



ROME STARTUP WEEK 2019

Event promoted by Roma Startup

Project

The *Rome Startup Week* has the ambition to diffuse new contents through a vast variety of events aiming at bringing together all those private and public operators involved in the development of the venture business in Italy in order to enhance existing initiatives and projects, as well as building new opportunities for the territory and the country.

Roma Startup Association

Roma Startup gathers all the private operators of the startup ecosystem in Rome and, since its birth in 2012 by the impulse of a small group of operators with the ambition to create a local venture business network, the association now counts 60 members (schools and universities, research and training centers, incubators and accelerators, professionals, investors and large groups investing in new innovative strategies).

In addition to representing the interests of the sector in front of the relevant public interlocutors (Municipality of Rome, Lazio Region, MiSE, MEF and MIUR in particular), the association organizes events to federate the network and create synergies between the structures that compose it (Rome Startup Week, Open Innovation Club) and work actively to build bridges with the major international startups cities.

The Rome Startup Week

Launched in 2017 to promote the debates around innovation and entrepreneurship, the Rome Startup Week is a concentration of events to showcase startups and new economies.

The 2017 and 2018 editions managed to attract an impressive audience of Italian and international experts from the startup world, reflecting the growing demand for specific discussions on new technologies and innovative companies.

The main missions of the Rome Startup Week are:

- Commitment to promote the development of young talents in schools and universities.
- Construction of an academic network aiming at creating innovative businesses in the territory.
- Diffusion of Open Innovation and Open Government initiatives to achieve a coordinated strategy.
- Stimulus of public administrations at many geographical levels to share support for startups.

ASSOCIAZIONE ROMA STARTUP

Via Cassia, 972 - 00189 Roma - P.I. 12099621000 - CF 97717970582

www.romastartup.it - romastartup@romastartup.it

2019 Edition

From April 8th to 12th, we are organizing the richest and most attractive RSW ever. We expect to reach over 10,000 participants. In addition, a third of speakers of the event will be invited from international ecosystems and will bring their knowledge and experience of the respective hubs to discuss with the Italian public and private representatives of the new reforms and opportunities for companies in the field of the venture business.

In Agenda, 5 days designed according to different contents and public

- Business talents and vocations
- Future technologies and training of technical skills
- Reforms and Policies to foster the growth of innovation ecosystems
- Exhibit of startups and matching with investors and large companies
- National and international Startup Competitions

Main Panels

The typology of intervention for the Embassies in the Rome Startup Week depends on the interest of individual players participating and thus contributing to its success. Following, we listed the main conferences of the RSW19 that could be developed with operators, investors and public representatives of your country.

- **Cacciatori di Unicorni** (Unicorn Seekers)
Conference with motivational experiences from Italian and international successful entrepreneurs.
- **Capitali Coraggiosi** (Capitals Courageous)
Policy conference about investment models in risk capital, with focus on Italian and international practices.
- **Building Startup Ecosystems**
Local and international public representatives - besides successful entrepreneurs - to discuss political and economic conditions allowing the creation of a fertile ground for innovative businesses to grow and scale.
- **Education & Innovation - Universities**
How to connect local universities to the international startup scene and boost their academic ambition fostering the study of new competences and technologies aiming at creating new businesses.
- **Open Innovation Summit**
Managers from the biggest Italian and international corporates will meet to share the best solutions and initiatives to invest in innovative programs and collaborate with startups.
- **Open Government Summit**
Conference and roundtable with local, national and international institutional representatives to discuss the role of the public administration as a services provider and first customer of tech solutions offered by innovative young businesses.

Collaboration proposal for the Embassies

Becoming a partner of the Rome Startup Week 2019 is an opportunity to have high visibility within an event that, besides treating specific contents, can embrace a much broader audience and general interest. It represents a unique chance to discover the startup ecosystem of Rome and connect with both Italian and International experts invited for this festival.

The exposure on the media will be such as to amplify the effect of direct sponsorship and partnerships. Roma Startup is also supporting the diffusion of specific contents and materials on the event through its communication channels in Italy and abroad.

A - THE DIPLOMATIC STARTUP CHALLENGE

The city of Rome is the center of an incomparable diplomatic network - including embassies, consulates, and academies for both Italy and the Holy See - that collaborates in the connection between the country and the rest of the world. This resource is to be valued and involved in projects that have an international potential and take place in the territory.

The Association Roma Startup, with a long-standing experience in building economic relationships with the major European and world partners, has conceived a project with the aim of federating the embassies located in Rome to create an unprecedented event. For the first time, the diplomatic network will be stimulated to actively collaborate and turn successful startups into potential multinational companies.

