



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



**2I3T Incubator, University of  
Torino  
Funzione Dir.S.e L.**



**University of Eastern  
Piedmont "Amedeo  
Avogadro"**

# **"START CUP TORINO PIEMONTE" Competition IV edition 2008**

## **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 Torino**, by **2I3T, Incubator of the University of Torino (Funzione Dir.S.e L.)** and by **University of Eastern Piedmont "Amedeo Avogadro" (Research and International Affairs Bureau)**.

The Competition is promoted by:

- Politecnico of Torino Torino, by I3P Innovative Companies Incubator of Politecnico
- University of Torino, by 2I3T Incubator and Funzione "Dir.Se L."
- University of Eastern Piedmont "Amedeo Avogadro" by Research and International Affairs Bureau
- Regione Piemonte, Assessorato al Turismo
- Provincia di Torino
- Consiglieria di Pari Opportunità della Provincia di Torino
- Città di Torino
- Unione Industriale di Torino
- Camera di Commercio, Industria, Artigianato e Agricoltura di Torino
- Provincia di Vercelli
- Comune di Vercelli
- Camera di Commercio, Industria, Artigianato e Agricoltura di Vercelli
- Provincia di Novara
- Consiglieria di Pari Opportunità della Provincia di Novara
- Comune di Novara
- Associazione Industriali di Novara
- Camera di Commercio, Industria, Artigianato e Agricoltura di Novara
- Provincia di Alessandria
- Comune di Alessandria

- Istituto Superiore Mario Boella
- Fondazione Torino Wireless
- Piemontech s.r.l. – Fondo di Capitale di Rischio per le imprese piemontesi
- Incubatore del Consorzio UN.I.VER.
- Tecnogrande S.p.A.
- Parco Scientifico e Tecnologico e delle Telecomunicazioni in Valle Scrivia S.p.A.
- Fondazione Cassa di Risparmio di Cuneo
- Fondazione Cassa di Risparmio di Vercelli
- Progetto AI3 finanziato dal Ministero delle Attività Produttive
- Progetto “Mettersi in Proprio”, promosso dalla Provincia di Torino (Misura D3 del POR Ob. 3 Piemonte)
- Città Studi S.p.A.
- Vodafone Italia S.p.A.

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

The current Call for Proposals determines the operating conditions for the Start Cup Torino Piemonte – IV edition - 2008.

## **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: *Promoting Committee*, *Evaluation Committee* and the *Secretariat Committee*.

*Promoting Committee.* Composed by high level representatives of the Promoting Bodies, it is chaired by the Mayor of the City of Torino. To the Promoting Committee is due to define the Competition guidelines and the awards delivering, basing on the ranking defined by the Evaluation Committee.

*Evaluation Committee.* It is formed by representatives of I3P, Politecnico of Torino, 2I3T, University of Torino, University of Eastern Piedmont “Amedeo Avogadro” and experts, pointed out by the Promoting Bodies and a representative of A.I.F.I – Italian Association of Venture Capitalists.

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
- 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, that consist 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**

Can participate to the second phase, participants and winners from the Business Ideas Competition and external subjects. It's not mandatory the participation to the first phase.

The winners of the Business Plans Competition will be awarded with cash prizes, to be delivered in two parts after the company set up and establishment inside one of the promoting incubator facilities. 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.

The awarding ceremony will be held by the Promoting Committee in Torino, October 2008.

#### **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 2008.

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:

<b>1<sup>st</sup> PRIZE</b>	<b>20.000 euro</b>
<b>2<sup>nd</sup> PRIZE</b>	<b>15.000 euro</b>
<b>3<sup>rd</sup> PRIZE</b>	<b>10.000 euro</b>

The winners will be admitted to participate to the “*Italian National Award 2008*”, that will take place in Milan on December with an additional money prize of 100.000€.

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**Piemontech s.r.l. – Venture Capital Fund for Piedmont companies** will invest **50.000 euro** in the company established from the first ranked business plan, with an equity share of not over the 20%.

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

- **ICT** for the best business plan related to Information & Communication Technologies (ICT), sponsored by *Torino Wireless Foundation*.
- **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*.
- **START CUP INTERNATIONAL** to the best business plan developed by a transnational entrepreneurial team, sponsored by *Istituto Superiore Mario Boella*.
- **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*.

### **ADDITIONAL GRANTS:**

- Città Studi S.p.A. will contribute to the best business plan for company to be established in Città Studi of Biella facilities with GRANT of 7.500 euro.
- Fondazione Cassa di Risparmio di Cuneo will contribute to the best business plans for companies to be established in the Province of Cuneo with GRANT of 7.500 euro.
- Consorzio UNIVER will contribute to the best business plans for companies to be established in the UNI.VE.R incubator located in Vercelli with GRANT of 7.500 euro.

**NOTE:** all the prizes may be accumulated for a maximum of 20.000€ per business plan.

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**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.

