



Consorzio Speed MI Up
www.speedmiup.it
Sede legale Milano, via Meravigli 9/b
P.IVA e C.F. 07942680963

CALL NOTICE FOR APPLICATIONS FOR SELECTION OF FIRMS AND STARTUPS

**Speed MI Up
Milan, 15 February 2018**





Foreword

The Speed MI Up Consortium has been established by Bocconi University and the Milan – Monza – Brianza – Lodi Chamber of Commerce with the external support of the City of Milan.

With the present announcement, the Speed MI Up Consortium intends to make available to aspiring entrepreneurs and young firms the tools needed to successfully launch a business, strengthen their independent activity and find new areas of mutual collaboration.

This edition is designed to select a maximum of 15 candidates from companies and aspiring entrepreneurs.

1. Purpose of the call

The purpose of Speed MI Up is to **facilitate the emergence and development of innovative Startups.**

These objectives are pursued by providing dedicated services and spaces made available at reduced costs, for a maximum period of two years.

This call provides a maximum of 15 places in the Speed MI Up incubator in order to foster the emergence of new innovative businesses and to support the development of businesses in their early stages, as a response to the need to strengthen the competitiveness of the Milan area and to support young talents as they develop and grow.

2. Services offered

The beneficiaries of the present call will be admitted to the Speed MI Up incubator and will be able to take advantage of the facilities described below. More details on the services offered by Speed MI Up are on the website www.speedmiup.it

2.1 Workspaces

- Spaces equipped with open space workstations at Via Ulisse Gobbi 5 in Milan (owned by Bocconi University), and at Via Achille Papa 30 (offered by the City of Milan), will be made available to entrepreneurs so that they can bring their business ideas to life. The specific location will be decided according to actual availability at the time work stations are assigned.
- Exhibition spaces will be provided by the Milan – Monza – Brianza - Lodi Chamber of Commerce (at Palazzo Turati and at Palazzo ai Giureconsulti), upon reservation and subject to availability.

2.2. Services for startups

Speed MI Up is a business and career incubator specialized in the development of business and management skills. It devotes most of its energy serving as a growth accelerator for innovative startups. Speed MI Up does not enter into the capital of the startups, thus preserving their value and entrepreneurial freedom over time. For more information about the services that are offered, please visit this <http://www.speedmiup.it/eng/services/start-up-services/> section of the website.

2.2.1 Tutoring and training activities

Ongoing Tutorship

This is dispensed by Bocconi University Faculty members, with the support of regular business reviews conducted by qualified Advisory Boards comprised of Bocconi faculty, professionals from the Milan Chamber of Commerce, and Speed MI Up partners. The Advisory Board, according to the specific needs of any given economic sector, may request the services of Special Agencies of the Milan – Monza – Brianza – Lodi Chamber of Commerce: Promos, Formaper, Innovhub. The tutoring may be carried out through a Cooperative Social Networking platform and periodic, individual meetings.

In such cases, the Special Agencies involved will offer their services to the startups concerned free of charge and/or at reduced rates as per the conditions published on the website www.speedmiup.it.



Training specifically dedicated to startups

This is prepared by faculty of Bocconi University and SDA Bocconi School of Management and by Formaper professionals.

Online for business plan elaboration

Even before entering Speed MI Up, the aspiring entrepreneurs - after registering and then briefly describing their business ideas - will, upon approval, be called on to participate in a 12-hour online video course.

MindShaker Meetings

These are interactive training sessions concentrated within the program's first three months, designed by Bocconi Faculty as both frontal lecture and brainstorming sessions, in order to help new businesses grow and structure themselves quickly. During these sessions the following themes will be addressed:

- Team building
- Reconsider your business plan
- Lean startup
- Entrepreneurship
- Market strategy & positioning
- Estimates & forecast
- Financial need and forecasts , Financial Needs and valuation
- Operations & milestones
- Marketing strategy
- Digital Marketing
- Investors: Investors, corporate governance & pitch
- Elevator pitch day

Speed Up Your Startup

The aim of this series of lectures, organized by Formaper, is to provide highly practical information and tools, essential to the launch of a startup:

- Corporations, legal framework, fiscal and accounting aspects
- Liquidity in new businesses and their relation with banks
- Human resources management
- Management control
- Digital media planning
- The legal aspects startups encounter
- How to specify the development of a website or an app and be happy

2.2.2 Other services with high added value

- Technical services of the highest quality (100mps internet access, access to Bocconi University's Library and to its more than 80 online databases, etc.)
- Access to the Bocconi University career services in order to seek highly qualified personnel
- Consulting Bureau: in order to provide specialized services on the specific topics which are crucial to a start-up, Speed MI Up offers four types of Bureaus, thanks to the contributions of Bocconi faculty members and professionals coming from several of the participating partners: legal, public financing, marketing and digital media
- Access to the Cooperative Social Networking platform:
 - ongoing, almost real-time tutoring;
 - workspace virtualization, enabling persons from the same Startup to operate and collaborate wherever they are, including in conference mode;
 - ongoing collaboration between all those who belong to Speed MI Up.