The project, committed to the participation of at least 20 embassies, will be developed in the following way:

- The diplomatic offices participating in the initiative will be invited to create a call and select a startup and a venture capital investor to bring to the Rome Startup Week 2019.
- The teams engaged will have the opportunity to present their idea of product or service to a group of executive managers from corporates, investors and national institutions.
- At the end of the public presentation day the 11th of April, the best 5 companies will access the Grand Finale on Friday the 12th, and will be rewarded in the context of the closing ceremony of the Rome Startup Week 2019.

B - THE DIPLOMATIC NETWORK OF ROME AND ROMA STARTUP AS STRATEGIC PARTNERS

The Roma Startup Association works to bring together the main operators of the Italian, European and international startup ecosystem both from the private and public sector to make Rome a dynamic Mediterranean hub that foster innovation and business opportunities.

The city of Rome is the center of an incredible diplomatic network - including embassies, consulates and academies - that collaborates in the connection between the country and the rest of the world. This system of structures is a treasure to be valued and involved in projects that have an international potential and take place in the territory.

Historically recognized as a powerful community to promote and build new business opportunities, the diplomatic network of Rome should become a worldwide model of collaboration between public and private organizations aiming at reinforcing economic bridges at the international level. For this reason, Roma Startup is interested in engaging the Embassies in Italy, besides the Rome Startup Week 2019 and the Diplomatic Startup Challenge, in the regular activities we ran in the city.

C - COMMITMENT OF THE DIPLOMATIC NETWORK OF ROME

- 1 - **PATRONAGE** OF THE ROME STARTUP WEEK 2019
- 2 - **COMMUNICATION** SUPPORT OF THE RSW19 AND THE DIPLOMATIC STARTUP CHALLENGE
- 3 - **COUNTRY PARTICIPATION FEE:** €5.000 + VAT
- 4 - **TIMELINE:**
 - **25.01.19** - Final confirmation of the participating countries
 - **15.03.19** - Final confirmation of the selected startups and investors
 - **11.04.19** - Daily Desk in the Rome Startup Week 2019 exhibit area and Pitch to the Jury
 - **12.04.19** - Grand Finale of the Diplomatic Startup Challenge and Awards Ceremony

D - BENEFITS FOR THE DIPLOMATIC NETWORK OF ROME

We recognize the Embassies as strategic partners who contribute to the organization of the event by bringing their technical skills and contacts to support communication and implementation of the event. The visibility offered to the Embassies includes:

1 - COMMUNICATION

- Embassy Logo and 2019 image
 - Logo presence on specific communication materials and on the website dedicated page
 - Possibility to use the logo of the event for on and offline communications 2019
 - Logo presence and written contribution in the Final Report of the Rome Startup Week 2019
- Social media
 - Social communication includes:
 - Facebook: one dedicated posting in the month preceding the event to announce the partnership, sharing of agreed material of the partner's pages.
 - Twitter: 1 tweet in the month preceding the event to announce the collaboration.
 - LinkedIn: 1 post in the month before the event to announce the agreement.

2 - NETWORKING AND BUSINESS OPPORTUNITIES

- Connection with executives from private corporates and investors
- Networking and lead generation activities during matching events with startups
- Possibility of participating in the Open Innovation and Open Government Summits
- Introduction to local political and public representatives

3 - CONFERENCES

- Intervention during the DSC awards and closing ceremony
- Possibility to intervene in one or more panels as a speaker and/or organizer
- 4 seats reserved for plenary conferences
- 2 seat reserved for secondary conferences
- 2 seat reserved for workshops

4 - PLUS

- Presence in the Grand Finale of the Diplomatic Startup Challenge
- Free catering for the duration of the event
- 5 invitations to the Gala Dinner on Thursday, April the 11th
- 5 invitations to the closing party of the RSW19 on Friday, April the 12th

E - ROLE OF INVESTORS IN THE DIPLOMATIC STARTUP CHALLENGE

One investor from each participating country will be asked to send:

- Personal CV in pdf format
- Personal presentation (i.e. investment track-record, visual presentation, VC history, etc.)
- Top startup investment

1 - COMMITMENT

- Evaluation of the startups selected in each country, participating in the challenge (according to the established criteria form shared by Roma Startup)
- Participation in the Rome Startup Week 2019 (Thursday, April the 11th for the startup exhibit, and Friday, April the 12th at the DSC awards and closing ceremony)

2 - BENEFITS

The benefits offered to the Investors that will participate at the Diplomatic Startup Challenge are:

- Open access to the Rome Startup Week 2019 (conferences, workshops, and masterclasses)
- Invitation to the Gala Dinner on Thursday, April the 11th
- Invitation to the closing party of the RSW19 on Friday, April the 12th
- Connection with executives from private corporates and investors
- Networking and lead generation activities during matching events with startups
- Presence in the Grand Finale of the Diplomatic Startup Challenge
- Free catering for the duration of the event

