

Call for application - Terms & Conditions

Milano Matching Days

1. Initiative and main goals

As part of a wider Foreign Direct Investment (FDI) program and a Marketing campaign that targets international investors conveying the great value of expanding to Milan, Associazione Milano&Partners¹ - with registered Offices in Piazza della Scala 2, 20121 Milano (MI), Italy, Tax Code 97726610153, VAT NO. 11016320969 - is launching the 1st edition of the "Milano Matching Days": a **one-week² journey to Milan** (referred to as "experience" in the following sections of the document) with the goal of making participants (max. 20 pax) feel the Milano vibes, from both a professional and a lifestyle perspective.

Participants will be accompanied on a journey along which they will have the chance to meet investors, peers that have already expanded in Milan and big corporates that are centering their strategy around innovation. This represents a unique opportunity to network, experiencing first-hand the assets available in the city and the wide set of services and benefits that are available to international companies.

What we look for is Innovation and Tech so there is no specific sector focus. Nonetheless, being Fintech & Insurtech, Life Sciences, Cleantech & Energy, Agrifood Tech, ICT priority sectors for Milan, in case of even evaluation score among applicants, those operating in priority sectors might be preferred.

Upon selection, the experience will be tailored to participants' sector, features and stated needs.

The ultimate objective of the experience is to foster a truly and increasingly innovative ecosystem that becomes an attractive pole for valuable projects, nationally but also and especially internationally. Indeed, this project is part of a broader strategy/ ambition of Milan to become an increasingly renowned and sought-after Tech Hub in Europe.

2. Organization

A Valuation committee will be selected and will oversee the review of applications, to identify the most promising ones.

The Valuation committee will be made of up to 5 people working for the promoters of the experience.

The Valuation committee will review applications and define the final list of participants once the applications will be closed.

The experience will take place in March 2023, presumably the w/c the 6th of March (TBC). A more precise date will be provided upon communication of the selected participants.

The whole experience will be carried out physically in Milan. Upon arrival in Milan, Milano&Partners's team will manage the transfer to the main site of the experience (i.e., Palazzo Giureconsulti, in the very heart of the city) and/or your hotel. During the days of the experience, most gatherings will be at Palazzo Giureconsulti, where also specific workshops, networking series will be held. Any site visits at key companies' HQs, sightseeing tours, exhibition access, outside aperitivos, dinners will be scheduled and communicated closer to the starting date of the experience.

4. Milano & Partners is the official promotional agency of the City of Milan, founded by the Chamber of Commerce of Milan and the Municipality and operating through the brand "YesMilano". For this specific project, Milano & Partners operates together with its Institutional partners Promos Italia s.c.r.l. and Parcam S.r.l, referred to as experience promoters along the document.
5. We will offer a 5 nights stay - ideally Mon to Sat - and we will cover the 2-way flight expenses (Economy class). Whoever wants to stay over the weekend should give notice in advance so that we can extend the hotel booking. Beware that the return flight will be flexible and can be modified but any additional night will be on you.
6. If the selected applicant wants to bring a +1 to Milan, additional costs for travel and stay will be NOT covered by us but will have to be managed by you

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Participation in the experience is for free and we will cover any expenses within the official program of the experience (i.e., any additional expenses incurred during your free time, is on you).

N.B.: Upon selection, participants will be notified and will have 5 days to confirm their participation. Those selected applicants who will decline thereafter will have to pay a penalty fee of 1,5K euros.

3. Who can apply and how

You can apply if:

- You are a Founder/ Co-founder/ C-level of a startup and you do not reside in Italy
- Your startup has been incorporated outside of Italy, with no legal entities or operations site in Italy yet
- Your startup is at least an early-stage startup, with a marketable and proven minimum viable product
- You operate in the Tech sector and you are willing to expand abroad in the upcoming 12-36 months
 - As per the sector, it will constitute a preferred (although not binding) requisite to operate in the following sub-sectors:
 - Fintech and Insurtech
 - Life Sciences
 - Cleantech & Energy
 - Agrifood tech
 - ICT
- You have no limitations in traveling to Milan and you can declare you can manage to get a visa before the 1st of March, if you need one
- You upload up to 10 slides (**PDF**) where you highlight:
 - Key team members and relative features (size of the team, profiles and relative expertise)
 - Your startup key facts and track-record to date, including: age, revenue growth and profitability improvement and rounds of investments to date, IP/ patents registered if any, stated mission and future strategy, number and type of clients and/or other partners, focus on sustainability matters and ESG if any
 - Size and relevance of your reference market - in absolute terms and relative to your sector
 - Key reasons why you are interested in expanding in Milan in the next 12-36 months and up to 3 Key Success Factors (KSFs) you think Milan has vs. other cities in Europe
 - Up to 5 reasons why you are interested in the experience
 - Any other information that can be useful according to the “*evaluation process - score components*” as explained in section 5. below
- Your business is considered legally compliant and ethical within Italian territory

The experience is designed for individual participants³ (i.e., 1 per startup). Hence, the applications must be submitted by the person that is willing to participate – indicating an additional person that might substitute them in case of impossibility to participate – through this [link](#) to the official “application form”, where they will be asked to upload a set of specified information and documents.

