

## Call for Startups in Fashion & Design

Intesa Sanpaolo in collaboration with [Fashion Technology Accelerator](#) is seeking **new technology startups in the Fashion & Design space**, for the 2016 edition of its international acceleration platform [StartUp Initiative](#).

Target applications (concerning both **product** and **process** innovation) include:

- **Wearable Technology** (Embedded devices & IoT, Advanced materials, “Smart fabrics”, etc.)
- **Retail** (Mobile e-commerce, Big Data, Augmented Reality, Virtual fitting rooms and sizing, etc.)
- **Sustainability** (Organic fibers, Recycled garments, 3D modelization, Waste management, etc.)
- **All fields of Industrial Design** (Interior/Exterior, Furniture & Decor, Lighting, etc.).

You can apply by submitting a business plan or executive summary of your project via our [online application form](#) no later than **Monday August 15, 2016**. 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. The program is **free of charge**.



**Boot Camp**  
Sep 3-4

Two full days of **investor readiness coaching** by experienced angel investors from California and industry experts



**Deal Line Up**  
Sep 12

Pitch your project to a **panel of industry players and investors**, who will provide structured feedback and select the finalist teams



**Investor Arena Meeting**  
Sep 29

10 minutes to pitch your project to a broad audience of **investors, corporations** and players of the **innovation ecosystem**

Past Corporate attendees include:

VALENTINO

ALCANTARA TRIUMPH

la Rinascente

GUCCI

Ermenegildo Zegna

CONDÉ NAST

BRUNELLO CUCINELLI

Since 2009, StartUp Initiative has achieved a strong track record: **3.500+ screened submissions, 960+ trained startups, 75M€ raised** from our alumni and **8 industrial exit**.

In partnership with



**Fashion Technology Accelerator** is a management consulting firm, providing **business acceleration** to young enterprises operating in the intersection between the industries of **fashion** and **technology**. This particular and strong focus enables FTA to offer tailored advisory, industry-specific services, valuable business development opportunities with potential partners and customers. They are part of an international network with offices in **Silicon Valley, Milan** and **Seoul**.



The **Miroglio Group** is an **Italian industrial** company operating since 1947 in **textiles** and in **fashion**. The Group operates in **34 countries** through **49 operating companies** and **3 industrial sites**. Thanks to the **know-how** gained throughout history, the skill to acknowledge and anticipate market trends, the investments which are continuously devoted to research and development of **new technologies** and solutions, for all activity sectors (production, supply chain and logistics), today the Miroglio Group meets the demands of a more and more **global** and heterogeneous market.