

Call for Enterprises, Startups and Projects in the Biotech Field

Assobiotech (the Italian Association for the development of biotechnology, which is part of Federchimica) and Intesa Sanpaolo are delighted to invite companies and researchers in the red, green and white biotech and nanobiotech fields to participate in the eighth edition of BioInItaly Investment Forum 2015 & Intesa Sanpaolo StartUp Initiative.

1. Initiative Overview

BioInItaly Investment Forum & Intesa Sanpaolo StartUp Initiative is a yearly investment forum open to established companies, start-ups and research projects from Italy and other European countries. In a unique end-to-end program, the applicants will benefit from coaching, networking and direct contact with international investors through a series of focused events. The initiative is aimed to provide the applicants with the competences, connections and access to potential investors they need to go to market and scale. Starting this year, the program will feature two parallel tracks, dedicated respectively to **Red Biotech** (life sciences, diagnostics, drug discovery, drug delivery, therapy and treatment) and **Green & White Biotech** (biotech for environment and agriculture, biotech for industrial applications, biomaterials and biofuels, marine biotech).

2. Competition Structure

BioInItaly Investment Forum & Intesa Sanpaolo StartUp Initiative is **designed as a three-phase investment arena**:

- **Phase 1 – Scouting and Screening**: participants are invited to submit their ideas and proposals. At the end of Phase 1, the BioInItaly selection committees for Red Biotech and Green & White Biotech will pick a maximum of 20 applicants who will proceed to Phase 2.
- **Phase 2 – Training, selection and Investor Arena Meeting**: the selected participants will attend a two-day Boot Camp session in Milan. The session will allow participants to benefit from extensive training to refine their business plans and craft presentations aimed specifically at the investor arena. This unique program will run in cooperation with INCube, the startup advisory company developed in JV by Intesa Sanpaolo and experienced California investor Bill Barber. At the end of Phase 2 the participants will pitch to a panel of investors, technology experts and industry representatives, who will select up to 8 finalists to present at a **public Investor Arena Meeting, to be held in Milan on April 21-22, 2015**.
- **Phase 3 – International Roadshow**: following the Investment Forum, the most promising finalists with global ambitions will be given the opportunity to pitch at international arenas throughout Europe, organized by the Intesa Sanpaolo StartUp Initiative and its network of partners. These unique networking events will provide contestants with the opportunity to pitch to an audience of top investors and receive detailed feedback after each meeting.

3. Eligibility

Applicants wishing to take part in this initiative must meet the following requirements:

- Contestants must present a company or project that fits within the target biotech and nanobiotech tracks of Red Biotech and Green & White Biotech. It is not required for the applicants' project to refer to an incorporated company.
- International applications are welcome – please be aware that at least 50% of the projects admitted to Phase 2 must be Italian or planning to open up a main office in Italy within 2015.
- Contestants must indicate their fund raising objectives and financial needs (the typical equity ask range for our investment forums is between € 200K and € 3M)
- Participants from previous editions will be considered only if they can demonstrate a significant evolution in their business plan or market validation.

4. Key dates and activities

- **By Sunday February 15, 2015** (midnight GMT+1): applicants download the **application form** from <http://www.assobiotech.it>, complete it attaching a business plan or executive summary, and send it to bioinitaly.assobiotech@federchimica.it, with Reference "BioInItaly 2015 Investment Forum".
- **By Monday March 2**: the Red Biotech and Green & White Biotech committees announce which **applicants are selected** for the training steps.
- **Milan, Thu-Fri, March 19-20: Boot Camp**. Selected participants take part in training sessions to build their investor pitch.
- **Between March 23 and March 27: One to One sessions**. Selected participants receive personalized mentoring from our coaches. Each session can take place in person in Milan, or remotely via Skype.
- **Milan, Tuesday March 31: Deal Line-Up**. Selected participants pitch to a panel of investors and industry experts, who will choose up to 10 finalists from the Red Biotech and Green & White Biotech tracks.
- **Milan, Tue-Wed Apr 21-22: Investor Arena Meeting**. Finalists pitch to a broad audience of investors, corporations and players of the innovation ecosystem. Please note that skipping any of the previous steps prevents participation to the Arena Meeting.
- Subsequent **international roadshows** and investment forums will be made available to selected finalists over the course of 2015 and 2016.

