

University Startup Challenge – Milan
2024
Event Guide



UNIVERSITY STARTUP CHALLENGE – MILAN 2024

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, Statale, Cattolica and Bicocca 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, Città Studi (room T.1.1)
- April 20th at Politecnico University of Milan, Città Studi (rooms T.1.1, T.1.2 and T.1.3)
- May 3rd at Bocconi University (via Sarfatti 25, Aula Franceschi)
- May 4th at Bocconi University (via Sarfatti 25, Aula Franceschi)

Signing up to the event

Individually or in groups

- You can sign up **alone** and we will assign you a team with Politecnico, Bocconi, Statale, Cattolica and/or Bicocca 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, Bocconi, Statale, Cattolica or Bicocca (example 2/4 or 3/5).

Sign up form link

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

<https://app.gomry.com/form/4f50gwIO30WEBRyK01Ya>

There will be a **selection process** based on the information you fill out on the form (mainly through submission of your CV and a motivational letter).

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.

Warning: If you will be selected as a participant you will receive an email with a link to a second form where you will have to **confirm your participation** to the event within 2 days. If you do not fill in this second form you won't be able to participate in the event.

Startup Showcase and Seminars: May 4th

During the morning of the 4th May in Bocconi there will be a part of the event that is **open to everyone**, not just Startup Challenge participants. You will have a chance to interact with **successful startups** and learn from their experience.

If you already got accepted as a **challenge participant** there's no need to register in the form below, as you will already be granted access to the whole event.

Here's the **link** to sign up to this part of the event: <https://app.gomry.com/form/xct7odap4beJgP8za7kH>

THIS YEAR'S THEME: STUDENTS HOUSING & URBAN REGENERATION

Is it possible to fulfill the desire to live in an Italian big city on a daily budget of 10€ per person?

Try to envision and develop a business idea where residents' satisfaction and restoring equilibrium in the real estate market are central, with the end goal of having social equilibrium.

Here are some of the **main aspects** to keep in consideration when tackling this problem:

1. *The residents*
2. *The supply chain*
3. *The market*
4. *The investors*
5. *The public sector*
6. *Last measurements*

Our **main sponsor Lombardini22** will explain the theme of the challenge in further detail during the event.

PRIZES FROM OUR PARTNERS

PoliHub: PoliHub will offer the inclusion of the winning start-up in The Top 90 at Switch2Product 2024 (If the startup satisfies S2P2024 requirements), 4 hours coaching by PoliHub, and 1-year free membership.

Fondazione UNIMI: 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).

B4I: B4I will provide direct admission to the interview phase (top 30 startups) of the pre-acceleration program starting in September 2024

Anna De Stefano (Angel Investor): She will offer 8 hours of mentorship on how to deliver a pitch, value proposition validation, marketing personas, legal framework, funding

Lombardini22: We will announce the main sponsor's prize soon on our social media platforms, so make sure to follow us there for all updates (the links to our pages are at the end of the document).

Full schedule

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

Friday April 19th

Location: Politecnico di Milano (Città Studi building 13, rooms T.1.1)

- 18.00-18.30 Arrival and badge distribution
- 18:30-20:00 **Opening ceremony**: speeches by E- Club organizers, partners, sponsors and rectors.
- From 20:30 **Networking aperitivo** at Jet Cafè, Via Filippo Tajani, 1

Saturday April 20th

Location: Politecnico di Milano, Città Studi (building 13, rooms T.1.1, T.1.2 and T.1.3)

URBAN REGENERATION & STUDENT HOUSING

- 9:30-10.00 **Arrival and Introduction**
- 10.00- 10:20 **Challenge Presentation by Lombardini22**
- 10:30 - 12:40 **Morning Seminars on challenge topic**
- 12.40-14.00 *Lunch break*

STARTUP BASICS AND FUNDAMENTALS

- 14:00-16:30 **Afternoon Seminar on how to develop your business idea**
- 16:30-18.30 **Working on the idea with mentors**

During the weeks in between:

Teams will work on their own to finish their pitch deck and prototype. They will have one time slot to get feedback from their mentors on the development of their projects.

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

Full schedule

Friday May 3rd

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

- 18:00-18.15 **Arrival**
- 18:15-19:00 **How to prepare a pitch? Seminar**
- 19:15-20:00 **How to prepare a pitch? Workshop**

Saturday May 4th

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

STARTUP SHOWCASE

- 10:00 - 15:00 **Startup Showcase**

SEMINARS AND WORKSHOPS

- 10:00 - 12:00 **Workshops**
- 12:00 - 13:00 *Lunch*
- 13:00 - 15:00 **Workshops**

Note: **Showcase and Seminars** on this date are open also to people who aren't participating in the challenge.

EVENT FINALE

- 15:00 - 17:15 **Pitch presentations:** teams will have 3/5 min to deliver the pitch and 5 min to answer
- 17:15-17:30: *Break*
- 17:30-18:30: **Closing ceremony** with announcement of winning teams

- From 19:00: **Closing Aperitivo** near Bocconi University

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**.

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 purposes.

EVENT RULES AND FAQs

Who can sign up for the challenge?

All students currently enrolled at Bocconi, Politecnico, Statale, Cattolica or Bicocca, 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 or Bicocca 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 16th in Room 3.1.8 in Politecnico, Città Studi campus, from 18:30 to 20:00 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. You will receive an email on Thursday 18th with the 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 is required.

Will There be a selection process?

Yes, students will have the possibility to fill in the form until April 7th. But on the 12th everyone will know whether or not they Passed the selection process based on their application.

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; @eclubpolimi; @eclubbocconi; @eclubcattolica; @eclubstatale

Websites:

www.eclubbocconi.com/universitystartupchallenge www.eclubpolimi.it/startupchallenge

CONTACTS:

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