



UNIVERSITÀ
DI PAVIA



COMUNE DI PAVIA

UNIVENTURE 2021

Rules of participation

1. OBJECTIVES

The goal of "Univenture2021" is to stimulate entrepreneurship and innovation by matching the different and complementary skills, from the students of the master course in International Business & Entrepreneurship (MIBE) of the University of Pavia, on the one hand, and from innovative entrepreneurs, on the other. Said entrepreneurs could be from the University of Pavia community, or from the local or national economic environment, as start-ups, SMEs, students, doctoral students, researchers, professors or others. To serve this purpose, during an "Innovation Deck Competition", the entrepreneurs will be asked to draft an Innovation Deck, working together with the students of the master course in International Business & Entrepreneurship (MIBE).

The winners will be chosen upon completion of the program and will receive a cash prize. The total prize amounts to € 20,000.00 (twenty thousand/00).

2. PROMOTERS, ORGANIZING COMMITTEE & PARTNERS

"Univenture2021" is organized by:

- **University of Pavia** - in synergy with the master course in "International Business & Entrepreneurship" (MIBE) and Parco Tecnico Scientifico;
- **Comune di Pavia** - promoter and financial partner of the project.

3. WHO CAN SUBMIT A PROJECT

Participation is open to (see Section 4.1):

- anyone who has an innovative business idea and is interested in turning it into a real business in the short term;
- start-ups or SMEs already set up and registered as a company, with an annual turnover not exceeding €300,000.00 (three hundred thousand/00) in the last 3 years, wherever

the headquarters are located (without prejudice to what is specified in Section 5.1 regarding prizes);

- any academic spin-off that has not already participated in the Business Plan drafting during the previous editions (in this case the two criteria indicated above do not apply).

It should be noted that the winners of the previous editions of Univenture and recipients of direct financial support won't be able to participate in this competition again.

Participants must immediately communicate any corporate change to univenture@unipv.it.

4. STAGES AND DEADLINES

Stage/Activities	Useful dates
Presentation of the project proposal (Section 4.1)	By 18 October 2021
Selection of projects for the Fair of Ideas and communication of the selection results	By 24 October 2021
Fair of Ideas (Section 4.2)	The date and access mode will be communicated and published on http://www.unipv.it/univenture .
Innovation Deck Development (Section 4.3)	From the Fair of Ideas to the submission of Innovation Decks - as part of the MIBE / UniPV lectures
Online submission of Innovation Decks	By 13 December 2021, 12 noon.
Presentation of the Innovation Decks and announcement of winners (Section 4.4)	The exact date will be communicated and published on http://www.unipv.it/univenture .
Prize-giving event with Comune di Pavia	By 31 March 2022

Table 1: Project stages and deadlines

4.1. Presentation of the project proposal and selection

Submissions will be open from the date of publication of the participation rules on the University of Pavia web page <http://www.unipv.it/univenture>, with applicants filling in the available form at <https://tinyurl.com/Univenture2021>.

The person in charge of the application submission will be the "Project Leader". The Project Leaders must have a good knowledge of the English language, as they may interact with people of different nationalities, both during the "Fair of Ideas" (see Section 4.2), while drafting the Business Plan, and in case video-pitches are required.

Among all the projects presented, the Organizing Committee will select a number between 10 (ten) and 20 (twenty) highly commendable projects which will be admitted to the following phase, the "Fair of Ideas" (see Section 4.2).

During this first selection, the following number of places will be reserved, if any:

- at least 3 (three) places to projects whose Project Leader is a student/doctoral student/researcher/teacher at the University of Pavia or to projects with a proven collaboration with the University of Pavia;
- at least 3 (three) places for projects whose Project Leader is female;
- at least 2 (two) places for projects on environmental sustainability or related to the no profit sector.

The Project Leaders of the successful projects commits to:

- attending the "Fair of Ideas" (see Table 1 and Section 4.2), or delegating a substitute with a strong knowledge of the presented project, in case of unavailability;
- collaborating with MIBE students in drafting the Business Plan;
- accepting in full and without reservations these "Terms of Participation" to "Univenture2021", as well as taking part in the final presentation (see Table 1).

