

EUROPEAN
EARLY
INNOVATORS
INIITIATIVE

Youth for science, youth for business, science for business

**BEST PRACTICE IN PROMOTING STEM
- PPP IN ITALY**

2018



www.early-innovators.eu

Introduction:

This presentation of Italian National Prize for Innovation (Premio Nazionale Innovazione) is elaborated as a component of EEII report "STEM for Business". The international team of EEII analyzed suitable programs in Germany, Italy and Austria. Current document shows objectives, structure and main procedures of the Italian best practice model. Major findings will be embedded in future European Early Innovators Program.

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**PREMIO
NAZIONALE INNOVAZIONE**

(National Prize for Innovation)

- Objectives -

Short history:

In 2003 the Ministry of Productive Activities financed the IUNet project, (managed by the University Incubators Association - AIU), in order to create a network linking university incubators. The same year marks the first edition of the National Innovation Award (PNI), a sort of "champion cup" of the best business projects born in the university organized by five Start Cups. To take advantage of the IUNet experience of PNI, in 2004 PNICube was founded, an association that deals with technology transfer policies through the creation of innovative companies from the world of academic research.

The objective of the PNI is to support the emergence of companies with a high level of innovation and to promote the economic development of the territories of local competitions. In addition, the PNI aims to spread the business culture in the academic field and to foster the relationship between researchers, the business world and finance.

In essence, PNI is a combination of the most active platforms, networks, universities, media and companies activating in the field of supporting education which takes the legal form of an association which organizes competition addressed to the winners of other different regional competitions with which are constantly in contact with. According to every year, there are new barter and new prizes negotiated with longstanding supporters of such contests.

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Industrial (innovative products and/or services for industrial production)

Life Sciences (innovative products and/or services to improve people`s health)

ICT (innovative products and/or services in the field of information technologies and new media: e-commerce, social media, mobile gaming, etc.)

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Cleantech & Energy (innovative products and/or services aimed at improving environmental sustainability through the improvement of agricultural production, environmental production and energy management)

Divisions and levels of competition:

StartCup Regionali	Individuals - singly or in groups, associated in an informal or already established in the form of companies - intent on developing innovative business ideas and / or high knowledge content, in possession of a proven relationship between the Business Idea and a University or national or international research body.
PNI (Premio Nazionale Innovazione)	Groups of people who wrote the business plan of an innovative business idea and participated in one of the business plan competition, called Start Cup, linked to the Universities Italian and Public Research Institutions associated with PNICube. Group delegates one representative for the whole group. The awards ceremony will take place in Verona on 29 and 30 November 2018 . Participants are invited to the awards event, during which they will be able to explain to the Jury their business idea during a session called "Expo Innovazione" , organized and managed by the local organizer of the event.
PNI Champions Cup	Is awarded to the university or EPR linked to the local competition of origin to the group that has obtained the recognition of "winner of the National Award for Innovation". The Cup enhances the synergies between the university world and public research and the business system, for the construction of a stable bridge to support the emergence of new high-tech enterprises. The University Cup holder will be able to hold it for one year until the next edition of the PNI Final, returning it to the organizers of the PNI 2019 in time for the next assignment.
Italian Master Startup Award:	<ul style="list-style-type: none"> a. Start-ups as results of the business plans from one of the previous PNI editions; b. Start-ups that benefited from services of a university incubator or from PNI network; <p>Spin-offs from universities belonging to researchers.</p>

Contest deployment:

The main contents and the business plan will be inserted in the platform www.startcup.it (whose credentials will be transmitted via email by the PNI secretariat for each direction of the Regional Start Cup). The texts, in free format, must be exclusively in PDF format and may contain active links to video or audio files or other objects.

The business plan must be accompanied by an executive summary in PDF format. The business plan must describe an entrepreneurial idea characterized by a high content of knowledge, technology or technology, regardless of its stage of development, and must be the result of the group's original work.

Projects already presented in previous PNI editions are not admitted to the national competition.

Participants are invited to the awards event, during which they will be able to explain to the Jury their business idea during a session called "Expo Innovazione" , organized and managed by the local organizer of the event.

Prizes:

According to the format of the sponsors, prizes are usually offered by companies. One company usually sponsor one category. Below can be seen the example of 2018 edition of the competition.

I. By categories

Life Sciences Award
PwC ICT Award by Pricewaterhouse Coopers Spa
Iren Cleantech & Energy Award by IREN Group
NTT Data Industrial Award by NTT Data Italy SpA

Cash prizes for 2018 edition, for example, consist in an amount of € 25,000 (average).

