

Startup4Culture Rules

1. Timeline and Duration

La Call for the Startup4Culture competition is currently open.

- Call Opening: **13/04**
- Call Closing: **12/05**
- Finalists announcement: **30/05**
- The Finals: **16 - 18/06/2022**

2. Promoter

The company which promotes the initiative is Search On Media Group S.r.l.,
Operational Headquarters: via Ugo Bassi, 7 - 40121 Bologna, VAT
02418200800 - Share Capital 10.000€ Phone: (+39) 051 09 51 294 - Email:
info@searchon.it.

3. Goals

This call aims to identify and support innovative projects that combine the cultural sector with the digital one, in order to promote innovative startups and talents, to foster an increasing synergy between the cultural sector and the technological-digital one and between Public sector and private entrepreneurship.

The call seeks innovative ideas and technological & digital projects, capable of enhancing **the Italian historical and cultural heritage**, innovating the cultural and creative sectors thanks to Digitalisation.

4. How to participate

Send your request by filling out the form with the requested informations and documents:

- THE PROJECT OWNER & TEAM
- THE COMPANY
- THE PROJECT AND THE FUTURE CHALLENGES OF CULTURE
- THE DOCUMENTATION

In the 3rd step of the form, each Startup is asked to indicate which of the Future Challenges identified, they are mainly trying to meet with their innovative project.

Please follow our [guide lines](#) for your elevator Pitch.

5 . The Competition

The 6 selected startups will have the opportunity to present their project at WMF2022 through a 3-minute elevator pitch.

Following their presentation, The jury will then have an additional 2 minutes to pose follow-up questions. At the end, the jurors will cast their votes to state the winner.

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The projects will be evaluated according to the following criteria:

- Skills of the team, knowledge of the sector, feasibility of the project;
- Development stage of the product/service;
- Degree of innovation and its defensibility;
- Positioning in relation to competitors;
- Consistency with market and customers' needs and potential outreach;
- Business potential of the idea;
- Exhaustiveness of the documentation submitted.

6. Awards

The award represents recognition of personal merit or otherwise a title of encouragement in the interest of the community.

The winners will gain funding through digital marketing consultancy products and services. The prize is not convertible to cash. The value of the prize is made up by services offered by our partners. The promoter declines any responsibility for the prizes awarded by the partners.

7. Privacy

The promoter reserves the right to contact the winners and any third parties present in their list of addresses.

8. Decree 430/1

In accordance with Article 6 of the Presidential Decree 430/01, this initiative cannot be considered a prize contest. The competition was conceived for projects or studies that belong to an industrial context, in which the award consists of the recognition of personal merit and other benefits.

9. Responsibilities

The promoter can accept no liability for the awarding of prizes. Should the contest not be carried out as foreseen, the promoter reserves the right, at its complete discretion, to modify or cancel it, without this resulting in any responsibility for the promoter. To participate in the initiative, it is not necessary to purchase any products sold by the promoter. Participation is free of charge.

10. Applicable rules

The initiative is regulated by Italian law.

Bologna, 07/06/2021