E - STARTUPS PARTICIPATING IN THE DIPLOMATIC STARTUP CHALLENGE

In order to proceed with the first evaluation from corporates and investors, every selected startup participating will be asked to send:

- One-pager presentation in pdf format
- Investor deck in pdf format
- Visual presentation in pdf form
- 2-minutes Startup video pitch
- B2B track-record document (at least one corporate collaboration)

1 - COMMITMENT

- Participation of at least 2 English speaking members in the Rome Startup Week 2019 (Thursday, April the 11th for the startup exhibit, and Friday, April the 12th at the DSC awards and closing ceremony)

2 - BENEFITS

The benefits offered to the Startups participating in the Diplomatic Startup Challenge are:

- Open access to the Rome Startup Week 2019 (conferences, workshops, and masterclasses)
- Invitation to the Gala Dinner on Thursday, April the 11th
- Invitation to the Closing Party of the RSW19 on Friday, April the 12th
- Connection with executives from private corporates and investors
- Social media communication through Roma Startup and Embassies' networks
- Logo on the RSW19 Final Report and the website project dedicated page
- Guided tour of Rome including innovation and cultural hubs



The awards for the winning Startups include:

- €50.000 cash prize
- Service benefits to be announced by the 25th of January (i.e. private office space and/or coworking space in Rome for one year, connection to corporates with direct benefits for businesses, bank accounts, legal advisors, office furniture vouchers...)

G - CALL AND SELECTION CRITERIA FOR STARTUPS TO BE PRESENTED

Following, a sample call for startups to be used, translated and shared by the diplomatic network of Rome directly or through national institutions promoting the local startup ecosystems.

The Rome Startup Week is an event promoted by Roma Startup to gather national and international experts of the venture and innovation businesses around events and meetings on new entrepreneurship and technologies.

Launched in 2017, the festival aimed at proposing a vast variety of sequences connecting private and public initiatives to innovation opportunities. After the success of the previous editions, we are now building the biggest and most qualitative event ever proposed in Italy, soon to become a regular moment in the international startup scene calendar.

During the Rome Startup Week, we will dedicate a special visibility to international experiences fostering a positive contamination with foreign participants. Indeed, the Diplomatic Startup Challenge was born to federate the unique diplomatic network of Rome in creating concrete business opportunities for their national startups and investors with Italian and international corporates.

The project consists of an open call for B2B startup (either partly or exclusively), with at least one first collaboration with a corporate client and a maximum fundraising of \$1M.

- SECTORS

We evaluate all startups with B2B track-record and proposing product/service to match with corporates independently from their vertical activities.

- Cybersecurity
- HR Tech
- Artificial Intelligence
- Blockchain
- Cleantech & Energy
- and many others...

- EVALUATION PROCESS

- Phase 1 - First ranking determined by a pool of jury members from acquisition and innovation departments of international corporates and investors applying to the competition.
- Phase 2 - Presentation Pitch during the Rome Startup Week in front of a jury composed of international experts, corporates and institutional representatives.
- Phase 3 - The 5 best startups in the best ranking after the 2-phases evaluation will be invited to present their innovative project during the Grand Finale ceremony and will be rewarded with great prizes and fascinating opportunities.



- **PRIZE**

We offer an Economic Contribution and Service Benefits distributed in the following way:

- Cash contribution of €50,000 (fifty thousand euro) for the winning startup
- Service Benefits such as private office space and/or coworking space in Rome for one year, connection to corporates with direct benefits for businesses collaborations, facilitated bank accounts opening and legal advisors, office furniture vouchers and a lot more!

- **BUT ALSO**

Selected startups coming to the Rome Startup Week (8th-12th of April) will also benefit from:

- Open access to all events of the Rome Startup Week 2019
- Invitation to the Gala Dinner on Thursday, April the 11th
- Invitation to the closing party of the RSW19 on Friday, April the 12th
- Connection with executives from private corporates and investors
- Social media communication through Roma Startup and Embassies' networks
- Presence in the Grand Finale of the Diplomatic Startup Challenge
- Free catering for the duration of the event
- Logo on the RSW19 Final Report and the website project dedicated page
- Guided tour of Rome including innovation and cultural hubs

- **DEADLINE**

The call to participate at the Diplomatic Startup Challenge held during Rome Startup Week (8th - 12th of April 2019), will be closed the **1st of March 2019**.

The selected startup will be announced the 14th of March and will access the second phase of selection process.

Please send a .zip folder with the required documents at _____@_____ . _____

GOOD LUCK TO YOU ALL, WE HOPE TO SEE YOU SOON IN ROME!