

PROJECT "House of Emerging Technologies - Municipality of Bologna" (CUP F39I22001840004)

## COBO ACCELERATOR

### Annex 4 - Accelerator Programmes

#### COBO Accelerator | CREATIVE AND CULTURAL INDUSTRIES (CCI)

**COBO Accelerator | CCI** is the creative and cultural industries acceleration programme designed and managed by **Almacube s.r.l.** in partnership with **CreatiBo srl.**

#### About Almacube

**Almacube s.r.l.** is the incubator certified by the Ministry of Economic Development and Innovation Hub of the University of Bologna and Confindustria Emilia Area Centro.

It works to foster the territory's economic development through innovation and the development of new enterprises, collaboration with established companies and the education of new generations in an entrepreneurial approach.

Almacube organises incubation and acceleration programmes for innovative start-ups and research spin-offs from any sector, as well as dedicated Open Innovation initiatives, adopting the Design Thinking methodology and a Human-Centred Innovation approach.

#### About CreatiBo

**Creative Hub Bologna** is a multifunctional centre of the Culture and Creativity chain in Emilia Romagna. It offers new resources for research and innovation in the sector, promotes the launch and development of new enterprises and their internationalisation, provides highly qualified skills training and generates professional opportunities for start-ups and creative talents.

Creative Hub Bologna is also a physical network of co-working (for start-ups and creative people) and co-playing (for musicians and technicians), and a territorial infrastructure linked to a widespread international network.

#### The mission of the accelerator programme

To catalyse innovation in creativity and culture, through digital technology solutions that promote the democratisation of access and the direct involvement of users implemented by start-ups demonstrating economic and development interest in the regional territory in the creative and cultural industries.

These digital solutions must be based on or enable the emerging technologies stated in the Call for Proposals.

### The vision of the accelerator programme

The metropolitan city of Bologna has a solid cultural vocation, a relevant entrepreneurial fabric of businesses and professionals operating in the Cultural and Creative Industries (CCI), an excellent national positioning of CCI applied to digital culture and the enhancement of tangible and intangible cultural assets.

**COBO ACCELERATOR | CCI** aims to stimulate the research and implementation of innovations that integrate technology, creativity and culture in the spirit of “equality and maximum access and sharing”.

Ideal candidates are start-ups with innovative digital technologies and solutions that are able to:

- a. contribute to the innovation of CCI value chains<sup>1</sup> (gaming, visual arts, performing arts, cultural heritage, artistic crafts, literature, music, film, television and radio broadcasting, multimedia) in one or more of these aspects:
  - a. building and developing a different relationship with the audience based on direct user involvement and co-creation (e.g. through the application of “gamification”, “virtualisation”, and “immersiveness” techniques) of content
  - b. preventing content filtering and/or reducing information asymmetries and/or reducing the number of intermediaries and/or the cost of accessing content
- b. creating innovative CCI applications for one or more of the following fields of application:
  - a. services for learning,
  - b. multimedia services for tourism and urban regeneration,
  - c. interactive and immersive cultural events,
  - d. interactive or immersive services and paths for the enhancement and communication of art and culture,
  - e. fashion design services

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<sup>1</sup> The value chain is described by “core” functions (Creation, Production/Publication, Dissemination/Marketing, Exhibition/Receiving/Transmission) and “supporting” functions (Preservation, Education/Training, Management/Regulation).

## The structure of the accelerator programme

Selected candidates will undertake an accelerator programme from June 2024 to December 2024.

During the programme, participants will have the opportunity to consolidate their business ideas by building the foundations to create scalable solutions in the world of CCI.

Specifically, the programme will consist of:

- vertical workshops on specific topics (e.g. need to market assessment, business design, sales, marketing, fundraising, company valuation);
- one-to-one mentorship sessions with industry and entrepreneurship experts for strategic decision-making;
- one-to-one specialised consultancy sessions with professionals for defining elements such as IP strategy, financials, etc.;
- regular coaching activities with experts who will provide guidance according to specific project needs and monitor the progress of activities;
- networking events with companies and investors and among founders to share progress, best practices and experiences.

