

STARTUP DAY

V edition

Saturday, May 18th

Palazzo Re Enzo, Bologna

You can't change the world from your couch.



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Powered by



ALMACUBE

EMPOWERING INNOVATORS

Alma Mater Studiorum - Università di Bologna

“

**Innovation walks
with the legs of our
students.**

”

Francesco Ubertini
Dean of the University of Bologna

Why StartUp Day?

By 2021, the University of Bologna aims to become **the main Italian university for the development of youth and academic entrepreneurship**. StartUp Day is the annual event where the Alma Mater community gathers in order to encourage the creation and development of startups and spin-offs. This vision is realized through the support of Almacube, the incubator of the University of Bologna.

StartUp Day spreads the entrepreneurial culture and supports the creation and development of new business projects. Ideas alone do not go anywhere. Not even skills by themselves are enough to create successful businesses. To become real, the vision of an individual must be transformed into the mission of a team.

The Unibo community consists of over 100.000 people, with every kind of competencies. An extraordinary human capital, made up of ambition, energy and proactive mindset. This is everything you need to generate innovative projects.

Welcome!

Welcome to the fifth edition of **StartUp Day of the University of Bologna**. A day full of energy, content and opportunities awaits you: **here is a guide to experience StartUp day to the fullest!**

Team Meeting

It is the heart of StartUp Day: ten round tables where those who have an idea (Startupper) can meet those who have the skills for its realization (Player). During the Call for Ideas, 30 projects were selected out of more than 300 applicants. Today, they will present themselves during the team meeting sessions. You have the opportunity to **join the tables to interact with them and with the other players**. Before seating, give precedence to who registered online on the electronic agenda.

Meet the startup ecosystem

In Salone del Podestà **you can meet the supporters and the partners of the event**. These are the national and international realities that support and finance the of innovative projects and startups. **StartUp Day is the only opportunity to meet them all in person in a single day**. You can also **meet the founders of Italian startups who already have achieved excellent results in the market**. They are here to present themselves to the public, and to look for new collaborators and business opportunities.

Unibo for Entrepreneurship

Discover the services that **Alma Mater** and **Almacube** offer in order to enhance entrepreneurship. From **Open Innovation programs** and **Erasmus for Entrepreneurs** experiences, to the **Incubation Program** and **networking events**.

Workshops and presentations

Participate in the **inspiring panels** that will be held in the rooms of the building during the day. **Learning pills to discover the world of entrepreneurship** in its different shades. In this guide you will find the complete program of the presentations and their location.

Unicorn Challenge

StartUp Day rewards proactivity: discover how to **win great prizes** during the day by completing the **postcard dedicated to the Unicorn Challenge!**

General program

10.30 Openings

AM @Sala Re Enzo

Francesco Ubertini, Dean of the University of Bologna
Rosa Grimaldi, Delegate for Entrepreneurship of the University of Bologna
Stefano Onofri and Alessandro Cillario, Co-Founders StartUp Day

11.20 Inspiring: Entrepreneurship as mindset

AM @Sala Re Enzo



Steven A. Gedeon Director of the Ryerson Entrepreneur Institute at Ryerson University's Ted Rogers School of Management in Toronto

11.45 First round of Team Meeting

AM @Salone del Podestà

11.45 AM - 12.15 PM First session

12.30 AM - 1.00 PM Second session

12.45 Networking lunch (private event)

PM @Sala degli Atti

1.00 Lunch break (until 2 PM)

PM

2.30 Second round of Team Meeting

PM @Salone del Podestà

2.30 - 3.00 PM First session

3.15 - 3.45 PM Second session

4.30 Third round of Team Meeting

PM @Salone del Podestà

4.30 - 5.00 PM First session

5.15 - 5.45 PM Second session

6.00 Unicorn Challenge award ceremony

PM @Sala Re Enzo

6.10 Conclusions and final greetings

PM @Sala Re Enzo

Afterwards happy hour in Sala del Quadrante

Workshop and presentations

@Sala Re Enzo

12.00 - 12.45 PM

Digital Innovation

Recommended for: players, startups, professionals, companies

"From Unibo to Web Marketing Festival: history of the largest Italian festival on digital and social innovation"

with **Cosmano Lombardo**, Founder and CEO of Search On Media Group and Chairman of Web Marketing Festival

"How to become a successful startup in Hospitality 4.0"

with **Marco Celani**, CEO of Italianway S.p.a.

