



STEP Tech Park

STEP Call 4 future 2021





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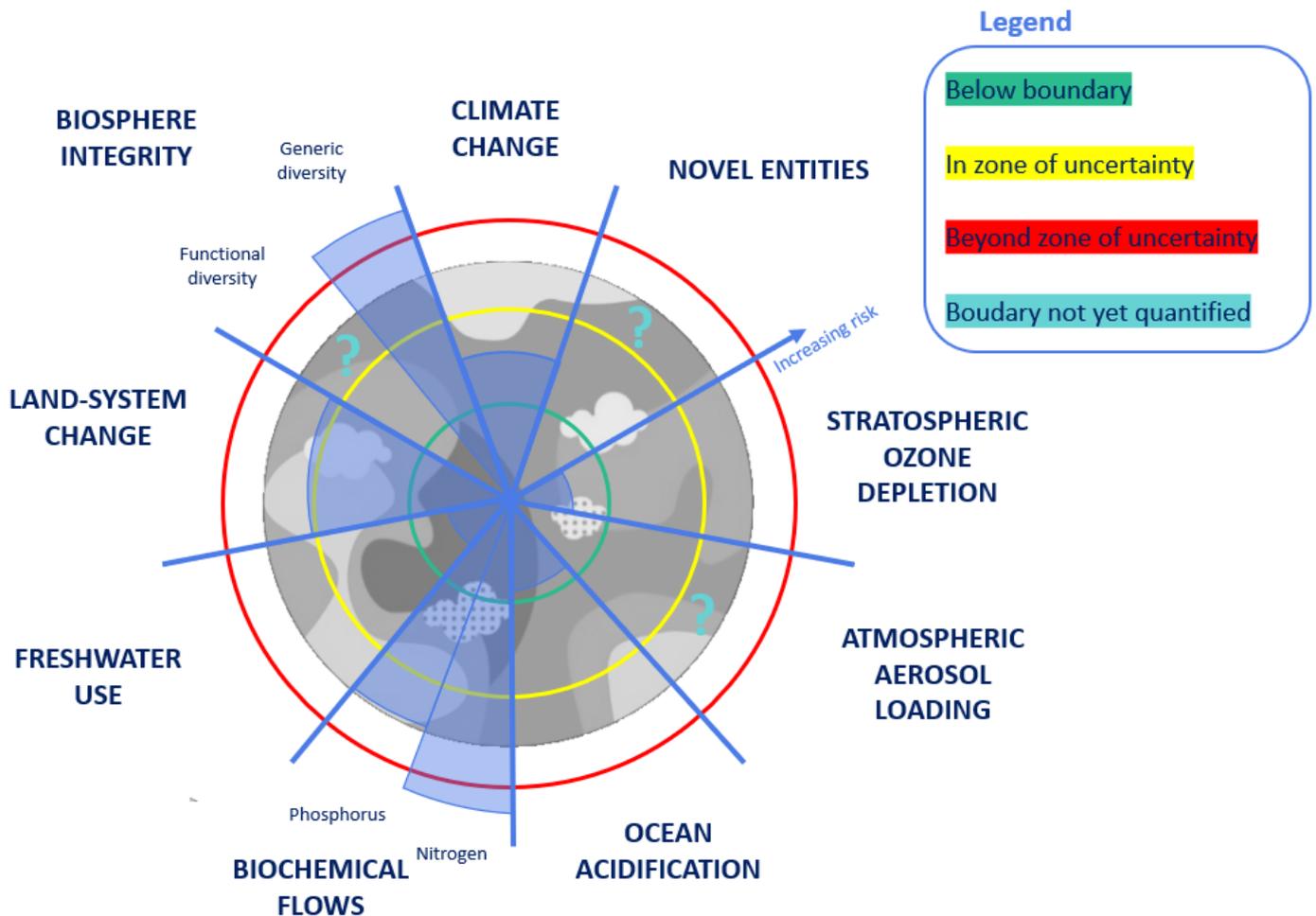


Article 1: Framework and fields of interest

The last fifty years of Economic Development are causing damages to our **Planet** and its delicate mechanisms. Since the Industrial Revolution, **human impact**, on a global scale has been so strong that scientists have declared the **end of the Holocene**, the geological era characterized by a low variability of the factors that affect the Earth system. It has begun new era called the **Anthropocene**, in which humans are the main factor able to affect the Planet natural system.

In a study published in 2009 on the academic journal *Nature* (Johan Rockström, 2009), 29 scientists specialized on the Earth science have identified **9 planetary boundaries** that should not be crossed. Overcoming those limits could cause unexpected and irreversible changes that may compromise the proper functioning of the System and therefore the well-being and survival of humanity.

