

Con il patrocinio della



**MIBE**  
Master in International  
Business & Entrepreneurship



**POLO  
TECNOLOGICO**  
DI PAVIA



COMUNE DI  
PAVIA

- Università di Pavia -

## UNIVENTURE 2017

### *Regulations*

#### 1. GOALS

The goal of “**UniVenture2017**” is to stimulate entrepreneurship and innovation by mixing different and complementary competences, by getting together academia (students, PhDs, researchers, professors, etc.) and entrepreneurs (PMI and startups). For this reason, a “Business Plan competition” is organized, where innovators - of any kind - collaborate with students of University of Pavia MIBE International Business & Entrepreneurship course to draft a business Plan, which should include: a) defining strategic positioning, b) market analysis, c) development of the business model, d) analysis of the product /service pricing, e) analysis of economic and financial sustainability of the project and profitability levels. Winners will be financially awarded or receive material grants. Financial prizes are:

- n.1 (one) award of € 10.000,00 (ten thousands) for the best *Business Plan* (Action 1);
- n. 2 (two) awards of € 5.000,00 (five thousands) each intended to support patent applications<sup>1</sup> or the software development<sup>2</sup> necessary for the proposed business project (Action 2).

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<sup>1</sup> Concerning patent applications, prior-art research costs, as well as patent office fees and patent fees are included.

<sup>2</sup> Concerning software development, costs related to development done by external firms as well as research grants given to University of Pavia are included.

## 2. PROMOTERS, ORGANIZING COMMITTEE & PARTNERS

"UniVenture2017" is promoted and organized by the University of Pavia, together with his master's degree in "International Business & Entrepreneurship" (MIBE) and "UNIPV Innovation" with the participation of the Municipality of Pavia.

The Organizing Committee is composed by:

- Stefano Denicolai (Coordinator), Professor of Innovation Management, Director of MIBE, University of Pavia;
- Francesco Svelto, Pro-Rector for Third Mission Service, University of Pavia;
- Massimo Vanzi, Italian Angels for Growth and professor at University of Pavia;
- Lucia Marazzi, Research and Third Mission Service, University of Pavia;
- Federica Barberis, Student at University of Pavia and winner of the 2016 Edition.

"UniVenture2017" financial sponsor is the Municipality of Pavia, which provides the € 20.000,00 (twenty thousand) awards described in Sections 1.

"UniVenture2017" operating partner is "Polo Tecnologico di Pavia".

## 3. WHO CAN PARTECIPATE

A project can be submitted by (see Section 4.1):

- anyone who has an innovative entrepreneurial idea and is interested in turning it into a real business in the short term;
- Established Startup or micro/SME registered in the Company Register of the Chamber of Commerce with an annual revenue, which in the last 3 years has always been lower than € 150.000 euro (one hundred fifty thousand), wherever are they established.

It is essential for the Project Leader to have **a good knowledge of English**, as he/she may have to deal with people of different nationalities during the "Fair of Ideas" event (see Section 4.2) and while drafting of the business Plan.

The two "UniVenture2016" winners, who were financially awarded, will not compete again in "UniVenture2017".

## 4. DEADLINES

"UniVenture2017" foreseen activities and deadlines as reported in Table 1.

Table 1: activities and deadlines

Phases / activities	Dates
Application to UniVenture2017	Deadline: 6 p.m. October 27 <sup>th</sup> , 2017
Notification of projects selected for the Fair of the Ideas	Deadline: Novembre 3 <sup>rd</sup> , 2017
Fair of Ideas	Novembre 7 <sup>th</sup> , 2017
Business Plan drafting	From Novembre 8 <sup>th</sup> , 2017 to December 10 <sup>th</sup> , 2017 during MIBE / UNIPV
Online submission of the Business Plans	December 10 <sup>th</sup> , 2017
Business Plans presentation and notification to winners	December 12 <sup>th</sup> , 2017
Awards ceremony at the presence of Municipality of Pavia	within January 31 <sup>st</sup> , 2018

Sections from 4.1 to 4.5 detail each activity.

## 4.1. Project application and Selection Process

Applications can be sent as soon as the Regulations are published on UniVenture2017 web page <http://tinyurl.com/UniVenture2017>. The deadline for the submission is 6 p.m. October 27<sup>th</sup>, 2017 (use <https://goo.gl/caAK77>).