II. Special mentions:

Special mention „Social Innovation“ defined according to the relative criteria expressed by the regulations for Innovative Startups - Sponsored by the Global Social Venture Competition.
2 Special mention prizes - „Equal Opportunities“ - for the best project of " Social Enterprise in the context of equal opportunities" - Sponsored by MIP Polytechnic of Milan

III. Special prizes:

According to the agreements that are negotiated, these prizes can take various forms, mainly barter. For the 2018 edition, for example were offered the following prizes:

- PNI -

PwC offers € 25,000 in services for 8 startups selected among the 16 finalists. These services will be provided by the Startups & Emerging Companies Services department, a PwC facility dedicated to supporting the most promising Italian emerging companies. The services may include preliminary activities to: development and redefinition of the business model, business plan and pitch deck, identification of the most appropriate growth strategy and assistance in its implementation, define guidelines and strategies for a capital raising process, facilitate the activities of networking with potential customers and industrial partners, etc. PwC will also guarantee to all the finalists of the National Award for Innovation,

UniCredit makes available the "UniCredit Start Lab Award", an award addressed to at least one of the PNI 2018 finalists. The course consists of: assignment of a mentor chosen among professionals, consultants, entrepreneurs, UniCredit partners on innovation for periodic comparisons with startups on strategic and growth aspects; participation in the Startup Academy; coaching program by the UniCredit Start Lab team; assignment of a UniCredit Relationship Manager to follow banking needs; for the projects and / or startups that have the prerequisites, organization of Business Meetings with UniCredit Corporate customers and possible investors. The areas of interest include: ICT / Digital / Web, Life Science, Clean Tech, Nanotech, Fashion & Design, Robotics, Agrifood, Tourism.

Principia Sgr makes the "Matheria Special Prize" available. Principia Sgr, through the Matheria Fund, a fund for technology transfer in the Materials sector, intends to award a Special Award for an amount of **15 000 EUR to be paid also in the form of services made available by the SGR**, to the Startup deemed most deserving and more promising than the prospects of success, which participated in the path of the 2018 Start Cup, including the regional StartCups, obviously in the extended area of the Materials. Principia is also committed to promoting the activities of the selected Start up with the partners of the Fund which include incubation opportunities, specialist advice and promotion and access to the market, as well as considering it at a later stage for an investment round. The selection of the candidates and their selection will be made by a jury agreed between the Matheria and PNI Cube Fund and the special prize will be awarded during the National Innovation Award event.

Boost Heroes, a company specializing in investments and consulting services for high-potential companies, will make available to one of the startups finalists of the 2018 National Innovation Award an investment for **a maximum amount of € 50,000 to be used in a campaign crowdfunding on**

the Mamacrowd.com portal . The investment will be conditioned by the positive outcome of the subsequent due diligence and negotiation processes, conducted at the unquestionable judgment of Boost Heroes, and possibly also related to the admission of the startup to the B Heroes acceleration program.

EIT Health- the KIC-Salute of the European Institute of Technology and Innovation, the largest European consortium for innovation and education - will award, to one of the participants in the Life Sciences category, the special "EIT Health" prize: a exclusive and customized **business mentoring program**. EIT Health aims to scout young Italian and European innovators, interested in being part of one of the best European networks and supporting them in developing their business. EIT Health promotes the development and commercialization of innovative solutions and products in the Health field, which have a real impact on people's lives and health systems throughout Europe.

The **Italian Association of Clinical Engineers (AIIC)**, as part of the Innovation Project, assigns the "Health Care Innovation Award" that offers the winners: an AIIC coach to facilitate the development of the entrepreneurial project with reference to its presentation to the market; a support to identify hospital sites available for clinical trials; a free stand to present the initiative in the next AIIC National Convention to be held in April 2019; hospitality for two people at the conference including participation in all networking events; the free status of AIIC observer member to the team members that make up the winning group.

The **Department for International Trade (DIT) of the British Consulate General of Milan and BacktoWork24**, the first alternative finance hub, awards a special extra-regulation prize for the 2018 edition of the National Innovation Award. The Bright Future Ideas Award will be awarded to one of the finalist companies with ambitions for international expansion. The award provides for the **possibility of fundraising with the investors of the BacktoWork24** network through a Club Deal or, alternatively, with an **equity crowdfunding campaign**.