"Evensi: the world's largest event search engine. From a garage in Modena, passing through San Francisco, following a global trajectory"

with **Yuri Grassi**, Founder and Chairman Evensi

2.00 - 2.45 PM

Startup and fundraising

Recommended for: players, startups, professionals

"EmiliaRomagnaStartUp: free orientation for young entrepreneurs"

with **Giorgia Cossovel**, Startup Unit ART-ER S.Cons.p.A.

"Success Stories: selling home in 30 Days"

with **Giorgio Tinacci**, CEO and Co-Founder Casavo

“The art of asking. Nobody makes it alone”

with **Andreina Romano**, Sole Administrator and Founder of Heroes S.r.l.

2.50 - 3.30 PM

Open Innovation and Design Thinking

Recommended for: players, startupper, companies

“Hunting ideas with Design Thinking”

with **Matteo Vignoli**, director of Almacube Open Innovation Program

Presentation of the call “Almacube Open Innovation Program”

3.30 - 4.15 PM

Coopstartup Bologna award ceremony

Recommended for: players, startupper, professionals, companies

Presentation of the three winning projects of the call promoted by Legacoop Bologna and Coopfond, which gives 45,000 euros in grants for the creation of cooperative startups.

Speakers: **Rita Ghedini**, president of Legacoop Bologna - **Simone Gamberini**, director of Legacoop Bologna - **Alfredo Morabito**, director of active promotion of Coopfond - **Barbara Moreschi**, coordinator Coopstartup-Coopfond

4.30 - 5.50 PM

EdTechX Global Startup Competition

Recommended for: investors, companies

Thanks to the collaboration between Zanichelli Venture and EdTechXEurope, the most important international competition for edtech startups arrives in Italy: innovative ideas for the future.

Speakers: **Enrico Poli**, director of Zanichelli Venture - **Dan Sacchelli**, director of Global EdTechXEurope - **Sveva Busson**, Founder LearnSpace

@Sala Quadrante

11.45 AM - 12.45 PM

Almacube Investor Time

Recommended for: investors, professionals, startups

Investor Time is the event in which **the best entrepreneurial projects of this season in Almacube present themselves to the investors.**

In particular there will be digital and university spin-off projects released by the research laboratories of the University of Bologna.

2.00 - 2.30 PM

Tradition and innovation

Recommended for: professionals, companies, players, startups

"Food and sustainability: the future challenge"

with **Sara Roversi**, Founder Future Food Institute and You Can Group

"The taste of improving yourself: Camst, Open Innovation"

with **Gianluca Cristallo**, Camst's Senior Buyer and **Mattia Grillini**, Communication and Knowledge Management Manager at Camst

2.45 - 3.15 PM

Becoming startupper

Recommended for: startups, players

"Natural selection in an investment portfolio"

with **Giulio Montoli**, Head of the Acceleration Program LVenture Group

"Business incubators and accelerators: what they give, what they take and what they look for"

with **Pietro Ferraris**, Head of the G-Factor Acceleration Program, the Golinelli Foundation incubator-accelerator

3.45 - 4.15 PM

Looking forward

Recommended for: companies, professionals, startups

"Condensing innovation. The fundamental alliance between traditional companies and startups"

with **Andrea Landini**, Entrepreneur, Head of Community and Managing Partner of Gellify

"From Silicon Valley, the largest Open Innovation platform in the world arrives in Italy"

with **Andrea Zorretto**, Plug and Play Managing Partner Italy

4.20 - 5.50 PM

We are what we research

Recommended for: professors, researchers, investors

"Researchers and entrepreneurs: spin-offs tell their story"

Speakers: **Marco Domenicali**, Co-Founder Mysurable S.r.l. - **Enrico Di Oto**, CEO OaCp S.r.l. - **Rosario Squatrito**, CEO Nextema S.r.l.

"From research to spin-off: the point of view of the Venture Capitalist"

Speakers: **Ciro Spedaliere**, Senior Investment Vertis SGR - **Francesco De Michelis**, CEO Mito Technology - **Giancarlo Addario**, Five Seasons Ventures

@Sala 26

BrainArt: your expressions on canvas, edited by Vibre S.r.l.

@Sala 27

Unibo Store & Almacube Store

Team Meeting

Innovation starts from here. Discover the 30 ideas.



