



fondo sociale europeo



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# START CUP PIEMONTE VALLE D'AOSTA XVII EDITION – YEAR 2021 – ITALY

The 17<sup>th</sup> edition of Start Cup Piemonte Valle d'Aosta - year 2021 is being launched during the **COVID-19 health emergency**, therefore the activities traditionally carried out in presence will be run in compliance with the security criteria and restrictive measures in force for the duration of the project. These arrangements, where necessary, will be communicated by the organization to the participants.

## REGULATIONS

### Article 1 - Definition

Start Cup Piemonte Valle d'Aosta is an entrepreneurial projects competition that aims to stimulate the birth of new innovative startups at the Incubators of the promoting institutions that coordinate the organization of the competition: **I3P**, Innovative Business Incubator of Polytechnic University of Turin; **2i3T**, Business Incubator of University of Turin; **Enne3**, Business Incubator of Innovation Pole of Novara.

The competition is held annually and involves two intermediate stages (Stage I and Stage II). The participants can take part, for free, in one or both the stages by submitting a business idea or an entrepreneurial project (a Business Plan). The competition is aimed at people - single proponents or groups (teams) - or companies, as defined by these Regulations, interested in developing innovative business ideas and projects by rewarding them with cash prizes, training and assistance, in accordance with the provisions of these Regulations.

The competition is organized as part of the PNI, the Italian National Award for Innovation. For this reason, the best six projects of the regional competition Start Cup Piemonte Valle d'Aosta are entitled to participate in this prestigious national competition.

Start Cup Piemonte Valle d'Aosta XVII Edition - Year 2021 is held jointly with the following partners:

<b>Promoted by</b>	<b>Organized by</b>	<b>As part of</b>
<b>Supported by</b>		
<b>Under the patronage of</b>		

## **Article 2 – Objectives and guiding principles**

The purpose of the competition is to spread the culture of innovation and local development in order to encourage and support the creation of innovative startups with a high degree of knowledge content, so as to boost economic growth in Piedmont and Valle d'Aosta territory.

The initiative is inspired by the principle of equal opportunities, in order to not impair the participation of any individual, for reasons related to gender, religion and belief, race and ethnic origin, disability, age, sexual or political orientation.

## **Article 3 - The prizes**

Start Cup Piemonte Valle d'Aosta provides prizes, in services or in cash, divided according to the stage of the competition.

### **PRIZES: Stage I – BUSINESS IDEAS COMPETITION**

The best business ideas will receive a **prize in services**, aimed at supporting the entrepreneurial team in the development of the Business Plan of the project through free support and consulting activities provided by experts from the competition organizers.

### **PRIZES: Stage II - BUSINESS PLAN COMPETITION**

The best Business Plans will receive **cash prizes**.

Thanks to the endowment made available by the Promoting Institutions and Supporters of the 2021 edition, as well as the support of the Piedmont Region through the European Social Fund, over **€50,000 of prize money** will be provided in cash and, in some cases, in services:

- **ABSOLUTE PRIZES:**
  - **€10.000 for the 1<sup>st</sup> place**
  - **€7.500 for the 2<sup>nd</sup> place**
  - **€5.000 for the 3<sup>th</sup> place**
- **SPECIAL PRIZES:**
  - **CUNEO PRIZE of €7.500** for the best Business Plan that establishes the company in the Province of Cuneo, sponsored by Fondazione Cassa di Risparmio di Cuneo.
  - **VALLE D'AOSTA PRIZE of €7.500** for the best Business Plan that establishes the company in the Pèpinière d'Entreprises of Aosta or Pont Saint Martin, sponsored by Regione Autonoma Valle d'Aosta.
  - **JACOBACCI & PARTNERS PRIZE of about €10.000** for the best Business Plan characterised by the presence of intellectual property, awarded with consultancy services about trademark protection and patents, for a time period of 6 months from the award ceremony date, and offered by Jacobacci & Partners.
  - **UNICREDIT START LAB PRIZE** consisting of a mentorship session, during which it will be possible to evaluate the suitability of the project to be admitted to targeted contents of the Start Lab program, offered by UniCredit SpA.