For the **Business Idea Competition**, the application form can be downloaded from the website ([www.i3p.it](http://www.i3p.it); [www.incubatore.unito.it](http://www.incubatore.unito.it); [www.startcup.unipmn.it](http://www.startcup.unipmn.it); [www.univer.polito.it](http://www.univer.polito.it));

The filled in applications must be submitted via priority mail to one of the following addresses:

- I3P, Incubatore di Imprese Innovative del Politecnico  
Via Pier Carlo Boggio 61  
10138 Torino ITALY
- Funzione “Dir.S.e L.” Università degli Studi di Torino  
Via Maria Vittoria 38  
10123 Torino ITALY
- Ufficio Ricerca Scientifica e Relazioni Internazionali  
Università degli Studi del Piemonte Orientale “Amedeo Avogadro”  
Via Duomo 6  
13100 Vercelli ITALY

The applications must also be sent in electronic format. Details on the application form

<b>DEADLINE BUSINESS IDEA COMPETITION: April 16<sup>th</sup>, 2008.</b>
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For the **Business Plan Competition**, the application form can be downloaded from the website ([www.i3p.it](http://www.i3p.it); [www.incubatore.unito.it](http://www.incubatore.unito.it); [www.startcup.unipmn.it](http://www.startcup.unipmn.it); [www.univer.polito.it](http://www.univer.polito.it));

The filled in form with the business plan must be submitted via priority mail to one of the following addresses:

- I3P, Incubatore di Imprese Innovative del Politecnico  
Via Pier Carlo Boggio 61  
10138 Torino ITALY
- Funzione “Dir.S.e L.” Università degli Studi di Torino  
Via Maria Vittoria 38  
10123 Torino ITALY
- Ufficio Ricerca Scientifica e Relazioni Internazionali  
Università degli Studi del Piemonte Orientale “Amedeo Avogadro”  
Via Duomo 6  
13100 Vercelli ITALY

The applications and the business plans must also be sent in electronic format. Details may be found on the application form

**DEADLINE BUSINESS PLAN COMPETITION: July 16<sup>th</sup>, 2008.**

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

### **Paragraph 8 Business plan and evaluation model**

The business plan is in a free format but it has to be reproducible in electronic format (pdf or MS word format are welcome). The business plan has to be introduced by and Executive Summary in a standard format (see Annex B).

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

### **Paragraph 9 Call for Proposal validity**

The current Call for Proposal is valid for the 2008 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.

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Torino, November 20<sup>th</sup> 2007

Secretariat Committee  
Start Cup Torino Piemonte

## ANNEX A

### Promoters and Supporters' Websites

- Politecnico di Torino, tramite I3P l'Incubatore di Imprese Innovative del Politecnico [www.i3p.it](http://www.i3p.it)
- Università degli Studi di Torino, tramite la Funzione "Dal Diritto allo Studio al Mondo del Lavoro", [www.incubatore.unito.it](http://www.incubatore.unito.it)
- Università degli Studi de Piemonte Orientale "Amedeo Avogadro", tramite l'Ufficio Ricerca Scientifica e Relazioni Internazionali, [www.startcup.unipmn.it](http://www.startcup.unipmn.it)
- Regione Piemonte, [www.regione.piemonte.it](http://www.regione.piemonte.it)
- Provincia di Torino, [www.provincia.torino.it](http://www.provincia.torino.it)
- Consiglieria di Pari Opportunità della Provincia di Torino, [www.provincia.torino.it/parita](http://www.provincia.torino.it/parita)
- Città di Torino <http://sportellounico.comune.torino.it>
- Unione Industriale di Torino, [www.ui.torino.it](http://www.ui.torino.it)
- Camera di Commercio, Industria, Artigianato e Agricoltura di Torino [www.to.camcom.it](http://www.to.camcom.it)
- Provincia di Vercelli, [www.provincia.vercelli.it](http://www.provincia.vercelli.it)
- Comune di Vercelli, [www.comune.vercelli.it](http://www.comune.vercelli.it)
- Camera di Commercio, Industria, Artigianato e Agricoltura di Vercelli, [www.vc.camcom.it](http://www.vc.camcom.it)
- Provincia di Novara, [www.provincia.novara.it](http://www.provincia.novara.it)
- Consiglieria di Pari Opportunità della Provincia di Novara, [www.provincia.novara.it/sett8/consigliera\\_parita/index.html](http://www.provincia.novara.it/sett8/consigliera_parita/index.html)
- Comune di Novara, [www.comune.novara.it](http://www.comune.novara.it)
- Associazione Industriali di Novara, [www.ain.novara.it](http://www.ain.novara.it)
- Camera di Commercio, Industria, Artigianato e Agricoltura di Novara, [www.no.camcom.it](http://www.no.camcom.it)
- Provincia di Alessandria, [www.provincia.alessandria.it](http://www.provincia.alessandria.it)
- Comune di Alessandria, [www.comune.alessandria.it](http://www.comune.alessandria.it)
- Istituto Superiore Mario Boella, [www.ismb.it](http://www.ismb.it)
- Fondazione Torino Wireless, [www.torinowireless.it](http://www.torinowireless.it)
- Piemontech s.r.l. , [www.piemontech.it](http://www.piemontech.it)
- Incubatore del Consorzio UN.I.VER. , [www.univer.polito.it](http://www.univer.polito.it)
- Tecnogranda S.p.A. , [www.tecnogranda.it](http://www.tecnogranda.it)
- Parco Scientifico e Tecnologico e delle Telecomunicazioni in Valle Scrivia S.p.A., [www.pst.it](http://www.pst.it)
- Fondazione Cassa di Risparmio di Cuneo, [www.fondazionecrc.it](http://www.fondazionecrc.it)
- Fondazione Cassa di Risparmio di Vercelli
- Progetto AI3 finanziato dal Ministero delle Attività Produttive
- Progetto "Mettersi in Proprio", promosso dalla Provincia di Torino (Misura D3 del POR Ob. 3 Piemonte), [www.mettersinproprio.it](http://www.mettersinproprio.it)
- Città Studi S.p.A. [www.cittastudi.org](http://www.cittastudi.org)
- Vodafone Italia S.p.A. [www.vodafone.it](http://www.vodafone.it)

## ANNEX B – 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.

## ANNEX C – Business plan Evaluation factors

Parametri Start Cup Torino Piemonte	
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