

# NOTICE OF SELECTION FOR ADMISSION TO THE SEVENTH EDITION OF STARTUP LAB - CONTAMINATION LAB TRENTO

(Duration: February - May 2019)

## Article 1

### Startup Lab: selection process and course objectives

The Contamination Lab Trento opens the selection for admission to the seventh edition of Startup Lab, a training course that guides teams to transform an idea into an entrepreneurial project.

Participants are required to attend at least 80% of the lessons.

The program Startup LAB aims to promote the culture of entrepreneurship and innovation and to stimulate the participants to work in heterogeneous groups, both in terms of cultural and academic background. During the Startup Lab, the participants will work on their own entrepreneurial project, acquiring necessary tools and organizational and cross-cutting skills.

## Article 2

### Eligibility criteria and number of available places

Candidates who meet the following criteria are eligible for the selection:

1. Enrolled in the first or second year of Master's degree or at least at 3rd of single cycle degrees.
2. Enrolled in a PhD program.
3. Master graduates, who obtained their title maximum 18 months before the start of the program
4. PhD graduates, who obtained their title maximum 18 months before the start of the program

The maximum number of participants admitted will be 100. If necessary, a waiting list for the maximum number of 20 people will be established.

## Article 3

### Training plan

StartUp Lab will last a total of 3 months and provide activities that are designed to help participants:

- Develop problem solving skills, linked both to work in team and to the management of the advancement of the project.

- Learn the use and the function of the main tools for the evaluation of feasibility and the development of a business idea.
  
- Learn communicative and public speaking skills for the presentation of ideas.

The training course does not require prior specific competences, but it does require active involvement and a strong participation stimulated with innovative teaching techniques. In particular, the lessons will have the form of the "flipped classroom", in which the teacher will rather have the role of a tutor, assisting the completion of in-class exercises, previously introduced through video or short theoretical lecture notes.

The lessons will be divided into the following didactic modules:

- SUL\_1: Introduction to the course and idea generation
  - Presentation of the training course, rules and guiding team.
  - Ice breaking activities, teambuilding session.
  - Focused creativity, workshop on design thinking.
  - Tutorials on generating ideas.
  - Focus on Customer, Problem, Solution (CPS).
- SUL\_2: Submit your Idea (CPS) and form the team
  - Presentation of individual ideas
  - Search for co-founders in order to have the necessary skills
  - Team training and improvement of CPS
- SUL\_3: Validation of the problem and the solution.
  - Interactive Tutorial: Meet the customer and validate the problem
  - Peer to peer training
  - Valid solution
  - Mentoring
- SUL\_4: Business model and finance.
  - Comparing different business model canvas
  - Web marketing and communication via social
  - Cash flow
- SUL\_5: How to present the idea
  - How to organize the slide deck
  - Hidden slides, your secret weapon
  - How to speak in public (verbal language and body language)
  - Pitch clinics

During the course, each team will be assisted by a mentor with innovative startup skills and experience. Mentors will support teams, both on the spot and remotely, in the development and advancement of the entrepreneurial project.

After the end of the training course, the groups, on request, may still be provided with spaces and services available during the course and be supported in the participation in the local competition D2T Startup (promoted by Trentino Sviluppo).

#### **Article 4**

#### **Resources and benefits for participants**

The Contamination Lab Trento is located at the Istituto Artigianelli of Graphic Arts, in Piazza Fiera 4, which will host the weekly meetings.

The spaces will be accessible to participants from 8:00 to 21:30 from Monday to Friday.

For participants enrolled in a master's degree course or for doctoral students, the successful participation in StartUp Lab and the attainment of the certificate will give the opportunity to obtain a number of CFU equivalent to 48 hours of classwork as part of their course of study or doctorate.

#### **Article 5**

#### **Selection process**

The selection for the StartUp Lab will be based on the application submitted via a university platform, which is expected to reveal motivation for innovation and propensity to team work. In order to access the call applicants do not need to have an existing UNITN account, but they can create an ad hoc one in the "Guest Account" section.

The possession of a business idea is not a necessary requirement for the participation in the program.

The selection process will take into consideration the academic diversity of applicants in order to ensure the creation of heterogeneous teams.

Applicants shall send a 30sec video explaining why they absolutely want to attend SUL and what they expect from it.

#### **Article 6**

#### **Application and deadline**

The application for the admission to StartUp Lab must be submitted

In order to apply for StartUp Lab, candidates shall fill in an online form available on the site [www.clabtrento.it](http://www.clabtrento.it) starting from January 7, 2019. The deadline is at 12:00 PM on Tuesday 06 February 2019.

