



Start2B and International Investment Forum

R2B Days

Venue: Sala Maggiore (ex GAM) - area Start2B

Palazzo dei Congressi - Piazza della Costituzione - Bologna

November 11-12-13, 2009

Terms and Conditions

The hereafter described terms and conditions define the participation to the "Start2B" and International Investment Forum initiative, taking place within the 2009 edition of R2B Days International Expoforum on Industrial Innovation.

Art. 1. Description of the initiative

Start2B is an initiative for the valorization of young technology-based or high-knowledge content firms held for the first time within Research to Business 2008 and now at its second edition.

The initiative falls under the GECO Framework Agreement among the Italian Ministry for Economic Development, the Italian Ministry for Youth Policies and Emilia Romagna Region, signed on December 11, 2008 and carried out by ASTER, the Emilia-Romagna Science and Technology Association, and by PNICube, the Italian University Incubator and Business Plan Competition Association.

Start2B offers new business ventures the opportunity to participate to the exhibition area and to a series of special events proposed by R2B with the aim to facilitate networking among actors (belonging, for example, to the research, services, finance fields) who support the creation and development of highly innovative start-ups, in particular:

- Take part in the R2B Days **exhibition area** specifically dedicated to "**Start2B**";
- Be listed in the event **catalogue**;
- Free-access to the **special events** promoted by the participants during event days;
- Participate to the **International Investment Forum**, within which firms and business projects contenders interested to assess investment and funding opportunities have the opportunity to meet potential investors, funders, business angels, incubators, public and private sector operators supporting business creation.

The Forum is a closed door event in English concluding with the assignment of the **Start2B Award** to the firm or business project contender performing the best presentation rated by investors, funders, business angels and sector operators taking part to the Forum.

Art. 2. Targeted audience

The **Start2B** initiative is addressed to entrepreneurs and prospective entrepreneurs, financial institutions, credit consortiums, financial foundations, venture capital organizations, business angels and other investors, university and research representatives, incubators, technology and science parks, local authorities, organizations supporting business creation, chambers of commerce, business associations, other public and private organizations endorsing innovative and high-knowledge content business creation and development.

Art. 3. Participants

The following participation modalities are foreseen:

- Young innovative firms established after January 1, 2005;
- Individuals or groups with innovative business projects;
- Investors, funders, business angels, incubators, public and private sector operators supporting business creation.

The above participation modalities undergo a selection/accreditation process described in subsequent articles 4-8.

Art. 4. Participation to the exhibition area of young innovative firms founded after 01.01.2005

Young innovative firms established after 01.01.2005 proving to possess at least one of the following qualifications:

- Innovative aspect of offered products/services
- Use of innovative technology
- Adoption of innovative organizational and/or market solutions

may qualify, **free-of-charge**, to take part in the Start2B exhibition area with an **assigned position**, and, if successfully pass the selection process:

- be listed in the catalogue under the Start2B section;
- access the special events organized during R2B Days.

Each assigned position will be equipped with a table and three chairs.

For application:

- download and fill-out the "Start2B – Firm Form";
- complete the on-line form <http://r2b.aster.it/start2b/neoimpresa.php> and attach the "Start2B – Firm Form" not later than **Oct. 20, 2009**;
- print the confirmation page proving that the submission of the on-line form has been successfully processed;
- print and send the completed and signed "Start2B – Firm Form" by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER –Start2B Initiative - Via Gobetti 101, 40129 Bologna, Italy (fax no. +39.051.639.81.31).

- Applications must have attached the confirmation page proving the successful processing of the on-line form and a copy of the business registration certificate.

Additional information can be submitted to further integrate the requested documentation.

The applications, filed by the deadline date indicated above, are evaluated by a technical-scientific committee composed by members belonging to ASTER and to the PNICube association.

Submitted projects are assessed with rating scale based upon the following items:

- | | |
|--|---------------|
| - Innovative aspect and originality of offered products/services | 1 to 5 rating |
| - Success factor against the market and competitors | 1 to 5 rating |
| - Management team skills | 1 to 5 rating |
| - Product type on display (i.e. prototypes or models) | 1 to 5 rating |

In compliance with logistic and exhibition requirements, the assignment and set-up of areas will be in accordance with the safety provisions in force. The organizer's dispositions are in any case unquestionable.

The results of the selection process are published on the R2B Days Website (www.r2bdays.com) starting from day **Oct. 28, 2009**.

