



# NanotechItaly 2013

## CALL FOR START-UPS

### *From the Lab to the Market*

#### Special Event Dedicated to Start-Ups

Venice, 26-29 November 2013

Veneto Nanotech, the Italian Association for the Industrial Research/AIRI, the National Research Council/CNR and the Istituto Italiano di Tecnologia/IIT, in collaboration with Intesa Sanpaolo Start-up Initiative and the NANOFORCE project are organizing a unique **coaching** and **fund-raising fast-track opportunity** for nanotechnology entrepreneurs that will take place during the NanotechItaly2013 conference, to be held in Venice Mestre (Italy) at the NH Laguna Palace Conference Center on 26, 27, 28 and 29 November 2013.

The event *From the Lab to the Market* is dedicated to start-ups in the field of nanotechnology and aims at presenting new companies with business ideas in nanotechnology to a wide audience of experts, companies, investors and VCs in order to facilitate the matching of supply and demand of nanotechnology.

The organizers are now recruiting eligible international start-ups having brand new nanotechnology based products or services in the following fields:

- new materials,
- biotechnology, nanomedicine or pharma,
- clean technologies/energy,
- electronics, sensors or devices.

### Call for Start-Ups

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New entrepreneurs, start-uppers, researchers and scientists with a business idea are invited to submit their proposals by filling in an online form available at [www.nanotechitaly.it](http://www.nanotechitaly.it).

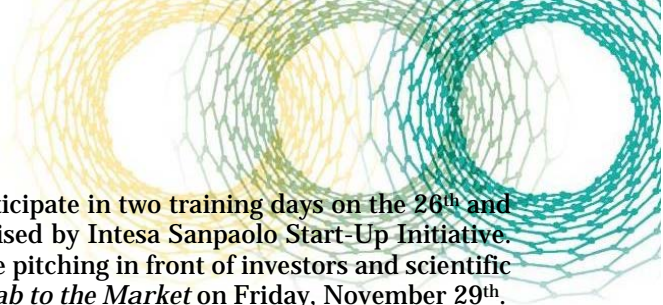
The deadline for the submission is on **Monday, September 2<sup>nd</sup>, 2013**. Please note that the evaluation will be done on a “first come, first served” basis as space is limited. Therefore, early submissions are strongly encouraged.

### Selection Process

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The selection procedure will be carried out by a Scientific and Business Committee, composed by members selected by all the organizers of the event. The names of the Scientific Committee members will be published on the conference website.

The scoring will be based on specific criteria reported in the application form that each start-up has to fill in. In general the Committee will be asked to evaluate both the scientific value of the technology and the sustainability of the business idea. In addition to the application form, each start-up can perform a self-evaluation with a tool that can be found in the Nanoforce web-site, the Technology Rating Methodology (TRM), which gives a qualitative idea of the strong and weak point of the business plan. The final score of the TRM will be communicated by each start-up to the Committee and it will serve as an additional resource to evaluate their projects.



The selection will identify up to 12 proposals, which will participate in two training days on the 26<sup>th</sup> and 27<sup>th</sup> of November and to the 1to1 event on November 28<sup>th</sup>, organised by Intesa Sanpaolo Start-Up Initiative. The so called Boot Camp will prepare the selected start-ups for the pitching in front of investors and scientific and industrial partners during the conference session *From the Lab to the Market* on Friday, November 29<sup>th</sup>.

Those proposals excluded from the selected ones that will be deemed as “not ready, but anyway interesting” by the Committee, will be invited to present their work in the poster session on Friday 29<sup>th</sup>, where investors and companies can interact and learn about each other and investigating possible collaborations.

## Evaluation Criteria

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Criteria	Weight
Overall Business Idea	10%
Technology and Product	20%
Intellectual Property Strategy	10%
Potential Market and Marketing Strategy	15%
Operative Plan	10%
Economic and financial perspectives	15%
Management Team and Advisors	20%

## Time-table

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The whole event is spread over 4 days, with a first phase of training of Intesa Sanpaolo followed by the pitching in front of investors:

Tuesday 26 <sup>th</sup> of November	Boot Camp – day 1
Wednesday 27 <sup>th</sup> of November	Boot Camp – day 2
Thursday 28 <sup>th</sup> of November	1to1 meetings to prepare the Friday pitch
Friday 29 <sup>th</sup> of November	<i>From the Lab to the Market</i> , presentation in front of an audience of industrial and financial investors

The Boot Camp is organized by Intesa Sanpaolo Start-up Initiative, providing personalized training sessions to help entrepreneurs refine their business plan and tailor their communication for investors, in cooperation with Silicon Valley angel investor network Maverick Angels. The third day consists of 1to1 meetings during which Maverick Angels tutors will, coach each start-up on how to finalize the presentation for the next day pitch. The participation to the Boot Camp is mandatory in order to present in front of investors on Friday 29<sup>th</sup> and is open only to a maximum of two members for each of the selected start-ups. The participation is free of charge.

The event will be held at the NH Laguna Palace Conference Center, Venice Mestre.

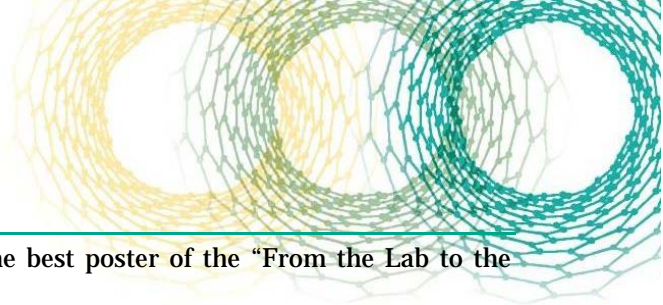
## 360by360 Special Prize

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On Friday 29<sup>th</sup> a special appointed committee will select one of the 12 start-ups as a Finalist in the 360by360 Competition. 360 Capital Partners - a private equity firm specialized in VC investments with a track of more than 75 backed businesses in 10 Countries - has launched for the first year a competition for companies in the following sectors: digital, industrial & cleantech and medical devices. The total prize amount is 360.000 dollars.