4.2. The "Fair of Ideas"

The selected Projects Leaders will have to attend the "Fair of Ideas" (see Table 1), which will take place entirely in English. Each Project Leader (also supported by collaborators and/or co-founders) will be assigned a small space, physical (desk) or virtual (depending on the development of the Covid-19 pandemic), in order to present their business idea to the MIBE students. It is recommended that the Project Leaders have the correct tools at hand to present the project in an effective and clear manner - eg. prototypes, PPT presentations, posters, etc. **The successful projects, that is, that are able to form a team with the MIBE students during the "Fair of Ideas", will enter the next phase ("Innovation Deck Development", see Section 4.3).**

The objective of the "Fair of Ideas" is the creation of "Project Teams" within the selected ideas (details of the team creation procedure will be given during the event itself). The Teams will be involved in drafting an Innovation Deck, with the aim of structuring the entrepreneurial idea on a strategic-economic point of view. The activities to be carried out will include:

- strategic positioning definition;
- market assessments and target fine-tuning;
- business model development and testing;
- product/service pricing analysis;
- preliminary analysis of the project economic and financial sustainability and possible levels of profitability;
- MVP and hopefully first real feedback from the market.

Prof. Stefano Denicolai (University of Pavia) will supervise the implementation of the above-mentioned steps.

The Project Team members entering the "Innovation Deck" phase commit to signing a **Non-Disclosure Agreement (NDA)** provided by the Organizing Committee, which binds them to keep confidential information of a confidential nature that they will become aware of (all the

information not explicitly identified by the Project Leader as non-confidential is considered confidential).

4.3. Innovation Deck Development

Once the Teams are formed and during the Innovation Management course (MIBE), the Project Teams will start their strategic analysis and drafting of the "Innovation Deck", under the supervision of prof. Stefano Denicolai.

By 13 December 2021, 12 noon, the Project Teams must send the following documentation to the univenture@unipv.it address:

- Innovation Deck short version, to be used during the Presentation of the Innovation Decks (Table 1);
- Innovation Deck full version, with additional information useful to evaluate the performed work.

Additional and supplementary information about the difference between the two versions of the Business Plan will be given during the lessons of the Innovation Management course (MIBE) and during possible promotional meetings of the initiative.

4.4. Presentation of projects and award ceremony

During the event "Presentation of the Innovation Decks and announcement of winners" (Table 1), each Project Team (not the Project Leaders) will present their project in front of a Jury set-up for this purpose. Details on the presentation procedures will be provided during the lectures of the Innovation Management course (MIBE) and published on the web page of the University of Pavia, <http://www.unipv.it/univenture>. Participation in the presentation is subject to the written acceptance of these Regulations, of Art. 3 and 5 specifically, using the appropriate form.

The Organizing Committee reserve the right to integrate the Jury with experts for the evaluation of the ideas. The experts will be announced on the web page of the University of Pavia, <http://www.unipv.it/univenture>.

The Jury will convene at the end of the presentations and will announce the winners of the prizes listed in Section 5. The official award ceremony will take place at the Comune di Pavia by 31 March 2022.

5. AWARDS AND JURY

5.1. The cash prizes listed in Section 5 will be awarded exclusively to a company legally formed as a sole proprietorship, or to a company with operational headquarters in the Comune di Pavia area, or which will establish such headquarters within the time limit provided for in these Terms. The afore-mentioned offices must be maintained in Pavia for a minimum of 3 years. This restriction does not apply if the company has to close down due to economic

and/or market difficulties before the expiry of the 3 years. However, those difficulties must be documented.

The company awarded the prize commits to sending the Comune di Pavia and University of Pavia a notice of activity closure together with a short report proving the reasons, within 30 days of the closure. In the event of closure before 3 years and/or failure to send a motivated notice of closure as provided for above, the award received must be fully returned.

5.2. If the winning project is an idea not yet materialized in a company, or a company that does not have operational headquarters in the Comune di Pavia, the Team will be given 90 days from the prize-giving event with the Comune di Pavia to set-up the company or to establish an operational headquarter in the Comune di Pavia. After these 90 days, or in the case of express waiver, the team loses the right to the prize, which will be assigned to the next ranked project.

The following awarded team will have 90 days as well for setting-up the company or establishing an operational headquarter in the Comune di Pavia, without prejudice to the requirements set out in point 5.1.

In any case, the Comune di Pavia will evaluate delays not directly caused by the proposing Team, as long as duly motivated and proven.

5.3. The Jury, whose judgment is unquestionable, will award the prizes. In the case of equal evaluation, preference will be given to projects that demonstrate an effective impact on the territory of the Comune di Pavia. The Director of the relevant Department of the Comune di Pavia, or a delegate, will be part of the Jury, and will preside over it. The composition of the Jury will be published on the web page of the University of Pavia, <http://www.unipv.it/univenture>.

