



# REGULATIONS

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## 1. Defining the project and its objectives

Start&GO is a project sponsored by the Young Entrepreneurs Group of the Confederation of Italian Industries in Udine. It aims to support the setting up and development of new particularly innovative entrepreneurial ventures in the Friuli Venezia Giulia region through:

- meetings with qualified companies in order to develop strategic partnerships and to obtain risk capital investments
- promoting entrepreneurial initiatives and gaining visibility in the local area
- training and mentoring
- strategic and financial consultancies
- supporting access to credit and grants
- establishment at a regional incubator

The following are partners in the project:

- Udine Young Entrepreneurs Group of the Confederation of Italian Industries – Promoting and Coordinating Body
- Alpimerchant spa – Company specialising in specialist financing
- Blu Won – Public relations agency
- Cooperative Credit Banks of the province of Udine
- CUOA Foundation (University Centre of Business Administration)
- Friuli Innovation – company incubator
- GLP srl – Company specialised in protecting intellectual property
- IAG (Italian Angels for Growth) – Business Angels Group
- Mugheri Financials srl – company specialised in assisted and insurance financing
- Relifeit srl – web, digital and new media
- Udine Union of Young Accounts
- Uquido – IT solution provider
- 200% Italiano – strategic consultancy services

## 2. Target

Applications can be made by any type of micro and small enterprise managed prevalently by “young people” set up after 01/01/2011 or which shall have been set up within 6 months of the award date.

The term “young people” implies:

- a sole proprietorship enterprise managed exclusively by young people between 18-40 years of age.
- partnerships and cooperative companies comprising not less than 60% of young people up to 40 years of age.
- joint stock companies which have not less than 2/3 of their share capital held by young people between 18-40 years of age and 2/3 of their boards formed by young people up to 40 years of age.

The relative requirement regarding age must continue to be met on the date when the application is made.

The enterprise must have its operating base in the Friuli Venezia Giulia Region or create partnership with companies based in the Friuli Venezia Giulia Region.

## 3. Eligible projects

Projects that are particularly innovative in terms of product development /services/processes/management models with new features and/or improvements with respect to the existing panorama.

#### **4. Services offered and awards**

Start&GO offers the best companies selected:

- a. meetings with qualified companies, selected and subdivided into commodity-related categories for developing partnerships and investments
- b. physical space for pre-incubation or incubation and mentoring at a business incubator and/or other local structure
- c. access to subsidized loans by banks, and access to risk capital market funding (angel, seed and venture capital)
- d. accounting services by a firm of chartered accountants for 2 years
- e. free membership to Confindustria Udine (*Udine Employers Federation*) and Gruppo Giovani (*Young Entrepreneurs Group*) for two years
- f. starter pack in communication and positioning on the web
- g. patent and trademark
- h. "executive education" course in management and entrepreneurship

All selected companies will have high on-line and off-line visibility to potential clients, suppliers, strategic partners and financiers through a dedicated portal and an event with high media coverage, assistance in the focalization of the business model by professional analysts and access to exchange programs between employers at the European level.

#### **5. Terms and methods of application**

In order to participate in the initiative it is necessary to submit a project using the form attached to these regulations that can be downloaded from the site [www.ggiudine.it](http://www.ggiudine.it)

The application must be sent by filling in the appropriate form on this site.

The applications may be made in the period from February 21 – April 30, 2013 .

#### **6. Selection criteria and awards**

The evaluation of applications and the awarding of prizes is unquestionably made by the Evaluation Committee of Start&GO, composed of subject partners, possibly supported by experts.

The evaluation takes place on the basis of the following criteria:

- Originality of the product/service
- Prospect of economic growth
- Qualities and skills of the entrepreneurial team
- Valorisation and involvement of the local entrepreneurial network

The technical feasibility, the degree of technical development already achieved, the size of the target market, the competition in the sector, the sustainability of the competitive advantage and the quality and completeness of any business plan, will also be evaluated.

#### **7. Project milestones**

- Press conference for launching the project, presentation of the web site of Start&Go (February 20, 2013) and opening announcement (February 21, 2013)
- closure announcement (April 30, 2013)
- scouting of the start-ups
- start of the on-line contest for the initiatives selected (by April 30, 2013)
- scouting of matching partner companies

- final event presenting the best start ups, matching and awards (by June 30, 2013)
- establishment at the business incubator (starting from July 10, 2013).