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Call Pre-Incubation Path

Venture Bakery

Period: February - May 2025

Object and purpose

"Venture Bakery" is a pre-incubation program that supports the development of innovative entrepreneurial projects. Its main goal is to provide participants with the necessary tools to validate the proposed solution in the market.

The candidate projects can relate to any of the following technology sectors: ICT, AI, Deep-Tech, MedTech, Pharma, Agri-Tech, GreenTech, Waste Recycling, Fin-Tech, and Paper Manufacturing. Projects from other areas and sectors may also be submitted, but their admissibility is subject to the Committee's decision.

Art. 1 – Recipients

The Call is open to:

- **Teams** composed of at least two members with an innovative business idea and the ambition to establish a start-up or a university spin-off in the near future;
- **Innovative university start-ups and spin-offs** in the early stage phase, which are working on their entrepreneurial projects but have not yet performed market validation of their product/service;
- **Companies already operating on the market** that are developing innovative business projects, with the potential to establish new companies (corporate spin-offs) in the short term.

Art. 2 – Offer

The University of Pisa offers a personalized pre-incubation path, lasting approximately three months, to a maximum of 12 selected entrepreneurial projects and Start-ups/Spin-Offs. This program, which will take place from February to May, aims to support them in market validation and the consolidation of their entrepreneurial efforts project.

- **Kick-Off meeting:** it will take place in person to present the structure and planned activities during a networking event with all the stakeholders involved in the pre-incubation program and the ecosystem of the University of Pisa.
- **Workshops and seminars,** lasting a maximum of 15 hours, will be held in both Italian and English about prototyping techniques, market analysis, business models, design thinking, market



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validation, and communication and presentation techniques for entrepreneurial projects. They will primarily be held online.

- **Personalized mentoring** will be available for a maximum of 20 hours for each project, provided by national and international experts. This mentoring focuses on the development, definition, and validation of the prototype and business model, as well as the communication and presentation techniques of entrepreneurial projects. Sessions will be carried out mainly online, with a schedule determined by the participants and the identified experts
- **Networking meetings** will be organized on an ad hoc basis, focusing on one-to-one interactions with startups, companies, and multinationals in related sectors, as well as investors and innovation experts.

The content of the activities and the timelines for developing the project proposals will be evaluated and established according to the needs of each selected project.

At the end of the course, participants will present their entrepreneurial projects to sector stakeholders and investors at [Converging Skills](#), scheduled for May 20 and 21, 2025, to facilitate business matching and attract investments to accelerate the project.

Art.3- Participation Fee

The course is free of charge for teams, start-ups, and university spin-offs in which at least one member of the entrepreneurial project has an active relationship with the University of Pisa (for example, and not limited to student, research fellow, PhD student, researcher, or professor).

For entrepreneurial projects in which no member has an active relationship with the University of Pisa, participation in the course requires a participation fee charged as follows:

- Entrepreneurial or research teams: €500.00
- *start-ups* and *spin-offs* : €1,000.00
- Companies already operating on the market: €1,500.00

The fee must be paid via the PagoPA system before the start of the mentoring activities. The payment notice will be issued after the selection and formal acceptance into the program. The participation fee will be invoiced under VAT exemption under Italian Law Art. 14 c 10 - 537/93.

Art 4 - Deadline and submission

The application must be filled out in either Italian or English exclusively using the online form by January 28, 2025, available at the following link: <https://forms.gle/CeqtB9oSbBAWSJtp6>

Art. 5 - Selection methods



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An evaluation committee, made up of experts and investors, will evaluate the proposals received based on the following criteria:

- Relevance to the call's theme
- Relevance of the market need
- Level of innovation of the proposed solution and technology
- Value adequacy of the proposal
- Market size and potential
- Quality, multidisciplinary skills, and competence of the entrepreneurial team
- Social and environmental impact

The Committee will also consider the quality and completeness of the information provided during the selection process. The Committee may request Applicants to provide additional background materials on the project or company and to meet with the selection committee, as outlined below, to gain a deeper understanding of the project's potential. Candidates unconditionally accept any decision made by the Committee regarding project selection.

