

## Call for Startups in Industry 4.0 for Automotive and Transportation

Intesa Sanpaolo is seeking **new technology startups in the Automotive and Transportation** space for the 2017 edition of its international acceleration platform [StartUp Initiative](#).



Examples of **target applications** include: technologies for processes efficiency or new business models such as advanced manufacturing solutions, additive manufacturing (3D printing), augmented reality for industrial production, Big Data & Analytics, etc.

Interested startups can apply by submitting a business plan or executive summary of their project via our [online application form](#) no later than **May 3, 2017**. Applications will be reviewed and screened along five key drivers: team and advisors; addressable market; product and development stage; barriers to entry and traction; economics.

Participating startups will go through a **training and selection process** made available at no charge by key industry players and qualified coaches. The most promising teams will have a chance to **pitch their project** to a wide audience of **financial and corporate investors**, significantly improving their fund raising and business development reach.

The program is structured as follows:

- **May 27-28 – Boot Camp (Turin):** admitted startups will receive two full days of training delivered by Intesa Sanpaolo experienced angel investors from California.
- **Jun 13 – Deal Line-Up (Turin):** trained startups will pitch to a panel of experts (industry players, investors and researchers), who will provide structured feedback and select the finalists, which will move forward with the program.
- **Jul 6 – Investor Arena Meeting (Turin):** the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around a hundred investors, corporations and players of the innovation ecosystem.

We remind you that there is **no charge** to participate in the program. Selected companies will need to cover their own travel and accommodation.

Do not hesitate to **contact us** if you have any questions!

***The StartUp Initiative Team***

[www.startupinitiative.com](http://www.startupinitiative.com)

[startup@intesasanpaolo.com](mailto:startup@intesasanpaolo.com)

---

The **Intesa Sanpaolo StartUp Initiative** is an international acceleration platform which selects promising high-tech startups, coaches them and connects them with financial and corporate investors. Since its inception in 2009, the program has developed a strong track record: 99 investment forums in 6 countries (IT, UK, US, FR, DE, IL) across 9 technologies and industries (Digital & Mobile; Cleantech; Biotech & Healthcare; Nanotech & Materials; Social Ventures; Agri-Food; Fashion & Design; Automotive & Transportation; Building & Construction), matching over 1100 startups and growing companies with about 9000 investors, corporations and players of the innovation ecosystem. StartUp Initiative alumni have collectively raised over 110 M€.