Unfortunately, in 2009, climatologists established that **3 of these limits** had already been **exceeded**: too much carbon dioxide released into the atmosphere, too much nitrogen removed from the atmosphere and declining biodiversity. In 2015, a new study published in the scientific journal *Science* (Will Steffen, 2015) reported that we have crossed the limit related to the land use due to the widespread practice of deforestation.





STEP Tech Park is an Italian Innovation Hub that has a very specific goal: reducing **5 million tons of CO₂eq** by helping startups, researchers, and innovative SMEs to develop highly technological projects that would reduce significantly global greenhouse gas emissions.

The **STEP Call 4 Future 2021** is addressed to solutions that can help to keep planetary limits under control (*see image above*), in particular to all those solutions that have a high potential of **carbon reduction** extremely relevant to keep the limit of climate change under control.

The STEP Call 4 Future 2021 will identify the most promising entrepreneurial projects to be included in the **STEP-IN** acceleration program. The program helps startups to finalize the proposed technologies and affirm their business enterprise on the market by enabling a dynamic scale-up.

The following are some of the **industrial clusters** related to the STEP Call 4 Future 2021. The list is by way of example and not exhaustive:



Article 2: Requirements

May apply for the Call either **teams of innovators or incorporated start-ups** that most:

- Be natural persons with legal age;
- Offer a solution that might **keep under control** or decrease 1 or more **planetary boundaries**. By way of example and not exhaustive, it is possible to refer to the industrial clusters above (*Article 1*);
- Spend more than **50%** of their **time** on the submitted project.



Article 3: Acceleration program

The teams of innovators/start-ups that will be selected, will take part in the **Acceleration program** called STEP-IN lasting 6 months, with a total value of € 60,000. The program can also be followed **digitally**, however, if the start-ups wish, the use of all the facilities in the Park is free of charge (see *paragraph 4 "The Facility"*). During the entire process, STEP team will be working with the aim of pursuing the perfect product market-fit and quickly launching the start-up business. The program includes:

1. STEP support

1.1 Strategic support

STEP helps start-ups to define a **long-term strategy** that considers the whole business model sustainability. Every strategy is tailor-made according to the business characteristics and goals. Once the goal has been defined together with the start-up team, STEP, through **project management** approaches as the Lean method most suitable for newborn businesses, takes care of turning the macro-objectives into monthly and weekly tasks. In addition to innovation management and business organization experts, in the STEP team there are also marketing specialists who will assist the start-ups in the creation of their branding and identity to go on the market as well as in the **social media** and **website management**.

1.2 Commercial support

STEP supports the commercial development to **quickly affirm** the proposed technologies **on the market** or to favor a **dynamic scale-up** if the start-up has already entered the market. For this reason, each start-up will be assisted by a **Business Developer**. The commercial support will be structured approximately on the topics listed below. The list should be considered by way of example and as a generic starting point. During the first weeks of the acceleration program, STEP team along with the start-up team will define after a requirements analysis, a tailor-made list:

- **Internal organization**
 - Business process mapping
 - Customer data management & CRM
 - Performance analysis & KPI
- **Active Scouting**
 - Personas Segmentation
 - LinkedIn Sales Navigator
 - Customer Journey



- **Team & Skills**
 - Public Speaking
 - Sales Pitch
 - Deal Negotiation
- **Sales Coaching**
 - Gestione della pipeline di vendita
 - Managing Growth
 - Revenue Stream
- **Scale-up & Internationalization**
 - Local Complementary Partners Search
 - Distribution Network Structuring
 - Culture, Approach & Barriers to Entry



1.3 Technical support

STEP provides to start-ups **technical skills** with the aim of speeding up and improving the existing solution and reaching the market profitably. The technical support includes, by way of example, the following activities:

testing for rapid and profitable industrialization.

- **International patent** application;
- **Digitalization** of the solution;
- **Cloud integration** of the solution;
- **Solution testing** for a rapid and profitable industrialization.

2. Mentorship

During the Acceleration program, the start-ups will be supported by the STEP mentor community. The mentor bios are visible on the [mentor section](#) of STEP website. Those are professionals with experience in different fields and sectors, **corporate managers**, **academics**, and successful **entrepreneurs** who share our environmental awareness and have the desire to help start-ups by providing their **skills** and **know-how**. The assignment of one or more mentors to a start-up will be done only after a match analysis between the needs of the start-ups and the mentor skills. Each start-up will have access to over **25 hours** of mentorship during the program.