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By submitting their application, applicants declare that the information provided is true and any missing information will cause the exclusion from the entire evaluation process, with no possibility of appeal.

Note: In the application form, applicants will be asked to provide their own and their potential delegate's contact details. An email of rejection or acceptance of the application will be sent to shared email address, as well as any additional communication. Applicants have the duty to verify the receipt of any communications in their inbox, promptly communicating to promoters any issues by email – using the email address indicated within the Application form. Hence, the promoters' team is relieved from any responsibility for issues arising to applicants and participants in case of missed/ delayed/ omitted receipt of communications about the experience.

Any issues, please reach out to invest@yesmilano.it, stating in the subject line: "Milano Matching Days".

4. Application steps

- Application openings: 12th of December 2022 for those applicants who took part in Slush and completed our Crush Test, 19th of December 2022 for all the others
- Application closure: 6th of January 2023
- Valuation committee selection process:
 - Applications' review 6th of January – 15th of January 2023
 - Committee gathering and selection of the 20 participants: 16th of January 2023
- Communications to the applicants: 17th – 20th of January 2023
- After communication, 5 days to confirm - those not confirming will not be considered as participants
- General communications and updates in the weeks before the experience
- Experience feedback collected right after the experience
- Follow up from our FDI team to set the steps and support the potential landing in Milan

N.B. During the applications' review phase, those applicants who were at Slush, completed the Crush Test and applied between the 12th and the 19th will be screened first.

5. Evaluation process

The valuation committee will go through the process autonomously and discretionarily; the applicants are informed and approve the discretionary valuation of the committee, with no need for final decisions' motivation. Moreover, applicants accept to be not entitled to raise objections to the members of the committee, the decision process and/ or the final decision – which will result unquestionable.

For the selection, the valuation committee will assign up to 100 points based on:

- Size and relevance of the startup's market of origin within the reference sector (max 20 points)
- Startup track-record to date (revenue growth, registered IP/patents if any, number and quality of clients and partners) (max 10 points)

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- Team structure and relative expertise (not by single member but general expertise of the team) (max 20 points)
- # and amount of rounds of investments to date and relevance of sources of funding (max 15 points)
- Stated mission and strategy for the future (10 points)
- Foreseen time-horizon for a potential expansion and set-up in Milan (10 points)
- Potential to cover specific needs of the ecosystem and to be leveraged as a partner by key players operating in town (10 points)
- Focus on sustainability (5 points)

Minimum score is 60.

In general, what is valued is:

- Innovation level of the represented company and level of alignment to the tech environment of Milan and the specific development needs of our ecosystems and Milano&Partners' community (partners), especially those partners that will be part of the experience
- Economic sustainability based on key figures reported (and declared) in the application form
- Level of commitment to expand elsewhere (qualitatively assessed based on the stated expansion strategy, an outside-in analysis performed internally, the collected capital to date and the stated reasons "for Milan") and time-horizon applicants are considering for an expansion and set up in Milan (up to 36 months)

Once the applications are closed, those applicants that applied in the 1st week of applications' opening (i.e. 1st batch who were present at Slush and completed our Crush Test) will be evaluated first. Then, the committee will evaluate all the other applicants. In case of an even score for 2 or more applicants, a chronological approach will be used (based on the time of application submission).

6. Responsibility limitations

The parties involved in the design and management of the experience (i.e., promoters and any partners we rely on), as well as the valuation committee, will not be responsible for technical issues, failed, incomplete, not accurate, damaged, lost or delayed submissions, undelivered communications or any other issues related to the documents' upload.

7. Guarantees and indemnities

Applicants guarantee that the information provided:

- do not contain information against the rights of third parties (regarding the copyright and intellectual property and other laws and applicable regulations)
- do not contain illegal information
- can be freely and legitimately usable according to what is stated in this bylaw since the applicant holds the right to use those data
- do not contain defamatory contents, representations and outrageous considerations that could harm the name and reputation of promoters and any other person and/ or entity involved in the experience
- do not contain sexual or pornographic content or any discriminatory contents

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- do not contain or refer/ report any threat or intimidating content to people and/ or organizations
- do not comply with applicable laws and do not contain content leading to illicit behaviors

Valuation committee's members are exempt from any responsibility for potential third parties' disputes on the originality and the paternity of applicants and participants' IPs.

Whoever submits the application declares to be aware that any liability (even criminal ones) on contents and data shared are within their responsibility, indemnifying the promoters of this experience from any third parties' claims.

The experience's promoters underline their extraneousness to any act or behavior performed during the experience by participants that will be a violation to civil and crime laws.

8. Data treatment

Data treatment will be based on the Privacy statement attached

9. Applicable laws and disputes

The Italian law is applicable to this experience's bylaw. Any disputes arising will be addressed by the Court of Milan.

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