Special G-Factor Award dedicated to startups in the Life Sciences sector: G-Factor undertakes to select a minimum of 2 teams, startups or spinoffs against a minimum of 8 teams that apply on the dedicated platform; in the case of a number of applications less than 8 G-Factor will evaluate whether to proceed with the selection or not. The Special Prize consists of the selection of a minimum of 2 teams or spin-offs or start-ups that will have **direct access to the last phase of the evaluation, which consists of a series of one-to-one meetings with representatives from the scientific, industrial and venture capital**.

- Italian Master StartCup -

"Young Entrepreneurs Initiative" award by the Embassy of France supporting technological collaboration french -italian, including also an internship in France.

"Bright Future Ideas Award" by the British Consulate in order to support export consisting mainly in a recognition mission as well as a mentorship programme in London.

Patents:

Each business plan sent to the Organizing Commission to participate in the PNI remains the property of the authors, who will be able to protect it through the forms of protection provided by law. The members of the PNI bodies are exonerated from any responsibility for any disputes that may arise regarding the originality and paternity of the work, parts of the work or any limitations on the part of third parties of the work itself. The members of the Jury will sign a secrecy agreement regarding the information contained in the assessed business plans.

THE NETWORK

Founding partner: Association PNI Cube (National Award for Innovation) - Associazione Italiana degli Incubatori Universitari e delle Business Plan Competition locali

Associated entities:

- AlmaCube
- Campania NewSteel srl

- ARCA Consortium
- Sapienza Innovazione Consortium
- I3P - Innovative Enterprise Incubator of the Polytechnic University of Turin
- Innovation Factory
- Luiss Carlo Guidi
- Politecnico di Milano
- Sant'Anna Pisa High School
- Second University of Naples
- Trentino Development
- Ca'Foscari University of Venice
- Catholic University of the Sacred Heart of Milan
- Luigi Bocconi University of Milan
- University of L'Aquila
- University of Bari
- University of Basilicata
- University of Cagliari
- University of Camerino
- University of Catania
- University of Ferrara
- University of Florence
- University of Foggia
- University of Macerata
- University of Messina
- University of Milan
- University of Modena and Reggio Emilia
- University of Molise
- "Parthenope" University of Naples
- University of Padua
- University of Palermo
- University of Perugia
- University of Eastern Piedmont
- University of Pisa
- University of Rome Tor-Vergata
- University of Salerno
- University of Sannio
- University of Sassari
- University of Turin
- University of Trieste
- University of Udine
- University of Verona
- University of Mediterranean Studies of Reggio Calabria
- University of Salento
- University of Calabria
- Federico II University of Naples
- Lum Jean Monnet University of Puglia

Associated ministries:

- Italian Ministry of Economic Development
- Italian Ministry of Education and Research

Structure explained, in general:

In each year, there are associated/supporting entities promoting this initiative. The main feature is flexibility when it comes to agreements concerning media partners, sponsors and other different supporting bodies. Complete structure of these agreements, for 2018, is available on:

<http://www.pnicube.it/premio-nazionale-innovazione/>

People involved:

Every person supporting this initiative is a volunteer as it is specified in contracts.

Jury:

The Jury consists of a number comprised between 28 and 50 members identified by PNICube among experts in the evaluation of projects of technological startups coming from the world of corporate finance and big business. The Jury is coordinated by the organizational secretary of PNICube. The Jury is responsible for identifying the PNI winners. The works of the Jury are reserved and its decisions are unquestionable. Moreover, the jury is:

- divided, according to the competences of the jurors, into 4 autonomous working groups in order to identify the winners of the award categories and assign the "National Award for Innovation 2018";
- with a limited group of evaluators, to assign the special mention for the best project of "Social Innovation";
- with a limited group of evaluators, to assign the special mention for the project of "Social enterprise with a view to equal opportunities".

Statistics:

Initiative start to be successful in terms of number starting with 2015. For a general overview, statistics comes as it follows:

- 2015: 1,278 business ideas were proposed, proposed by 3,253 aspiring entrepreneurs. From these business ideas have been produced, thanks to the support of Incubators and Universities of the PNICube network - 608 Business Plan. Of these, the best 63 projects, winners of the regional Start Cup participated in the final.
- 2016: 1,171 business ideas were collected from 3,440 aspiring entrepreneurs. From these business ideas we have been produced, thanks to the support of Incubators and University of PNICube network, 511 Business Plan. Of these, the best 65 projects, winners of the regional Start Cup, took part in the Modena final.
- 2017: participation of 2,768 new entrepreneurs this year, for a total of 1,031 business ideas and 531 business plans presented. The winners were selected among the 65 finalist startups by a qualified jury composed of 28 members of the business world, university research and venture capital.