

## CALL FOR STARTUPS APPLICATION FORM AND GUIDELINES

Information and material submitted to apply are considered and treated as non-confidential. Application form must be uploaded to <https://www.omc.it/en/innovation-room-call-for-startup>. The signed authorization for personal data processing is also mandatory (Consent and waiver form file; please read the privacy notice file). All the files are in the same zip file of the application form.

All the submitted material has to be in English, **total files size 6 MB**. All the sections are mandatory to be filled in unless otherwise specified.

**Deadline for applying: 29-08-2021**

### 1. COMPANY PROFILE

**Company or business project name:**

**Address:**

*(For company) address/legal entity address, including country*

*(For Business Project) country and town of the future establishment*

**Website:**

*if any*

**Incorporation date:**

*if applicable; if not incorporated, you can report the planned period for incorporation.*

**Area of activity:**

*please report general and specific area of activity/application*

**Company short overview:**

*please provide a short overview of the company, your product/service, mission, objectives, what the company does, why it should be interesting, etc. A quick one-liner summary outlining your vision/product and the mission of your company can be used as starting sentence - Max 8 lines.*

**Team:**

*please describe the team (roles, expertise and experience relevant for the success of the company): who are the founders and key team members? What relevant domain experience does the team have? How many employees do you have? How do you plan to scale the team in the next 12 months? What is the team strength?...*

**Achievements:**

*please report awards, financing rounds, important projects won, remarkable customers and collaborations, important results achieved, sales volume (if any) ... - Max 5 lines.*

**Incubation/acceleration programs:**

*if you are/ have already been supported by incubation or acceleration programs, please provide details regarding those programs (name, when, where, outcomes...)*

**2. PROPOSED SOLUTION**

**Context:**

*please report in brief the context supporting the need of the proposed solution*

**Solution:**

*please describe in details your product/service- what problem does your solution solve? How does the solution work? What about other existing solutions, if any? Why do users should prefer/adopt your solution over existing ones (if any)? What are the key differentiated features of your product or service? How easily it can be duplicated?...*

**Stage of development and next steps:**

*minimum TRL (\*) required is 3, suggested 4+. Please report the current stage of development/TRL and next phases to be carried out, validation made so far/next to be made, sales, (if any), milestones, intellectual property strategy, product/service development roadmap: Where are you with your product/service and its validation? What next? How? What is your development plan for the next years? What are the key points and what do their achievement imply? What is your intellectual property strategy?...*

**Intellectual property:**

*please report details about any intellectual property title relevant for your proposal (patents, trademark, copyright, etc) such as filing date, abstract, title, references, status, country, who owns the IP (the inventors? the company? others, e.g. the university? Any co-owners?), search report results, freedom to operate reports....*

**3. MARKET OPPORTUNITY**

**Market description:**

*please describe the target market (size, possible growth, barriers to entry), your competitive advantages, the competitors mapping: which are your potential customers? What is the actual addressable market? What is its size and growth? What are the barriers to entry? Who are the company's competitors? How much is their market share (if known)? What gives you a competitive advantage? What advantages does your competitors have over you? Compared to your competitors, how do you compete with respect to price, features, and performance?...*

**Go to market strategy and growth potential:**

*please describe your marketing and communication strategy to reach your potential customer, in terms of business model, time to market, current market position and market share target, revenue streams, partnerships that you have/ are going to establish relevant for your business, your growth potential and how to achieve it: how does the company market or plan to market its products or services? When are you going to be on the market? What percentage of the market do you plan to get over what period? What is the company's communication/advertising/market penetration strategy? Why does your company have high growth potential? How much do you expect to growth over the next years? How are you planning to acquire*

*customer? Do you know the cost per customer acquisition? What is the projected lifetime value of a customer? What is the consumers willingness to pay for the product/service? How the product or service will be produced and delivered? What is/will be your expected revenue streams over the years? Are you developing/going to develop new products/services?...*

**Risks:**

*please describe the possible risks regarding your business strategy and actions that could potentially mitigate the risks: what are the principal risks related to the business according to you? Do you have any regulatory risks? Are there any product liability risks? What risks have arisen to the business development, your customers, your supply chain, or your employees due to COVID-19?...*

**4. FINANCIALS**

**Financial plan:**

please report and briefly explain a 3-5 years financial plan with revenues, expenses, customers numbers, margins, company evaluation (if known): what are the company's three-year projections? What are the key assumptions underlying your projections? How much equity and debt has the company raised? What is the capitalization structure? When will the company get to profitability?...

**Fundings obtained and investment plan:**

*please report the financial resources gathered and those needed according to your development plan, describing how they are going to be used for (i.e. marketing, validation/trials, R&D, milestones...): how many fundings and how have been raised? What future investments do you need in the next round? How are you planning to use the requested investment? What milestones will the financing get you to? What is the company's pre-money valuation? Which forms of shareholding are you available for?...*

**5. PITCH PRESENTATION**

*please attach pdf pitch presentation of the company and proposed solution*

**Remember: send also the signed authorization for personal data processing!**

**(\*) Technology Readiness Level TRL**