- Networking with the main Italian and international investors (business angels, venture capitalists) and preparing the startup for encounters with potential investors, including the opportunity to participate in the prestigious Bocconi Start-up Day <http://www.startupday.unibocconi.it/>, an event that is reserved for the Bocconi University community, of which Speed MI Up incubated businesses are a part.
- SpeedLunch: these events are reserved only for startups hosted in Speed MI Up. They are a series of short encounters to be held at midday, structured around a speech by a guest (investor, business angel, venture capitalist, entrepreneur, professor, etc.) and a small buffet offered by Speed MI Up, as an occasion for networking between the startup members and the guest.
- Knowledge sharing: these events are devoted to increasing cross learning between the startups in the incubator, through encounters in which individual experiences are shared. The idea is that each startup will provide the Speed MI Up community with some of the challenges/issues it is dealing with, on an ongoing basis.
- Free unlimited and perpetual access to the **StartupShop of Speed MI Up** <https://startupshop.speedmiup.it/>, a marketplace dedicated exclusively to products and services marketed by the past, present and future startups of Speed MI Up, in which products are offered at a discounted price reserved only for Speed MI Up users. The platform can also be used for MVP (Minimum Viable Product) market tests. Each startup, including those that are no longer being incubated in Speed MI Up, will have its own account so that it can fill its own shop.

2.2.3 Services offered by Speed MI Up Partners

A network of primary partners is being created around Speed MI Up; they are interested in supporting our startups with high quality services such as:

- consultancy services on matters of accounting/taxes/law, etc. offered by PwC – PricewaterhouseCoopers
- banking services with exclusive conditions for Speed MI Up startups for favorable credit terms, offered by UBI Banca
- banking services with exclusive conditions for Speed MI Up startups for favorable credit terms, offered by Deutsche Bank
- information and scientific research services offered by Innovhub
- Cloud Computing services offered by Aruba
- Cloud Computing services offered by Amazon Web Services
 - Conlabora offers support services at discounted rates for participation in public funding tenders
- services at discounted rates offered by Immediatic for website and app development
- services at discounted rates for communication and media planning offered by Imageware
- services at discounted rates for digital media planning offered by MediaMatic
- services at discounted rates for administration offered by Bignami Associati
- services at discounted rates for administration offered by Studio Pareti
- legal services at discounted rates offered by Studio Franzosi Dal Negro Setti
- administrative services at discounted rates offered by Studio Bignami
- services offered by Studio Alessandrini Gentili
- other services such as access to the Bocconi gym and the Bocconi parking at discounted rates.

All the services listed above will be offered to startups incubated in Speed MI Up free of charge or at discounted rates that are specifically agreed on with Speed MI Up.

Those selected subsequent to the present call, moreover, may have free access – even before establishing themselves as corporations and regardless of geographical origin – to some of the services offered by the Milan – Monza – Brianza- Lodi Chamber of Commerce to its own companies. In particular:

- First assistance and business network orientation service;
- First Consultancy on Intellectual Property;
- Individual Specialist Service for Innovative Startups.

2.2.4 Support for access to ordinary and subsidized loans from local, regional, national and EU bodies

Speed MI Up provides the support of its tutors (included in the membership fee) in the preparation of any business plans required for access to ordinary and subsidized loans from local, regional, national and EU bodies which the



incubated startups intend to seek, such as those granted by the Lombardy region, where Speed MI Up is listed as an accredited provider of support services.

Speed MI Up has also drawn up an agreement with Conlabora, a company founded by professionals who were previously incubated in Speed MI Up, which offers discounted rates for currently incubated startups that may be interested in specific support services for the submission of applications for funding and grant tenders.

