



## Announced the 6 Finalists of the Startup Competition: the best of the International Scene Competing on the WMF Mainstage

The selection of the finalists for the International Startup Competition at WMF has officially concluded: only 6 out of more than 5,000 applications from over 120 countries will take the Mainstage at the international fair and festival on AI, Tech, and Digital Innovation. The event is set for June 14 at BolognaFiere, where innovative projects will be showcased in front of a live audience of open innovation stakeholders, investors, venture capitalists, business angels, and investment funds, as well as a global audience connected via live streaming. In addition to the grand finale, numerous activities are scheduled from June 13 to 15 at WMF, thanks to the lineup of the two vertical events dedicated to the startup world and open innovation: the World Startup Fest and the Open Innovation and VC Fest.

Bologna, 30/05/2024

The 6 finalists selected for the International Startup Competition at WMF 2024 are **BaseTrack**, **Devengo**, **ResilientX Italia srl**, **Intous**, **BARIN SPORTS**, and **Necture GmbH**. On June 14, at the [WMF - We Make Future](#), International Fair and Festival on AI, Tech, and Digital Innovation, startups from Italy, Spain, Bulgaria, Austria, and Estonia will present their projects to the audience at BolognaFiere and those connected via live streaming.

With over 5,000 applications from more than **120 countries**, this edition confirms the strong international appeal of the Competition, now in its 12th edition, which continues to serve as a launchpad for the development and scaling of projects that bring not only economic but also social value globally, addressing the [12 Challenges of the Future](#) outlined by WMF.

"We are very pleased with the response we have received again this year with the Startup Competition," says **Cosmano Lombardo**, CEO and Founder of Search On Media Group and creator of WMF. "Applications come from countries such as the USA, Singapore, Germany, France, Thailand, and many more; for us, it is a success to be able to select and bring the best to Italy, not only for the Finale on the Mainstage but also for other initiatives during the three days," he continues. "The goal is twofold: on one hand, we support the development of these innovative projects with significant global impact objectives, and on the other hand, we offer companies and investors business opportunities in multiple markets. For participants, we want to provide the opportunity to discover creativity and projects from every corner of the world, a true journey into the global innovation ecosystem."

Among the prizes for startups, besides the opportunity to present to the international WMF audience and a jury composed of **investors, corporate entities, venture capitalists, incubators, and investment funds**, are also opportunities offered by competition partners.

### The 6 Startup Finalists of the 2024 Startup Competition: An International Challenge

6 startups from 5 countries are the finalists of the 2024 edition of the Startup Competition—selected from the Calls, including **AI For Future** and **Global Startup Program**, and from scouting through the National and International Roadshow—in which Italy holds its ground: **Estonian BaseTrack**, **Spanish Devengo**, **Bulgarian Barin Sports**, **Austrian Necture GmbH**, and



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**Italian ResilientX Italia srl and Intous** will compete on the Mainstage for the final round, scheduled for the second day of WMF.

The selection was rigorous again this year, based not only on technical and economic criteria but also on adherence to the **Sustainable Development Goals (SDGs)**, environmental, social, and governance (ESG) criteria, and the **12 Challenges of the Future identified by WMF** for creating a shared, inclusive, and eco-sustainable tomorrow. Among the most participated challenges this year are the **Future of Cities and Communities, the Future of Finance and Insurance, the Future of Life on Planet Earth, the Future of Culture and Travel, and the Future of Sports and Events**. The finalists will present their innovative ideas and potential impact during an intense pitch competition on the main stage of the event.

## World Startup Fest and Open Innovation and VC Fest: A Journey into the Global Innovation Ecosystem

In addition to the startup competition finale, numerous initiatives are structured from June 13 to 15 at WMF 2024 (BolognaFiere) to generate a **crossroads of business and networking** opportunities for the global innovation ecosystem, thanks to two vertical events: the **World Startup Fest** and the **Open Innovation and VC Fest**.

Among the initiatives within these two containers—one an international reference event for startups and scaleups and the other for VC, CVC, and accelerator investors—there are dedicated open stages such as **Future of Open Innovation & VC, Future of Entrepreneurship, and Innovation Showcase**, where various ecosystems and approaches can be explored, comparing dynamics of open innovation and collaborations at a global level; the **Startup Stage**, which will see the **founders of over 300 startups** from around the world pitching each day on different future challenges; and the **Impact to Business** stage focusing on co-designing inclusive and scalable prosperity models.

Additionally, the **Startup District**, an expo area dedicated to innovative entrepreneurial projects, will be a space where startups from around the world can showcase their projects and create professional networking opportunities with companies and investors, as well as B2B areas dedicated to matching between startups and investors and VCs, to maximize meeting and development opportunities.