The “Project Leader” submits the project. Every project competes for Action 1. If requested by the project, the Project Leader will declare the interest for Action2. Awards for Action 1 and Action2 cannot be accumulated.

Among the submitted projects, the Organizing Committee will select 10 to 20 deserving projects, which will take part to the Fair of Ideas (see Section 4.2). The Organizing Committee may choose to include in the Jury some experts to evaluate the submitted projects, the name of the experts will be published UniVenture2017 website <http://tinyurl.com/UniVenture2017>.

In this first selection:

- n.3 (three) seats will be reserved for projects where the Leader is a student, or a PhD student, a researcher or a professor of the University of Pavia or the project presents a cooperation with the University of Pavia;
- n.3 (three) seats will be reserved for projects with a female Project Leader;
- n.1 (one) seat will be reserved for a project presented at Startup Weekend Pavia - 23 October 23<sup>rd</sup> 2017.

If the Project is selected, the **Project Leader** undertakes:

1. to present its project at the Fair of Ideas (see Table 1 and Section 4.2), or – if unavailable – to delegate a substitute with a strong knowledge of the submitted project;
2. to cooperate with University of Pavia MIBE students in the preparation of the Business Plan;
3. to accept integrally and without reservations these “UniVenture2017” regulations, and to be at the Business Plan presentation (see Table 1).

## 4.2. The Fair of Ideas

The selected Project Leaders will take part at the “Fair of Ideas” (see Table 1).

Each Project Leader (supported by team members/co-founders) will be assigned to a small physical space/desk to present business idea to the MIBE students. It is strongly suggested that the Project Leader brings useful material to make the presentation the most effective possible (prototypes, PPT presentations, posters, etc.).

The goal of the Fair of Ideas is to gather the “Project Teams” for the selected ideas. These teams will be involved in drafting the business Plan in order to improve the business idea both from a strategic and from an economic point of view. The carried-out activities will include: definition of the strategic positioning, market analysis, business model development, analysis of the product/service pricing, project economic-financial sustainability and project profitability.

These activities will be carried out under the supervision of prof. Stefano Denicolai (University of Pavia) and of prof. Massimo Vanzi (University of Pavia and investor with the Italian Angels for Growth).

The procedure, through which Teams will be assembled, will be explained during the Fair of Ideas.

**The projects, that successfully create a Project Team during the Fair of Ideas, are admitted to the next phase (Business Plan development, see Section 4.3).**

The Team members entering “Business Plan” phase are under the obligation to sign a **Non Disclosure Agreement**, provided by the Organizing Committee, committing to keep absolutely reserved all confidential information (all information not explicitly identified by the Project Leader as non-confidential are to be considered confidential).

The Fair of Ideas will take place in Pavia in a location which will be announced on Univenture2017 website <http://tinyurl.com/UniVenture2017>.

### 4.3. Business Plan Development

After the Fair of Ideas, the Project Teams during the MIBE Innovation Management course – under the supervision of Stefano Denicolai and Massimo Vanzi – will start the strategic analysis and the *Business Plan* drafting.

By December 10<sup>th</sup>, 2017, the Project Team will e-mail to [univenture@unipv.it](mailto:univenture@unipv.it) the following documents:

- Business Plan (short version) to be employed during the Business Plan presentation on December 12<sup>th</sup>, 2017;
- Business Plan (complete version) including every additional information useful for the work evaluation.

Further additional details concerning the different content of the two requested Business Plan version will be given during the MIBE “Innovation Management” lessons.

### 4.4. Projects presentation and award ceremony

The projects will be presented by each Project Team on December 12<sup>th</sup> 2017 at the Polo Tecnologico di Pavia, via Fratelli Cuzio, 42 in Pavia.

Submission details will be provided during the MIBE Innovation Management lessons and published on the Univenture2017 web page <http://tinyurl.com/UniVenture2017>.

At the end of the presentations, the Jury will meet and announce the winners of Section 1 awards. Winners will be awarded during an official ceremony that will be held by January 31<sup>st</sup>, 2018.