2.2.5 The Startupper Kit

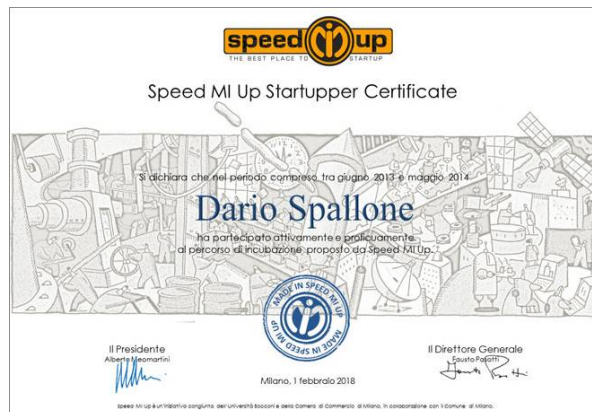
Each new startup will receive an exclusive Startupper Kit, a tool kit – because Speed MI Up is a business and career incubator. The kit contains:

- a timer, because *tempus fugit* and a startupper should never forget that
- multi-use pliers, because startupper will need one sooner or later, and because they should never be afraid to dirty their hands with hard, manual labor
- two books: *The Lean Startup* by Eric Ries, and *Imprenditorialità* by Francesco Saviozzi, an SDA Bocconi professor and Speed MI Up tutor



2.2.6 The Startupper Certificate

Each startupper that successfully completes the entire incubation period of twenty-four months will receive the Startupper Certificate, an exclusive certificate attesting to participation in this program of excellence promoted by Speed MI Up.



3. Aspiring entrepreneurs and Startups

3.1. Beneficiaries

- Aspiring entrepreneurs with a university degree¹ who, regardless of geographical origin, establish, within three months from entering Speed MI Up, a corporation operating in any economic sector, with registered and/or operational headquarters in the area of the Milan – Monza – Brianza – Lodi Chamber of Commerce. The corporate form is required to facilitate the firm's immediate registration as an "innovative startup" with the Business Register and its receipt of the benefits provided by laws 221/2012 and 33/2015.
- Micro, small or medium-sized firms, established in the corporate form, that have enrolled in the Business Register of the Milan – Monza – Brianza – Lodi Chamber of Commerce, with legal and/or operational headquarters established less than 20 months after the date of publication hereof.
- Micro, small or medium-sized firms, established in the corporate form, that have enrolled in the Business Register of any Italian province less than 20 months after the date of publication hereof and are prepared to move their legal and/or operational headquarters to the area of the Milan – Monza – Brianza - Lodi Chamber of Commerce within three months from their moment of entry in Speed MI Up.

Startups that are already established, moreover, must also meet the following requirements by the date of submission of application in order to participate in the present selection:

- to be active and in good standing with payments of the annual chamber of commerce fee, if required;
- to not be in a state of bankruptcy, liquidation (including voluntary), administration, arrangement with creditors, or in any other situation equivalent thereto according to current laws;
- have no legal representatives, administrators (with or without powers of representation) or shareholders concerning whom there exist any of the causes for prohibition, revocation or suspension prescribed by item 67 of Italian Legislative Decree no. 159/2011 (the anti-Mafia code and preventive measures, as well as new provisions regarding anti-mafia documentation). The persons and entities subject to anti-mafia verification are those indicated in item 84 of Italian Legislative Decree no. 159/2011.

The aforesaid requirements must in any case be satisfied by all incubated startups – from the time of establishment, with regard to those participating as aspiring entrepreneurs – throughout the term of Speed MI Up, under penalty of exclusion from the incubator and from all services related thereto.

3.2. Selection

The present call intends to select Startups on the basis of:

- a video elevator pitch of a maximum of 3 minutes, to be loaded onto the online application form;
- a business plan;
- the Curriculum Vitae of the participants/founding shareholders, to be uploaded in pdf format, with a maximum of 4 pages per person.

Upon registration and subsequent approval of the idea, a 12-hour online video course for the preparation of the business plan, with instructions for the making of the elevator pitch video, will be available on the site dedicated to the initiative (www.speedmiup.it).

For aspiring entrepreneurs, the "Punto Nuova Impresa" help desk provided by Formaper², a special agency of the Milan - Monza – Brianza – Lodi Chamber of Commerce, is available to provide methodological information about the preparation of the business plan and information on the steps in launching a new business, especially regarding the choice of legal forms and paperwork and administrative procedures.