The start-up selected during NanotechItaly2013 will participate at 360by360 Competition Final which will be held in Milan on December 3<sup>rd</sup>, 2013.

<http://360by360competition.com/>



## Other Awards

Participants will be requested to vote the best pitch and the best poster of the “From the Lab to the Market” session. Awards will be given at the end of the session.

## Detail of the Conference Session, Friday 29th - “From the Lab to the Market”

8.30	Registration
9.00	Session start - welcome
9.15	Introduction
9.30	Pitch: Team 1 - Team 2 - Team 3 - Team 4
10.50	Coffee Break
11.05	Pitch: Team 5 - Team 6 - Team 7 - Team 8
12.30	Lunch Break/Stand and Poster Session
13.10	Team 9 - Team 10 - Team 11 - Team 12
14.30	Workshop on “Nanotechnology and KET Patents: build, protect and manage patents in Europe and the US”
16.30	Presentation of Awards

On Friday 29<sup>th</sup>, the selected start-ups take part in the *From Lab to The Market* conference session, a focused networking event where they can pitch to an audience of committed investors. The 10 minutes pitch will be evaluated by the audience that will ultimately reward best proposals at the end of the day.

The official language of Boot Camp and Conference (including the pitching session) is English.

## Deadlines

<i>Application to the Call for Start-Ups:</i>	2 <sup>nd</sup> of September 2013
<i>Selection announcement:</i>	16 <sup>th</sup> September 2013
<i>Registration to the Conference:</i>	26 <sup>th</sup> of September 2013

## Advantages for the Selected Teams

### 1. Free registration to the NanotechItaly 2013 conference

The 12 start-ups (up to two persons per team) will receive a code to register free of charge to the whole NanotechItaly 2013 conference. The start-ups admitted only to the poster session will pay the minimum fee of 70 € per day (through a dedicated code to be inserted on the registration link and that will be sent at the time of communication of the results). All registrations must be carried out no later than September 26<sup>th</sup>.

Participants in the audience of the session “From the Lab to the Market” will be able to register for free upon invitation through a special code sent by email by the organizers. This registration will allow access ONLY to this specific session on Friday 29<sup>th</sup>. The badges will have a different lanyard to distinguish the different participants.

### 2. Nano-Stand

The 12 selected teams will be offered by the Organizers a “nano-stand” for free on Friday 29<sup>th</sup> November in the foyer of the NH Laguna Palace Conference Center, to show and display their own technologies, products or business proposals to investors and scientific and industrial partners

### 3. Poster Session

A specific space in the poster session area will be set up for start-ups and dedicated to their posters.

### 4. Business Opportunities and Special Prizes

The 12 select start-ups will benefit from the following points:

- free participation in the Boot Camp program of Intesa Sanpaolo Start-Up Initiative



- pitching in front of Investors – venture capitals, business angels, development funds, etc – and industry players – companies and corporations embracing the open innovation paradigm to boost their development potential.
- selection of the best start-up for the Final of 360by360 Competition with \$ 360.000 prize.

## Costs

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The travel and accommodation costs for the staying during the days of the event are in charge of each participant. Special rates for the accommodation have been negotiated and agreed with the NH Laguna Palace Hotel and other nearby hotels.

For Nanoforce participants each Nanoforce project partner has budget dedicated to pay for the participation of industry and researcher to the whole event, including the matchmaking fair of November 29<sup>th</sup>. For more information please see [www.nanoforceproject.eu](http://www.nanoforceproject.eu).

## Organizers

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NanotechItaly2013 is organized by Veneto Nanotech, the Italian Association for the Industrial Research/AIRI, the National Research Council/CNR and the Istituto Italiano di Tecnologia/IIT. The conference themes and sessions will be organized to address Responsible Research and Innovation (RRI), which are demanding a problem-solving approach, aiming to excellence in science, industrial leadership, responsiveness to societal challenges. These goals are guiding Horizon 2020, which will foster European growth in the coming years, and NanotechItaly2013 will showcase how nanotechnologies, together with the other Key Enabling Technologies (KETs), are instrumental to promote competitiveness and innovation in priority areas also relevant for the national economy.

The Start-Up Initiative is an international acceleration platform developed by Italy's leading Bank Intesa Sanpaolo. The program selects promising high-tech start-ups, coaches them and connects them with financial and corporate investors. Since its inception in 2009, it has developed a strong track record: 55 investment forums in 6 countries across 5 technologies, matching over 370 start-ups and growing companies with thousands of investors, corporations and players of the innovation ecosystem. The Start-Up Initiative Alumni have raised over 30M€ in equity, awards and grants, and 5 of them reached an exit.

The Nanoforce project aims to foster the innovative nanotechnology sector networks across Central Europe regions by bringing together public and private organizations (enterprises, research centres, venture capitalists and public institutions) to carry out collaborative and interdisciplinary researches on nanomaterials and to turn the most promising laboratory results into innovative industrial applications.

## For Further Information

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NanotechItaly: [www.nanotechitaly.it](http://www.nanotechitaly.it)

Nanoforce project: [www.nanoforceproject.eu](http://www.nanoforceproject.eu)

Intesa Sanpaolo Start-Up Initiative: [www.startupinitiative.com](http://www.startupinitiative.com)