5.4 The first classified project will be awarded with the "Best Business Plan Univenture 2021" title and with a non-refundable prize of € 10,000.00 (ten thousand/00). The runner-up will be awarded with a non-refundable prize of € 10,000.00 (ten thousand/00).

The 65% of the prize cash amount will be paid within 60 days of the awarding event with the Comune di Pavia or of the company set-up date (which, if not yet existing, must take place within 90 days of the awarding event with the Comune di Pavia), only following the presentation of a short report on the planned use of funds. After at least 6 months from receiving the first instalment, the winning company must submit a short project progress report, with clear evidence of the expenses, incurred or still to be made. Supporting documents of expenses for an amount at least equal to the total premium awarded to the company must necessarily be handed-in as well.

Within 30 days of the presentation of the above-mentioned report, the remaining 35% of the prize will be paid.

Should the report show a significant divergence with respect to the Business Plan in terms of project contents and objectives, or should the plan show a serious delay compared to the original scheduling, the Technical Committee composed of the University of Pavia and

Comune di Pavia may decide to postpone the payment of the second instalment, or, in case of repeated delay, the non-payment of the prize.

5.5. Information regarding any other prizes will be posted on the web page of the University of Pavia <http://www.unipv.it/univenture>. The awarding terms of these prizes will be communicated during the “Presentation of the Innovation Decks and announcement of winners”.

5.6. The Knowledge Transfer Commission of the University of Pavia will evaluate the winning projects in order to grant also the title of "Spin-off of the University of Pavia" or "Start-up of the University of Pavia", in the event that among the members of the future company there are students, doctoral students, researchers of the University of Pavia.

5.7. Only a company presented by a Project Leader (see Section 3) who owns - or will own, if the company is not yet established - at least 15% of the corporate share, will be awarded.

5.8. As an acknowledgement to the contribution received during the business planning and market analysis phase, the Project Leader commits to choosing one of the two following options:

a) to involve at least one of the student members of the Team formed during the “Fair of Ideas” who contributed to drafting the Business Plan (and related activities) with a corporate share of at least 5%.

b) to acknowledge the supporting work to the Team with an amount equal to 10% of the prize money to be divided equally among the Project Team members. The University of Pavia will draw up an official list of people who can receive the compensation. In case the Project Leader chooses this second option, he commits to proceeding with the payment within 30 days of receiving the first tranche by Comune di Pavia.

6. FURTHER INFORMATION AND CONTACTS

Further information and updates are available on the page of the University of Pavia, <http://www.unipv.it/univenture>. It is also possible to contact the Organizing Committee at univenture@unipv.it or the Research and Third Mission Service of the University of Pavia, Lucia Marazzi (lucia.marazzi@unipv.it).

7. INFORMATION ON PERSONAL DATA PROCESSING

Under the General Data Protection Regulation (EU 2016/679), all personal data managed during the procedure will be processed exclusively for the purposes of this call.

The data processor is the University of Pavia in the person of the Magnifico Rettore. Contact details: C.so Strada Nuova n. 65, IT-27100 Pavia, PEC amministrazione-centrale@certunipv.it. The data processing is based on the principles provided for by the legislation on the protection of personal data, with particular regard to the lawfulness, correctness and transparency of the treatments, the use of data for specific, explicit, legitimate purposes, in a relevant way with

respect to the treatment, respecting the principles of data minimization, accuracy, limitation of conservation, integrity and confidentiality, accountability.

The data are processed by the University of Pavia, as Data Controller for the execution of its institutional tasks of public interest, or in any case connected to the exercise of its public powers and by the Comune di Pavia in the execution of the control and award procedure.

The determination of the retention period of personal data responds to the principle of necessity of treatment. The retention terms of personal data generally depend on the laws and the retention times of the documents containing them. The data will be stored in accordance with the rules on the conservation of administrative documentation.

The users' personal data may be known and processed, in compliance with current legislation on the subject, by staff and collaborators of the University of Pavia, or of companies expressly appointed as data processors. The data provided to the University of Pavia may be disclosed to other public entities, with the exception of public economic entities, with whom the University of Pavia has information exchange relationships in order to fulfil its institutional tasks.

False declarations and false acts are punished in accordance with the applicable laws in force.

8. RESPONSIBLE FOR THE PROCEDURE

Under Law of 7 August 1990 n. 241 "New rules on administrative procedure and right of access to administrative documents", and subsequent amendments and additions, the administrative manager of the procedure is Dr. Sofia Baggini, Head of the Research and Third Mission Service of the University of Pavia.