3. Workshop

During the Acceleration program, STEP will organize some workshops to explore interesting topics related to the growth of a new business. The workshops will focus on strategy, validation, finance, and marketing. During those sessions, start-ups will interact with their peers, work on their business, elaborate the pillars on which the start-up is based through **exercises**, **business games**, and **field work**. All workshops will be conducted by industry experts and, by way of example, will touch on the following topics for a total of **25 hours** throughout the program:

- **Strategy**

Questions: *Is my business model sustainable? Which is my real value proposition? Did I consider all the possible sources of revenue?*

Goal: *Having doubts on BM, working on them, solve them.*

- **Validation**

Questions: *Has my solution a real market? Is my validation completed? May I do something more?*

Goal: *Prove that the solution is validated and ready to go on the next level.*

- **Finance**

Questions: *Is my business financially sustainable? How? Can I prove it? Is it clear where do I get money that I need?*

Goal: *Having a financial strategy, validating its feasibility with experts.*

- **Marketing**

Questions: *Which is the marketing plan that I have imagined? Which are the goals and the budget to allocate? How should I build a strong brand and a successful storytelling? How can I create the best customer experience and service for my customers?*

Goal: *Having the most suitable online and offline marketing strategy for my business.*

Depending on the needs, the workshops could also deal with the following topics:

- **IP rights**
- **Legal & Tax**
- **Growth Hacking**
- **LCA & Carbon Footprint**
- **Project Management & Agile Methodology**
- **HR & Team management**

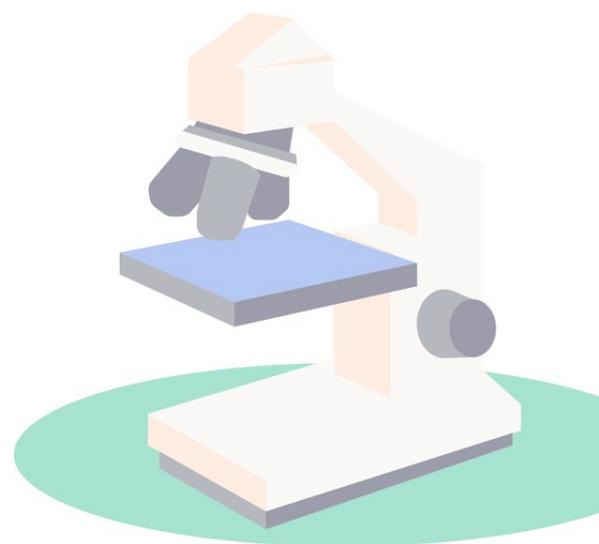


4. The facility

Coworking areas are available for the start-ups for their daily activities during the whole Acceleration program. Furthermore, the headquarters is equipped with **meeting rooms** and **auditoriums** spaces. In the technology park there is a **lab** furnished with different tools and machines for the development and improvement of the accelerated solutions. If necessary, the **lab Technical Expert** will be ready to guide the start-up team members in using tools and to assist them in the operational development and improvement of the product.

The laboratory equipment is constantly improving and will be adapted according to the start-ups needs. Below there is the list of tools currently available in the lab:

- **Electronic workbench**
 - Welding station
 - Oscilloscope
 - Electric tools
- **Mechanical workbench**
 - Lathe
 - Drill press
 - Mechanical tools
- **Pneumatic workbench**
 - Compressed air
 - Fittings



5. Pitch day

During the Acceleration program, STEP will host at least 2 pitch events involving many potential investors (VC and Business Angels) and our corporate community whose names can be found in the [industries section](#) of our website. In addition, STEP periodically organizes, about once a month, other **scientific dissemination events** (physical and / or online) to allow **networking** and encourage contamination and collaboration among the STEP **community** players.