5. Selection Criteria

The proposals submitted by contestants will be judged by the Red Biotech and Green & White Biotech selection committees along the following criteria:

- 1) **Strength of Product / Technology.** What are the strengths of the product and its technical standards? Is there a need for the proposed technology and does it offer an effective solution to a problem in the field? Is the product/technology original and disruptive?
- 2) **Business Model.** Is the business model clear and sustainable? What is its capacity to monetize and what is the estimated time to market?
- 3) **Market Size and Scalability.** What are the size and attractiveness of the target market? Can the proposed technology or solution be deployed at a scale?
- 4) **Barriers to Entry and Competitive Advantage.** Is there a clear and sustainable competitive advantage in the proposed solution and are the barriers to entry strong enough to prevent competitors from penetrating the market?
- 5) **Team.** What is the composition of the team? Is there a balance in terms of knowledge and expertise? What are their strengths and weaknesses? How strong is their overall commitment to the business?
- 6) **Financials.** Is the team's business plan robust? What is their strategy for growing and financing the company in the medium term (3-5 years)?

The Selection Panel will be composed by experienced and qualified professionals with biotech research, industry and finance backgrounds.

6. Awards

Applicants may be eligible for one or more of the following awards:

- The **Gabriele Corbelli Award*** will be assigned to the finalist team with the most effective pitch, as evaluated by Assobiotec and Innovhub SSI. The award will entail coverage of travel and accommodation expenses for one European investment forum in 2015 or 2016, plus fifteen hours of free legal assistance in corporate and contractual matters offered by International law firm Bird&Bird.
- The **Novartis Award** will be assigned to the most promising oncology research project or startup, as evaluated by Novartis Oncology Italy among all applicants. The award will entail a trip to Basel Campus, one of Novartis' leading worldwide oncology research center, with coverage of travel and accommodation expenses.

7. BioItaly Roadshow

Over the course of 2014/2015, Assobiotec and Intesa Sanpaolo will organize a national roadshow to introduce BioItaly to enterprises and researchers and collect applications from the different regions. Each leg will be organized in partnership with the **Italian Bioparks Group**. If you are interested in presenting your company/your business plan in the different legs of the national roadshow, please refer to the contacts with each of the local partner, that you will find on the site of Assobiotec. The projects considered to be the most interesting from a local jury will be admitted directly to the boot-camp. For the roadshow calendar and regional contacts, you can visit <http://www.assobiotec.it>

8. Confidentiality

- The staff of the organizing entities as well the members of the Selection Panel will have access to entry materials.
- Entering teams must recognize that any information submitted through entries is at risk of 'public disclosure'.
- The organizers, judges and other affiliates of the event will NOT enter into non-disclosure agreements with applicants.

For more information, do not hesitate to contact us at bioitaly.assobiotec@federchimica.it and startup@intesasanpaolo.com



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* **Gabriele Corbelli** was co-founder of WISE, a nano-biotech start-up who developed an elastic metallized polymer for use in stretchable neuromodulation leads (with applications in the diagnosis and treatment of neurodegenerative diseases like Alzheimer's). On April 18, 2012 Gabriele was scheduled to pitch with his team at the BioItaly Investment Forum – however, during the night before the event, Gabriele passed away in his sleep. He was only 31 years old, and driven by a strong passion for innovation and technology which, he dreamed, could help improve the lives of neurodegenerative disease patients worldwide. Since 2013, the award for the most effective pitch is dedicated to his memory.