



USC

UNIVERSITY
STARTUP
CHALLENGE

UNIVERSITY STARTUP CHALLENGE – MILAN 2025

DETAILED EVENT GUIDE

Organised by



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Main Partners



INTRODUCTION

University Startup Challenge 2025 has been implemented by Entrepreneurship Clubs and supported by B4i - Bocconi for Innovation and MUSA - Multilayered Urban Sustainability Action - PNRR, Mission 4, component 2, investment 1.5, the innovation ecosystem funded by the Italian Ministry for University and Research as part of Piano Nazionale di Ripresa e Resilienza (PNRR).

The project has reached his 4th Edition and aims at offering a context for the creation of innovative start-up ideas to solve the challenge proposed. Participants compete divided into groups from 4 to 6 people. A wide range of students is involved, including those from Polimi, Bocconi, Statale, Cattolica, Bicocca, LIUC and the University of Padova

When and where

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

- **April 11th** at Università Statale di Milano (Città Studi - Via Giovanni Celoria, 20, Room 200)
- **April 12th** at Università Statale di Milano (Città Studi - Via Giovanni Celoria, 20, Room 200, 201, 202)
- **May 7th** at Bocconi University (via Sarfatti 25, Palazzo Leoni, Aula Franceschi)

Signing up to the event

You can sign up **alone** and we will assign you a team. 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.

You may sign up to the University Startup Challenge until **March 31st at 11:59pm** using the link:

<https://tally.so/r/w2lpLA>

The event will have a closed number of participants. Therefore, there will be a **selection process** based on the information you fill out on the form, including your CV and motivational letter. If you are selected you will receive an email to **confirm your participation** to the event.

THIS YEAR'S THEME: SOLUTIONS FOR A SMART CITY

Try to envision and develop a business idea where providing smart solutions for the city of the future is central. Infrastructures efficiency, AI, IoT, citizens wellbeing, fintech, proptech, foodtech, insurtech: envision Smart City as a broaden concept.

Full schedule of in person event

Friday, April 11th

Location: [Università Statale di Milano](#) (Città Studi, Via Giovanni Celoria, 20, Room 200)

- 18.00-18.30 Arrival and badge distribution
- 18:30-20:00 **Opening ceremony**
- From 20:30 **Networking aperitivo**

Saturday, April 12th

Location: [Università Statale di Milano](#) (Città Studi, Via Giovanni Celoria, 20, Rooms 200, 201, 202)

- 9:30-10.00 Welcoming
- 10:00-11:00 **Challenge Presentation**
- 11:00-12:40 Morning seminars
- 12.40-14.00 **Lunch break**
- 14:00-15:30 Afternoon Seminars
- 15:30-18.30 Working on ideas with mentors

During the weeks in between:

Teams will work on their own to finish their pitch deck and demo/prototype, which will be due on:

WEDNESDAY, APRIL 30th at 11:59 pm

Wednesday, May 7th

Location: **Bocconi University** (Via Sarfatti 25, Aula Franceschi)

- 12:00-16:00 Startup Showcase
- 12:30-15:45 Seminars and workshops
Note: **Showcase and Seminars** on this date are open also to people who aren't participating in the challenge.
- 16:30-19:30 **Closing ceremony** :
 - 16:30-17:00 Greetings and announcement of the 10 winning teams
 - 17:00-18:30 **Pitch deck**
 - 18:30-19:00 Speeches
 - 19:00 -19.30 **Award ceremony**: our partners will present the prizes to the winning teams.

From 20:00 **Closing Aperitivo**

STARTUP SHOWCASE Contribute if you are an existing Startup or ScaleUp

We invite any established startup or scaleup to fill the following Form and participate with at least one representative in Bocconi (- Aula Franceschi) on Wednesday 7th of May 2025 - from 12pm to 4pm, for the startup fair so-called Startup Showcase: a unique way to connect students with existing startup realities, for networking purposes, scout for talents and visibility reasons.

Here is the link to send the application→ <https://tally.so/r/3NRdvB>

OPEN EVENT - PROPOSAL

University Startup Challenge 2025 runs for the 4th Edition of the project, but this year has plenty of innovations. The 10 finalists will have the opportunity to deliver their pitches in front of a crowd of real companies of various dimensions and from different locations.

To do so - we invite any established company, PMI, and business reality, to fill the Application Form and participate with at least one representative in Bocconi (- Aula Franceschi) on Wednesday 7th of May 2025 - from 4pm to 7pm, for the Pitches from the 10 shortlisted finalists at the Open Event during the Closing Ceremony. A networking Aperitivo for companies will follow.

Here is the link to send the application→ <https://tally.so/r/nPGkQb>

MENTORSHIP

We invite professionals, experts, professors, PhD Researchers and similar, to join the Challenge as a "Mentors" staying at the side of teams helping them shape their ideas, giving insightful feedbacks and suggestions, and interconnect with other companies, startups and future interesting professionals.

Mentors will be required **to attend the in person event in Statale** (- Via Giovanni Celoria, 20) on **Saturday, April 12t 2025** - from 3pm to 6:30pm. Additionally, mentors will be required to guarantee up to 3/5 time slots of 30 minutes each, between **April 13th-30th 2025**, for 1to1 **online calls** with teams, in order to provide support with the challenge theme.

Here is the link to send the application→<https://tally.so/r/wgkLpl>

Deliverables

Pitch Deck

At the end of the weeks each team will be required to deliver a **Pitch Deck** in the form of a PowerPoint presentation (PPTX FORMAT). This must be submitted by **Wednesday April 30th at 11:59 pm**

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 overtime? What are the most important milestones?

EVENT RULES AND FAQs

Who can sign up for the challenge?

All students currently enrolled at Bocconi, Politecnico, Statale, Cattolica, Bicocca, LIUC and Padova University, but also external students can participate if they apply with a team of at least half of the members coming from the previously mentioned universities.

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, Cattolica, Bicocca, LIUC and Padova University 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, Cattolica or Bicocca.

What happens if I don't have a team?

There will be a **Networking event** on **April 8th in Bocconi** campus, from 17:30 to 19:00 with activities to create the teams. This event is open to everyone but is heavily recommended for those who subscribed individually.

If you subscribe individually but cannot participate, we will create mixed teams for you. People without a team, that won't show up to this event, will be randomly allocated to an existing team.

When is the deadline?

The deadline for the application to the challenge will be on **March 31st, at 11:59 pm**

The deadline to submit the pitch deck and demo/prototype is on **April 30th at 11:59 p.m.**

Is the challenge free?

Yes, the challenge is completely free for all students, no fee is required. Moreover, all Aperitivos are covered by sponsors, you won't pay anything.

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. but you can participate with your idea and your team. If it's already a navigated startup, consider to send your application to have a spot at Startup Showcase event in Bocconi (7 May).

FOLLOW UPDATES ON THE EVENT:

Instagram:

@universitystartupchallenge; @eclubstatale; @eclubpolimi; @eclubbocconi; @eclubcattolica;
@eclubbicocca; @eclubliuc; @eclubventures

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