



UNIVERSITY STARTUP CHALLENGE – MILAN 2022

DETAILED EVENT GUIDE

Organized by:



General Information

The University Startup Challenge of Milan is a start-up challenge organized by Entrepreneurship Club Bocconi and Politecnico, at which can participate Bocconi and Politecnico students. Our partner ATM will propose a challenge about Smart Mobility and the different teams composed by students must create a start-up idea to solve the challenge required.

When and where

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

Sign Up

Teams

- 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.
- At least half of the team members must be from Polimi or Bocconi (example 2/4 or 3/5)

Application form

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

The Challenge by ATM

What will be asked you:

- ◇ **A PowerPoint/Keynote presentation** of maximum 10 slides, plus a cover. It must be submitted by Friday May 6th at 12:00 a.m.

The slides' structure required 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 (2):** *how does it work? what are its benefits?*
- **Market size:** *what is the potential demand for our product/service?*
- **Business Model (2):** 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?*

◇ **A Prototype**

A separate item, media or document that can give an idea of how the product/service will work. Can be a previewing website page, a render or model of a physical product, sketches, a video, or any other format.

TIMELINE

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

19:00-19:15: **Keynote speech** about entrepreneurship

19:15-20:00: **Presenting the challenge** with the partner ATM

From 20:30: **Open Aperitivo**

Saturday April 30th

9:30: **Arrival**

9:45 **Introduction:** repeat how the challenge is structured

10:00-11:30 **Seminar: learn about the topic**, especially the main problems in the industry

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** (sales channel, prototype, roadmap)

During the week: Make full pitch deck and prototype

Friday May 6th at 12:00 a.m.: Deadline to send the pitch

Friday May 6th

17:30-18:15: **Pitch seminar**

18:15-19:00: **Pitch workshop** modify PowerPoint, practice presenting

Saturday May 7th

14:30-15:00: **Announce finalists** in the main room

15:00-17:00: **Pitch presentations***, Networking with entrepreneurs

17:00-17:30: *Break*

17:30-18:30: **Closing ceremony**, award winners

From 19:00: **Closing Aperitivo**

**Pitch presentations: 3/5 minutes + 5 minutes questions: 10 minutes total per group*

OFFICIAL PARTNERS



PRIZES

The prizes are increasing. The information will come in the next days in our pages (Instagram, LinkedIn, etc.)

Surely, PoliHub offered 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.

EVENT RULES AND FAQs

Who can sign up for the challenge?

All students currently enrolled at Bocconi or Politecnico of Milan, but also external students can participate if they apply with a team of at least half of the members coming from Bocconi o 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 o 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 would be possible to attend only in person.

Is the challenge free?

Yes, the challenge is completely free for all students, you don't have to pay any fee nor do any selection process.

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, you cannot present an existing startup, ideas must follow the guidelines provided by ATM.

SOCIAL MEDIA



@eclubbocconi



@eclubpolimi



@universitystartupchallenge



<https://www.linkedin.com/company/e-club---entrepreneurship-club-bocconi/>



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