



UNIVERSITY STARTUP CHALLENGE – MILAN 2022

DETAILED EVENT GUIDE

Organized by:



General Information

The University Startup Challenge of Milan is an event organized by Entrepreneurship Club Bocconi and Polimi, for all Bocconi and Politecnico students. Participants will be divided into teams of and will need to create an innovative start-up idea to solve the challenge proposed by our main partner, the local mobility company Azienda Trasporti Milanese (ATM).

When and where:

The event will be held **in person** on:

- April 29th-30th at Bocconi University
- May 6th-7th at Politecnico University of Milan

Signing up to the event

Individually or in groups

- You can sign up **alone** and we will assign you a team with both Politecnico and Bocconi students. You are not required to fill in the team's name field.
- You can sign up with a **team** of 4/6 students, write the team's name in the application form and the same name should be written by your teammates. If you sign up with a group of less than 4 participants, we will randomly assign you other team members until the team has reached at least 4.
- Students from other Milan universities may participate, but at least half of the team members must be from Polimi or Bocconi (example 2/4 or 3/5).

Sign up form link

You may sign up to the University Startup Challenge using the following link:

<https://docs.google.com/forms/d/e/1FAIpQLSe5mjZx5pybybNLd6kCvpOTxCX4gh8mIFN1vLm-cTmiDwQJ3g/viewform>

If you are unable to attend after you have already signed up, you must notify the event organizers as soon as possible, as the event will have a closed number of participants.

The Challenge by ATM

ATM challenges you to develop a new startup idea on the broad topics *Smart Mobility and Mobility as a Service*.

Deliverables:

Pitch Deck

At the end of the week each team will be required to deliver a **Pitch Deck** in the form of a PowerPoint presentation. This must be submitted by **Friday May 6th at 12:00 a.m (noon)**.

The structure required for the pitch deck is the following:

- Tagline: *using the company's value proposition*
- Problem: *what is the problem we are trying to solve? What is the context?*
- Solution: *what is our proposed solution?*
- Product/service: *how does it work? what are its benefits?*
- Market size: *what is the potential demand for our product/service?*
- Business Model: *using business model canvas principles on sales channels, revenue streams, cost structure, key partners*
- Competition: *who are our competitors and how do we differentiate from them? what are the main barriers and competitive factors?*
- Roadmap: *how will we plan our go to market strategy over time? What are the most important milestones?*

Prototype

In addition, together with the pitch deck teams can choose to deliver a **prototype**: any item, form of media or document that can give an idea of how the product/service will work. Examples include a previewing website page, a render or model of a physical product, sketches, a video, or any other format. The prototype is not mandatory but is suggested for clarity purposes.

Full schedule

Sign up for the event until Wednesday April 27th

Friday April 29th

18:30-19:00: **Opening ceremony** with speeches by E- Club Bocconi and Polimi, B4i, PoliHub
19:00-20:00: **Presenting the challenge** with the partner ATM

From 20:30: **Networking aperitivo** near Bocconi University with discount for participants

Saturday April 30th

9:30-10:00: **Arrival and Introduction:** how the challenge is structured (all requirements)
10:00-11:30 **Seminar: Smart Mobility and MaaS**, discovering the main problems, trends and opportunities in the industry to gather ideas for your startup
11:30-11:45: *Break*
11:45-13:00: **Workshop for developing idea**; defining problem and solution, brainstorming possible product features
13:00-14:00: *Lunch*
14:30-15:30: **Seminar Pitch Deck: Tools to build a business**
15:30-17:00: **Workshop** on business model, customer segment, revenues and costs streams
17:00-17:30: *Break*
17:30-18:15: **Seminar Pitch Deck: Go To Market** on sales channels, marketing, developing a prototype, roadmap

During the week: Teams will work on their own to finish their pitch deck and prototype
Friday May 6th at 12:00 a.m.: Deadline to send the pitch (and prototype)

Friday May 6th

17:30-18:15: **Pitch seminar:** learn how to deliver the perfect pitch to potential investors
18:15-19:00: **Pitch workshop:** practice presenting your pitch, get feedback from

Saturday May 7th

14:30-15:00: **Meeting for finalists announcements** in the main room
15:00-17:00: **Pitch presentations:** teams will have 3/5 minutes to deliver the pitch and 5 minutes to answer questions
17:00-17:30: *Break*
17:30-18:30: **Closing ceremony** with announcement of winning teams
From 19:00: **Closing Aperitivo** near Polimi university with discount for participants

EVENT RULES AND FAQs

Who can sign up for the challenge?

All students currently enrolled at Bocconi or Politecnico di Milano, but also external students can participate if they apply with a team of at least half of the members coming from Bocconi or Politecnico.

How should teams be composed?

*Teams should be composed before application, from 4 to a maximum of 6 students. Teams can be composed entirely by Politecnico students, Bocconi students or **mixed** (we strongly encourage the last one). When filling the application form, you should write the team's name you previously choose with your teammates and every member should write the exact same name.*

The team can include external students but at least half of the members must be enrolled at Bocconi or Politecnico.

What happens if I don't have a team?

We strongly encourage you to apply without a team, we will create mixed teams with students coming from Politecnico and Bocconi. You will receive an email on Thursday 28th telling you which team you have been assigned to.

When is the deadline?

The deadline for the application to the challenge will be on the 27th of April at 11:59 p.m.

The deadline to submit the pitch deck and prototype is on Friday May 6th at 12:00 a.m.

Will the event be online?

No, it will be possible to attend only in person. If participants are unable to attend on one or more dates they must communicate it to the organizers in advance to be recognized as "participating" and be able to receive prizes with their team members.

Is the challenge free?

Yes, the challenge is completely free for all students, no fee or selection process is required.

What will participants receive?

Participants will receive some gadgets from our sponsor companies as discount coupons and a welcome package, as well as a certificate of attendance.

Can I participate with my own startup?

No, teams cannot present an existing startup, ideas must follow the guidelines provided by ATM.

PRIZES

As first prize, PoliHub will offer the inclusion of the winning start-up in **The Top 90 at Switch2Product 2022** (If the startup satisfies S2P2022 requirements) and 4 hours coaching by PoliHub.

Macai, Dott, Mammt and Utravel will provide discounts for all the participants.

More prizes will be announced in the following week, follow us on Instagram, LinkedIn and our official websites to be updated on all the prizes we will offer!

OFFICIAL PARTNERS



dott



 Utravel



FOLLOW UPDATES ON THE EVENT:

Instagram:

@universitystartupchallenge; @eclubbocconi; @eclubpolimi

Websites:

www.eclubbocconi.com/universitystartupchallenge

www.eclubpolimi.it/startupchallenge

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