

# **Business Innovation Hub Challenge**

## **Art. 1 – Premises**

Centro di Ricerca ImpreSapiens is committed to promoting innovative processes and business innovation applicable to private and public enterprises, aiming to create an important ecosystem for innovation. One of the main functions of ImpreSapiens is to initiate forms of collaboration with companies, universities, institutions and other public and private bodies to facilitate the joint implementation of projects for socio-economic development and innovation.

In line with this mission, ImpreSapiens has created, in collaboration with the Faculty of Economics of Sapienza University of Rome, the Business Innovation Hub ("BIH"): a space, both physical and virtual, serving as an incubator of future entrepreneurs and supporting innovative startups.

## **Art. 2 – Business Innovation Hub Challenge**

The Business Innovation Hub Challenge is a significant initiative to promote innovation and stimulate entrepreneurship within the Sapienza community. The challenge presents a call for teams with innovative business ideas in the embryonic phase, as well as emerging startups. For the winning projects, BIH will offer a conducive environment to the growth and development of startups, giving them access to mentoring, training and networking programs with industry experts. The aim is to foster entrepreneurial innovation and contribute to the creation of new successful business realities.

## **Art. 3 – Access Requirements**

Teams of at least two members may participate in the competition. A fundamental requirement is the presence, within the team, of at least one individual, acting as the “project representative”, who is under the age of 35 years old and is involved in various capacities in the educational activities of Sapienza University of Rome, including, but not limited to:

- currently enrolled students;
- alumni, provided they have obtained their degree;
- doctoral students;
- postdoctoral researchers;
- research fellows;
- researchers and/or professors.

Applications are welcome from candidates affiliated with any faculty, department, and degree program. Proof of the active status or attainment of the degree for the team member meeting the aforementioned requirement must be provided during the application process.

## Art. 4 - Project Categories

Below is an illustrative but not exhaustive list of potential areas of interest:

- Art, culture and tourism
- Biotechnology
- Customer engagement and customer satisfaction
- AI & Deep tech
- Energy and sustainability
- Fashion
- Fintech
- Food & beverage
- Healthcare and personal services
- ICT applied to the enterprise
- Work organization
- Smart city and mobility
- Sport and non-profit sector.

## Art. 5 - Participation procedures

- **By March 31<sup>st</sup>, 2024:** Submission of the application through the completion of the online form.
- **By April 30<sup>th</sup>, 2024 :** communication of the selected projects to participate in the *pitch day* to determine which teams will have access to the services of the Business Innovation Hub. More detailed information about the event will be published on the website of the Impresapiens Research Centre and published on its social pages.

## Art. 6 – Presentation of the Projects

Applications must be submitted exclusively by filling in the dedicated form, available at: <https://forms.gle/mDwESLk1B3CcZ9cq5>

A complete overview of the project submitted is required in order to accurately assess its potential in terms of feasibility and innovative scope. For this purpose, within the above-mentioned module, applicants are required to provide detailed information about the proposed project, following the indications in the form itself.

In addition, applicants are required to attach the following documents:

- a) **Curriculum Vitae** of each member of the team, drawn up in European or other format that fully illustrates skills and experiences (maximum length: 2 pages).

- b) **Pitch Deck** consisting of a concise presentation showing the main aspects, the innovativeness and the feasibility of the proposed project (maximum length: 10 slides). A Pitch Deck template is attached to the application guidelines; its use is optional.
- c) An **official document** attesting the active position or qualification of at least one of the team members at Sapienza University of Rome.
- d) **Elevator pitch** in video format, not exceeding 90 seconds, in which the project is presented without visual support (OPTIONAL).

If the project submitted is related to a startup that has already been legally established, it is necessary to attach a specific **power of attorney** to the application form, duly signed by the legal representative of the startup. This power of attorney must explicitly authorize the applicant to submit the proposal on behalf of the legal entity, and it must be drafted in accordance with the procedures and requirements provided by the applicable law. In the absence of such power of attorney, the application will not be considered and will be deemed null and void.

During the evaluation period, the jury members reserve the right to request additional details from the candidates regarding the submitted project, possibly through the organization of targeted meetings.

## **Art. 7 – Evaluation Criteria**

The projects submitted will be evaluated on the basis of the following criteria:

1. **Innovation:** the ability of the project to present original solutions that respond to unexplored needs of the market or that face with innovative approach a known problem.
2. **Scalability:** the ability of the project to expand, effectively adapting to wider contexts or different market segments.
3. **Sustainability:** the ability of the project to be based on a solid and lasting business model, which can generate value and remain relevant over time, despite the evolution of the dynamics of the reference market.
4. **Impact:** the ability of the project to create positive externalities at the economic, social and/or environmental level of its reference ecosystem.
5. **Team:** the completeness of the skills and specializations of the team members in relation to the submitted project.
6. **Communication:** the clarity and effectiveness of the messages, of the ideas, of their presentation and of the ability to be "relaunched" on the touchpoints also in the successive phases to the award.

## **Art. 8 – Prize**

The prize for the winners of this Challenge consists of an incubation program with a maximum of six months of duration at the Business Innovation Hub.

The program specifically includes:

- a) Access to the co-working spaces of the BIH;
- b) Periodic support through mentoring, focusing on topics of entrepreneurial relevance and specific to the needs of the project;
- c) Networking opportunities to enable the selected teams to connect with professionals, industry experts and potential partners or investors.

The prize is not transferable, cannot be converted into money or substituted with other goods or services.

## **Art. 9 - Processing of Data and Privacy**

The processing of personal data and information related to the submitted project, contained in the documents uploaded through the specific online form, is carried out in accordance with the provisions set out in the Privacy Notice, attached to these Regulations and considered an integral part thereof. Applicants are required to carefully read the Privacy Notice and to upload a signed copy for acceptance through the online form, as a necessary condition for the submission of the application. The Notice must be digitally signed and/or accompanied by a legally valid identity document of the individual acting on behalf of the proposing entity. By signing the Privacy Notice, the applicant expresses their informed and unequivocal consent to the processing of their personal data as well as all additional information contained in the submitted documents, under the terms and for the purposes indicated therein. In the absence of such a document, or should it be incomplete or non-compliant, the application will not be considered and will be deemed null and void.

## **Art. 10 – Grounds for Exclusion**

Participants who do not scrupulously adhere to the provisions established in these Regulations will be automatically excluded from the competition. The same treatment will be reserved for those who, through illicit or unauthorized actions, attempt to interfere with the regular progression of the contest or, in any way, threaten its final success.

In particular, candidates are required to comply with the following behavioral guidelines:

- demonstrate the use of expressions that may incite violence, discrimination, obscenity or defamation;

- refrain from disseminating offensive, defamatory, vulgar content, infringing upon others' privacy, contrary to current laws, as well as from advertising material or of a political, ideological or religious nature;
- respect copyright, registered trademarks, and other intellectual property rights;
- comply with regulations concerning the protection of personal data.

Furthermore, it is the candidate's responsibility to ensure that all documents are complete, accurate and conform to the established rules and according to current legal regulations. Failure to meet these requirements will result in the invalidity of the application.