Art. 5. Participation to the exhibition area of individuals/groups with innovation business projects

Individuals/groups with innovative business projects proving to possess at least one of the following qualifications:

- Innovative aspect of offered products/services
- Use of innovative technology
- Adoption of innovative organizational and/or market solutions

may qualify, **free-of-charge**, to take part in the Start2B exhibition area with an **assigned position**, and, if successfully pass the selection process:

- be listed in the catalogue under the Start2B section;
- access the special events organized during R2B Days.

Each assigned position will be equipped with a table and three chairs.

For application:

- download and fill-out the "Start2B – Business Project Form";
- complete the on-line form <http://r2b.aster.it/start2b/neoimpresa.php> and attach the "Start2B-Business Project Form" not later than **Oct. 20, 2009**;
- print the confirmation page proving that the submission of the on-line form has been successfully processed;
- print and send the completed and signed "Start2B – Business Project Form" by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER –Start2B Initiative - Via Gobetti 101, 40129 Bologna, Italy (fax no. +39.051.639.81.31).
- Applications must have attached a copy of the valid identity card of the applying individual or group referee.

Additional information can be submitted to further integrate the requested documentation.

The applications, filed by the deadline date indicated above, are evaluated by a technical-scientific committee composed by members belonging to ASTER and to the PNICube association.

Submitted projects are assessed with rating scale based upon the following items:

- Innovative aspect and originality of offered products/services 1 to 5 rating
- Success factor against the market and competitors 1 to 5 rating
- Management team skills 1 to 5 rating
- Product type on display (i.e. prototypes or models) 1 to 5 rating

In compliance with logistic and exhibition requirements, the assignment and set-up of areas will be in accordance with the safety provisions in force. The organizer's dispositions are in any case unquestionable.

The results of the selection process are published on the R2B Days Website (www.r2bdays.com) starting from day **Oct. 28, 2009**.

Art. 6. Participation to the exhibition area of investors, funders, business angels, incubators, public and private sector operators supporting business creation

Investors, funders, business angels, incubators, public and private sector operators supporting business creation, can file an application to access, **free-of-charge**, the Start2B exhibition area with an **assigned position** and, if selected:

- be listed in the catalogue under the Start2B section;
- take part in the special events organized during R2B Days.

Each assigned position will be equipped with a table and three chairs.

For application:

- complete the on-line registration form <http://r2b.aster.it/start2b/investitore.php> not later than **Oct. 20, 2009**;
- print and sign the confirmation page proving that the submission of the on-line form has been successfully processed;
- send the form by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER – Start2B Initiative - Via Gobetti 101, 40129 Bologna, Italy (fax no. +39.051.639.81.31).

In compliance with logistic and exhibition requirements, areas will be assigned according to the chronological order of arrival of the on-line applications. The set-up of areas will be in accordance with the safety provisions in force. The organizer's dispositions are in any case unquestionable.

The results of the selection process are published on the R2B Days Website www.r2bdays.com) starting from day **Oct. 28, 2009**.

Art. 7. International Investment Forum

The International Investment Forum will take place as a closed door event on Nov. 12, 2009 from 2 pm till 5 pm. The working language is English.

Within the Forum, **firms (without limitations on the date of establishment) and business project** contenders interested to access investment and funding opportunities have the opportunity to meet potential investors, funders, business angels, incubators, public and private sector operators supporting business creation.

The Forum will conclude with the assignment of the **Start2B Award** to the firm or business project contender with the best presentation recognized by investors, funders, business angels and sector operators taking part to the Forum.

For **firm** application:

- download and complete the "Start2B – Firm Form";
- complete the on-line form <http://r2b.aster.it/start2b/neoimpresa.php> and attach the "Start2B – Firm Form" not later than **Oct. 20, 2009**;
- print the confirmation page as proof that the submission of the on-line form has been successfully processed;
- print and send the completed and signed "Start2B – Firm Form" by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER–Start2B Initiative - Via Gobetti 101, 40129 Bologna, Italy (fax no. +39.051.639.81.31);
- Applications must have attached the confirmation page proving the successful processing of the on-line form and a copy of the business registration certificate.

Additional information can be submitted to further integrate the requested documentation.

