

SWITCH2PRODUCT 2020 REGULATIONS *- 12th edition -*

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1. What is S2P

Switch2Product (hereinafter also referred to as 'S2P' or 'Initiative') is a programme that enhances the market value of innovative solutions, new technologies and business ideas proposed by students, graduates who graduated up to three years ago, researchers, lecturers and alumni of the Politecnico di Milano. S2P provides economic resources, in the form of Grants ('S2P Grant') and consulting services ('S2P Acceleration') to support the development of innovation projects through technological validation and business acceleration paths. These are aimed at the specific experimentation of innovative solutions and/or the creation of start-ups.

The S2P platform is also open to other Universities and/or Research Institutions (hereinafter referred to as 'Research Partners') who will have the opportunity to participate in the Initiative projects in the form of innovative solutions or business ideas proposed by students, researchers, alumni and professors related to their institute. In addition, each of the Research Partners will provide a specific allocation (S2P Grant).

The 2020 edition of S2P will involve companies and entities in the role of 'Partners' who will make specific acceleration programmes ('Special Programmes') and/or cash prizes ('Special Grants') available, for proposals related to the issues of interest to them.

This year the **total prize money** made available by the Politecnico di Milano for the projects participating in S2P is **€210 thousand ('S2P Grant prize money'), to which services provided through acceleration paths are added.**

In addition to the overall prize pool, there are also the Partner awards in the form of both Special Grants and Special Programmes (the prize pool for which will be specified based on each Partner's decision) **for a total potential prize pool value of approximately €1 million.**

Switch2Product is organised by the Technology Transfer Office (hereinafter also TTO) of the Politecnico di Milano, by PoliHub Servizi S.r.l. - Innovation District & Start-up Accelerator of the Politecnico di Milano (hereinafter also 'PoliHub') and Deloitte Italia.

2. Who can participate?

S2P is open to any researcher, professor, student (Bachelor's, Master's, 1st and 2nd level Master's), graduates who graduated a maximum of three years ago, PhD student, research fellows, alumni of the Politecnico di Milano (hereinafter also 'Politecnico') or persons affiliated to the Research Partners, persons of legal age, Italians, foreigners or non-EU citizens (as long as they have the proper residence permit), who may participate alone, in groups, or even in the form of a business, according to the procedures described in better detail below. In the case of group/company applications, at least one member of the team required to be a student, lecturer, researcher and/or graduate of the Politecnico di Milano or affiliated to the Research Partners.

A necessary condition for participation in the Initiative, under penalty of inadmissibility and exclusion from the same, is that the idea did not receive financing from Business Angel, Venture Capital or equity crowdfunding platforms at the time the application was submitted and that, in the case of innovative solutions not yet patented, the invention has not been pre-announced.

3. What we are looking for

We are looking for business ideas, innovative solutions and/or new technology candidates from people willing to put their skills to work to collaborate in the implementation of technology transfer projects or the start-up of innovative companies.

In particular, S2P participants will be able to apply:

- **Innovative solutions:** innovation proposals, new technologies or devices deriving from research or teaching activities belonging to the world of engineering, architecture and design, which can find an industrial and/or commercial application. The proposed solutions **may** be protectable through industrial property rights tools: patents for industrial inventions, utility model, industrial design, software and copyright patents.

Innovation proposals, not yet protected by an industrial property right and not yet disclosed, as well as those patented by the Politecnico di Milano and/or Research Partners from 30/06/2018, are eligible for the programme, as long as they are

designed/developed by students, graduates who graduated up to three years ago, researchers, lecturers and alumni of the Politecnico di Milano or affiliated to Research Partners.

- **Business ideas:** new business ideas, which leverage products and/or services with high technological content, in the form of entrepreneurial project or an already established start-up, related to the Politecnico di Milano or affiliated to Research Partners. Start-ups already established are eligible, provided that they have not received any equity financing at the time of submitting the application.
- **Both:** proposals related to both previous categories, proposals that contain business ideas based on new technologies, or innovative proposals reflecting the same conditions as above.

S2P participants will be asked to undertake the various paths to enhance their ideas, in one of the following ways or a combination of the same:

1. Collaboration with the industrial world for the valorisation/licensing of intellectual property.
2. Business creation and development (start-ups).

