



Guidelines on Call for Startups & Call for Ideas 2025-2026

This document will help you complete your “Call for Startups & Call for Ideas 2025-2026” application form. Before doing so, we suggest that you **carefully read the call for applications and annexes**, on the [dedicated page](#) (section “Call and attachments”), and within the platform for the application.

Don't forget that you must **submit your business project by 1:00 p.m. on 2 February 2026**.

➤ ONLINE APPLICATION PROCEDURE

- 1) Go to <https://ricercatm.unibo.it/startupday/index.aspx> and **log in** using your Unibo credentials. Choose the language by selecting IT or EN on the top right;
- 2) Click “**Submit application**” and then “**Submit CALL FOR IDEAS - EMERGING IDEAS application**” or “**Submit CALL FOR STARTUPS - ESTABLISHED STARTUP application**”;
- 3) On the “**1. Data Entry**” page, fill in the various sections by entering the required information about the business project you want to present and about the entrepreneurial team;
- 4) In the **entrepreneurial team section** click on “**Add Component**” and enter the information on each team member (Project leader and Members).
ATTENTION: the team leader must also be entered as a team member by clicking on "Add member", then selecting "Project leader" and entering his/her personal details. After entering each member's details, click “Save” and continue;
- 5) Once you have completed all the fields on the application form, click “**Save**” at the bottom of the page. If you have provided all the information required, the message “Saving successful” will pop up;
- 6) By selecting “**2. Print preview**” page (in the upper portion of the page), you will see the preview of your application. If you want to make any changes, go back to the “1. Data entry” page. If the data inserted is correct and you wish to submit your application, go on to page 3. Apply;
- 7) On the “**3. Apply**” page, click “**Run a formal check**”. If the data inserted is correct, the message “**Formal check successful**” will pop up. Click “Close”;
- 8) Tick “**I agree**” to give your consent to the processing of your personal data and click “**Apply**”;
- 9) The following page will show your **unique application number** and the summary of your application. You will also receive a confirmation email.

You can edit your application up to the deadline for applications. To edit your application, log in, click “**Reopen**” and then “**Edit**”. After submitting your updated application through the same procedure as above, you will receive a new unique application number, which will be your ID number in the ranking list.



➤ GUIDE TO COMPLETING THE APPLICATION

“Call for Ideas - Emerging Ideas” Category

Presentation of your business idea (Section 1)

In this section we ask you to **focus on the project you are proposing**.

If you need concise and useful information to structure your business project in a coherent and sustainable way, we suggest that you consult the file "**Key elements for defining your business project**" (section “Call and annexes” at the bottom of the [dedicated](#) page).

Please use a clear and plain language to make sure that everybody, even laymen, can understand your business project.

Link to your video

Upload to a suitable platform (e.g. Youtube) the video you wish to include in your application form. You can make it **public** or only visible to those who have the video link (on Youtube, “**Unlisted video**” option). This step is very important, as it will allow the Evaluation Committee to watch it during the selection process.

No special equipment or editing skills are required for your video – just use your smartphone if you want. You are free to make the video as you prefer, but remember that it **cannot be longer than 1 minute**. Why just 1 minute? Because it is normally the time you have available for an Elevator Pitch in the startup world.

How can we say everything which is really **useful** and essential in just one minute? The difficult part is to condense your speech and avoid redundant parts. For this reason, we suggest that you first prepare a written text/script for your video. Please consider that, for a 1-minute video, you will need around 900-950 characters.

Stage of development of your project (Section 2)

Your idea may or may not be in an embryonic stage – it is not essential to have a prototype or a product. However, if you do, this will be taken into consideration and you could be rewarded. If you have already developed a prototype or a product, please show it to us in this section.

Presentation of your team (Section 3)

As a fresh startup, **your team is your most precious resource**. Use this section to tell us about yourself and your team members. Include some personal information and a short presentation for each person (proponent/applicant included). Focus not only on the professional background of the members, but also on any skills they might have acquired through non-university experiences and programmes. If your team is missing something, don't worry – if your idea is selected, our [Call for Players](#) will help you find new members to join in, to better face market challenges.

Your motivation and expectations (Section 4)

Motivation is key in the process of developing a business idea, both in terms of establishing a startup and of making it grow over time, facing the challenges of the market and society. Tell us about what motivated you to present your business project and what you expect from the business development programme that Unibo has designed for you.



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“Call for Startups - Established Startups” Category

Presentation of your startup (Section 1)

In this section we ask you to **focus on the startup you are proposing**. Please use a clear and plain language to make sure that everybody, even laymen, can understand your startup.

Please describe your startup. How is it innovative?

The description must be **max 1,000 characters long (spaces included)**. This is mandatory.

Don't you think it is enough? Actually, it is much more than in other contexts where you would need to describe your project: startup competition, presentation to investors, etc. **Describe only the heart of the project** what makes it truly unique and what can arouse further curiosity and interest for later insights.

What do you think is the main risk for your startup?

Identify the weaknesses/threats that could put your business project at risk.

What are your short-term goals (next 3 to 5 months) for your startup?

Describe how you think your project will develop over the next 5 months, what kind of activity you have planned, what your strategic and operational roadmap is.

How do you see your startup in 10 years' time?

Describe what the medium-to-long-term goals of your project are and the vision behind the development of your product/service.

Presentation of your team (Section 2)

As a startup, your team is your most precious resource. Use this section to tell us about yourself and your team members. Include some personal information and a short presentation for each person (proponent/applicant included). In this presentation, we suggest that you emphasise the added value that each person brings to your team.

Link to video (Section 3)

Upload the **Youtube** video you wish to include in your application form. You can make it **public** or only visible to those who have the video link (“**Unlisted video**” option). This step is very important, as it will allow the Evaluation Committee to watch it during the selection process.

No special equipment or editing skills are required for your video – just use your smartphone if you want. You are free to make the video as you prefer, but remember that it **cannot be longer than 1 minute**. We suggest that you first prepare a document with the text/script of your video, bearing in mind that - generally speaking - for a 1-minute video, you should average 900-950 characters.

Lean Canvas (Section 4)

- 1. Problem:** define the problem/need underlying your business project, analyse it thoroughly and identify any tools used for data collection and analysis purposes.
- 2. Solution:** describe how your startup responds to the problem/need identified with its products/services;

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- 3. Customer Segments:** describe the groups of people/entities/businesses that the startup addresses. The customer segments identified are essential for the definition of the value proposition(s) they refer to.
- 4. Unique Value Proposition:** describe what your value proposition is, i.e. why your proposition (project) is unique and worth buying.
- 5. Unfair Advantage:** what is your unique competitive advantage? What sets you apart from your competitors and makes you unique/better?
- 6. Channels:** what are the communication channels through which you intend to promote or propose your startup to customers? (/communication and distribution)
- 7. Key metrics:** what are the main activities you will carry out with your startup to offer your value proposition? What resources do you need to achieve them? (e.g. physical, intellectual such as patents/licences, human, financial)
- 8. Cost Structure:** What are the main costs you will incur to develop your startup and you will have to take into account in your business model? Indicate the costs generated by key resources, key activities and key partnerships.
- 9. Revenue Streams:** what are your sources of revenue? What is the value your customers are willing to pay? What does each segment pay for? How would each customer segment prefer to pay (advertising, monthly subscription, per product/service, etc.)?
- 10. If you want to add something that you think might be useful for us to evaluate your project, please feel free to do so below.** You have a maximum of 1,000 characters.