



IREN Startup Award - Call for Startups

IREN, a top player among Italian multi-utilities, is seeking startups and technology companies who aim to revolutionize the utilities sector for the first edition of its **IREN Startup Award**, powered by Intesa Sanpaolo's international acceleration program StartUp Initiative.

The final winner of the award will receive a **sponsorship of € 10.000** at the end of the program. Additionally, selected participants will compete for opportunities to **work directly with IREN's business units and technical teams**: possible outcomes include engineering and product design support; proof-of-concept setup; access-to-market; technology transfer; direct provisioning and other forms of business development.

Solution spaces addressed by this call include:

- > **Energy** (power generation, district heating, energy management)
- > **Water** (distribution networks, purification & treatment)
- > **Waste** (management, treatment, circular economy)
- > **Utility Networks** (operations and maintenance, metering and billing, smart grid)
- > **Value Added Services** (customer engagement, marketing, new services, support to public administration)

Interested entrepreneurs can apply by visiting www.gruppoiren.it/startupaward and submitting a business plan or executive summary of their project no later than **September 3, 2017**.

Applications will be reviewed and screened by the organizers along six key drivers:

- > **Team** (complementary skills, commitment and own resources, ability to involve relevant advisors)
- > **Market opportunity** (addressable market size and growth projections, go-to-market, competitive landscape)
- > **Product** (need you are solving, design and innovation, competitive advantages, development stage)
- > **Defensibility** (barriers to entry such as IP if applicable, otherwise time-to-market and traction)
- > **Economics** (5-year plan with robust assumptions, use of funds raised, ROI strategy)
- > **Fit with IREN's strategy** (to learn more about our business units visit www.gruppoiren.it/attivita.asp)

The program is structured as follows:

- > **Sep 23-24 – Boot Camp (Torino)**: admitted startups will receive two full days of investor readiness and business development coaching delivered by experienced angel investors from California. One-to-one remote coaching sessions will be scheduled in the following weeks.
- > **Oct 3 – Deal Line-Up (Reggio Emilia)**: startups will pitch to a panel of experts, who will provide structured feedback and select the finalists to move forward with the program.
- > **Oct 30 – Arena Meeting (Genova)**: the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a targeted audience of IREN executives looking for Open Innovation opportunities, on the backdrop of the prestigious Festival della Scienza.

The program is **free of charge**; selected companies will need to cover their own travel and accommodation. By applying you allow the organizers to film the program's activities, and use your image in promotional footage.

For any further questions, feel free to contact the organizers at startup@intesasanpaolo.com.