

# SWITCH2PRODUCT REGULATIONS 2024

## - XVI edizione -

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## 1 What is S2P

Switch2Product (hereinafter also "S2P" or "Initiative") is the Innovation Program designed to enhance the results of research activities and promote entrepreneurial culture by fostering technology transfer to the market, encouraging and supporting the creation of innovative startups.

S2P is organized by PoliHub S.c.a.r.l. Benefit Company, the Innovation Park & Startup Accelerator of Politecnico di Milano (hereinafter also "PoliHub"), the Technology Transfer Office of Politecnico di Milano (hereinafter also "TTO"), and Officine Innovazione of Deloitte Italia.

The Program targets teams that aim to accelerate the validation, both technological and market-related, of their projects to maximize their value and establish their own startup.

Selected projects may receive:

- Access to a 6-week pre-acceleration program that provides fundamental knowledge to clearly describe their project and identify possible market outlets.
- Access to a 4-month acceleration program that provide participants with basic skills to start an entrepreneurial activity and methodologies for market validation of their solution.
- A financial grant of 30,000.00 euros ("S2P Grant") provided by the TTO of Politecnico di Milano or PoliHub, dedicated to funding technology development & validation activities, aiding in advancing the Innovative Solution on the TRL (Technology Readiness Level) scale, progressing from lower levels (2-3), typical of the laboratory context, to higher levels (4-7), moving from an idea to a functional prototype, and subsequently towards an industrial scale.
- A financial grant of up to 30,000.00 euros ("Special Grant") provided by other partner companies and entities ("Initiative Partners").
- Vouchers for purchasing professional and technological services offered by partner companies and sponsors of the Initiative.
- Access to a network of mentors, industry experts, and companies to validate their solutions.
- Access to meetings with investors belonging to the PoliHub network.

All conditions and participation modalities in the Initiative are governed by this document (hereinafter also the "Regulation").

## 2 Admission Criteria

In order to be admitted to S2P, at least one member of the Proposing Team must be a member of the Politecnico di Milano or of one of the participating Research Partners; he/she must therefore meet at least one of the following criteria:

- Being an alumnus/ae or a student/ae enrolled (three-year course, magistral course, Master I and II level) at Politecnico di Milano, Polimi Graduate School of Management (Master, MBA or EMBA) or POLI.DESIGN S.c.a.r.l.;
- Being a PhD student, researcher (including scholarship holders and assignees), contract lecturer or professor at Politecnico di Milano;

- Being an alumnus or student enrolled at Research Institutions affiliated to S2P.

The team must consist of at least two people (individual applications will not be considered).

In the case of applications from incorporated companies, it is required that at least one of the partners in the corporate structure fulfils the eligibility criteria described above.

All applicants, at the time of registration, must be of legal age and, in the case of non-EU citizens, in possession of a valid residence permit.

These Rules and Regulations specify that, for ethical and morality reasons, companies or participants not yet constituted as companies shall be excluded from the aforesaid Programme, which carry out activities relating to the use of alcohol, gambling, activities discriminating against sexual orientation and religious worship, as well as any activity contrary to morality, thereby expressly referring participants to Article 2035 of the Italian Civil Code.

### 3 What we are looking for

New business ideas, innovative solutions, new technologies and original scientific inventions that, through an advanced technology transfer pathway, can be valorised through the creation of new start-ups/spin-offs.

S2P intends to reward and support the best innovative projects both in the Deep Tech sectors (AI, Data Science, Machine learning; Cybersecurity; Blockchain; Photonics; Electronics, IoT, Sensors; Advanced Materials; Robotics & Automation; Drones & Aerospace; Quantum Computing; Biotech & Healthcare; AR & VR), and in other High Tech and digital innovation sectors.

S2P has set up four categories, divided into sub-categories, for applications:

#### 3.1 Health&Med Tech:

Ideas that exploit applications of organised knowledge and skills in the form of devices, medicines, vaccines, procedures and systems developed to solve a health problem and improve the quality of life.

#### 3.2 Climate Tech & Circular Economy:

We are looking for any kind of technology, product or business idea that mitigates the impact and increase of global greenhouse gas emissions (i.e. Climate tech) or increases the performance, productivity and/or efficiency of production while minimizing its negative impacts on the environment (i. e. Cleantech), harnesses or uses energy generated from natural resources, such as sunlight, wind, or water (i.e. Green Energy), or that is based on the principle of avoiding waste and pollution, keeping products and materials in use, and regenerating natural systems (i.e. Circular Economy).

