



**I3P Innovative Companies
Incubator, Politecnico of
Turin**



**Staff "Cultura d'Impresa e
del Lavoro" - University of
Torino**

INCUBATORE di IMPRESA
del polo di innovazione di
NOVARA

**Incubator of Innovation
Hubs of Novara**

“START CUP TORINO PIEMONTE” Competition **VI edition** **Year 2010**

CALL FOR PROPOSALS

Paragraph 1 **Definition of initiative**

The competition is a contest amongst high knowledge innovative projects aimed to innovative company creation by the incubators of the promoting bodies. It is organized by **I3P, Innovative Companies Incubator of the Politecnico of Turin**, by **Staff “Cultura d’Impresa e del Lavoro” of University of Turin (ex DirSeL)** and **Incubator of Innovation Hubs of Novara**.

The Competition is promoted by:

- Politecnico of Torino
- University of Torino
- University of Eastern Piedmont “Amedeo Avogadro”
- Regione Piemonte – Assessorato all’istruzione, formazione professionale e lavoro*
- Regione Piemonte – Assessorato alla cultura, turismo e sport
- Provincia di Torino
- Comune di Torino
- Camera di Commercio di Torino
- Provincia di Novara
- Comune di Novara
- Camera di Commercio di Novara
- Associazione Industriali di Novara



- Finpiemonte S.p.A.*
- Fondazione Cassa di Risparmio di Cuneo
- Istituto Superiore Mario Boella
- Polo di Innovazione MESAP
- Consorzio UNIVer
- Consigliera di Pari Opportunità di Torino
- 2I3T, Incubatore di Imprese dell'Università degli Studi di Torino

* through the project "Percorsi integrati per la creazione di imprese innovative e dello spin-off della ricerca pubblica. Strumenti finanziari a sostegno delle nuove imprese" – POR FSE 2007-2013.

The contest consists in intermediate phases and its outcomes will be in form of money prizes, training and advice services.

The current Call for Proposals determines the operating conditions for the Competition.

Paragraph 2 Objectives and inspiring principles

The Competition has the objective to foster and support high knowledge companies creation, promote the economic development of the region, and stimulate the entrepreneurial attitude of researchers. The initiative is addressed to the subjects listed in Paragraph 5. It offers to participants the opportunity to be confronted with ideas and people involved in the business environment.

Paragraph 3 Bodies and responsibilities

The following units have been created to supervise the overall process of the Competition:

Evaluation Committee. It is chaired by the Director of A.I.F.I. (Italian Association of Private Equity and Venture Capital) and it is composed by experts and representatives of promoter institutions. It makes use of the consultancy of a group of business angels such as *Club degli Investitori e Italian Angels for Growth*.

The judgement of the Evaluation Committee concerning the ranking of the winners of the Competition is not open to appeal.



To the Evaluation Committee is due:

- Defining the evaluation criteria for the participants projects (as originality, innovativeness, and economic feasibility)
- Evaluate in total discretion and autonomy, the submitted business ideas and plans for their admission and final ranking of the competition;
- The ranking definition for the winners and the definition of the projects eligible for business incubation by the promoting incubators facilities.

Secretariat Committee. It has the duty to organize the operative activities for the Competition. The Secretariat Committee is located by I3P, the Innovative Companies Incubator of the Politecnico of Torino.

Paragraph 4 Organization

The competition is divided in two main phases:

1) Business Ideas Competition

The best business ideas will be awarded with free of charge services. It consists in pre-incubation activities arranged by the Promoting Bodies such as training initiatives aimed to provide tools for business plan development and tutorship.

The tutorship activity will be carried out by experts with specific competencies on business planning.

2) Business Plans Competition

To this face can participate either the winners from the Business Ideas Competition or external subjects taking a Business Plan. It's not mandatory the participation to the first phase.

The winners of the Business Plans Competition will be awarded with individual cash prizes divided in equal part for each component of team member in order to generate functional financial resources for the start-up of the Company.

Cash prize assignment is subject to the follow points:

- I. Enterprise constitution (or enterprise already constituted) having the social scope linked to the realization of the project presented for the Competition;
- II. To carry out all the documents necessary for enterprise establishment inside one of the promoting incubator and stipulate the contract. It is also possible to establish the



enterprise at Provincia di Cuneo if the prize is assigned by Fondazione Cassa di Risparmio di Cuneo;

The installation inside one of the incubators must occur within 365 days from the official publication of the Competition results.

No exceptions will be admitted, unless extraordinary circumstances, with a formal request made 30 days before the deadline, with detailed explanation of the reasons.