**Please note: Cash prizes are not cumulative and are intended before taxes and contributions.**

- **PARTICIPATION TO “PNI - Premio Nazionale per l’Innovazione” 2021**

**The first 6 projects of the final ranking** will gain access to the PNI.

The registration fee of **€1.000 per project** is paid to PNI by the Organizers of Start Cup Piemonte Valle d'Aosta. Travel and accommodation expenses are in charge of the participating teams. The next edition of PNI will take place in Rome, at the University of Roma Tor Vergata, at the end of November 2021.

- **SPECIAL MENTIONS “CROSS” AWARD CATEGORY**

- a. **EQUAL OPPORTUNITIES** for the best project of "Social enterprise in terms of equal opportunities" aimed at promoting the female entrepreneurship, whose definition requires that it meets at least one of the following criteria:
  - Women-led team or social structure
  - Team or social structure containing at least 51% of women.
- b. **SOCIAL INNOVATION** for the best "Social Innovation" project, defined according to the criteria expressed by the regulations for Innovative Startups.
- c. **COVID-19** for the best project that offers solutions to health crises caused by the spread of virus outbreaks through innovative products/services designed to protect human health, prevention, emergency management, data and information, economic recovery and health system strengthening.
- d. **OPEN INNOVATION / INDUSTRIAL SPIN-OFF** to the best project concerning innovative products and/or services coming from a joint research activity between a company and a University in Piedmont.

**In order to get access to the Special Prizes and the Special Mentions** it is necessary to select the prize or the mention while registering your own project and include a specific section in the Business Plan, in which the candidate must include appropriate quantifiable parameters useful to measure the required impact.

#### **Article 4 – Operational Bodies**

In order to safeguard the competition's objectives and the observance of the Regulations, the following operative bodies are established:

- **Evaluation Committee:** it is chaired by the Director of A.I.F.I. (Italian Association of Private Equity and Venture Capital) and is composed of experts and representatives of the Promoting Institutions. The committee is advised by a Jury made up of academics, experienced entrepreneurs, venture capitalists and business angels. The Jury evaluates the projects according to the criteria and methods indicated in article 9 of these Regulations. The work and evaluations of the Jury are confidential.  
The Evaluation Committee evaluates, in full autonomy and discretion, the formal eligibility of the candidate projects, defines the final ranking and the consequent assignment of the prizes.  
The judgment of the Evaluation Committee is unquestionable and unappealable.
- **Organizing Secretary:** it has the task of organizing all the operational activities aimed at the realization of the Business Plan competition. It is based at I3P, the Innovative Companies Incubator of Polytechnic of Turin.

#### **Article 5 – Admission Criteria**

Start Cup Piemonte Valle d'Aosta XVII Edition - Year 2021 will accept proposals submitted by:

- **Aspiring entrepreneurs**, either individually or as a team, who are over 18.
- **University students and members of Universities and Research Centers** (undergraduate, graduate, PhD or PhD students, research fellows, professors, staff members), either individually or as a team.
- **Owners of companies** whose date of establishment is after January 1<sup>st</sup>, 2021, or established in previous years but with declaration of start of activity after January 1<sup>st</sup>, 2021, or established in previous years but which have not yet declared the start of activity.

#### **Are not eligible:**

- Projects that have participated in previous editions of the Start Cup Piemonte Valle d'Aosta and were among the 10 finalists and/or winners of a special prize
- Projects that participate, during 2021, in other regional Start Cups that are part of PNI - Premio Nazionale per l'Innovazione, which can be viewed at [www.pnicube.it](http://www.pnicube.it)

The possible recognition of other awards or participation, even indirectly, in other initiatives that use the same idea presented herein do not prevent the admission.

Business ideas and projects must fall into one of the following **competing categories**:

- **Life Sciences** (innovative products and/or services to improve people's health).
- **ICT** (innovative products and/or services in the field of information technology and new media: e-commerce, social media, mobile, gaming, etc...).
- **Cleantech & Energy** (innovative products and/or services oriented to the improvement of environmental sustainability, environmental protection, energy management).
- **Industrial** (innovative products and/or services for industrial production that do not fall into the above categories, innovative in terms of technology or market prospective).
- **Tourism and Cultural & Creative Industry** (innovative products and/or services targeting the Tourism sector and the Cultural & Creative industry).