It should be noted that S2P will support the incentives and valorisation strategies of the participating teams that can set up new companies (Start-ups) or use S2P as a platform for the activation of collaborations with the industrial world.

4. How to participate and deadlines

Activities and participation in the events of the Initiative may be held live or remotely in accordance with the Covid-19 provisions of the Italian Prime Ministerial Decree. The specific arrangements and any change in timing will be announced during the course of the programme.

S2P is divided into several phases:

1) By 30 June 2020: online submission of the application.

It will be possible to **apply for your project** by filling in an online form, available at www.s2p.it, **no later than 30 June 2020, at 23:59 CEST.**

The application must be submitted by a project leader, identified within the group and belonging to the Politecnico or to the Research Partners, as a lecturer, student, PhD student, research fellow, researcher or alumnus.

In order to participate, it is necessary to fill in a special online **registration form** that includes the personal data of the project leader and any other team members, specifying for each one the individual contribution within the project in terms of skills and attaching a curriculum vitae.

Candidates should also prepare a **PowerPoint presentation** (max 6/7 slides) to be attached to the registration form during submission, upon completion of the application procedure. The content to be included in the presentation is specified in the form.

To safeguard the possibility of protecting intellectual property in the future, the material submitted and the information contained therein will be treated in strict confidentiality.

The material delivered for participation in S2P will not be returned.

2) By 25 September 2020: evaluation and first selection of projects

By 25 September 2020, the Technical Selection Committee **will identify a maximum of 70 projects** (hereinafter '*Selected Projects*'), coming from the Politecnico following the evaluation of the information provided and any interviews with the applicants.

Selected Projects will be admitted to the next stages of S2P and will have the opportunity to participate in the '**Idea Development & Pitch**' workshop **scheduled for 2 October 2020**. The workshop aims to enhance and structure an effective presentation of your innovation idea. The half-day seminar will be held by an expert in *Pitch Presentation Design* from PoliHub. The workshop will take into account the need to protect confidential information reported by participants.

3) From 12 to 16 October 2020: selection of the finalist projects

The **selection of the finalist projects** will take place from 12 to 16 October 2020, during which the Selected Project teams will present their projects to an Institutional Jury at **closed-door events**, composed of representatives from the Politecnico di Milano, PoliHub, Deloitte Italia and the Platform Partners, as well as experts from the world of industry and venture capital, in such a way as to **ensure compliance with the strict confidentiality regime** regarding information disclosed. **A maximum of 30 finalist projects** (hereinafter '*Finalist Projects*') will have access to the next phase.

4) From 28 October to 6 November 2020: Innovation Boost Programme

Finalist Projects will access the **Innovation Boost Programme**, the training and technological and/or entrepreneurial empowerment path designed to assess the *Switch2Product Regulations - 12th edition* -

technological and business potential of the innovative business idea/solution and define a specific development plan.

The Innovation Boost Programme is carried out by PoliHub, the Technology Transfer Office (TTO) of the Politecnico di Milano and Innovation Workshops of Deloitte Italia, with the support of MIP – the Business School of the Politecnico di Milano.

The programme includes 3 days of frontal learning, accompaniment with a dedicated mentor and a meeting aimed at finalising the presentation pitch (28, 29, 30 October and 4, 5, 6 November 2020).

5) From 16 to 20 November 2020: selection of the S2P winners

From 16 to 20 November 2020, the final presentation sessions will be organised **in a private form and in such a way as to ensure compliance with the strict confidentiality regime on the information disclosed**. At the end of this session, an **Institutional Jury** will identify a **maximum of 20 winning projects** (hereinafter '*Winning Projects*').

Winning Projects will be announced **by the first week of December 2020** during a **public event**.

6) Starting from December 2020: acceleration programme

The S2P Winning Projects will have the opportunity to access the acceleration programme organised by PoliHub, the Technology Transfer Office (TTO) and Innovation Workshops of Deloitte Italia, with the support of MIP – the Business School of the Politecnico di Milano lasting 4-12 months from **December 2020**, subject to the conditions set out in this specification.

The acceleration programme aims to implement the development plan of the candidate project (team consolidation, prototyping and product development, definition of the business model, market test, marketing strategy, access to finance, etc.).

The technological development of the projects proposing *Innovative Solutions* will be supported through research activities and analysis of the patent priority-art, definition and filing of the patent application.

