

APPLICATION GUIDELINE FOR THE SWISS ITALIAN STARTUP AWARD 2024

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ELIGIBILITY CRITERIA

- Your startup has been founded within the last five years
- Your startup has at least one Italian founder
- Your startup is based in Italy, or in Switzerland
- Your startup is not a subsidiary of an already established company
- Your startup demonstrates high growth and innovation potential
- Your product/service Technology Readiness Level ([TRL](#)) is no less than 4 for projects in the health sector (pharma & biotech or medtech), and no less than 6 for all other sectors

APPLICATION MATERIAL

You only need a Pitch Deck to participate to the Swiss Italian Startup Award 2024.

Compulsory

Pitch Deck (pdf):

Requirements: Your pitch deck needs to be in English and in presentation format

Optional but highly recommended

Video of 60 - 90 seconds Investor Pitch (mp4, mov):

Requirements: Your 60 – 90 seconds Investor Pitch video needs to be in English

EVALUATION CRITERIA

SUBJECT	WEIGHT	SPECIFICATIONS	COMMENTS
TECHNOLOGY/PRODUCT	12%	<ul style="list-style-type: none"> • Product development roadmap and status • Customer validation tests • Production strategy 	Describe the present condition of the project, the journey to this point, and outline the roadmap for development leading to the product's market launch or strategic exit.
INNOVATION	12%	<ul style="list-style-type: none"> • Innovation degree (new or improvement) • New applications or markets • Business model innovation 	Tell us what makes you different from the others.
BUSINESS MODEL & STRATEGY	12%	<ul style="list-style-type: none"> • Product • Consumables (recurring revenue) • SaaS, PaaS • Leasing, Rental • Go-to-market strategy 	Explain how you are going to generate revenues, and your product-market fit.
MARKET	12%	<ul style="list-style-type: none"> • Need and value proposition • Competitive landscape • Market potential and addressable market • Target customer segments 	Provide an overview of the overall market landscape, identify industry trends, and elaborate on your unique position and competitive advantages relative to other market players. You should detail your current and future strategy.
TRACTION	6%	<ul style="list-style-type: none"> • Any relevant metrics to demonstrate traction. For example: <ul style="list-style-type: none"> ○ Sales to date ○ Recurrent revenues ○ Strategic partnerships ○ Active pilots 	Tell us any relevant metrics that could highlights the adoption of your product/service.

SUSTAINABILITY	12%	<ul style="list-style-type: none"> • Social and/or environmental benefit of the solution, including targeted UN Sustainable Development Goals (SDGs) • Identification of beneficiary group(s) of the solution • Scale and depth of the solution's impact 	Show us what the scale and depth of the expected impact looks like according to the UN SDGs.
IP	6%	<ul style="list-style-type: none"> • Patents • Trademarks • Copyright • Trade secret • Freedom to Operate (FTO) 	Describe any IP asset that could play a significant role in defining and maintaining your competitive edge in the long term.
TEAM	12%	<ul style="list-style-type: none"> • Core team members and roles • # of FTEs • Board of Directors • Advisory or Scientific Advisory Board 	Present your current talents on your team.
FINANCIALS	6%	<ul style="list-style-type: none"> • Profit and loss statement (if any) • Balance sheet (if any) • Cash flow statement • Financial forecast and fundraising strategy 	Show how your financials support your business strategy for the future also with respect of any external investment required.
GUT FEELING	10%	n/a	For judges only: overall opinion on the project, based also on personal experience.

KEY DATES & EVENTS

Please save the following important dates in your calendar so that you can make sure you are also available to participate in person should you become a finalist.

February, 2024

Competition opens and submissions are accepted

July 18th, 2024, 23:59 CET

Deadline to submit application and take part in the competition

July 21st - August 31st, 2024

Jury startup evaluation period

September 21th, 2024

Top 10 finalists announced

November 12th, 2024

Final event with live pitches for winners and award ceremony
