



## World Startup Fest: the international benchmark event for startups, investors and scaleups will be back at WMF 2023

*The World Startup Fest will be returning at WMF 2023. An entire pavilion of the Rimini Fairgrounds will host delegations of startups from all over the world, to showcase their network to international investors, investment funds, and VCs landing in Rimini for the event. Among the scheduled activities, in addition to B2B meetings, business matchmaking, a vertical stage, and the Scale-up for Future panel, there will be the WMF Startup Competition, one of the largest competitions dedicated to the startup ecosystem, that once again for its 11th edition will bring on the Mainstage the best innovative business projects from around the world, challenging each other on the 12 Challenges of the Future, and a prize pool that has reached over 3.3 mln euros during the past editions. A new set of VIP initiatives will be dedicated to business matchmaking between investors and startups.*

### **Bologna, 01/02/2023**

From June 15 to 17, 2023, at the Rimini Expo Centre (Italy) the WMF - We Make Future, the largest Festival on Digital Innovation on the Planet, will once again host its World Startup Fest, an international reference event for startups, investors, and scaleups.

An entire pavilion of WMF will be dedicated to this event, bringing together in the Italian Riviera main players of the international innovation district, to generate multiple opportunities for visibility, connection, and business.

"Supporting innovative entrepreneurship is a commitment we carry out throughout the whole year," says Cosmano Lombardo, CEO of Search On Media Group and founder of WMF. "It is a mission that gains new momentum during the three days, connecting local and international innovation networks and opening communication channels for matching startups and investors. This is achieved through numerous projects, including the year-long scouting operations, carried out by the International Roadshow: the goal is to highlight the best international startups and at the same time export worldwide the excellence of Made in Italy in the innovation field. We are well aware of the importance of sharing an innovative vision within different contexts, which is why we work hard to build and strengthen bridges between our country and the world."

Showcasing of innovative projects, business and networking events, B2B meetings, competitions, an exhibition district, vertical stages, and thematic panels: the World Startup Fest agenda will be brimming with activities, starting with the numerous business matchmaking moments that will offer startups the opportunity to present their





# the largest Digital Innovation Festival on the Planet

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entrepreneurial projects to a profiled international audience, featuring investors, VCs, incubators, and accelerators.

Thanks to the WMF's International Roadshow, the World Startup Fest will feature various international innovation networks and ecosystems: an unmissable opportunity to expand the network and develop new connections in the global scope.

**AI, climate change, sustainable growth, and robotics** applied to everyday life: these will be among the topics discussed on the Startup Stage, where 120 innovative startups selected during the Italian and International Roadshow competitions will pitch their business idea in front of investors, incubators, and professionals, who will award numerous prizes and services.

The Scale-up For Future panel will display the journeys of innovative projects that have rapidly scaled relevant markets; the Startup Showcase will be presenting emerging innovative projects, along with the Entrepreneurship Stage and the Export Stage, dedicated to companies in the tech and innovation with inspirational speeches, case studies and valuable insights for those who want to start their own entrepreneurial journey and to show and discuss internationalization scenarios open to startups.

The **Startup District** will also be back in the 2023 edition: the exhibition area dedicated to showcasing startups along with the most advanced technological prototypes: already more than 250 startups from countries including France, Spain, Saudi Arabia, Israel, Croatia, Greece, and Egypt have presented their projects in the District, coming into contact with companies, investors and WMF participants.

## The international Startup Competition at its 11th edition

The WMF's historical **Startup Competition**, among the largest international startup competitions, reaches its 11th edition in 2023; as of today, it has collectively reached a total prize pool of over 3.3 mln euros, and collected applications from more than 4,300 startups. The 6 finalist startups will have the opportunity to challenge each other on the Mainstage, in front of an audience of 5,000 people consisting of corporate, investors, and venture capitalists, as well as Festival attendees. The selection process will ask all the applicants to identify how their business project harnesses digital tools and technologies to address one or more of the 12 Future Challenges identified by the WMF.

Hundreds of applications have been received already, from all over the world: the call will close on April 2nd.





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Partners of the WMF Startup Competition to date include OVH, Plug and Play, Digital Magics, Hubspot, Ernst & Young, Le Village by Credit Agricole, Pegasus Tech Ventures

Additional new features for the 2023 World Startup Fest will be the **brand-new event formats** dedicated to networking and business matchmaking, involving investors, startups, and innovation players from all over the world: a new concrete opportunity to encourage the connection and development of virtuous collaborations.

## Useful Link

- ❖ [WMF website](#)
- ❖ [World Startup Fest](#)
- ❖ [Startup Competition](#)
- ❖ [WMF International Roadshow](#)

## WMF - We Make Future - The largest digital innovation Festival on the Planet

The next appointment with WMF, the international event entirely dedicated to the innovation ecosystem, is scheduled on June 15, 16, 17, 2023, at the Rimini Expo Centre. Once again, the event will bring together the very best of digital and social innovation, leading market players, startups and investors, institutions, universities, and non-profit associations. With more than 36,000 attendees in 2022, more than 700 speakers and guests from around the world, 1,000 startups, and 77 educational stages, now towards its 11th edition the WMF is a reality with a global identity, a catalyst for innovation for concrete, collective improvement. The event is created and produced by Search On Media Group

## Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing and coordinating communities, supporting sharing activities, and carrying out strategic and operational consulting, with the Search On Consulting Department, in the field of Digital Marketing and Digital Transformation for large companies.

From the experience and professional assets of Search On Media Group, were later born the Education Business Unit, which organizes and curates the WMF and other training events, and the ibrida.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

## For information and materials

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