5. Awards

5.1 Selected Projects

The 70 Selected Projects after the evaluation of the applications will have the opportunity to participate in the **'Idea Development & Pitch' workshop set for 2 October 2020**. The workshop aims to enhance and structure an effective presentation of your innovation idea. The half-day seminar will be held by one of the experts in *Pitch Presentation Design* by PoliHub. The workshop will take into account the need to protect confidential information reported by participants.

5.2 Finalist Projects

Among the ideas presented to the Institutional Jury, according to the procedures explained in the following points, a maximum of 30 finalist projects will be selected that will win access to the **Innovation Boost Programme**.

The **Innovation Boost Programme** is the training, technological and entrepreneurial empowerment path designed to assess the technical and business potential of ideas and define a specific project development plan. The programme is carried out by PoliHub, Technology Transfer Office (TTO) and Innovations Workshops of Deloitte Italia, with the support of MIP – the Politecnico di Milano Business School.

5.3 Winning Projects

All the **Winning Projects**, selected downstream of the Innovation Boost Programme, **will be admitted** to an **acceleration path** lasting from **4 to 12 months** organised by PoliHub, Technology Transfer Office (TTO) and Innovation Workshops of Deloitte Italia, with the support of MIP – the Politecnico di Milano Business School.

The acceleration path includes:

- a) **Entrepreneurial and technological acceleration** for the implementation of the development plan (team consolidation, prototyping and product development, business model definition, market testing, marketing strategy, access to finance, etc.). The programme is designed and engineered specifically on the concrete needs of the selected projects and provides professional support from successful entrepreneurs, industry experts, investors, whilst being coordinated by the mentors and tutors of PoliHub, Technology Transfer Office (TTO) and Innovation Workshops of Deloitte Italia.
- b) **Media Coverage**: support for the promotion and dissemination of winning ideas to the Business community, Industrial partners and Investors.

- c) Use of **spaces**: access to common spaces and facilities at the PoliHub facilities for the entire duration of the acceleration path.
- d) Use of all the **services provided by the PoliHub district** (communication services, support in finding funding for innovation, etc.).

In addition, the winning projects belonging to the 'Innovative Solutions' and 'Both' categories (see point 3 of these Guidelines), will have access to a total prize pool of €210,000 (S2P Grant) made available by the Politecnico di Milano and divided as follows:

- up to 5 S2P Grants of €30,000 each;
- a Special '**Innovation 4 Covid-19**' Prize from €60,000 dedicated to projects that stand out for innovation proposed to combat the emergence and impact of Covid-19.

The S2P Grant is exclusively dedicated to the financing of technology development & validation activities, and its objective is the implementation of the Solution advancement on the TRL (Technology Readiness Level) scale, from the lower levels (2-3) typical of the laboratory context to higher levels (4-7) thus progressing from an idea to a working prototype, to subsequently reach industrial scale.

The verification of innovation patentability is not considered a participation requirement and does not represent a burden for the participants: verification will be carried out by the Technology Transfer Office (TTO) of the Politecnico di Milano during the project selection process.

S2P Grants will not be awarded to established start-ups or other companies. Prizes can be cumulated with both acceleration paths and grants.

For the Winning Projects related to Research Partners, similarly, each of the Research Partners may make a specific S2P Grant allocation available, based on the decision made by the entities themselves.

It is specified that the awarding of these prizes will be at the unquestionable discretion of the Institutional Jury.

6. Special Grant and Special Programme

The projects that address the themes of strategic interest proposed by the Partners and selected by them will have access to further awards, such as the Special Programme and Special Grant. The total value of the prize pool will be defined based on the allocation decided by the Partners themselves.

The Special Programmes will be dedicated to topics related to the involved Partners' business, and candidates will be able to receive Special Grants and participate in specific acceleration paths.

6.1 Special Grant

Special Grants are special prizes financed by the Partners and **will be awarded at their sole discretion**, where there are projects that respond to topics of strategic interest related to their business.