- III. To allocate the cash prize received (after tax) at the enterprise net worth or as members interest-free loan towards the enterprise, not reimbursable for the first 5 years.
- IV. To send to the Secretariat of the Competition the enterprise registration certificate at the CCIAA contextually to the beginning of activity or in the follow days after the proclamation, if the enterprise is already constituted.

The awarding ceremony will be held by the Promoting Committee in Torino within October 2010.

Paragraph 5 **Conditions for admission to the competition**

The participation to the competition is free.

The competitors can be individual persons or groups.

Moreover can participate to the Business Plans Competition companies with its relative business plan, if the company was established later than January 1st 2010.

Participation to the competition involves presenting a business idea or a business plan, which has to be high knowledge based, independently from its state of development, as the work result carried out by a single or by a group of people.

The presence of financial support or the participation, even indirectly, to initiatives that are involving the submitted project, are not relevant for the admission to the contest, but it is mandatory for the participant to give prior communication to the Secretariat Committee.



Paragraph 6 Cash Prizes

The best business plans will be awarded with the following cash prizes:

1st PRIZE	25.000 euro
2nd PRIZE	20.000 euro
3rd PRIZE	15.000 euro

The first 5 classified can participate to the Competition "*Premio Nazionale per l'Innovazione 2010*" that will take place in Palermo on December.

Moreover the competition will award the following **SPECIAL PRIZES** of **7.500 euro** each:

- **TURISMO HIGH TECH – HIGH TECH TOURISM** to the best business plan related to innovative technologies for the tourism sector, sponsored by *Regione Piemonte - Department of Tourism*.
- **ICT** for the best business plan related to Information & Communication Technologies (ICT), sponsored by *Istituto Superiore Mario Boella*.
- **PRIZE MESAP** to the best business plan relative to mechatronics and production systems sponsored by *Polo di Innovazione MESAP*.
- **DONNA INNOVAZIONE PIEMONTE – WOMAN INNOVATION PIEMONTE** to the best business plan with a female prevalence in the entrepreneurial team, sponsored by *Gender Equality Unit of the Province*.
- **PRIZE FONDAZIONE CASSA DI RISPARMIO DI CUNEO** to the best business plans for companies to be established in the Province of Cuneo.
- **PRIZE UN.I.VER.** to the best business plans for companies to be established in the UNI.VE.R incubator located in Vercelli.
- **PRIZE NOVARA** to the best business plans for companies to be established in the Province of Novara.

NOTE: all the prizes may be accumulated for a maximum of 25.000€ per business plan.

The cash prizes are intended inclusive of tax and contributory charges.



Paragraph 7 Application Rules

There are two different ways to apply for the Business Idea Competition and for the Business Plan Competition

A. For the **Business Idea Competition**, the application form can be downloaded from the website (www.startcup-piemonte.it). The filled in applications must be submitted **either in hard copy or in electronic format to one of the following addresses (filled in application and annexes)**:

- I3P, Incubatore di Imprese Innovative del Politecnico
C.so Castelfidardo 30/A, 10129 Torino
Tel. 011.090.5127/3209 - Fax 011.090.5733
info@i3p.it – www.i3p.it
- Staff Cultura d'Impresa e del Lavoro, Università degli Studi di Torino
Via Maria Vittoria 38, 10123 Torino
Tel. 011.670.3078 - Fax 011.670.3138
incubatore@unito.it – www.unito.it
- Incubatore di impresa del Polo di Innovazione di Novara
Via G. Bovio, 6 28100 Novara
Tel. 0321.181.4719 - Fax 0321.691.955
info@incubatorenovara.it – www.incubatorenovara.it

Deadline Business Idea Competition: 12 o'clock, April 22th 2010.

B. For the **Business Plan Competition**, the application form can be downloaded from the website (www.startcup-piemonte.it). The filled in form with the business plan must be submitted **either in hard copy or in electronic format to one of the following addresses (filled in application, business plan and annexes)**:

- I3P, Incubatore di Imprese Innovative del Politecnico
C.so Castelfidardo 30/A, 10129 Torino
Tel. 011.090.5127/3209 - Fax 011.090.5733
info@i3p.it – www.i3p.it
- Staff Cultura d'Impresa e del Lavoro, Università degli Studi di Torino
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incubatore@unito.it – www.unito.it



- Incubatore di impresa del Polo di Innovazione di Novara
Via G. Bovio, 6 28100 Novara
Tel. 0321.181.4719 - Fax 0321.691.955
info@incubatorenovara.it – www.incubatorenovara.it

Deadline Business Plan Competition: 12 o'clock, April 15th 2010.

The submitted material will not be returned after the Competition conclusion.

