree, choosing the members among experts in the sector and representatives from Almacube.
5. **Application deadline and registration form**
For both categories “Emerging Ideas” and “Established Startups” the application is open from **1 February 2021 to 28 February 2021 at 18.00**. The application can only be made by filling in an online form at the following link: [https://site.unibo.it/startupdayunibo/it](https://site.unibo.it/startupdayunibo/it)
For the category Emerging Ideas, some trainings are planned which are called “Welcome Kit”. This trainings will help you prepare the entrepreneurial proposal and get the basic knowledges on the startup world and on how to fill in the application form.
The application is free of charge upon registration by filling in the form at [https://site.unibo.it/startupdayunibo/it/agenda/welcome-kit-2021](https://site.unibo.it/startupdayunibo/it/agenda/welcome-kit-2021)

6. **Publication of the winners**
On 31 March 2021 the results will be published on the website [www.startupday.unibo.it](http://www.startupday.unibo.it) both for the Category Emerging Ideas and for the Category Already Established Startups

All applicants – both selected and not selected – will receive a written communication on the email addressed he wrote on the application. Please also check the SPAM folder. In case of renunciation, the commission reserves the possibility of scrolling down 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 information, please write to: startupday@unibo.it or visit our website: [https://site.unibo.it/startupdayunibo/it](https://site.unibo.it/startupdayunibo/it)

10. **Attachments**
Facsimile of the Registration Form