



## UNIVENTURE 2024 Participation Guidelines

### 1. OBJECTIVES

Univenture is a training program and initiative based on the “start-up studio” model, that combines acceleration, networking, and mentoring with the goal of fostering entrepreneurship and innovation in the Pavia area. It brings together the skills of students from the International Business & Entrepreneurship degree (MIBE) at the University of Pavia and the promoters of innovative projects.

While primarily focused on the local ecosystem of Pavia, Univenture has a national scope and is open to entrepreneurial ideas, startups, and small and medium-sized enterprises (MPMI) from the broader Italian economy, as well as to students, Ph.D. candidates, researchers, professors, and administrative-technical staff from the University of Pavia. The core of Univenture is the “Innovation Deck Competition,” where students from the International Business & Entrepreneurship degree will prepare a brief document describing a business idea, analysing its feasibility, and gathering initial data on the project's potential (e.g., MVP and/or experimentation design), under the supervision of University of Pavia faculty members and mentors.

In addition to the training program, participants will have the opportunity to interact with experts and investors (business angels and venture capitalists) during the final project presentations.

The winner(s) will be announced at the end of the program and will have the opportunity to:

- Receive a financial contribution of €10,000.00 (ten thousand euros), provided by the Municipality of Pavia, to develop the innovative project.
- Participate in the new “Venturing Mentoring Service” program at ITIR-University of Pavia, in partnership with MIT (Boston).

If the winning startup focuses on biodiversity, the promoter/co-founder can be also awarded the prize of a four-day trip to Boston that includes a program of meetings (e.g., with venture capitalists, Boston University, other startups), 3 nights in a hotel, and airfare. Any other expenses will be covered by the participant. The startup may send a second participant at its own expense, subject to the prior approval from the Organizing Committee.

Additionally, entrepreneurial projects in the agritech sector may have access to research services offered by the University of Pavia's laboratories, valued at up to €50.000 (fifty thousand euros).

Other prizes may be announced during the event.

## **2. ORGANIZERS, ORGANIZING COMMITTEE & PARTNERS**

Univenture 2024 is organized by the University of Pavia, in collaboration with their International Business & Entrepreneurship degree (MIBE) and the Scientific and Technical Park. The Municipality of Pavia is a financial partner of the project.

Activators Pavia – APS, the organizer of the Techstars Startup Weekend Pavia, is also partner of Univenture 2024.

## **3. THEMATIC FOCUS**

Participation is open to ideas, projects, or startups related to any topic or sector, but the primary focus of Univenture 2024 is sustainable innovation. Particular attention is given to biodiversity management and preservation in its various forms, the development of sustainable and creative urban systems, and the agribusiness sector.

## **4. WHO CAN SUBMIT A PROJECT**

Anyone with an innovative entrepreneurial idea, interested in turning it into a real business in the short term, can submit a project. Startups or small and medium-sized enterprises (MPMI) that are already established and registered with the Chamber of Commerce may also participate, if they meet the following criteria: a total revenue over the past three years that does not exceed €300,000.00 (three hundred thousand euros); are fully operational, not undergoing voluntary liquidation, and not subject to insolvency proceedings; follow ordinary accounting procedures; have not received any illegal or incompatible state aid, as determined by the European Commission; are not considered companies in difficulty as defined by Article 2, paragraph 18 of the General Block Exemption Regulation (GBER); any academic spin-offs that have not participated in the Innovation Deck drafting phase or won previous editions and received financial support.

Participants must notify [univenture@unipv.it](mailto:univenture@unipv.it) of any changes to their business status immediately.

## **5. PHASES AND DEADLINES**

<b>Phases</b>	<b>Deadlines</b>
Project Proposal Submission (Section 4.1)	By October 24th, 2024, at 23:59 (to be confirmed)
Selection for the Idea Fair & Notification	By October 28th, 2024

Fair of Ideas (Section 4.2)	October 31st, 2024, from 13:00 to 15:00
Development of Innovation Deck (Section 4.3)	From the Idea Fair to the submission of the Innovation Deck within the MIBE/UNIPV classes.
Submission of Innovation Deck	By December 10th, 2024, 12:00 noon.
Presentation of Innovation Deck & Winner Announcement (Section 4.4)	December 12th, 2024, from 13:00 to 17:00.
Award Ceremony with the Municipality of Pavia	By March 31st, 2025

Table 1: Project phases and deadlines

If necessary, activities and events may be held remotely due to public health restrictions.

### 5.1. Presentation of the Project Proposal and Selection

Projects can be submitted starting from the publication date of the Participation Guidelines on [www.univenture.it](http://www.univenture.it), by filling out the form at the link [www.univenture.it/form](http://www.univenture.it/form).

The applicant assumes the role of "Project Leader." The Project Leader must have a good knowledge of English, which is a necessary requirement for participation in the initiative.

Among all the submitted projects, the Organizing Committee will select between 10 (ten) and 20 (twenty) projects deemed highly worthy, which will advance to the next phase, the "Fair of Ideas".