### **Article 6 – How to participate**

The participation in the competition is free.

Start Cup Piemonte Valle d'Aosta 2021 - XVII Edition - takes place until October 2021 and is divided into two operational stages:

- **Stage I - Idea Competition**: submit a business idea by **July 5, 2021**
- **Stage II - Business Plan Competition**: submit a Business Plan by **September 1<sup>st</sup>, 2021**

You can apply to one stage or to both the stages, in order to compete for the Prizes set forth in Article 3.

Regardless of the development stage, ideas submitted to Stage I and business projects submitted to Stage II must be the result of the original work of an individual or group of individuals and be aimed at the creation of an innovative startup, in accordance with the provisions of these Regulations.

Applications must be submitted within the above deadlines by filling out the registration form available on the page dedicated to applications ("Submit a project") on the official website of the competition [www.startcup-piemonte-vda.it](http://www.startcup-piemonte-vda.it) including the listed documents (such as, for example, CV of the entire team, detailed presentation of the project, any technical attachments).

During the online application process, in both Stages, applicants are required to **identify a reference Incubator**, choosing it from the Business Incubators of the Promoting Institutions listed below:

- I3P - Innovative Companies Incubator of the Polytechnic University of Turin, Italy
- 2i3T - Incubator of University of Turin, Italy
- Enne3 - Business incubator of Novara, Italy
- Pèpinières d'Entreprises of Aosta or Pont Saint Martin, Italy (in case of application for the Valle d'Aosta Award)

### **Article 7 - Stage I: Business ideas and related evaluation process**

The **business idea** must be characterized by a high degree of knowledge content, regardless of its stage of development, and must be the result of the original work of the group (team).

The business ideas evaluation process is assigned to Business Incubators by the Chairman of the Evaluation Committee. Incubators conduct the ideas evaluation process using the following criteria:

- a. Technical feasibility
- b. Evaluation of the degree of technical development achieved by the team
- c. Originality of the product/service
- d. Target market size
- e. Ability to meet a market need/requirement
- f. Competition assessment

- g. Sustainability of competitive advantage
- h. Economic growth prospects
- i. Entrepreneurial team qualities and skills

Incubators will only contact the teams that have successfully passed the selection Stage to start providing consulting services, in accordance with the provisions of these Regulations.

#### **Article 8 – Stage II: Business Plan and Executive Summary**

The **Business Plan** must describe a knowledge-intensive business project, regardless of its stage of development, and must be the result of the original work of the group (team).

The Business Plan is in a free format and must be accompanied by an Executive Summary in a standard format.

The **Executive Summary** must briefly describe the business project, must be at most 6 pages and must contain the following elements:

- a. The needs the firm intends to satisfy and the products/services provided
- b. The premise (history) and the development stage of the idea, particularly of products/services (evidence of customer acceptance or positive expert reviews, if any)
- c. The target market and customer segments of the offering and its goals
- d. Competition and competitive positioning (competitive advantages)
- e. The entrepreneurial/managerial team and its background
- f. The core operational and organizational (commercial, technical, productive, administrative) aspects
- g. The risks and protections/defenses (legal/managerial)
- h. The main goals distributed over time and the constraints (financial and managerial resources...)
- i. The summary of the economic results and the financial/asset structure (base case, possibly the most favorable and least favorable case)

**Business Plans** and **Executive Summaries**, together with any attached documentation, must be sent exclusively in PDF format through the registration form available on the web page dedicated to applications "Insert a project" on the official website of the competition [www.startcup-piemonte-vda.it](http://www.startcup-piemonte-vda.it). Any videos and/or audios explaining the business project must be made accessible from the web through appropriate links in the Business Plan.

#### **Article 9 - Stage II: The Business Plan evaluation process**

The evaluation process to define the finalist projects is managed by a Jury which assesses the Business Plans on the basis of the following criteria:

- a. Technical feasibility
- b. Evaluation of the degree of technical development achieved
- c. Originality of the product/service
- d. Target market size
- e. Ability to meet a market need/requirement
- f. Competition assessment
- g. Sustainability of competitive advantage
- h. Economic growth prospects
- i. Entrepreneurial team qualities and skills
- j. Business Plan quality and comprehensiveness

With the exception of the communication to the finalists, there is no publication/communication of any Phase II ranking list. The evaluation phase ends in October 2021 and the list of finalists is published online on the Start Cup award event webpage.