In addition, during the programme, it will be possible to use the workstations at AlmaCube (located in Viale Giuseppe Fanin 48, 40127 Bologna) and Creative Hub Bologna (Via del Tappezziere, 4, 40138, Bologna).

At the end of the programme, each start-up will pitch during the Demo Day event scheduled for December 2024 during the COBO EXPO event. This is the culminating moment when the project will be shared with potential investors, industry experts and other key players.

## The timeline of the accelerator programme

Below is a summary of the deadlines of the programme:

Activity	Deadline
COBO ACCELERATOR call opening	December 2023
COBO ACCELERATOR call closing	29 March 2024
Winner selection	April 2024
Training workshop on expenditure reporting to be reimbursed	May 2024

COBO ACCELERATOR   Creative and Cultural Industries (CCI) kickoff	June 2024
COBO ACCELERATOR   Creative and Cultural Industries (CCI) Programme Workshop	June 2024 - October 2024
COBO ACCELERATOR   Creative and Cultural Industries (CCI) Mentorship	June 2024 - November 2024
Benchmark Day	September 2024
COBO ACCELERATOR Demo Day	December 2024

## COBO Accelerator | INNOVATIVE URBAN SERVICES

**COBO Accelerator | Innovative Urban Services** is the Innovative Urban Services accelerator programme designed and organised by **GELLIFY S.r.l.**

### About GELLIFY

**GELLIFY** is a global innovation factory that integrates strategy, design and technology, supporting the growth of organisations from vision to execution through its “purple way”. **GELLIFY** helps organisations implement new business models, technology roadmaps, digital strategies and products, including through its portfolio of B2B software assets.

Our mission is to help game-changing start-ups to reach their full potential. We bridge the gap between their offerings and market needs, connecting them with key business players and helping them to perfect their products.

We offer comprehensive innovation consulting services to companies and corporations that want to digitise and innovate their business. Harnessing the power of collaboration with our ecosystem, we help companies stay ahead of the curve and achieve sustainable growth.

We are passionate creators and innovators who create co-investment initiatives and bring together partners from different sectors. From creating start-ups to launching accelerators, our adaptable co-investment models foster progress and push the boundaries.

### The mission of the accelerator programme

To catalyse innovation by fostering smart technology solutions that improve the quality of urban life.

### The vision of the accelerator programme

“Bologna will be a pioneering city for creating a smart ecosystem, encompassing the areas of the municipality, the metropolitan city and Ravenna, in which technological innovation benefits citizens and the environment.

COBO Accelerator | Innovative Urban Services aims to create a more liveable, inclusive, sustainable and efficient territory where the intelligent use of data and technology will improve the quality of life of all citizens. It therefore aims to be an example of how technology can be integrated ethically, enabling active participation of citizens and promoting long-term sustainability.”

Ideal candidates are start-ups with innovative digital technologies and solutions that wish to contribute to the innovation and development of urban services in and around the City of Bologna.

These digital solutions must be based on or enable the emerging technologies stated in the Call for Proposals.

### **The structure of the accelerator programme**

Selected candidates will undertake an accelerator programme lasting at least 12 weeks, indicatively from June 2024 to December 2024.

During the programme, participants will have the opportunity to consolidate their business ideas by building the foundations to create scalable solutions in the world of innovative urban services.

Specifically, the programme will consist of:

- vertical boot camps on specific topics (e.g. sales, marketing, business plan, product);
- one-to-one mentorship sessions with GELLIFY experts who will guide you according to specific project needs;
- regular coaching activities to monitor the progress of activities.

In addition, during the programme, you will have the opportunity to meet periodically with other founders to share progress, best practices and experiences, as well as to take advantage of workstations at the GELLIFY Phygital HUB at Via Isonzo 55/2 in Casalecchio di Reno (Bologna).

At the end of the programme, you will have the opportunity to present your innovative idea during our Demo Day event scheduled for December 2024 during the COBO EXPO event. This is the culminating moment when you will have the chance to share your project with potential investors, industry experts and other key players.

