

Call for Startups in Digital & Mobile B2B Solutions

Intesa Sanpaolo is seeking **new technology startups** in the **Digital & Mobile** space with a focus on **B2B solutions**, for the 2016 edition of its international acceleration platform [StartUp Initiative](#). This year edition will be hosted by [SMAU Milano](#): the most important Italian event dedicated to Information & Communication Technology and innovation solutions.

You can apply by submitting a business plan or executive summary of your project via our [online application form](#) no later than **Sunday July 31, 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 10-11

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



Deal Line Up Sep 21

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



Investor Arena Meeting Oct 27

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

Finalist startups will benefit from:



Free booth for 1:1 meetings @SMAU Milan



High visibility thanks to SMAU's ecosystem

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**. It fosters the meeting between committed investors and worthy high-tech projects, encouraging synergies among startups.

This is your chance: don't miss the opportunity!

Hosted by

SMAU represents for over **50 years** the leading event dedicated to innovation for Companies and Public Administrations. For eight years SMAU has organized a series of **local events** throughout Italy's main regions to promote a **culture of innovation** among businesses and local organizations. SMAU, with the participation of over **65,000 companies** coming from various commodity sectors. Following the collaboration with the different regions participating in the project, SMAU has changed its positioning extending beyond the ICT sector: alongside digital industry professionals, exhibiting at SMAU will be startups, spinoffs, research centers and innovative SMEs.

