



# UNIVERSITY STARTUP CHALLENGE – MILAN 2023

## DETAILED EVENT GUIDE

Organized by



Main Partners



## General Information

The University Startup Challenge of Milan is an event organized by Entrepreneurship Club Bocconi and Polimi, for all Bocconi, Politecnico and Statale students. Participants will be divided in teams of 4 to 6 people and will have to create an innovative start-up idea to solve the challenge proposed by our main partner, the energy company A2A and Prysmian Group.

### When and where:

The event will be held **in person** on:

- March 24<sup>th</sup> at Bocconi University, Aula Magna Gobbi (Via Gobbi 5)
- March 25<sup>th</sup> at Bocconi University, Aula Notari (Via Sarfatti 25)
- March 31<sup>st</sup> at Politecnico University of Milan, Leonardo, Buildings 2 at room 2.0.1
- April 1<sup>st</sup> at Politecnico University of Milan, Leonardo, Building 26 at room 26.11.

## Signing up to the event

### Individually or in groups

- You can sign up **alone** and we will assign you a team with both Politecnico, Bocconi and Statale students. You are not required to fill in the team's name field.
- You can sign up with a **team** of 4/6 students, write the team's name in the application form and the same name should be written by your teammates. If you sign up with a group of less than 4 participants, we will randomly assign you other team members until the team has reached at least 4.
- Students from other Milan universities may participate, but at least half of the team members must be from Polimi or Bocconi or Statale (example 2/4 or 3/5).

### Sign up form link

You may sign up to the University Startup Challenge using the following link:

<https://forms.gle/e7wU4aqDpdxAo69R8>

If you are unable to attend after you have already signed up, you must notify the event organizers as soon as possible, as the event will have a closed number of participants.

## The Challenge by A2A and Prysmian Group



### Innovating end user's energy consumption to raise Awareness and promote Sustainable behaviour

Leverage new business models, connected services, and innovative solutions to raise awareness on sustainable consumption, increase customer's engagement and create impact both economically and environmentally, supporting the energy transition at an individual and community level.

#### INPUT

- New Business models and lean processes (i.e. Hourly tariffs; Energy Consumption Sharing; Smoother customer experience for new subscriptions and renewals)
- Energy management solutions (Intelligent management of energy flows; optimization of energy consumption with production data; energy communities)
- Solutions for direct access to clean energy (PPA: Purchase Power Agreements)
- Integration of renewables (Business models or technologies for direct consumption of renewables)

## Full schedule

*Sign up for the event until **Tuesday March 21<sup>st</sup>***

### Friday March 24<sup>th</sup>

17:30-18:00 Arrival and give the badge

18:00-20:00 **Opening ceremony**: speeches by E- Club Bocconi and Polimi, partner, sponsor

From 20:30 **Networking aperitivo** near Bocconi University with discount for participants

### Saturday March

9:15-09:30 **Arrival and Introduction**

09:30- 10:30 **Seminar on energy themes** by Massimo Mondazzi, Simone Franzò

10:30 - 11:15 **Challenge Presentation** by A2A and Prysmian Group

11:15-11:30 Break

11:30- 12:15 **Workshop for developing idea** by Illuminem

12:15 -13:00 **Workshop for developing idea** by Selea - Green

13:00-14:10 *Lunch*

14:10-14:50 **Seminars from the Business Model to some case study** by Observatory Digital Innovation

14:50-15:30 **Seminars** by Randstad

15:30-16:15 **Working on the idea** helped by mentors

16:15 - 16:30 *Break*

16:30-17:50 **Seminars** on business model by Matteo Ferravante and Luigiandrea Scaramuzzi

17:50 - 18:30 **Lecture** by Giuseppe Pipicella

*During the week*: Teams will work on their own to finish their pitch deck and prototype

*Friday 31<sup>st</sup> at 13:00 a.m.*: Deadline to send the pitch (and prototype)

### Friday March 31<sup>st</sup>

17:45-18:00: **Arrival**

18:00-19:35 **How to prepare a pitch? Seminars** by Anna Destefano

19:35-20:00 **How to prepare a pitch? Workshop** by Leonardo Foa

### Saturday April 1<sup>st</sup>

11:00 - 13:00 **Startup Showcase**

13:00 -14:30 *Lunch*

14:30-15:00: **Meeting for finalists' announcements** in the main room

15:00-17:00: **Pitch presentations**: teams will have 3/5 min to deliver the pitch and 5 min to answer

17:00-17:30: *Break*

17:30-18:30: **Closing ceremony** with announcement of winning teams

From 19:00: **Closing Aperitivo** near Polimi university with discount for participants

## Deliverables:

### Pitch Deck

At the end of the week each team will be required to deliver a **Pitch Deck** in the form of a PowerPoint presentation. This must be submitted by **Friday March 31<sup>st</sup> at 13:00 a.m. (noon)**.