### **Article 10 – Awards ceremony**

The final awards ceremony is organized by the Promoter Committee and is hosted in rotation by the Piedmont universities that promote the Business Plan Competition.

For 2021, the ceremony will take place in Turin, hosted by the Polytechnic University of Turin, by November 10, in compliance with the security criteria and restrictive measures in force; if necessary, the event will be held online.

The teams of the finalist projects, special prizes and special mentions will be invited to the awards ceremony to illustrate their entrepreneurial project with a public presentation.

The final results and the list of winners will be announced during the ceremony.

### **Article 11 - Award disbursement procedures**

The cash prizes managed by these Regulations expressly aim to generate financial resources to launch the startup.

The economic award is only given to companies that meet the following requirements:

- 1) To have established the company with a corporate purpose consistent with and functional to the implementation of the project submitted to this competition and with a registered office in Piedmont or Aosta Valley;
- 2) To have carried out all the necessary procedures for the company establishment with the support of one of the Competition's Incubators (I3P, 2i3T, Enne3, Pépinières d'Entreprises of Aosta or Pont Saint Martin) and having stipulated the relative incubation contract; this establishment must take place within 120 (one hundred and twenty) days from the official communication of the competition results (date of the Award);
- 3) to have sent to the **Organizing Secretary** of the Competition the company's certificate of registration with the Chamber of Commerce (CCIAA), together with the above-mentioned documents.

Exclusively for the Cuneo prize, the economic award is attributed to the individual(s), component(s) of the proposing team and the actual assignment of the cash prize is subject to compliance with the following points:

- a) to have established the company with a corporate purpose consistent with and functional to the implementation of the project submitted to this competition and with registered office in the province of Cuneo; To have established the company within 120 (one hundred and twenty) days from the official communication of the competition results (date of the Award);
- b) to have sent to the **Organizing Secretary** of the Competition the company's certificate of registration with the Chamber of Commerce (CCIAA);
- c) to collect the prize as a natural person/s;
- d) undertake to pay the prize money into the net assets of the company or confer it as a non-interest-bearing shareholder loan, not repayable for the first 5 years of the company's life.

### **Article 12 – Copyright e privacy**

Each business project remains property of the applicants, which may protect it through the forms of protection provided by law.

Each candidate is responsible for the completeness, clarity and truthfulness of data and information contained in the documentation and materials prepared and/or compiled as part of participation in the competition.

The members of the administrative and operational bodies of the competition are exonerated from any liability for any disputes that may arise regarding the originality and authorship of the work, parts of the work or any imitations by third parties of the work itself. All the parties involved in the various steps of the competition, including the Evaluation Committee members and the Jury, sign a confidentiality agreement "NDA, Non-Disclosure Agreement", concerning the information provided by the participants about their business projects.

### **Article 13 – Validity of the Regulations**

The Regulations determine the procedures and operating criteria of the 2021 edition of "Start Cup Piemonte Valle d'Aosta" and are enforceable only for that edition.

The organizers reserve themselves the right, where they deem it as appropriate, to make changes or extend the deadline for submitting applications, providing appropriate notice on the competition website.

#### **Article 14 - Processing of personal data**

[The information regarding the processing of personal data is available on the website of the contest.](#)

PRIVACY POLICY OF THE START CUP CONTEST [Version dated May 2021]

Pursuant to and for the purposes of European Regulation no. 2016/679 and Legislative Decree 181/2018 (hereinafter "the Rule"), there follows information about the processing of data regarding the management of Start Cup Piemonte Valle d'Aosta (Piedmont and Aosta Valley).

##### **1) Data Controller**

The Data Controller is, alternatively:

- I3P - Innovative Companies Incubator of the Politecnico di Torino (Polytechnic University of Turin)
- 2i3T - Incubator of the University of Turin
- Enne3 - Business Incubator of Novara, Italy.

Further indications and references relating to the Data Processor and Data Protection Officer (DPO) of each individual entity can be found on the individual institutional websites.

