University Startup Challenge – Milan
2024
Event Guide

UNIVERSITY STARTUP CHALLENGE – MILAN 2024

DETAILED EVENT GUIDE

Organized by

eclub
bocconi

ENTREPRENEURSHIP CLUB
POLIMI

Main Partners

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General Information

The University Startup Challenge of Milan is an event organized by Entrepreneurship Club Bocconi and Polimi, for all Bocconi, Politecnico, Statale and Cattolica 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 partners

When and where:

The event will be held **in person** on:
- April 19th at Politecnico University of Milan
- April 20th at Politecnico University of Milan
- May 3rd at Bocconi University
- May 4th at Bocconi University

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, Statale and Cattolica 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 or Cattolica (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

There will be a selection process based the submission of CV's and motivational letters.

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.

Full schedule

Sign up for the event until **Monday April 7th**

Friday April 19th

17:30-18:00 Arrival and badge distribution

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

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

Saturday April 20th

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

09:30- 10:30 **Seminar**

10:30 - 11:15 **Challenge Presentation**

11:15-11:30 Break

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

12:15 -13:00 **Workshop for developing idea**
13:00-14:10 *Lunch*

14:10-14:50 **Seminars from the Business Model to some case study**

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

15:30-16:15 **Working on the idea**

16:15 - 16:30 *Break*

16:30-17:50 **Seminars**

17:50 - 18:30 **Lecture**

During the weeks in between: Teams will work on their own to finish their pitch deck and prototype

Wednesday May 1st at 13:00 a.m.: Deadline to send the pitch (and prototype)

Friday May 3rd

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

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

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

Saturday May 4th

11:00 - 13:00 **Startup Showcase**
13:00 -14:30 *Lunch*

14:30-15:00: **Meeting for finalists' announcements**

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**

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 **Wednesday May 1st 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*
- **Competitio**n: *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 purposes.

EVENT RULES AND FAQs

Who can sign up for the challenge?
All students currently enrolled at Bocconi, Politecnico, Statale or Cattolica, but also external students can participate if they apply with a team of at least half of the members coming from Bocconi, Politecnico, Statale or Cattolica..

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, Statale or Cattolica students or they can be **mixed** (we strongly encourage the last one). When filling the application form, you should write the team's name you previously chose 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, Politecnico, Statale or Cattolica.

What happens if I don't have a team?
In case you subscribe individually, 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, we will create mixed teams for you. You will receive an email on Thursday 23rd 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 7th of April at 24:00 p.m.
The deadline to submit the pitch deck and prototype is on Wednesday May 1st at 12:00a.m.

Will the event be online?
No, it will only be possible to attend 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.

FOLLOW UPDATES ON THE EVENT:

Instagram:

@universitystartupchallenge; @eclubbocconi; @eclubpolimi

Websites:

www.eclubbocconi.com/universitystartupchallenge

www.eclubpolimi.it/startupchallenge

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