For **business projects** by individuals/groups application:

- Download and complete the "Start2B – Business Project Form" ;
- Complete the on-line form <http://r2b.aster.it/start2b/neoimpresa.php> and attach the "Start2B – Business Project Form" not later than **Oct. 20, 2009**;
- print and sign the confirmation page as proof that the submission of the on-line form has been successfully processed;
- print and send the completed and signed "Start2B – Business Project Form" by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER –Start2B Initiative- Via Gobetti 101, 40129 Bologna, Italy (fax no. +39. 051.639.81.31);
- Applications must have attached the confirmation page proving the successful processing of the on-line form and a copy of the valid identity card of the applying individual or group referee.

Additional information can be submitted to further integrate the requested documentation.

The applications, filed by the deadline date indicated in the above articles, are evaluated and selected by an ASTER Evaluation Committee. The Committee's decisions are unquestionable. The selection process will be exclusively performed on the basis of the information contained in the submitted application forms and the assessment will be conducted upon the following items:

- Clear product/service identification, definition of target market and precise definition of development paths;
- Precise definition of the economic-financial requirements and of the requested funding/investment type;
- Definition of human resources foreseen skills both of the management and of other personnel, description of the business organization model;
- Economic-financial plan consistency and accuracy
- Business project/idea feasibility

On the basis of the above described items, the Evaluation Committee will publish the list of selected applications on the R2B Days Website (www.r2bdays.com) starting from day **Oct. 28, 2009.**

ASTER will provide selected applicants with assistance and guide lines for the elaboration of presentations during an information session at ASTER's premises upon a scheduled date. On the same occasion, selected applicants will receive the list of certified Forum investors, funders, business angels, public and private sector operators.

Final version presentations (in either Microsoft PowerPoint or Open Office Impress) are to be sent not later than Nov. 4, 2009 to the email address: **rtobforum@aster.it** .

Each individual/group will have max 12 minutes for the presentation starting from 2 pm during the Forum session on Nov. 12, 2009.

The audience will be allowed to make questions during the presentation session.

At the conclusion of the Forum, investors, funders, business angels, and the sector operators taking part to the session will express their preference on an anonymous card on the best presentation offered by the firms and by the individuals/groups presenting business projects.

To the firm or business project receiving the most preferences will be conferred the **Start2B 2009 Award**.

Following the award, investors, funders, business angels, sector operators will have the opportunity to further discuss business ventures with firms, individuals/groups. Organizers will assist participants for setting-up meetings.

Art. 8. Participation of investors, funders, business angels, incubators, public and private sector operators supporting business creation to the International Investment Forum

Investors, funders, business angels, incubators, public and private sector operators interested to take part in the International Investment Forum are to:

- Complete the on-line registration form <http://r2b.aster.it/start2b/investitore.php> not later than **Oct. 20, 2009**;
- print and sign the confirmation page proving that the submission of the on-line form has been successfully processed;
- send the form by post, express service, hand delivery or by fax not later than **Oct. 26, 2009** to: ASTER-Start2B Initiative - Via Gobetti 101, 40129 Bologna, Italy (fax no. +39.051.639.81.31).

Once registered, participants are engaged to take part in the Forum's activities for their entire duration.

At the conclusion of the Forum, investors, funders, business angels, and the sector operators taking part to the session will be asked to anonymously express their preference on the best presentation offered by the firms and by the individuals/groups presenting business projects for the assignment of the Start2B Award 2009 edition, outlined in subsequent art.9.

Art. 9. Start2B Award

The Investment Forum concluding session is the assignment of the **Start2B Award** to the firm or for the business project that performed the best presentation according to the preference expressed by investors, funders, business angels, sector operators attending the Forum.

Preferences are expressed on a card distributed at the entrance and are based upon the following items:

- presentation effectiveness
- novelty
- project/firm feasibility/profitability

Art. 10. Liability

Every participant is liable for the completeness, accuracy and veracity of the information and data contained in the forms indicated in the previous articles. The same liability applies for any other document or material prepared, completed and dispatched during the initiative.

The organizers decline from any responsibility concerning the above mentioned content, nor for any inaccuracies, omissions or violation of third party interests. Any request for clarification, amendment or compensation is to be forwarded directly to the participant.

Art. 11. Privacy

The organizers undertake to maintain restricted and not to reveal to third parties, nor to make direct or indirect use of information and data on participants gathered during the organization and execution of the event besides reasons strictly related to the organization and execution of the event itself.

Art. 12. Acceptance of terms and conditions

Once registered, participants fully accept the Terms and Conditions here above described without reserve.

The organizers will immediately publish on the event Website (www.r2bdays.com) the eventual integrations or modifications to the Terms and Conditions deemed necessary.