During this initial selection, at least 3 (three) places will be reserved for projects where the Project Leader is a student/PhD candidate/researcher/professor/technical-administrative staff at the University of Pavia; 1 (one) place will be reserved for the winner of the TechStars StartUp Weekend Pavia 2025, organized by the partner Activators Pavia – APS, organizer of the Techstars Startup Weekend Pavia; at least 3 (three) places for projects whose Project Leader is female; and at least 3 (three) places for projects focused on sustainable innovation, biodiversity development, or innovative and sustainable urban systems. The Univenture Organizing Committee invites all finalists from the TechStars StartUp Weekend Pavia 2024 to participate in the selection.

The selection will be made by the Organizing Committee, whose decision is final and non-appealable.

If selected, the Project Leader agrees to participate in the Fair of Ideas (see Table 1 and Section 5.2), or, in case of unavailability, delegate a substitute with a deep

understanding of the submitted project; collaborate with MIBE students in drafting the Innovation Deck; fully accept without reservations the "Participation Guidelines" for Univenture 2024; and participate in the final presentation (see Table 1).

## **5.2 The "Fair of Ideas"**

The selected Project Leaders must participate in the "Fair of Ideas," which will be conducted entirely in English. Each Project Leader (who may also be supported by collaborators and/or co-founders) will be assigned a physical or virtual booth to present their entrepreneurial idea to MIBE students. It is recommended that the Project Leader have materials useful to make their presentation more effective and understandable, such as prototypes, PPT presentations, posters, etc. During the Fair, the projects will be voted by MIBE students: those that receive the most interest will be matched with MIBE students to form teams organised by the Organizing Committee and will advance to the next phase. These "Project Teams" will work on developing an Innovation Deck to structure the entrepreneurial idea from a strategic-economic point of view. The "Innovation Deck" is a short document that must effectively describe the idea, strategy, and business model; present its technical, economic, and market feasibility; and provide some "real" data on the project's potential (e.g., MVP/experiment design within a company).

During the Innovation Management degree (MIBE), participating students will be trained to develop the above content to the best of their ability.

Project Team members advancing to the "Innovation Deck" phase commit to signing a Non-Disclosure Agreement (NDA) provided by the Organizing Committee, binding them to maintain confidentiality about the confidential information that will be disclosed.

## **5.3 Development of the Innovation Deck**

During the Innovation Management degree (MIBE), Project Teams will begin the strategic analysis and draft of the "Innovation Deck" under the supervision of Prof. Stefano Denicolai (University of Pavia).

The Project Teams must submit the following documents to [univenture@unipv.it](mailto:univenture@unipv.it) by December 10th, 2024, at 12:00 noon (date to be confirmed):

- A summary version of the Innovation Deck, to be used during the Innovation Deck Presentation (see Table 1);
- The complete version of the Innovation Deck, containing additional information useful for evaluating the work done.

Further clarifications will be provided during the Innovation Management (MIBE) degree classes.

## **5.4 Project Presentation and Awarding**

During the "Innovation Deck Presentation and Winner Announcement" event the Project Teams will present their project to a specially appointed Jury, composed of experts and investors (business angels and venture capitalists). In this phase, Project Leaders may only be present to support their team or answer any questions related to

the technology. The presentation guidelines will be provided during the Innovation Management (MIBE) degree classes. Participation in the presentation is contingent on the written acceptance of these Regulations, specifically clauses 4 and 6, via the registration form, and attendance of at least 70% of the MIBE degree (for MIBE students).

The Organizing Committee reserves the right to integrate the Jury with experts for the evaluation of ideas.

The Jury will convene at the end of the presentations and announce the winners of the awards outlined in Section 5. The winners will be awarded during an official ceremony held at the Municipality of Pavia by March 31st, 2025.

## **6. PRIZES AND JURY**

**6.1** Only companies that are already legally established, even in the form of a sole proprietorship, and have an operational office in the Municipality of Pavia or those that will establish such an office within the deadlines set by these Regulations, are eligible for the financial prize of €10,000.00 (ten thousand/00). This office must remain in the Municipality of Pavia for a minimum of 3 years. This requirement does not apply if the company is forced to close due to documented economic and/or market difficulties before the 3-year period. The company awarded the prize must inform the Municipality of Pavia and the University of Pavia of the closure and submit a brief report explaining the reasons within 30 days of closure. If the company closes before 3 years and/or fails to send the required closure documentation, the prize must be fully returned.

**6.2** If the winning project is an idea not yet formed into a company or by a company without an operational office in the Municipality of Pavia, the Project Leader has 90 days from the award event with the Municipality of Pavia to either establish the company or create an operational office in Pavia. After these 90 days, or in the event of an explicit waiver, the Leader loses the right to the prize, which is then awarded to the next project in the ranking. The subsequent team awarded the prize has 90 days from the notification of the prize award to establish the company or create an operational office in Pavia, subject to the requirements outlined in previous points. Delays in the establishment not directly attributable to the Leader, provided they are duly justified and proven, will be assessed by the Municipality of Pavia.