The ideas presented must be:

- innovative: in terms of product or production process, or of sales or distribution; it is not indispensable for them to be innovative in terms of technology;

¹ If the application is presented by a group of aspiring entrepreneurs, the degree requirement is necessary for at least one of the participants in the group.

² Via Santa Marta 18, Milano, tel. 02/8515.5344 - Fax 02/8515.5331 formaper.pmi@mi.camcom.it

- solid: the business idea must be grounded on certain fundamentals, which must be fully and exhaustively described in the business plan, and which will render its rapid development plausible;
- potentially international: it is essential that the idea that is presented has the potential for international exposure.

The selection of candidates is made by the serving Management Committee of the Speed MI Up Consortium (the Committee), assisted by a Pre-evaluation Committee.

The selection process is divided into three successive phases:

- Phase 1: the six members of the Pre-evaluation Committee express a summary judgment with a vote ranging from 1 to 10. The first twenty-five business ideas that are classified go on to Phase 2.
- Phase 2: the six members of the Pre-evaluation Committee express a parametric judgment based on the criteria stated in the following table.

Criteria	Maximum score
Characteristics and capabilities of the proposing team/subject (candidates' experience and preparation, ability to cover several types of competence)	0-45
Feasibility and Competitiveness (business model, economic-financial robustness and profitability)	0-30
Scalability (ability to create added value in terms of internationalization and seeking new markets)	0-15
Impact of the project (ability to create employment)	0-10
Maximum score	100
Minimum score for admission	65

The first twenty business ideas that are classified and have attained a minimum score of 65 points go on to Phase 3.

- Phase 3: the teams which proposed the business ideas that were selected in Phase 2 are invited to present their business ideas to the Speed MI Up Management Committee, which will decide who will be admitted to Speed MI Up.

Before starting the evaluation procedure on the presented projects, the Committee may establish, in accordance with the specified criteria, additional evaluation sub-criteria or parameters.

The Management Committee may also put some projects on a waiting list and invite their proponents to enter Speed MI Up should any of the candidates that were selected in phase 3 renounce the project.

The list of eligible firms and of those on the waiting list will be approved by the Speed MI Up Management Committee within 60 days from the closing date of the call and will be published in the area reserved for the call on the website www.speedmiup.it. The participants will be informed by electronic mail sent to the address indicated on their application.

Qualitative judgments concerning any individual business ideas that are not selected will not be provided.

4. Expenses and obligations for those selected

A sharing by beneficiaries in the expenses incurred by the promoters for the initiative is foreseen.

The monthly incubation fee, as share of expenses and inclusive of the services described in article 2 hereof, is 590 Euro (+ VAT)³ for companies.

Those selected sign a contract with the Speed MI Up Consortium for the providing of services over a period of two years.

For the five years following their participation in Speed MI Up, companies will be required to make an annual payment of 600 euro (+ VAT) to support the project, as a post-incubation fee. In paying the above post incubation annual fees, the startup will continue to benefit from the information entered on the Cooperative Social

³ As Speed MI Up is an incubator accredited by the Lombardy Region the associative fees are, for accounting purposes, recognizable as fees prescribed for services of professional guidance, after the issuing of grants by the Lombardy Region subsequent to one of its own calls.



Networking platform (eg. new public tenders, etc.), the institutional communication activities towards the media, internal events (eg. SpeedLunch) and networking activities (investors, etc.), and the occasional use of specific spaces for receiving guests, and for meeting with clients and/or suppliers, upon notification of the Speed MI Up Management.

Starting with the second year – and only for startups who do not permanently reside in the spaces in Via Gobbi or Via Achille Papa, but only use them occasionally as a stopping point or to meet partners (having different work locations) – there is the possibility to opt for a different fee payment schedule:

- Incubation fee for the second year of incubation: 390€ + IVA per month instead of 590€ + IVA per month
- Post-incubation fee for the 5 years following the end of the incubation period: 900€ + IVA per year instead of 600€ + IVA per year.

This different schedule, which is NOT applicable to the first twelve months of incubation, aims to economically support the startups in the second year of their developmental stage by postponing a part of Speed MI Up's revenues to subsequent years. At the same time, Speed MI Up takes on the related financial risk should the project end.

With said payments (fees), companies shall assume no role in the Speed MI Up Consortium, nor become partners therein, because these fees support Speed MI Up's work and are not member fees.