The unit value of the Special Grant will be €30,000, and the ratio between Partners and selected projects will be mediated according to the following norms:

- Partners will be present in the Jury during the selection process and will sign confidentiality agreements to guarantee the confidentiality of the projects;
- In case of awarding, the Special Grants will be managed within the S2P platform; in particular, they will be provided to the TTO of the Politecnico that will make them available to the winners, binding them to a use that is solely for the purposes of the competition (implementation of PoC, increase of TRL, technological validation, possible contribution to the recruitment of staff dedicated to the project), based on specific development plans agreed with both teams and Partners. Only in the specific case of Eni's Special Grants will these be paid to the Politecnico di Milano foundation, which will make them available to the winners in the same manner as above;
- The intellectual property of the projects will be registered in the Politecnico di Milano's name, and any licensing or transfer agreements will be negotiated at the end of the acceleration path with the Partners;
- During the acceleration path, Partners will be able to interact with the winning teams in order to develop collaborations and joint technological or business development activities;

- In order to access the Special Grant, teams must commit **not** to negotiate agreements or collaborate with competitors of each Partner for the duration of the acceleration path.

6.2 Special Programme

Starting from this year, candidates, in addition to receiving Special Grants, will have the chance to be selected by some Partners for dedicated paths and/or access to other services related to specific topics concerning their business.

The Partners of the 2020 edition that make the Special Programmes available are:

- ENI – JOULE ENERGIZER;
- Giordano Dell'Amore Social Venture Foundation - Get It! Twice.

7. Eni - Joule ENERGIZER

This is a project with the aim of promoting Italy's energy transition by supporting the growth of early-stage start-ups not exclusively related to the energy sector. Candidate projects, dedicated to decarbonisation, combating climate change and the circular economy, may be selected to participate in the Joule Special Programme.

Joule is an initiative that updates the idea of ethical capitalism that is in Eni's DNA, transforming it into a motor to strengthen high-impact business initiatives in the energy transition path and in the transition from a linear to a circular economic development model.

The finalists, up to **a maximum of 5**, will receive a **Special Grant of €30,000** and the possibility to access an **incubation path** for their business project at Energizer.

Energizer is Joule's 'equity free' business accelerator and acts as a reference observatory and specific support for the development of low-carbon businesses, promoting incubation and acceleration programmes for start-ups, providing methodological, logistical and financial support.

Energizer start-ups will become part of the Eni ecosystem, which includes research centres, companies and innovation-related businesses supporting the creation of an entrepreneurial ecosystem in the new zero-emission energy supply chain.

8. Giordano Dell'Amore Social Venture Foundation - Get It! Twice.

Get it! Twice is an empowerment programme for technology transfer, which is developed thanks to the synergy between Get it! and S2P. The initiative came about with the goal of favouring the growth of new entrepreneurial subjects able to put on the innovative market and impact-oriented solutions to meet to the growing demands of the *welfare* and healthcare system in Lombardy, with particular attention to the challenges that emerged during the Covid-19 emergency.

The programme benefits from the strategic and operational partnership between Giordano Dell'Amore Social Venture Foundation - project leader - Cariplo Factory, the Politecnico di Milano and the Bassetti and Triulza Foundations.

Get it! Twice consists of 2 integrated calls:

- 1) The **Call for Solution** finalised to the selection of a maximum of 5 technological solution candidates to the Switch2Product and able to meet the demands of Lombardy's healthcare and welfare systems, which emerged during a dedicated workshop.
- 2) The **Call for Matching** aimed at entrepreneurs and organisations able to develop sustainable business models for bringing selected innovative solutions to the market and enabling technology transfer.

A **maximum of 5 initiatives**, among the candidate projects for S2P in the above-mentioned areas, will be able to participate in the GET IT! TWICE Special Programme, enjoying a **Special Grant of €30,000** provided by the GDA Social Venture Foundation, to support the incubation, development and

readiness investment of its business project. At this stage the network of partners involved will activate an extensive network of grant-makers and investors to enable the prototyping and marketing of the products. The GDA Social Venture Foundation will also be able to support the development of certain companies through **an equity investment of up to €50,000**, in line with impact investing logic.

9. Other partners

During the course of S2P, further prizes may be reported through the communication channels made available by Partners affiliated to the Initiative or in the Special Programme mode, or otherwise in the Special Grant mode, which will be awarded at the sole discretion of PoliHub and the Partners themselves.

10. POLI360 Fund

In support of the further development of the selected projects, S2P is supported by the involvement of the POLI360 Fund. This Venture Capital fund, the only one of its kind in Italy, leverages the research potential and the pool of expertise of the Politecnico di Milano to invest in the Proof of Concept and scaleup of the highest potential S2P projects. All winning projects will have the chance to submit their projects to the fund.