## 5. AWARDS AND JURY

5.1. Only a legally established company, with operational headquarters located in the Municipality of Pavia can receive the financial prizes. The headquarters must be kept for a minimum of three years.

5.2. Winners will be selected from a Jury of experts, specially appointed and whose judgment will be unquestionable. The Jury composition - published on UniVenture2017 webpage <http://tinyurl.com/UniVenture2017> - will be decided by University of Pavia and will include, among others, a member selected by the Municipality of Pavia.

5.3. The best Business Plan project will be awarded within Action 1 with € 10.000,00 (ten thousand).

The 65% of the award will be paid within 60 days from the Award Ceremony, or from the date of establishment of the company, which will have to be within 60 days of the Awards Ceremony. After at least six months since the first tranche payment, the awarded company will present a short report on the progress of the project, giving evidence of the incurred expenses or the expected ones. Within 30 days from the report, the remaining 35% of the award will be paid. Should the report demonstrate a significant difference or delay from the original project, the Jury may decide to postpone the final award payment.

5.4. The project selected as first and second within Action 2 will be awarded each € 5.000,00 (five thousand), supporting patenting actions and/or software development consistent with the entrepreneurial project.

The 65% of the award will be paid within 60 days from the Award Ceremony, or from the date of establishment of the company, which will have to be within 60 days of the Awards Ceremony. After at least three months since the first tranche payment, the awarded company will present a short report on the progress of the project, giving evidence of the incurred expenses or still to be made. Within 30 days from the report, the remaining 35% of the award will be paid. Should the report demonstrate a significant difference or delay from the original project, the Jury may decide to postpone the final award payment.

Should no worthy project be selected for Action 2, or only one, the financial awards will benefit the second best Business Plan within Action 1.

5.5 Any other awards will be published on UniVenture2017 webpage <http://tinyurl.com/UniVenture2017>. During the Award Ceremony, additional details will be given.

5.6. In the event that the future-company shareholders are graduate students, PhDs students or researchers of the University of Pavia, the winning projects will also be assessed by the "Commission for the Transfer of Knowledge and applications" in order to be recognized as a University of Pavia "Spin-off".

5.7. If the winning project company has not yet already been established, it will have to be within 60 days from the Award Ceremony. After these 60 days, the team loses the right to the prize, which is awarded to the next best Business Plan project

5.8. The winning Project Leader has or will have at least 15% of the company shares.

5.9. To recognize the contributions received during the Business Plan development the Project Leader undertakes to choose one of the following alternatives:

- a) involve at least one of the Team members which contribute to the Business Plan (and related activities) with a company share of 5%. If no agreement is found, the company will choose option b);
- b) The project leader can legitimately decide not to involve in the company one of the member of the team as per option a). In this case, the Project Leader and the awarded company will acknowledge the work done by the team that has supported them. The 15% of the received award will be equally divided among the team members not involved in the company. The organizing committee will create an official list with the names of those entitled to the recognition. Regarding Action 2 awards, the recognition for team member not involved in the company is 10% of the award. If no project is selected for Action 2 and the whole prize (€ 10.000,00 ten thousand) is awarded to second best Business Plan in Action 1, the recognition for team members not involved in the company is 15% of the award. If only one project is selected for Action 2 and the second best Business Plan in Action 1 is awarded € 5.000,00 (five thousand), the recognition for team members not involved in the company is 10% of the award.

## **6. CONTACTS AND OTHER INFORMATIONS**

News and other information will be published on Univenture2017 webpage <http://tinyurl.com/UniVenture2017>.

It is also possible to contact the organizing committee by emailing to [univenture@unipv.it](mailto:univenture@unipv.it).

## **7. PRIVACY OF PERSONAL DATA**

In accordance with Legislative Decree no. 196 of 30 June 2003 "Code regarding the protection of personal data" we inform you that all personal data managed in the performance of the procedure will be handled exclusively for the purposes of this call and in the compliance with art. 13 of Legislative Decree no. 196/2003. False statements and false documents are punishable under existing laws.

## **8. PERSON IN CHARGE OF THE PROCEDURE**

According to Law No 241 of 7 August 1990 "New regulations on administrative procedure and the right of access to administrative documents" and following amendments and supplements, the administrative head of the procedure is Dr. Sofia Baggini, Head of the Research and Third Mission Service.