## The timeline of the accelerator programme

Below is a summary of the deadlines of the programme:

Activity	Deadline
COBO ACCELERATOR call opening	December 2023
COBO ACCELERATOR call closing	29 March 2024
Winner selection	April 2024
Training workshop on expenditure reporting to be reimbursed	May 2024
COBO ACCELERATOR   INNOVATIVE URBAN SERVICES kickoff	June 2024
COBO ACCELERATOR   INNOVATIVE URBAN SERVICES programme	June 2024 – October 2024
Benchmark day	September 2024
COBO ACCELERATOR demo day (all three programmes)	December 2024

## COBO Accelerator | INDUSTRY 4.0

**COBO Accelerator | INDUSTRY 4.0** is the Industry 4.0 accelerator programme designed and organised by **G-Factor S.r.l.** in partnership with **BIREX Competence Center**.

**G-Factor** is an ecosystem that transforms young people's and scientists' high potential for innovation and technology into entrepreneurial realities capable of successfully establishing themselves on the market and creating replicable and scalable models. It is a response to the need to increasingly foster the possibilities of integration between research, industry and the market, focusing on young people, their business ideas, scientific research and their ability to produce innovation and new technology.

In its first five years of operation, G-Factor has four accelerator programmes that - thanks to meaningful partnerships - have addressed the LifeScience & Digital Health, Fintech & Insurtech, Agritech & FoodTech, Industry 4.0 and Social Impact verticals. More than 85 mentors, over 80 industry partners and over 100 investors were involved in these programmes, both during the training sessions and in the various matchmaking and networking events.

These four programmes saw the participation of over 700 start-up proposals in seed and pre-seed stages. Of these, 32 were accelerated, and 21 were identified in which G-Factor invested as a minority partner and participated in the G-Force accelerator programme. Overall, the capital raised by the start-ups in the portfolio to date has amounted to 6 times what G-Factor has invested (2.5 million euros to date), and the overall value of the companies (several tens of millions of euros) has almost doubled. G-Factor has just closed the call to select 15 start-ups participating in the G-Force 2024 acceleration programme.

**BI-REX** is one of the eight national Competence Centres set up by the Ministry of Economic Development to implement the National Industry 4.0 Plan interventions, with a specialised focus on Big Data, Manufacturing and Advanced Services.

Established in 2018 as a public-private Consortium based in Bologna at the Opificio Golinelli, Bi-Rex brings together, in partnership, 12 Universities, Research Centres, CINECA, 27 end-user companies representative of the leading national manufacturing supply chains of Made in Italy, and 21 Technology & Service providers representative of the main Industry 4.0 technologies, for a total of 60 entities. The centre's institutional objective is to assist companies, particularly SMEs and start-ups, in their innovation processes, adopting digital technologies and pursuing sustainability goals. The centre operates through a portfolio of integrated services offering consultancy, guidance, training, technology maturity assessment, design and validation of



product or process solutions, test-before-invest activities, integrated projects, subsidised finance, open innovation and networking.

BI-Rex has the Pilot Line, a digital factory where all the technologies of the Industry 4.0 plan are available for training, guidance, consultancy, R&D, and integrated projects. The Line consists of several thematic areas: additive manufacturing, smart manufacturing and metrology, mobile and collaborative robotics, connected to a Big Data collection and analysis infrastructure through 5G private network connectivity.

## COBO Accelerator | INDUSTRY 4.0

### The mission of the accelerator programme

To promote innovative technological solutions for developing hardware and/or software solutions related to the challenges and opportunities of Industry 4.0.