11. Eligibility requirements for the acceleration path and S2P Grants

For projects relating to the Politecnico di Milano aimed at the creation or development of businesses, access to the acceleration path is subject to an agreement being signed with PoliHub. This agreement is aimed at granting PoliHub the option to purchase a minority interest (maximum 5%) in the already existing or to be established participating company's capital, as remuneration for the services described above and, in the case of projects relating to the Politecnico di Milano, the S2P Grant provided by the University itself. This agreement will be signed with the winning Projects (referred to in point 5.3) at the start of the acceleration path.

Access to the **Politecnico S2P Grant** is reserved for the development of innovative solutions and new technologies: it cannot be provided to support mere entrepreneurial projects that do not incorporate innovative solutions and new technologies. The Politecnico di Milano S2P Grant is conditional on the transfer of ownership of the innovation proposal to the Politecnico di Milano which, without prejudice to the moral rights of the authors, will provide protection through the forms

established by the Politecnico di Milano Industrial Property Regulations. **Please note that access to the Politecnico S2P Grant is not an obligation for the teams but a discretionary choice.**

In addition to the S2P Grant, the Politecnico di Milano will bear the costs of filing the patent applications.

In line with the Industrial Property Regulations of the Politecnico di Milano, the University will pay 60% of all income from licensing operations to the inventors of the patents in which the S2P Grant is invested.

Access to the S2P Grant by Research Partners will be governed by similar provisions of the Research Partners, to which the policies provided by them will be applied.

It is understood that in the case of innovations already patented, or protected by other forms (software and/or copyright), the S2P Grants of the Politecnico di Milano may only be granted on innovation projects registered or co-registered with the Politecnico di Milano and filed after 30 June 2018.

In the case of mixed teams made up of people belonging to the Politecnico di Milano or to Research Partners, intellectual property will be protected and valued according to the ownership shares. The S2P Grant will be disbursed by the entities involved according to the ownership shares, subject to the verification of the use of the Grant for the purposes envisaged by S2P.

The S2P Grant can only be used for project development activities agreed with the Technology Transfer Office (TTO). Such activities may include:

- support in the development/validation of technology or innovation beyond the laboratory dimension;
- making prototypes;
- experimental testing/experimental field implementation;

The nature of the costs may include external costs (purchase of materials) and support for personnel costs.

For teams involving external partners at the Politecnico di Milano and/or Research Partners, in a situation of invention and therefore patent co-ownership, the S2P Grant will only be paid out on condition that the co-owners accept the possibility for the Politecnico di Milano to have the value of the S2P Grant reimbursed from the proceeds deriving from the use of the patent.

In the event that it is verified retrospectively that the Grant requirements have not been met, the Grant will not be disbursed.

Non-convertibility of awards

The awards referred to in points 5.1, 5.2, 5.3 are not replaceable, nor are they convertible, as participants are not permitted to request their replacement in any form.

12. Evaluation Bodies

For the selection and evaluation phase of the projects in competition, a **Technical Selection Committee** will be set up consisting of representatives of the Politecnico di Milano, PoliHub and Deloitte Italia.

The finalists and winners will be selected at a private event in front of an **Institutional Jury**, made up of several experts from the world of Industry, venture capital and Intellectual Property protection.

The evaluation criteria will be:

- Originality and innovativeness of the proposals
- Technical-economic feasibility of the proposals
- Target market potential
- Technical and business skills in the team

The Participants declare that they raise no objection to the composition of the Jury, the decision-making process or the decision made, which will be final.

13. Confidentiality guarantee

Both in the project collection phase and at the evaluation stage, the members of the Technical Selection Committee act in good faith, respecting the confidentiality of the information provided by the participants and good professional practice. However, it should be noted that during the submission of the application form, participants are not required to provide information that can be classified as private and/or confidential; therefore the Organisers and the Technical Selection Committee do not assume any responsibility for any dissemination that is deemed necessary for the proper implementation of the activities under the Initiative. All documentation sent to participate in S2P remains the property of the authors, who will be able to protect their inventions and ideas in the forms permitted by law. The Organisers and

the Technical Selection Committee will not be responsible in any way for the protection of the relevant copyright or invention rights.