**Social Impact
& Sustainability**



**Gaming,
Digital & IOT**



**Creativity, Culture
& Education**



**Health care
& Biotech**



First round

First session: 11.45 AM - 12.15 PM


Second session: 12.30 PM - 1.15 PM

- **T1 | Bimble:** Bimble is a platform that connects artists with empty walls, creating an art gallery inside of a coffee shop, bar, restaurant, shop & more.
- **T2 | LetsParty:** LetsParty! is a social app that allows you to organize and search boardgames and card games buddies! Are you ready to meet new friends?
- **T3 | Web4Africa:** Wi-Fi Mesh network that allows cooperative access to the internet and to a network of file storage and sharing also offline.
- **T4 | Ethicjobs:** Happy employees for a more productive enterprise! We are working towards a more ethical workplace. #betterjobs #betterlives
- **T5 | deLego:** DeLego is a community that multiplies the utility of the single lawyer, creating an interaction between different courts.
- **T6 | TrAlner:** A wearable device that detects your technical sportive gesture and gives you feedback to correct it.
- **T7 | Neurality:** Neurality provides automated image and video analysis for medical data employing AI techniques.
- **T8 | Zen-ON:** Improve the efficiency of logistics and warehousing of your company in 10 minutes with the web app ZEN-ON.
- **T9 | e-steps:** e-steps monitors, prevents and corrects the user's posture thanks to a smart innovative insole.
- **T10 | LUMO Perpetua:** Inspired by nature, LUMO Perpetua is a self-sufficient and sustainable column that will light up our cities.

Second round

First session: 2.30 - 3.00 PM

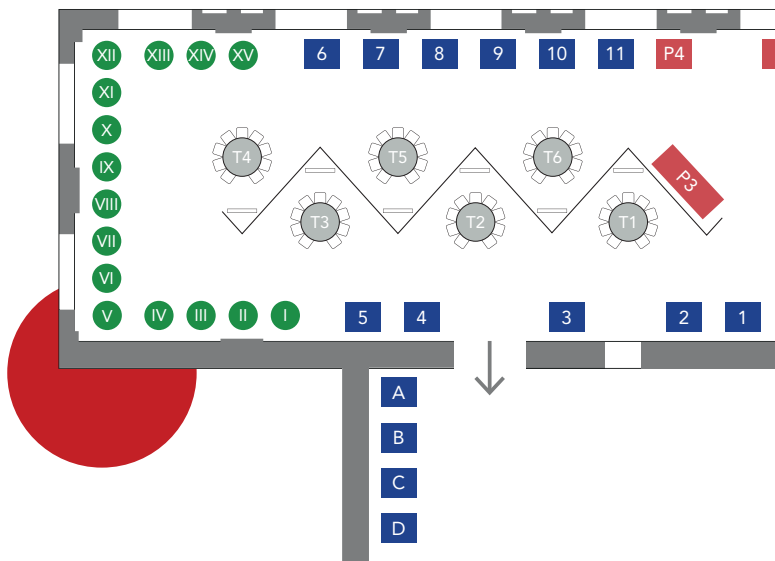
Second session: 3.15 - 3.45 PM

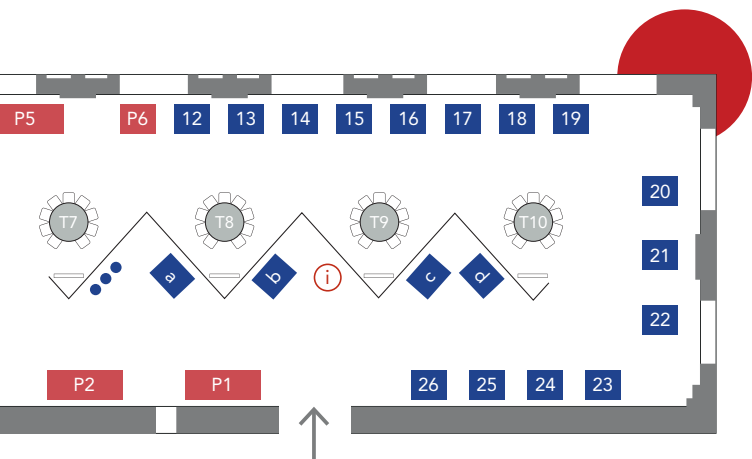
- **T1 | Dupot:** Dupot is an innovative bioplastic obtained by combining vegetal polymers (cellulose and chitosan) and other green components.
- **T2 | Bolt:** Battery sharing system for charging mobile devices without using fixed power supply.
- **T3 | Y.A.N.A.:** Y.A.N.A- you are not alone: a circle of "guardians" that reassures you and ensures your safety in the city at any time.
- **T4 | BIPOD technologies:** BIPOD facilitates the early diagnosis of Parkinson's disease by detecting blood exosomes as new biomarkers, thanks to nanotechnologies.
- **T5 |  Corax:** Corax is a biomedical device designed to create a safe environment for burned children in low-middle income countries.
- **T6 | Fuori Series:** Fuori Series is a channel dedicated to all Netflix lovers who want to share their binge watcher passion.
- **T7 | Hortown:** Hortown is a service that provides supermarkets with fresh vegetables directly produced on their rooftops, using the aquaponic technology.
- **T8 | Trascendo:** Action videogame with a retro artstyle, to be played alone or with a friend. It aims at becoming a studio.
- **T9 | IoTsalvo:** We will never know when we will need help. IoTsalvo allows you to find aid whenever you need it, even if you're alone.
- **T10 | FLO:** FLO is a service that allows you to receive water bottles at home by managing order and payment through an app.

