



**I3P Incubatore di Imprese
Innovative del Politecnico di
Torino**



**Staff Cultura d'Impresa e del
Lavoro dell' Università degli
Studi di Torino**



**Incubatore di impresa del
Polo di Innovazione di
Novara**

“START CUP PIEMONTE VALLE D'AOSTA” Competition

**VII edition
Year 2011**

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 **Enne3, the Incubator of the Novara Innovation Hub**.

The Competition is promoted by:

- Politecnico di Torino
- Università degli Studi di Torino
- Università degli Studi del Piemonte Orientale “Amedeo Avogadro”
- Regione Piemonte – Assessorato all'istruzione, formazione professionale e lavoro*
- Regione Autonoma Valle d'Aosta **
- Provincia di Torino
- Comune di Torino
- Camera di Commercio di Torino
- Finpiemonte S.p.A.*



- Struttura Valle d'Aosta s.r.l. **
- Fondazione Cassa di Risparmio di Cuneo
- Istituto Superiore Mario Boella
- Consorzio UNIVER
- 2I3T, Incubatore di Imprese dell'Università degli Studi di Torino
- Piemontech
- Seat Pagine Gialle S.p.A. in qualità di media partner

* 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.

** through the project "Animazione territoriale di carattere economico" funded by the operative programme "FESR Competitività regionale 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 2011.

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 2011.

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 entrepreneurial projects (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 ranked projects will be admitted to the competition “*Premio Nazionale per l’Innovazione 2010*” that will take place in Torino on November.

Rules for admission to the final phase of the Premio Nazionale per l’Innovazione 2011 will be published soon at www.startcup-piemonte-vda.it.

Moreover **Piemontech** will be engaged to invest 300.000 Euro in the winner of Start Cup Piemonte Valle d’Aosta 2011.

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

- **PRIZE ICT** for the best entrepreneurial project related to Information & Communication Technologies (ICT), sponsored by *Istituto Superiore Mario Boella*.
- **PRIZE CUNEO** to the best entrepreneurial project for companies to be established in the Province of Cuneo, offered by *dalla Fondazione Cassa di Risparmio di Cuneo*.
- **PRIZE VALLE D’AOSTA** to the best entrepreneurial project to be established in the P epini ere d’Entreprises di Aosta or in Pont Saint Martin, offered by *Regione Autonoma Valle d’Aosta*.
- **PRIZE UN.I.VER.** to the best business plans for companies to be established in the UNI.VE.R incubator located in Vercelli, offered by *Consorzio UN.I.VER.*
- **PRIZE NOVARA** to the best business plans for companies to be established in the Province of Novara, offered by the territorial bodies of the *Province of Novara*.

NOTE: all the prizes may be accumulated for a maximum of 25.000  per winning project.

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



Paragraph 7 Application Rules

For participating to Start Cup Piemonte Valle d'Aosta 2011, all the application form must be submitted through the online form available on the official contest website www.startcup-piemonte-vda.it, before the two deadlines below

- BUSINESS IDEAS COMPETITION – PHASE I: **Deadline h 12.00 of 20 April 2011**
- BUSINESS PLANS COMPETITION – PHASE II: **Deadline h 12.00 of 20 July 2011**

It's reminded that rules for admission to the final phase of the Premio Nazionale per l'Innovazione 2011 will be published soon at www.startcup-piemonte-vda.it.

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 2011 edition of the "Start Cup Piemonte Valle d'Aosta". 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 Piemonte Valle d’Aosta” 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, 10 febbraio 2011

Secretariat Committee
Start Cup Piemonte Valle d’Aosta



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
- Enne3 - Incubatore di Impresa del Polo di Innovazione di Novara, www.enne3.it
- Regione Piemonte, www.regione.piemonte.it
- Regione Autonoma Valle d'Aosta www.regione.vda.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
- Finpiemonte S.p.A., www.finpiemonte.it
- Struttura Valle d'Aosta s.r.l. www.svda.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.fondazionecrc.it
- Piemontech www.piemontech.it
- Seat Pagine Gialle, www.seatpg.it



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 Piemonte Valle d'Aosta	
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