Among the events taking place on the Mainstage along with the startup competition finale are also two panels on the international innovation ecosystem: the first, scheduled for June 13, involving the ecosystems of Estonia, Spain, and Hong Kong, and the second, on June 14, with the ecosystems of Italy, Bulgaria, and the Dominican Republic.

## Global Impact Challenge 2024: The Four Finalists

This year, the Mainstage will also host an additional **challenge among startup founders and impact-driven investors**: the 4 finalists of the "**Global Impact Challenge**" call will present to the audience an overview of the best projects embodying the success of non-extractive business models, the adoption of sustainable policies, and the transformative value of startups committed to generating positive social and environmental change.



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Among the four finalists, the American AI Protein addresses the challenge "Future of Food & Agriculture" with cutting-edge solutions for the agri-food sector; Swiss TissueLabs responds to the challenge "Future of Health" with innovative health solutions; Italy's Athena Green Solutions addresses the challenge "Future of Life on Planet Earth" with solutions for environmental sustainability, while Rwanda's Shambapro App guides farmers towards adopting climate-smart practices to increase their competitiveness.

## Three Days of Business with the World: B2B Meetings, Innovation Night, Investor Night

From June 13 to 15, in the international context of WMF, which will see **representatives from Europe, Africa, North and South America, Asia, and the Middle East**, there are multiple opportunities for matching, networking, and business development, creating new synergies useful for developing one's business in the Italian market and those of the **over 90 countries involved in the event**. The **B2B areas**, dedicated spaces within the fairgrounds, will be active throughout the three days for face-to-face meetings with startups, investors, investment funds, as well as national and local companies and institutions. Significant connections can also be developed this year during the **two exclusive evenings** dedicated to informal matching between startups and investors, the **Innovation Night**, and the **Investor Night**, where international WMF network investors can share insights and explore synergies in an informal and private setting.

Stakeholders involved in the initiatives of the World Startup Fest and Open Innovation & VC Fest include: Intesa San Paolo Innovation Center, EIT Digital, SAP, Invitalia, Italian Tech Alliance, Innovup, European Defence Fund, Italian Angels for Growth, Opstar, Zest, Axon Partner, Indra, Caixa, LG Nova, Neva, Sopra Steria Ventures, Big Idea Venture, EBG Capital, Seraphim Venture, Claret Capital Partners, EIB, ESA, Würth Electronic Group, Bayer, EY, AWS, Telkom Serbia, Globant, CDP Venture Capital, Black Sheep Venture, Primo Venture SGR, P101, 360 Capital, United Ventures, FNDX, Growth Capital, Unipol Sai, Ferrovie dello Stato, SISAL, Hubspot & Exlab, Terna Group, Qonto, Amadori, Gellify, G-Factor, Bocconi 4 Innovation, I3p, Seedble, Nana Bianca, Fondazione Amaldi, Angels for Women, AgriFood-Tech Italia, Netval, Planet Smart City, Coelius Capital, TAU Ventures, Emea Venture, WILCO Group.

Among the Media & Ecosystem Partners are: Sifted, Dealroom, Medyness, EUstartups, 0100 Conference, Bolzano Slush'D, BOOM powered by CRIF, Techpreneurs and Navispace, Nomadic Minds, EU Cloud Summit / EU Collaboration Summit, Startups Without Borders Summit, Deep Tech Atelier, Italian Tech Alliance, Innovup, CNA, PNI.

For participation in WMF - We Make Future and the events dedicated to startups and investors, various types of tickets are [available on the official website](#). **Tickets are on sale until May 30.**

### Useful Link

- [WMF - We Make Future](#)
- [World Startup Fest](#)
- [Open Innovation & VC Fest](#)
- [6 Finalist of the WMF Startup Competition](#)



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## WMF - We Make Future - International Fair and Festival on Tech and Digital Innovation

On June 13-15, 2024, the WMF - We Make Future returns to BolognaFiere. This certified international fair is entirely dedicated to the world of innovation. As a globally renowned event, it annually brings together the best in digital and social innovation, including major international players, startups, scale-ups, investors, institutions, universities, and non-profit organizations. With more than 60,000 attendees in 2023, and for 2024 over 90 countries involved, over 600 sponsors and exhibitors, more than 1,000 speakers and guests from around the world, 3,000 startups and investors, and over 90 educational stages, the WMF is the leading international fair for the world of innovation.

## Search On Media Group

Since 2004, the company aims to spread digital culture by managing communities, supporting sharing activities, and providing strategic and operational consulting through Search On Consulting, in the field of Digital Marketing and Digital Transformation for large companies. From the experience and professionalism of Search On Media Group also come the Business Unit Education - which organizes the WMF and other educational events - and the ibrida.io platform - managing online, hybrid, and offline events in a customizable and flexible way.

## For information and materials

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