



StartUp Breeze 2024 Regulation

Duration and Timeline

The timeline Call for the Startup Breeze 2024:

- opening: April 24, 2024
- Expected closing: May 22, 2024, unless extended, no later than June 20, 2024
- Final event: October 9, 2024

The organizers reserve the right to extend the deadline.

Promoting entity.

The promoting entity of the initiative is the Toscana Life Sciences Foundation, Via Fiorentina 1, 53100 Siena, Italy, PIVA 01194710529, which is coordinating StartUp Breeze.

Objective of the initiative

The initiative aims to boost entrepreneurship by giving support to the most innovative projects. The call is intended for startups and business ideas with TRL 3-5 operating in the areas:

- Medical devices
- Digital health
- Pharma
- Related value chain

Conditions of participation and selection criteria

To participate in the call, it is necessary to fill out the appropriate forms available on the website www.startupbreeze.it, in all its parts, which include biographical details, description of proposed solution, market context, financial aspects and pitch presentation. All should be sent to teamup@startupbreeze.it.

Finalist proposals (up to a maximum of 15) will be selected by a panel of experts according to the criteria:

- Experience and skills of the team
- Description of the proposed solution and related context (in terms of clarity and technical and scientific soundness)
- Market potential
- Marketing strategy and description of competitive landscape
- Revenue stream and financial plan credibility
- Quality of the attached pitch

Notice will be given to all participants on the outcome of the selection via e-mail. Support meetings with experts in preparation for the final on October 9, 2024 will be arranged with the finalists.

Final event

At the final event on Oct. 9 to be held in Florence at Stazione Leopolda, the finalists will present their proposals to a panel of experts, who will award the title for the most innovative proposal according to the following criteria:

- soundness of the problem addressed and solution proposed
- Market potential and marketing strategy
- Credibility of revenue stream and financial data
- Competence of the team and stakeholders

**Awards offered by partners**

Awards in services listed on the initiative site will be awarded by the offering partners, at their discretion and sole discretion. Partners reserve the right to be able to not award prizes where, in their sole discretion, they do not identify suitable individuals among the finalists.

The awarding of the prize represents recognition of personal merit or otherwise a title of encouragement in the interest of the community. Prizes are under no circumstances convertible into cash. No liability can be imputed to the promoter in connection with the disbursement of prizes by the above-mentioned partners.

Contact

The promoting entity reserves the right to make contact with the winners and any third parties indicated by means of the addresses in its possession.

Exclusion from the discipline of dpr 430/01

In accordance with Article 6 of dpr 430/01 "Regulations concerning the organic revision of the discipline of contests and prize operations, as well as local lottery events pursuant to 'Article 19, paragraph 4, of Law No. 449 of December 27, 1997,'" this initiative is not considered a contest and/or prize operation insofar as it is called for the presentation of projects or studies in the commercial or industrial field, in which the awarding of the prize to the author represents recognition of personal merit or otherwise a title of encouragement in the interest of the community.

Liability

No liability can also be attributed to the promoting entity in relation to the conduct of the initiative and/or the awarding of prizes. In any case, the participant agrees to hold the promoting entity harmless and indemnified from any and all prejudicial consequences, costs, damages - including sanctions of the competent authorities - that may arise to the same or may be asserted against the same as a result of its actions or violation of the Rules. If, for any reason whatsoever, the initiative cannot be carried out as planned, the promoting entity reserves the right, at its complete discretion, to modify or cancel the initiative, without any liability for the promoter arising therefrom, without prior notice. Participation in the initiative is free of charge.

Applicable Rules.

The initiative and these regulations are governed by Italian law.

Siena, 19/04/2024