### The vision of the accelerator programme

Especially in a production and manufacturing context such as that of Emilia Romagna, and in particular, that of Bologna and Imola, supporting SMEs in the transition towards a digitised industry (with process and product innovations) is a prerequisite for maintaining competitiveness and enabling the territory to grow economically, as well as a compulsory path to be able to meet the requirements of environmental sustainability. In particular, maintaining competitiveness is a central aspect for an area that makes exports its flagship: 17.5 billion euros 2021 export quota (+15.9% compared to 2020) in the metropolitan area with increased trade balances (+13%). As part of the collaboration, the Ravenna system will focus on the use of these technologies with a view to the quality of work and, in particular, to strengthen safety at work by being able to access the more mature innovation system such as that of Bologna, which is capable of accompanying a complex system, such as the port, towards the implementation of new technologies. On this issue, the Bologna-Ravenna axis has several contact points. These include the presence of a strong industry linked to logistics, as well as the strategic nature of the Bologna-Ravenna axis (involving the Imola area) as a critical node for national mobility and access to international markets.

**COBO Accelerator | INDUSTRY 4.0** is designed to provide targeted support to start-ups engaged in developing hardware and/or software solutions related to the challenges and opportunities of Industry 4.0. It is possible to catalyse technological innovation and promote sustainable growth in these companies through access to strategic resources, specialised mentorship, and funding opportunities. The objectives are to foster digital transformation, improve operational efficiency, increase competitiveness in the global market, and make the industrial ecosystem of the city of Bologna smarter and more connected.

As a technical partner of G-Factor, BI-REX Competence Centre will provide accelerated start-ups with expertise and access to the CTE project assets (and more). Right from the early stages of the programme, the start-ups will be in touch with the BI-REX technical team to understand how best to integrate and develop their solutions within the BI-REX pilot line, developing POCs and demos in an industrial environment.

### The structure of the accelerator programme

The selected teams will have access to an accelerator programme lasting at least 12 weeks, indicatively from June 2024 to December 2024. The programme consists of 9 intensive weeks, followed by 3-4 weeks of follow-up mentoring dedicated to execution, with one-to-ones tailored to the needs of individual projects.

The programme aims to accompany the teams in developing their entrepreneurial project, activating a network of potential industrial partners and investors and possible scaling paths in the international arena.

The organisation of the acceleration path is based on the following aspects:

- **Webinars and training workshops** in which teams are provided with the necessary tools to validate and refine their business model, learn about their target market and define their strategic positioning, define a strategy to reach the market and related financial aspects, learn how to negotiate with investors and build effective industrial and commercial relationships.
- **Customisation of the programme and dedicated one-to-one sessions:** the course is custom-designed according to the start-up's level of development, thanks to a large number of one-to-one mentoring meetings where each team can further explore the

issues addressed with lecturers and mentors by working on the application and impact on their situation.

- **Pitch Session:** the course includes five sessions when the teams involved can talk about their project, gathering important feedback for their growth path from experts in the field.
- **Involvement of expert mentors & lecturers in the Industry 4.0 field:** participants will be supported by a team of highly qualified lecturers and mentors with a mix of business skills in the entrepreneurship and technical areas in the Industry 4.0 vertical.
- **Access to the assets and competence of the BI-REX Competence Centre technical team,** which, from the early stages of the programme, will support G-Factor as a technical partner to understand how best to integrate and develop the solutions of the accelerated teams within the BI-REX pilot line, developing POCs and demos in an industrial environment.

The course includes both **remote** and **in-person sessions at G-Factor and BIREX**, and the accelerated teams will be able to use the workstations at G-Factor and BIREX, located in Bologna at Via Paolo Nanni Costa 20.

The programme concludes with a **Demo Day** planned for December 2024, which will be held during the COBO EXPO event in Bologna, where the teams will present their innovative project to an audience of investors and industrial partners and will have the opportunity to meet with them, receiving critical feedback relevant to their development.

### The timeline of the accelerator programme

Below is a summary of the deadlines of the programme:

Activity	Deadline
COBO ACCELERATOR call opening	December 2023
COBO ACCELERATOR call closing	29 March 2024
Winner selection	April 2024
Webinar and one-to-one on reporting	May 2024
COBO ACCELERATOR   INDUSTRY 4.0 kickoff	June 2024
COBO ACCELERATOR   INDUSTRY 4.0 programme	June 2024 - October 2024
Benchmark day	September 2024



COBO ACCELERATOR Demo day

December 2024



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