Paragraph 8 Business plan and evaluation model

The business plan describes the entrepreneurial idea characterized by an high content of technical know-how independently from its development state. It should be the result of team members' work.

The business plan is free format but it has to be introduced by an Executive Summary in a standard format (see Annex C).

The evaluation criteria for the business plan assessment are listed in Annex D.

The business plan has to be reproducible in electronic format (pdf or MS word format are welcome) and it cannot contain audio or video files.

Paragraph 9 Call for Proposal validity

The current Call for Proposal is valid for the 2010 edition of the "Start Cup Torino Piemonte Competition". The repetition of this call for proposal or its modification for next editions is liable to approval by the Promoting Committee.



Articolo 10 Confidentiality Agreement

All the people involved in the “Start Cup Torino Piemonte” Competition such as representatives of the organising bodies and the evaluation committee’s members are committed to maintaining confidentiality. They will sign a non-disclosure agreement in order to assure the confidentiality of the presented business ideas and business plans. Copies of these non-disclosure agreements are available from I3P. The Competition cannot and will not take further responsibility to protect the intellectual property or other rights of the participants.

The winners and runners-up of the competition will be expected to allow a summary of their business idea/plan to be used by the organisers for publicity purposes. This will be subject to the entrant’s prior approval, which should not be unreasonably withheld.

The confidentiality agreement is compliant with the current Italian Laws on the matters of privacy management (art. 13 del D.L.vo 30/6/2003 n. 196).

The responsible for privacy data management is Ing. Federico Sarti.

Torino, 4 marzo 2010

Secretariat Committee
Start Cup Torino Piemonte



ANNEXES

Annex A – Prize Fondazione Cassa di Risparmio di Cuneo

The prize of 7500 € will be assigned to the best business plan. For this prize are mandatory the follow two conditions:

- People, not enterprise, resident at Provincia di Cuneo;
- People that intend to place the enterprise at Provincia di Cuneo.

Aneex B - Promoters and Supporters' Websites

- Politecnico di Torino, www.polito.it
- I3P, Incubatore di Imprese Innovative del Politecnico di Torino, www.i3p.it
- Università degli Studi di Torino, www.unito.it
- Staff Cultura d'Impresa e del Lavoro, www.unito.it/orienta-lavoro.htm
- 2I3T, Incubatore di Imprese dell'Università degli Studi di Torino, www.2i3t.it
- Università degli Studi del Piemonte Orientale "Amedeo Avogadro", www.unipmn.it
- Incubatore di impresa del Polo di Innovazione di Novara, www.incubatorenovara.it
- Regione Piemonte, www.regione.piemonte.it
- Provincia di Torino, www.provincia.torino.it
- Città di Torino www.comune.torino.it
- Camera di Commercio, Industria, Artigianato e Agricoltura di Torino www.to.camcom.it
- Provincia di Novara, www.provincia.novara.it
- Comune di Novara, www.comune.novara.it
- Camera di Commercio di Novara, www.no.camcom.it
- Associazione Industriali di Novara, www.ain.novara.it
- Finpiemonte S.p.A., www.finpiemonte.it
- Istituto Superiore Mario Boella, www.ismb.it
- Incubatore del Consorzio UN.I.VER. , www.univer.polito.it
- Fondazione Cassa di Risparmio di Cuneo, www.fondazioneccrc.it
- Polo Mesap, www.ui.torino.it/servizi/ricercainnovazione/polodiinnovazionemesap
- Consiglieria di Pari Opportunità della Provincia di Torino, www.provincia.torino.it/parita



Annex C - Executive Summary Format

Each business plan has to be introduced by an executive summary, no longer than three (3) pages, containing the following topics:

- The needs that the venture want to fulfill and with which products/services.
- The background of the idea and its state of development, in particular the products/services.
- The target market/segment and the objectives.
- The competition and the sustainable competitive advantage.
- The entrepreneurial team and its background.
- The operational plan with organisational topics (marketing, technical, manufacturing, administration).
- The risk plan (i.e. management issue or legal issue).
- Time planning for milestones and constrains (financial, management,...)
- Economic and financial plan synthesis, and in case a worst best case scenarios

Allegato D – Business Plan Evaluation Factors

Start Cup Torino Piemonte Parameter	
a.	Technical feasibility considering the proponent team skills
b.	Stage of technical development already achieved
c.	Product/service originality
d.	Size of the target market
e.	Fulfilment of a market need/requirement
f.	Competition level on target market
g.	Competitive advantage sustainability
h.	Financial/economic growth potential
i.	Entrepreneurial team quality and competences
l.	Business Plan quality and completeness