CLIC START UP COMPETITION
Living Lab & INNODAYS

Napoli
November 25th, 26th, 27th 2020
The project

CLIC “Circular models Leveraging Investments in Cultural heritage adaptive reuse” is a project funded by the European Union’s Horizon 2020 research and innovation programme under the Call “Innovative financing, business and governance models for adaptive re-use of cultural heritage” (SC5-22-2017). Coordinated by the Italian National Research Council - Institute for Research on Innovation and Services for Development (CNR-IRISS), the project currently involves 16 partners among which universities, research institutions, cultural organizations, businesses and local governments from 10 European Countries. The overarching goal of CLIC is to enable the conditions for encouraging new investments economically and financially sustainable for the adaptive reuse of abandoned or underused cultural and landscape heritage, able to produce positive impacts at the social and environmental level and to contribute to create new jobs (in particular among young), increase people wellbeing and revitalize the urban and social fabric.

Moreover, the CLIC project coordinates the Taskforce on “Circular models for cultural heritage adaptive reuse in cities and regions”, promoted by the European Commission Executive Agency for SMEs (EASME) and Directorate-General for Research and Innovation (DG-RTD). Its aim is to identify innovative business and financial models for the implementation of the circular city/region centred on the adaptive reuse and regeneration of cultural and natural capital.

The project will launch an international Startup Competition promoted by the European Commission with the aim of rewarding and supporting the best business ideas and startups in the field of cultural heritage adaptive reuse, inspired to the principles of sustainability and social and ethical finance in the circular economy perspective.

The final event will take place in Naples from 25th to 27th November 2020. The first day will host a Living Lab structured in 2 moments: Inspiring Key Note Speeches, to share best practices at the European level, and Living Tables, to stimulate discussion and cross-fertilization among stakeholders coming from different Countries. The second and third day, dedicated to the innovative and creative initiatives of the Startup Competition, will provide for 2 actions: the first aimed at the elaboration of the PITCH by the teams supported by mentors and experts; the second at the business ideas presentation to a qualified jury which will award the 5 best selected.

CLIC INNODAYS will be developed in two phases:

- Scouting and Selection
- Living Lab and Start Up Competition
SCOUTING and SELECTION

Scouting Plan

In order to ensure the success of the international Startup Competition, a clear, detailed and time-bound planning of the scouting activities will be carried out. The goal is the application of 100 Startups or informal teams. A strong commitment of all project partners in both communication and selection activities is foreseen.

The communication plan envisages the promotion of the initiative not only by traditional channels and social media, but also by organizing and attending thematic webinars and webconferences. Participants application will be made through the presentation of an Idea Form followed by an online interview to evaluate personal traits and attitudes, competences and hard & soft skills.

The target is divided into two groups: Idea Generation, whoever, individually or in a group, is determined to create an innovative enterprise, demonstrating to have the required skills and/or competences.

Early Stage, i.e. startups that, despite having a MVP, a complete team and a minimum capital, need further prototyping, engineering, strategic planning, economic and financial planning, and small fundraising activities.

The business sectors are identified within the call. A rather generalist approach will be adopted during the scouting phase to encourage wider participation in order to select the applications most consistent with the project objectives.
Call and Selection

TARGET
The target audience consists of informal teams or early stage or pre-seed startups. The activities planned in the two events and the network of public and private investors represent a convincing leverage for a massive participation to the call.

AREAS OF ACTION
To a large extent they are identified by the project themes:

- Cultural, safe and sustainable tourism
- Heritage community, social innovation and ethical finance
- Technologies and materials for the circular city and circular building
- Creative, cultural, education and entertainment industries
- Abandoned cultural landscapes regeneration

SELECTION PROCESS
Selection will be based on the assessment of the form designed to present the business idea and a 30 minutes interview to evaluate the team quality. This methodology will allow to increase the quality of the activities and, consequently, of the project outputs. A double score grid will be drawn up allowing, on the one hand, to carry out a business assessment according to business indicators and, on the other hand, to evaluate the completeness, coherence and skills of the team.
Living Lab

On the first day of activity in Naples, planned for November 25th, a LIVING LAB will take place to allow Startuppers, businesses, researchers and citizens to meet the CLIC project team and address issues related to innovative and creative entrepreneurship. The Living Lab model has been successfully applied in many European experiences, proving to facilitate interaction between stakeholders in fields such as urban regeneration, circular economy and technological and social innovation. The idea is to stimulate co-design and co-creation processes whose outputs can contribute to define the typologies of businesses, products, services and business models able to positively impact on cultural heritage and urban and rural landscape.