Art. 6 – Call Timeline

The timeline for the application, the start, and the conclusion of the pre-incubation program is as follows:

- Application deadline: **January 28, 2025**
- Final selection results: **by February 18, 2025**
- Confirmation of participation in the program by signing an agreement **by February 19, 2025**
- Pre-incubation program: **from February 25 to May 18, 2025**
- Investor Day: **May 20 and 21, 2025**

Art. 7 – Obligations of participants

During the program, participants must adhere to the following obligations after signing a specific agreement:

- Ensure the complete implementation of the activities outlined by the program within the communicated timelines and methods.
- Complete weekly deliverables assigned by mentors. The mentors will review the deliverables and provide feedback for improvements and fine-tuning activities.
- Participate in periodic monitoring meetings and provide the relevant documentation requested by the program's chief regarding the entrepreneurial project development.



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- Report any factors that may cause significant impediments or delays in project progress.

Unless there is a valid reason, participants who do not meet the required obligations will be excluded from the program.

Art. 8 – Intellectual and industrial property rights

The proposers declare that they are the sole owners of all intellectual and industrial property rights related to the content of the presented projects and that they also hold the economic exploitation rights of the submitted material. Therefore, the participant asserts that all the materials presented do not infringe in any way, directly or indirectly, on the rights of any third party. Furthermore, by participating in this Call, the proposers commit, until the end of the process, not to license any rights attributable to the presented project and any other material that has been written, conceived, prepared, developed, or created, in whole or in part, for participation in the Call to third parties. If there is a violation of the provisions of this article, the project will be excluded from the pre-incubation process. Ownership of the intellectual property relating to the project, even if generated during the process, will reside with the entrepreneurial team in accordance with current industrial property legislation.

Art. 9 - Confidentiality guarantees

All subjects involved in each phase of the activities outlined in the Call, as well as for the five years following the conclusion of the pre-incubation process, commit to maintaining the confidentiality of the information provided by the candidates, including the contents of their submitted projects. However, it is not mandatory for candidates to classify any information as confidential and/or reserved; this decision remains at their discretion. In any case, candidates are encouraged to submit a comprehensive and well-detailed proposal to facilitate its evaluation. The evaluation commission also commits to protecting and maintaining the confidentiality of the materials and information submitted for evaluation, using them exclusively for purposes directly related to the Call. Each participant in the Call agrees that their project idea, in compliance with confidentiality requirements, may be included in publications and dissemination activities promoted by the University of Pisa.

Art.10 Limitations of liability

Given the modalities of participation in the Call, the University of Pisa assumes no responsibility for any technical, hardware, or software malfunctions, interruptions in network connections, or for participant registrations that are failed, incorrect, inaccurate, incomplete, illegible, damaged, lost, delayed, misdirected, or intercepted. This includes registrations that, for any reason, have not been received, as well as electronic or other communications that have been delayed or other technical issues related to the registration and uploading of materials within this initiative.

The University of Pisa also reiterates its non-involvement in any actions or behaviors of individual participants during the program that violate current civil and criminal laws. In this regard, it reserves the



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right to exclude any participant if it believes their behavior, even if not expressly against the law, is not in the spirit of the initiative or is inappropriate for its purpose.

Art. 11 - Guarantees and indemnities

Those who participate in the Call declare that they are aware that the responsibilities, including criminal ones, associated with the contents of the projects submitted for involvement in the initiative regulated by this Call are their sole and exclusive responsibility, indemnifying the University of Pisa against any claims made by third parties. Proposers take full responsibility for the originality of the projects submitted and for any rights asserted by third parties regarding the project ideas, explicitly releasing the promoters from any related liability and committing to address any requests, legal actions, or claims for damages presented by third parties in any forum. The initiation of any disputes in this matter will immediately suspend the participation of the involved team and may result in the return of any received funds.

Art. 12 - Processing of personal data

Under EU Regulation No. 679/2016, the mandatory personal data provided will be processed by the University of Pisa primarily using computerized methods, solely for the purposes and procedures outlined in the information that will be provided to the interested party at the time of their application to participate in the pre-incubation program.

Art. 13 - Final provisions

Under the provisions of Article 5 of Law No. 241, dated August 7, 1990, the individual responsible for the procedure is the Director of the Research and Enhancement of Knowledge Directorate, located at Lungarno Pacinotti 44, 56126 Pisa. Any inquiries may be directed via email to: innovazione@unipi.it.

The University of Pisa reserves the right to modify or extend the deadlines for submitting applications for participation and to make adjustments to the pre-incubation program if unforeseen circumstances impede the execution of the activities.

This will be communicated through the web page <https://www.unipi.it/index.php/trasferimento/item/29207-venture-bakery>

Submitting an application implies full acceptance of the provisions outlined in this Call.