The Organisers and the Technical Selection Committee are exempt from any liability for any disputes that may arise regarding the originality and authorship of the project, parts of the project or any limitations of the project by third parties.

14. Obligations of participants

Participants, by submitting their application and the documents necessary to participate in the evaluation process, declare that the information provided is true and that any decision of the Technical Selection Committee will be unconditionally accepted.

Applications may be submitted in Italian or English.

Any missing information may result in exclusion from the evaluation process, with no possibility of appeal.

In case of false declarations, consequences include exclusion from the selection process, the revocation of any services provided and the return of the prizes paid.

15. Limitations of liability

In view of the way in which S2P participates, the Organisers do not assume any responsibility for any technical, hardware or software malfunctions, network connection interruptions, failed, incorrect, inaccurate, incomplete, illegible, damaged, lost, delayed, incorrectly addressed or intercepted user registrations, or for registrations of participants that for whatever reason have not been received, electronic or other communications that have been delayed or for other technical problems related to the recording and uploading of content in the context of this initiative.

16. Guarantees and indemnities

S2P participants guarantee that the content sent:

- do not contain material in violation of rights, positions or claims of third parties (with reference to copyright and industrial property law and other applicable laws or regulations);
- do not contain illegal material, prohibited by law or contrary to what is indicated in this specification;

- are freely and legitimately usable in accordance with the provisions of this specification because the participant is the owner of the rights of use of the same, or because they have acquired the availability of the same from all entitled parties, having ensured the full completion and/or satisfaction of the rights, including economic rights, due to the authors of the content and/or works from which such content is derived and/or extracts, or other entitled parties, or due for the use of related rights under the law.

Those who participate in S2P declare to be aware that the responsibility, even criminal, of the contents of the projects delivered, in order to participate in the initiative governed by these specifications, are their sole and exclusive responsibility, relieving the Organisers from any third-party claims. The members of the Jury are exempt from any liability for any disputes that may arise regarding the originality and authorship of the work, parts of the work or any limitations of the work itself by third parties.

17. Processing of personal data

PRIVACY NOTICE PURSUANT TO ARTICLE 13 OF (EU) REGULATION 2016/679

Pursuant to Article 13 of (EU) Regulation 2016/679 (hereinafter also referred to as 'GDPR' or 'Regulation' for brevity), we inform you that this privacy notice exclusively deals with the processing of personal data of natural persons to obtain the following purposes: registration to the Switch2Product initiative and activities related to participation in the activities/initiatives reserved for participants of Switch2Product. In light of this, if you provide us with personal data of other natural persons interested in the Initiative, e.g. members of the start-up and the team, you assume responsibility for being authorised by these natural persons to provide personal data of this kind.

PoliHub Servizi S.r.l., with registered office in Piazza Leonardo Da Vinci 32 - 20133 Milan, as Data Controller, indicates that it may process the following personal data of your person or people belonging to the start-up: name, address, mobile phone number, email, data related to the job and profession and curriculum vitae of the people in the team. Subject to your explicit and distinct consent, PoliHub Servizi S.r.l. may send you information material on the activities carried out by the Controller to the email address you provided. If provided, you always have the right to revoke it and object to these purposes. Personal data will be processed by authorised personnel in accordance with Article 29 of the GDPR, or your personal data may be disclosed to service providers to whom PoliHub entrusts the pursuit of the above-mentioned purposes. All personal data provided will be stored in its complete form for the entire period of the Initiative.

Subsequently, personal data will be kept for a longer period with reference to the Initiative's finalists. Further information will be submitted, if necessary. The personal data of the other participants will be kept for a period that will vary according to the interest of the Controller to initiate further relationships

in line with the purposes of the Switch2Product project. The provision of data is optional; however, failure to provide it will not permit PoliHub to carry out the evaluations aimed at enabling participation in the Initiative. Finally, in accordance with Articles 15 et seq. of the GDPR, you have the right to request from the Data Controller access to your personal data and the correction or deletion of the same, or the limitation of the processing concerning you, or to object to its processing, as well as the right to portability where applicable. To exercise these rights, please write to PoliHub Servizi S.r.l., Piazza Leonardo Da Vinci 32 - 20133 Milan, or send an email to info@polihub.it. Finally, you have the right to complain to a supervisory authority.