**6.3** The total non-refundable prize amounts to €10,000.00 (ten thousand/00 euro). At the sole discretion of the Jury, this prize may be awarded entirely to the first-place project or divided into two €5,000.00 (five thousand/00 euro) parts and awarded to the first and second-place projects. The prize will be awarded upon submission, within 90 days of the award event, of the company registration document, of the proof of the establishment of an operational office in Pavia, of a brief report on the company, its activities, future developments, and the actual or planned use of the prize. Expense receipts must also be submitted for expenditures made up to that point. A second report on activities and expenses must be submitted within 9 months of receiving the prize, supported by receipts for an amount at least equal to the prize received. If there are significant discrepancies between the reports and the Innovation Deck in terms of content and project objectives, the Technical Committee, composed of the University of Pavia and the Municipality of Pavia, may request the prize to be returned.

**6.4** Any additional prizes will be published on [www.univenture.it](http://www.univenture.it). The criteria for awarding these prizes will be communicated during the "Presentation of Innovation

Decks and announcement of winners" phase. The requirement to establish an office in Pavia does not apply to these additional prizes.

**6.5** The prizes will be awarded by the Jury, whose decision is final. In the case of a tie, preference will be given to projects that demonstrate a tangible impact on the Municipality of Pavia. The Jury will be chaired by the Head of the relevant department of the Municipality of Pavia or their delegate. The composition of the Jury will be made available on [www.univenture.it](http://www.univenture.it).

**6.6** If students, PhD candidates, or researchers from the University of Pavia are part of the future company, the winning projects may also be evaluated by the University's Knowledge Transfer Commission for recognition as an "Accredited Spin-off or Start-up of the University of Pavia".

**6.7** A company can only receive the prize if it is presented by a Project Leader who owns, or will own, if the company is not yet established, at least 15% of the company's shares.

**6.8** To acknowledge the support received during the business plan and market analysis phase, the Project Leader must choose one of the following options:

a) Include at least one student member of the Project Team formed during the Fair of Ideas in the company's shareholding, with a stake of at least 5%.

b) Recognize the work done by the Project Team formed during the Fair of Ideas with an amount equal to 10% of the cash prize awarded, which will be divided equally among the team members. The University will provide an official list of names eligible for the potential compensation. If this option is chosen, the Project Leader must distribute the compensation within 30 days of receiving the prize from the Municipality of Pavia.

## **7. GUARANTEES AND INDEMNITIES**

Participants guarantee that the submitted content does not infringe upon the rights, positions, or claims of third parties, including patents, trade secrets, rights from assignments or licenses, publicity rights, or privacy rights, moral rights, or any other protectable rights. They confirm that their content does not violate laws, encourage illegal behaviour, promote violence, or contain defamatory, offensive, obscene, inappropriate, or discriminatory references. Participants affirm they have the legal rights to the content.

Participants acknowledge that they are solely responsible, including criminal liability, for the content of the submitted projects and agree to indemnify the Organizing Committee from claims or damage requests made by third parties.

The Organizing Committee reiterates its distance from any actions or behaviours committed by participants during the initiative that violate civil or criminal laws.

## **8. ACCEPTANCE OF REGULATIONS AND AMENDMENTS**

Participation implies full acceptance of these regulations, which participants declare they have read, understood, and accepted. Failure to accept the regulations, refusal to consent to the processing of personal data, or incomplete, inaccurate, or false completion of the application form will result in disqualification and forfeiture of any

prizes, without any recourse against the Organizing Committee. Each participant acknowledges the civil and criminal consequences of declaring false information. These regulations may be amended at any time, and notification will be provided on [www.univenture.it](http://www.univenture.it). In case of conflict, amendments will take precedence over the regulations.

## **9. ADDITIONAL INFORMATION AND CONTACTS**

Further information and updates are available at [www.univenture.it](http://www.univenture.it).

For more details, contact the Organizing Committee ([univenture@unipv.it](mailto:univenture@unipv.it)) or the Third Mission Service ([terzamissione@unipv.it](mailto:terzamissione@unipv.it)).

## **10. PERSONAL DATA PROCESSING INFORMATION**

Pursuant to the General Data Protection Regulation (EU 2016/679), all personal data processed during the procedure will be handled solely for the purposes of this announcement. The Data Controller is the University of Pavia, represented by the Rector. Contact details: offices at Corso Strada Nuova n. 65, IT-27100 Pavia, PEC: [amministrazione-centrale@certunipv.it](mailto:amministrazione-centrale@certunipv.it). Data processing is based on the principles of legality, correctness, transparency, data minimization, accuracy, storage limitation, integrity, confidentiality, and accountability, in compliance with personal data protection regulations.

The data are processed by the University of Pavia in its capacity 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 Municipality of Pavia in carrying out checks.

The determination of the retention period of personal data responds to the principle of necessity of processing. The terms for storing 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.

Personal data may be accessed and processed by University of Pavia personnel or companies explicitly designated as data processors. Data may be communicated to other public entities, excluding public economic bodies, with which the University of Pavia exchanges information to fulfil its institutional tasks.

False statements are punishable under current law.

## **11. PROCEDURE MANAGER**

In accordance with Law No. 241 of August 7, 1990, "New rules on administrative procedures and the right of access to administrative documents," the administrative manager of the procedure is Engineer Lucia Marazzi, Head of the Third Mission Service of the University of Pavia.