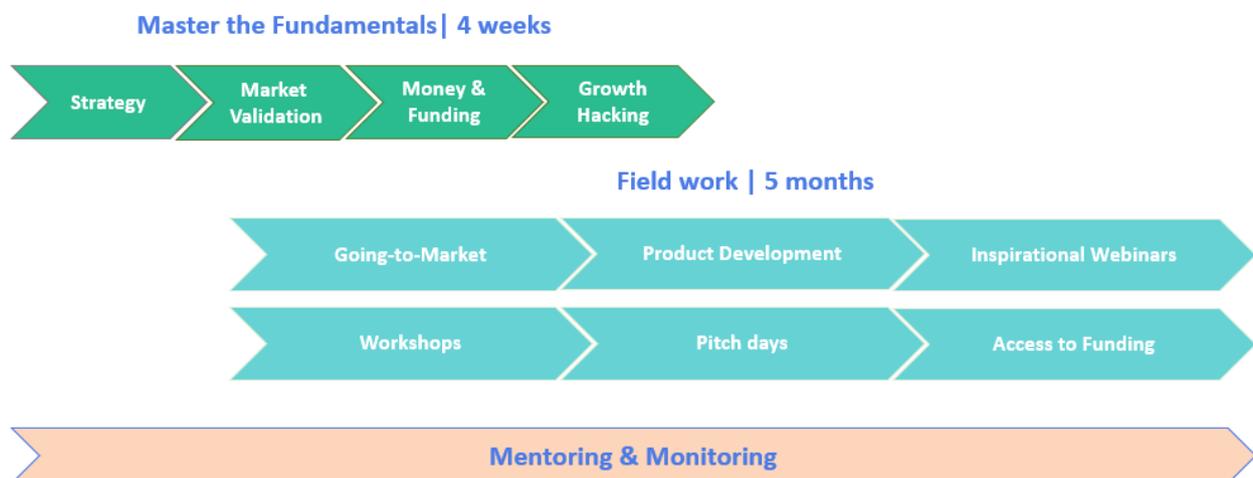
Article 4: Program steps and timeline

STEP Call 4 Future 2021 will open on the **14th of September 2020** and will close at 23:59 on the **15th of November 2020**. STEP team will select 10 best start-ups that will access the **Selection Days** which will be held in the week starting on the **31st of November 2020**. Finally, the best 3 start-ups will access to the STEP-IN Acceleration program starting between the 3rd and 4th week of **January 2021**.



The applicant access to the Selection Days does not entail any pre-contractual liability for STEP, nor any duty for the latter to sign agreements with the candidates.

STEP-IN program is divided into two phases: the first **4 weeks** named **“Master the Fundamentals”** are weeks dedicated to different activities including a check-up on business model, business strategy, and solution idea validation on the market. The following **5 months**, broadly called **“Field work”**, include all the necessary activities to enter with the proposed solutions on the market and to quickly affirm and consolidate the start-up business.





STEP Tech Park maintain the right from now on, where appropriate, to modify the aforementioned steps and timing of the selection and the Acceleration program. The adjustments will be communicated through [STEP website](#) and STEP social accounts.

Article 5: Evaluation and selection

The project **evaluation** for STEP Call 4 Future 2021 will be carried out by STEP team. A maximum of 10 teams of innovators/start-ups will be selected for the Selection Days and subsequently a maximum of 5 teams of innovators/start-ups will access to the STEP-IN Acceleration program starting in January 2021.

The applications received will be evaluated considering:

- **Carbon reduction potential** of the solution;
- Completeness, heterogeneity, expertise and commitment of the **team**;
- **Degree of innovation** of the solution;
- **Profitability** and **replicability** of the entrepreneurial project on a global scale.

The candidates, by sending their application and the related documents, declare that the information provided is true and that any decision taken by STEP will be unconditionally accepted.



Article 7: Privacy

All candidates, by submitting their application, give their consent to process their personal data and data related to their projects for carrying out the activities related to STEP Call 4 Future 2021. The independent data controller is STEP Tech Park S.r.l SB with operational headquarters in via Redipuglia 70, Treviglio 24047 (BG).

The data controllers may transfer the personal data acquired to their institutional partners with the express consent of the interested parties. These data will also be provided to any other third parties acting as external data processors.

Pursuant to Art. 13 of EU Regulation 679/2016, the data provided by the participant in relation to this Acceleration program will be processed in accordance with the aforementioned regulations regarding personal data protection, as well as the contents referred to in the privacy policy that the participant accept during the registration.

All the subjects involved, even after the conclusion of the STEP Call 4 Future 2021, will guarantee the confidentiality of the information regarding the ideas and projects submitted.

Article 8: Intellectual property

The material and intellectual property of the submitted projects, along with the application form sent by the candidates, belongs to the applicants themselves. STEP Tech Park S.r.l. SB has the right to use the content submitted only with reference to STEP Call 4 Future 2021.

All the participants to the Acceleration program undertake to keep the information acquired within the program strictly confidential. In any case, all candidates undertake to inform STEP of any ongoing relationships with other field players, even if the ongoing activities/projects may not be related to the STEP 4 Future 2021 Call.





Article 9: Warranties

All candidates, provide that the contents submitted:

- Do not contain illegal or prohibited material;
- Do not contain material in violation of the rights, positions or claims of third parties (with reference to the law on copyright and industrial property and other applicable laws or regulations);
- Can be legitimately used because the participant is the owner of the rights to use it, or because he has acquired the right to use it from all the subjects that have the right to use it.

All candidates declare that they are aware of the responsibilities, including criminal ones, all of which incur their sole and exclusive responsibility, in case of untruthfulness of the contents of the projects submitted and/or in case of false declarations regarding the requirements expressed in Article 2.



LOOKING FOR MORE INFORMATION?

Send an email to hello@steptechpark.com or contact us through our [LinkedIn](#).

**WHAT ARE YOU WAITING FOR?
LET'S SAVE THE PLANET TOGETHER!**