Third round | First session: 4.30 - 5.00 PM Second session: 5.15 - 5.45 PM

- **T1 | Aquaponic Design:** Design, production and management of semiautomatic units for on-site production of quality vegetables using aquaponic technology.
- **T2 | MONDI POP-UP:** We create pop-up museums of interactive art: spectacular and immersive temporary exhibitions, with “playable” and engaging artworks.
- **T3 | rEOver:** rEOver converts fish industry waste into materials that filter UV radiation that will be used to produce natural and green cosmetics.
- **T4 | riCibiamo:** riCibiamo is an online food delivery platform, that offers unsold quality food from catering at cheaper prices.
- **T5 | Safe Promotion:** Safe Promotion is a platform that guarantees safe transactions in the promotion of e-commerce on Instagram pages.
- **T6 | Wanderoo:** Wanderoo is a website that gathers the best Travel Bloggers to deliver tailor-made travel itineraries in just 10 days, for only 14.99€.
- **T7 | zeroCO2:** zeroCO2 is innovation, sustainability and solidarity. Plant a tree and offset your carbon foot-print is just a click away!
- **T8 | CreOrgans:** CreOrgans is a platform for bioprinting cellularized structures in a perfect environment for their development and study.
- **T9 | Autonow:** With Autonow you will save on the final price when buying new cars, avoiding bargainings and hidden costs. Configure, compare, buy!
- **T10 | LearnAmo:** LearnAmo is a platform for learning Italian thanks to video-lessons, automatic exercises, podcasts, etc.

Salone del Podestà





- Partner
- Supporter, Unibo for entrepreneurship, Association
- Startup on the market
- ⓘ Info and Game Desk

Partners

P1



P2



P3



P4



P5



P6



Supporters

1



2



3



4



5



6



7



8



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21



Unibo for entrepreneurship

a d



b



c

Erasmus for Young
Entrepreneurs

22



23



24



25



26



Startups on the market

I



II



III



IV



V



VI



VII



VIII



IX



X



XI



XII



XIII



XIV



XV



Associations

A



B



C



D



StartUp Day: a shared event

StartUp Day Team: from students for students

StartUp Day was born in 2015 from an idea of Stefano Onofri, Alessandro Cillario and Matteo Magnaricotte, **at the time they were students at the University of Bologna.** They formed a team for the realization of the event **working in close collaboration with the University structures.** Today StartUp Day is organized by the Alma Mater community in collaboration with Almacube and it is **managed by a team of young people under 30.**

University of Bologna

The University of Bologna has created **one of the most important innovations in our history.** Born in 1088, it is the oldest University in the western world. It still **promotes and follows the path of innovation.** This is realized by **investing in relations with society and businesses,** facilitating the growth of an ecosystem that promotes social and economic development in all its forms. With this purpose in mind, the University of Bologna has organized StartUp Day since 2015, which is to date the most important and attended Italian event for youth and academic entrepreneurship.

Almacube

Almacube is the incubator and innovative hub of the University of Bologna and Confindustria Emilia Area Centro. Established in 1999, it aims to promote the economic development of the territory through innovation and creation of new businesses, collaborating with existing companies and educating the new generations to an entrepreneurial approach. **It is included in the strategic plan of the University of Bologna towards 2021, which aims at making Alma Mater the reference University in Italy for the development of startups and spin-offs.** Almacube operates with the support of Intesa Sanpaolo.

Ambassadors

The Ambassador StartUp Day community was created for the fifth edition of StartUp Day: a network of students and graduates who are committed to spreading the values and spirit of this initiative specifically, and entrepreneurship in general, to all the Alma Mater Campuses. If you want to become an Ambassador, leave your contacts at the Game Desk or write to startupday@unibo.it.

Thanks to:

INTESA  SANPAOLO



ZANICHELLI VENTURE



GRUPPO
CAMST 



Erasmus for Young
Entrepreneurs



{codeemotion}

StartupItalia®

“

**Luck does not exist,
there's only the moment
when talent meets
opportunity.**

”

Seneca

#SUD19

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