

## Call for Startups in Fashion & Design

Intesa Sanpaolo is seeking **new technology startups in the Fashion & Design space**, for the 2015 edition of its international acceleration platform [StartUp Initiative](#).



Examples of **target applications** include: technical textile, accessories, jewelry, lifestyle, digital marketing & distribution, retail solutions, 3D printing, service design, interior & outdoor industrial design, furnishings, lighting, creative crowdsourcing, etc.

Interested startups can apply by submitting a business plan or executive summary of their project via our [online application form](#) no later than **Sunday January 11, 2015**. Applications will be reviewed and screened along five key drivers: team and advisors; addressable market; product and development stage; barriers to entry and traction; economics.

Participating startups will go through a **training and selection process** made available at no charge by key industry players and qualified coaches. The most promising teams will have a chance to **pitch their project** to a wide audience of **financial and corporate investors**, significantly improving their fund raising and business development reach.

The program is structured as follows:

- **Jan 31 - Feb 1 – Boot Camp Weekend (Turin):** admitted startups will receive two full days of training delivered by [INcube](#), a startup advisory company founded by experienced angel investors from California.
- **Feb 17 – Deal Line-Up (Milan):** trained startups will pitch to a panel of experts (industry players, investors and researchers), who will provide structured feedback and select the finalists, which will move forward with the program.
- **Mar 12 – Investor Arena Meeting (Milan, date TBC):** the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around a hundred investors, corporations and players of the innovation ecosystem.

We remind you that there is **no charge** to participate in the program. Selected companies will need to cover their own travel and accommodation.

Do not hesitate to **contact us** if you have any questions!

### ***The StartUp Initiative Team***

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The **Intesa Sanpaolo StartUp Initiative** is an international acceleration platform which selects promising high-tech startups, coaches them and connects them with financial and corporate investors. Since its inception in 2009, the program has developed a strong track record: 72 investment forums in 6 countries (IT, UK, US, FR, DE, IL) across 9 technologies and industries (Digital & Mobile; Cleantech; Biotech & Healthcare; Nanotech & Materials; Social Ventures; Agri-Food; Fashion & Design; Automotive & Transportation; Building & Construction), matching over 500 startups and growing companies with thousands of investors, corporations and players of the innovation ecosystem. StartUp Initiative alumni have collectively raised over 53 M€.