#### **Article 7**

#### **Jury**

The jury will be nominated by CLab Chief and CLab Manager, Alessandro Rossi and Vittorino Filippas.

## **Article 8**

### **Notices**

The selection will take place during the month of February 2019.

The list of selected participants and any updates will be published on the site [www.clabtrento.it](http://www.clabtrento.it) during the last week of February 2019 and communicated by mail.

All inquiries should be sent to the address [clabtrento@unitn.it](mailto:clabtrento@unitn.it).

## **Article 9**

### **Selected participants and enrollment confirmation**

The selected participants must confirm the registration for the startup lab by completing the form "Confirm registration Startup Lab", which will be available for 5 days starting from the date of publication of the ranking list at the site [www.clabtrento.it](http://www.clabtrento.it).

If a successful applicant withdraws, the next applicant on the ranking will be offered the place.

From the moment of registration, the participants will have to respect the obligations in terms of commitment, attendance and correctness during the group work.

## **Article 10**

### **Schedule of planned activities**

Selection:

- January 7, 2019: call opened
- February 5, 2019: call deadline
- February 6 - 16, 2019: selection process
- February 17, 2019: ranking and winners
- February 17-22, 2019: enrollment confirmation

Kick-off: February 26

Demo Day: May 28

The calendar of the lessons will be presented during the kick-off event and it will be made available online for the participants.

## **Article 11**

### **Information on the processing of personal data**

The University of Trento is responsible for the processing of personal data, in accordance with Regulation (EU) 2016/679, on the protection of natural persons with regard to the processing of personal data, as well as the free movement of such data and Italian legislation in force.

The data controller is the University of Trento, via Calepina N. 14, 38122 Trento, email: ateneo@unitn.it. The contact details of the data protection Officer are as follows: Fiorenzo Tomaselli, via Verdi N. 8, 38122 Trento; Email: rpd@unitn.it.

The processing of personal data is carried out with automated instruments by personnel of the university authorized to process the data in relation to the tasks and tasks assigned and in compliance with the principles of lawfulness, correctness, transparency, Relevance, not over and in order to ensure adequate security of personal data.

Personal data will not be disclosed to third parties and will be kept for the only period in which the newsletter service will be active.

## **Article 12**

### **Final regulations**

Contamination Lab Trento reserves the right to modify or extend the deadlines for the submission of applications for admission by communicating through the website as indicated in art. 8 of this notice. Participation in the selection implies the complete acceptance of the rules contained in this announcement.

## **Article 13**

### **Frequently Asked Questions**

***I do not have an idea: may I apply for SUL?***

Absolutely YES.

We split applicants in two groups: the **Alpinists**, who know their peak (the business idea). They can come with their team of “co-founders” or they can gather a team with complementary skills at SUL. The **Explorers** are the second type of applicants: they do not have any idea or business idea, but are motivated to live this life changing experience. Explorers can come up with an idea after SUL first idea generation and design thinking sessions and become “founders” or they can find an idea they like to contribute and they become “co-founders”.

***I have an idea that I do not want to disclose to anybody. May I apply for SUL?***

Generally speaking, NO.

Please come and talk privately with Alessandro Rossi and Vittorino Filippas to understand why you are in this peculiar situation.

***I have my team I want to work with, but we still not have an idea/business idea. May I apply to SUL?***  
YES, but...

We want students at SUL being capable of leveraging diversities. This is the reason why one of SUL regulation on team forming is the following: we split students into three categories: **digitals** (coming from Computer Science or Telecommunications studies), **management** (coming from Economics and Management Studies) and **others** (all type of studies not included in the first two categories such as: Sociology, Cognitive Science, Literature, International Studies, Law, Biotech, Engineering, Match, Physics, ...). . All SUL teams shall have a minimum of 4 to a maximum of 6 participants. Every team shall have at least one student from each of the three categories. If you are coming with a partially or completely formed team you must comply with this rule.

***My English is very poor. May I apply to SUL?***

Be careful, maybe better NOT

All tutorials, video, mentoring and materials are in English. In all present editions we had 100% fluent English speaking participants. Non having a fluent English can be a major obstacle to understand tutorials and interact with your team.

***Is it a Course or a Lab?***

The 48 hours duration is split in about 15-18 hours of tutorials and the remaining time is dedicated to teamwork and mentoring. Mentors are successful senior startupper or serial startupper with previous mentoring experience. Mentors are assigned to teams depending on domain expertise and compatibility.