

Call for Industry 4.0 Startups

CISCO, in partnership with **Intesa Sanpaolo**, is seeking **new technology startups in the Industry 4.0 field** for the 2017 edition of the international acceleration platform [StartUp Initiative](#).

Examples of **target applications** include innovative technologies for:

- Digital factory
- Industrial safety and security
- Asset tracking and management
- Industrial collaboration
- Industrial augmented/virtual reality
- Connected machines/products
- Integrated supply chain

The target candidate is looking ideally for an equity funding round between 200k€ and 5M€.

Interested startups can apply by submitting a business plan or executive summary of their project via our [online application form](#) no later than **July 30, 2017**. 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 **coaching 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:

- **Oct 07-08 – Boot Camp (Turin)**: admitted startups will receive two full days of training delivered by experienced angel investors from California.
- **Oct 25 – 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.
- **Nov 23 – Investor Arena Meeting (Milan)**: the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around 150 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!