##### **2) Data**

"Data" means any information that the individual participant in the Competition communicates to the incubators indicated in point 1).

##### **3) Purposes of processing**

Data will be processed for the management of the Start Cup Piemonte Valle d'Aosta (Piedmont and Aosta Valley).

##### **4) Legal basis of the processing**

The processing of the Data for the purposes indicated in point 3) above is based on the consent you have given.

##### **5) Processing Modalities**

Within the scope of the purpose indicated at point 3) above, the processing of the Data will take place in paper form (in writing) and by means of electronic instruments, in compliance with the provisions of the law on data processing, adopting the appropriate security measures.

The treatment of the Data will be managed by specifically trained and instructed personnel, in order to guarantee the appropriate security and confidentiality, as well as to avoid any risk of loss and/or destruction and access by unauthorized subjects.

##### **6) Communication and dissemination of Data**

Within the limits strictly pertinent to the purpose indicated in point 3) above, the Data may be communicated to subjects within the single selected Incubator which has been specifically authorized and trained in the processing of personal data, and which carry out activities linked and instrumental to the management of the Start Cup Piemonte Valle d'Aosta (e.g. administrative and organizational staff, etc.).

Data relating to candidates competing for the Valle d'Aosta Special Prize will be transmitted to the Valle d'Aosta Region, which may also use it for information on initiatives and incentives promoted by the Regional Administration.

Data may also be communicated to the *Associazione Italiana degli Incubatori Universitari e delle Business Plan Competition Locali* (Italian Association of University Incubators and Local Business Plan Competitions), better known as PNIcube.

Should it be necessary, for activities related to the management and maintenance of computer systems and the website, the Data may be processed by subjects specifically appointed by the Data Controller as Data Processors. Cookies may be used (short pieces of information that can be saved on the user's computer when the browser calls up a particular website: by means of these cookies the server sends information that will be read and updated every time the user returns to the site) but only of a technical nature, not third party or profiling.

### **7) Data retention period**

The Data will be kept for 3 years since the date of its collection, without preventing the possibility of revoking consent as per point 8) below. Information related to the Start Cup Piemonte Valle d'Aosta ranking list will be kept indefinitely.

### **8) Rights of the Data subject**

With reference to the Data, you are entitled to request from the selected incubator:

- access, in the cases provided for by the law;
- the rectification of inaccurate Data and the integration of incomplete Data
- the cancellation of the Data for the reasons generally provided for, such as when they are no longer necessary with respect to the above-mentioned purposes or are not processed in compliance with the law;
- the limitation of the treatment for the cases foreseen, as in the case in which the accuracy of the Data is contested and it is necessary to verify the correctness;
- opposition to the treatment, in the cases provided for.

In relation to the purpose referred to in paragraph 3) above, there is also the right to revoke one's consent at any time without affecting the lawfulness of the treatment given before the revocation.

All the rights listed above may be exercised by contacting the Data Controller of the selected incubator by registered letter or PEC.

### **9) Complaints**

In the event that the processing of data is thought to violate the provisions contained in the regulations, you have the right to lodge a complaint with the Guarantor for the protection of personal data in accordance with the provisions of the Regulations.

### **10) Nature of Data provision**

The provision of the Data requested as per these Regulations is a necessary requirement in order to manage the Start Cup Piemonte Valle d'Aosta.

Failure to provide even a part of the Data entails the objective impossibility to proceed in that sense.

### **11) Transfer of Data**

The Data is stored at the Company's registered office and on servers located in the European Union. The Data may also be uploaded on a sharing platform called "Dropbox", a file hosting service managed by the American company Dropbox Inc.

### **Article 15 – Consent for video, photo, audio recordings**

(Art. 97 Legge 22/4/1941, n. 633)

All photographic, video and/or audio recordings made during the activities of Start Cup Piemonte Valle d'Aosta, on the occasion of interviews and related public events, made by third parties authorized by the Start Cup Piemonte Valle d'Aosta Organizers and/or produced by the participants themselves, have no lucrative purpose but purely informative and promotional purposes of Start Cup Piemonte Valle d'Aosta. Their use, in whole or in part, in any form or way, is to be considered free of charge and no claims may be made in the future.

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The Organizing Secretary