Aspiring entrepreneurs and companies must also fulfill the following obligations, under penalty of exclusion from Speed MI Up:

- satisfaction of all the requirements outlined in article 3 hereof throughout the entire term of Speed MI Up;
- payment of the required fees, either in the form of share in expenses for the services offered by Speed MI Up or of subsequent support of the project, no later than the dates scheduled in the services contract.
- falling within the definition of micro, small and medium-sized firms as prescribed in Annex 1 of Regulation (EC) no. 800/2008;
- having a legal and/or operational headquarters in the area of the Milan – Monza – Brianza - Lodi Chamber of Commerce or, if enrolled in the Business Register of any Italian province for a period of less than 20 months after the date of publication hereof, being willing to move the legal and/or operational headquarters to Milan within three months from the moment of entry in Speed MI Up.
- enrollment in the Business Register of the Milan – Monza – Brianza - Lodi Chamber of Commerce or of another Italian province for a period of less than 20 months from the date of publication hereof and good standing with the payment of the Chamber of Commerce fee at the date of submission of the application. Applicants must not be in a state of distress according to the meaning of EU guidelines on state aid for the rescue and restructuring of firms in difficulty (GU C 244, 1.10.2004) and, in particular, must not be subject to bankruptcy proceedings or be in a state of bankruptcy, liquidation (including voluntary), administration, arrangement with creditors, or in any other situation equivalent thereto according to law.

Aspiring entrepreneurs pledge:

- to establish a company in corporate form having its legal and/or operational office in the area of the Milan – Monza – Brianza - Lodi Chamber of Commerce within three months from the moment of entry in Speed MI Up.

Participants pledge to pay their participation fees punctually under penalty of exclusion from Speed MI Up.

5. Submission of applications

Applications may be submitted directly on the website www.speedmiup.it

**from 15 February 2018, 9:30 am
and
until 30 March 2018, 12:00 pm**

following the instructions posted on the same website.

Upon compilation of the form, the system generates a PDF file containing the application which must be printed, signed by the applicant, and sent by electronic mail to Speed MI UP within a maximum period of 10 working days, to the following electronic address: segreteria@speedmiup.it.



Each candidate may submit only one application to participate in the project.

The Speed MI Up Consortium, by act approved by the Management Committee, reserves the right to reconsider the terms of participation.

6. *Withdrawal and Removal*

Should selected persons or entities choose to withdraw from participation in the initiative, they must give immediate notice of such intention by electronic mail to segreteria@speedmiup.it.

The admission to participate may be revoked by the Speed MI Up Consortium in all cases as per the contract to be signed, and particularly in cases where:

- beneficiaries have made and signed false statements on the application form
- the duties and obligations specified herein and/or the pledges made during the application submission phase have not been fulfilled;
- the obligations specified in the services contract made with the Speed MI Up Consortium have not been fulfilled.

7. *Inspections and Monitoring*

Speed MI Up may carry out verifications on participants and may require the same to produce appropriate documentation attesting to the veracity of the content of each affidavit made.

If after such monitoring it emerges that inauthentic information was provided during the application phase, the eligibility of the person or entity concerned shall be forfeited and the person or entity shall therefore be excluded from Speed MI UP, subject to the consequences prescribed by item 76 of Italian Presidential Decree 445/2000.

Intentionally false statements, falsehood in documents and the use of false documents are punishable under the Italian penal code and applicable laws.

8. *Responsibility for the procedure*

The person in charge of the selection procedure is the Director of the Speed MI Up Consortium.

9. *Information on the processing of personal data*

The data acquired will be processed by manual and information technology means and will be used exclusively for purposes related to the administrative procedure for which they shall have been conveyed, in the manner prescribed by laws and regulations.

Pursuant to Legislative Decree no. 196 of June 30, 2003 "on the protection of personal data" it is hereby specified that all personal data held by Speed MI Up and by any persons responsible for the collection thereof and for the study of the applications shall be used exclusively for the purposes of the present call and in accordance with item 13 of the aforesaid law.

The data provided will be processed by the Speed MI Up Consortium, as controller, and by the persons in charge of selecting beneficiaries. The providing of data is obligatory for the purposes of carrying out the study of applications for admission to the benefits specified in the present call. Failure to provide same shall entail forfeiture of the right to said benefits.

All information and documents uploaded to the website www.speedmiup.it by participants are to be considered confidential information. The Parties undertake not to use confidential information provided by any other Party for purposes other than that of the present call.

10. *Contacts*

For information regarding the contents of the call notice and the procedures for submitting the application form:

- e-mail: segreteria@speedmiup.it