The structure required for the pitch deck is the following:

- **Tagline:** *using the company's value proposition*
- **Problem:** *what is the problem we are trying to solve? What is the context?*
- **Solution:** *what is our proposed solution?*
- **Product/service:** *how does it work? what are its benefits?*
- **Market size:** *what is the potential demand for our product/service?*
- **Business Model:** *using business model canvas principles on sales channels, revenue streams, cost structure, key partners*
- **Competition:** *who are our competitors and how do we differentiate from them? what are the main barriers and competitive factors?*
- **Roadmap:** *how will we plan our go to market strategy over time? What are the most important milestones?*

### Prototype

In addition, together with the pitch deck teams can choose to deliver a **prototype**: any item, form of media or document that can give an idea of how the product/service will work. Examples include a previewing website page, a render or model of a physical product, sketches, a video, or any other format. The prototype is not mandatory but is suggested for clarity purpose.

## PRIZES

**PoliHub** will offer the inclusion of the winning start-up in The Top 90 at Switch2Product 2022 (If the startup satisfies S2P2022 requirements) and 4 hours coaching by PoliHub.

**B4I** will offer direct admission to its online pre-acceleration program which starts in September and admits only 20 teams per batch.

**Fondazione UNIMI** will offer to the winning startup direct access to the first phase of Seed4Innovation, the scouting program of the University of Milan (if the startup satisfies the call requirements).

**Osservatori Digital Innovation** will offer for each member of the winning teams of the University Startup Challenge a Full Base subscription to the website Osservatori.net (Osservatori Digital innovation del Politecnico di Milano) valid for 1 year. Thanks to the subscription it will be possible to view the following contents related to all 51 active Observatories: Conferences, Infographics, Insights, Podcasts, Newsletter and Business Cases

**Anna De Stefano**, angel investor member of IAG and IBAN, European Woman of Legal Tech 2021, for 20+ years GM @Memento Pratico, will offer 6 hours of entrepreneurship mentoring.

**Money** will offer an interview to one of the winner's team.

**Hellofresh** will give discount codes to all participants.

More prizes will be announced in the following week, follow us on Instagram, LinkedIn, and our official websites to be updated on the prizes of **A2A** and **Prysmian**, both will offer a mentoring program.

In addition, **A2A** will give to all the members of the winning team a **Monopattino – NILOX S1** (scooter)





## EVENT RULES AND FAQs

### Who can sign up for the challenge?

All students currently enrolled at Bocconi or Politecnico or Statale of Milan, but also external students can participate if they apply with a team of at least half of the members coming from Bocconi, Politecnico or Statale.

### How should teams be composed?

Teams should be composed before application, from 4 to a maximum of 6 students. Teams can be composed entirely by Politecnico, Bocconi or Statale students or **mixed** (we strongly encourage the last one). When filling the application form, you should write the team's name you previously choose with your teammates and every member should write the exact same name.

The team can include external students but at least half of the members must be enrolled at Bocconi or Politecnico or Statale.

### What happens if I don't have a team?

In case you subscribe individually, **Wednesday 22<sup>nd</sup> March** there will be a Networking event in Politecnico from 18:00/18:30 to 20:00 with activities to create the teams.

If you couldn't participate in presence, we will create mixed teams for you. You will receive an email on Thursday 23<sup>rd</sup> telling you which team you have been assigned to.

### When is the deadline?

The deadline for the application to the challenge will be on the 21<sup>st</sup> of March at 24:00 p.m.

The deadline to submit the pitch deck and prototype is on Friday March 31<sup>st</sup> at 12:00a.m.

### Will the event be online?

No, it will be possible to attend only in person. If participants are unable to attend on one or more dates they must communicate it to the organizers in advance to be recognized as "participating" and be able to receive prizes with their team members.

### Is the challenge free?

Yes, the challenge is completely free for all students, no fee or selection process is required.

### What will participants receive?

Participants will receive some gadgets from our sponsor companies as discount coupons and a welcome package, as well as a certificate of attendance.

### Can I participate with my own startup?

No, teams cannot present an existing startup, ideas must follow the guidelines provided.

## RESEARCH PARTNER



## MEDIA PARTNER



## COMMUNICATION PARTNER



## MENTORS



## SPONSOR



## **FOLLOW UPDATES ON THE EVENT:**

### **Instagram:**

@universitystartupchallenge; @eclubbocconi; @eclubpolimi

### **Websites:**

[www.eclubbocconi.com/universitystartupchallenge](http://www.eclubbocconi.com/universitystartupchallenge)

[www.eclubpolimi.it/startupchallenge](http://www.eclubpolimi.it/startupchallenge)

## **CONTACTS:**

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