The pillars of this methodology are:

- **Peers Contamination.** Activities that facilitate interaction between participants able to trigger competitive/cooperative processes. Peer interconnections are established through playful experiential learning methods.

- **Unexpected Inspiration.** Participants will have the opportunity to meet “special” guests coming from successful business experiences and contexts that seem far from the entrepreneurial world such as painters, sportsmen, cooks or actors.

- **Interconnected Spaces.** The location where participants are gathered to work together must be an open space.

The first day revolves around two key moments:

- **Inspiring Key Note Speeches**
  10 successful startups, and possibly further guests of particular interest, will give a talk, in the TED style, lasting 10 minutes, which can be of inspiration to people present at the event and, by video recording, to applicants to the Startup Competition.

- **Living Tables**
  Assuming a number of participants between 80 and 100 people, 10 thematic working tables will be created to deal with issues related to innovative entrepreneurship by adopting the above mentioned methodology.
It’s a two-day event where 20 innovative business ideas will compete in order to select the best 5 that will be rewarded with the mentoring programme to be held in Naples in the following months.

It will be inspired by two widespread models in the field of business innovation, the Startup Weekend and the Hackaton. The first are events during which participants have 54 hours to create a Pitch to present to a group of potential investors or industrial partners. The hackatons, instead, are digital marathons in which take part IT workers but also designers, managers and aspiring entrepreneurs, to offer a solution to the challenges of big companies, public administrations and non-profit organizations.

Over two days of the Pitch Competition, the teams, formal or informal, will work for 36 hours assisted by the experts from 012factory to shape, structure, modify and adapt their own business idea to the project aims. Thanks to the preselection, it will be easy to set up the working methods, help the teams to improve the business proposal or to "set up" their start-up consistently with CLIC’s aims.

The roadmap scheduled is the one adopted by 012factory for companies in the pre-acceleration phase meeting the following goals:
- Forming an idea
- Prototyping Customer discovery
- Forming team
- Founding a company

At the end of the 36 working hours, a qualified jury made up of 30 international experts will judge the projects through a mobile devices voting system. At the end of each PITCH, of up to 6 minutes, the jury members will assign a score from 1 to 10 to the different evaluation criteria. In addition, the jury will be invited to take part in all the activities of the second day in order to interact with the teams before the Pitch Session, thus getting further information useful for the final evaluation.

The award ceremony will be held on the evening of the second day with the participation of all the institutions involved by the CLIC project. The 5 most voted projects will access a mentoring and acceleration programme provided by Iniziativa Cube, a CLIC partner, to enhance the readiness level of their business ideas. The mentoring and acceleration services, worth 15,000 Euro, will take place from December 2020 to March 2021 and can be followed both physically and remotely. Winners will be supported in fine-tuning their business model, drawing up their business plan, investors’ scouting for fundraising.
Time Schedule

C L I C  S T A R T  U P  C O M P E T I T I O N

CLIC INNODAYS MILESTONES

1 SEP
Call Opening Scouting and Communication Activities

15 OTT
Call Closing Start of practical organization

22 OTT
Announcement of 20 finalists

25 NOV
CLIC INNODAYS Opening Ceremony, Inspiring Pitches, Living Lab

26 NOV
CLIC Start Up Competition, Mentoring activities, Workshops

27 NOV
Pitch implementation, Training and Presentation, Evaluation, Closing award ceremony

All the activities have been planned to be carried out live, except in cases of force majeure due to COVID 19 health emergency. In this case, the activities will take place ONLINE.
Info

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UNDER THE PATRONAGE

INVESTORS

STRATEGIC PARTNERS

COMMUNITY

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