### 3.3 Industries Transformation:

We are looking for any type of technology, product or business idea that implements advanced production techniques to communicate, analyse and use information to drive further action in production, the movement of goods and people, and the facilitation of information exchange.

### 3.4 New ways of working and living:

We are looking for any type of technology, product or business idea that brings about cultural, organisational, social, creative and managerial changes and that utilises the application of digital technology in all aspects of human society.

## 4 Method of participation and stages of the selection program

Participation in S2P is free of charge.

From 9 to 29 May 2024, pre-applications to the call will be open, to apply for the call by filling in an online form, available at <https://preapplication.s2p.it/ita/>.

The first 50 teams to complete the pre-application, in terms of timeliness of application, will have access by right to the Innovation Boost Programme, otherwise reserved exclusively for the 45 projects selected as winners.

It will be possible to apply through the completion of an online form, available at [www.s2p.it](http://www.s2p.it), no later than **8 July 2024, 23:59 CEST**. (<https://applications.s2p.it/en/login>).

### **By 19 September 2024: evaluation and selection of projects admitted to the Idea Development & Pitch route**

By 19 September 2024, the Technical Selection Committee shall identify up to a maximum of 90 (ninety) projects (hereinafter "Selected Projects"), following the evaluation of the information provided and interviews with the proposers.

The Selected Projects will be admitted to participate in the "Idea Development & Pitch" workshop scheduled for **24 September 2024**.

### **7-10 October 2024: evaluation and selection of projects admitted to the pre-acceleration 'Innovation Boost Programme'.**

The Projects thus selected will be admitted to the next stage, which will take place from 7 to 10 October 2024, with the Proposing Teams presenting their projects before an **Institutional Jury**, in observance of the confidentiality regime on the information transmitted.

### **Dal 21 ottobre al 22 Novembre 2024: Pre-Acceleration Program/ Innovation Boost Program**

Projects selected for this phase will participate in a 5-week pre-acceleration programme that provides *Regolamento Switch2Product – XIV edizione*

the basic knowledge to clearly describe their project and identify possible market outlets.

### **28 and 29 November 2024: Evaluation and Selection of Finalist Projects**

Then, all the Proposing Teams admitted to this phase shall present their projects to the Institutional Jury, which shall select up to a maximum of 25 (twenty-five) Finalist Projects.

The final presentation sessions will be organised privately and in such a way as to guarantee the confidentiality of the information disclosed.

The Institutional Jury, thanks to the evaluation contributions collected during the entire course, with the collaboration of partner companies and sponsors, will support the identification of the Winning Projects to which the Grants will be awarded. At the same time as the Institutional Jury, PoliHub, after further discussion with the Finalist Project Proposing Teams, shall assess which of them may be invited to participate in the acceleration programme (hereinafter referred to as "Accelerated Projects"), after which they may be considered for possible development support services provided by the Initiative partners or for an incubation course at PoliHub.

The announcement of the Winning Projects will take place on **10 December 2024** during an event open to the public and the press.

### **Acceleration Programme**

As of January 2025, projects invited by PoliHub to participate in the 4-month acceleration programme organised by PoliHub will be able to register by accepting the conditions set out in these regulations.

The activities and participation in the events under this programme may be held live or remotely, in accordance with the current Covid-19 regulations. Any changes to the stages as described below will be communicated in a timely manner during the programme itself.

## **5 Types of Grants**

The grants, i.e. economic contributions to development, consist of 30,000.00 euro each; they will be provided by the Technology Transfer Office (TTO) of the Politecnico di Milano or by PoliHub, which will make them available to the winners and will be defined as follows:

- **S2P Grants**, intended solely for projects submitted by Politecnico di Milano professors, researchers, PhD students and students who have an existing working relationship with the University.
- **Special Grants**, intended for each participant who meets the admission criteria, and managed within the S2P platform and restricted to the use of the competition purposes only (drafting of PoCs, increase in TRL, technological validation, possible contribution to the hiring of personnel dedicated to the project), on the basis of specific development plans agreed upon with both teams and Partners.

Grants are not exchangeable or convertible, and participants are not permitted to request their replacement in any form whatsoever.

This initiative falls within the cases of exclusion set forth in art. 6, letter a) of Presidential Decree no. 430/2001.

The Partners will be present in the jury during the selection process and will sign confidentiality agreements to guarantee the confidentiality of the projects submitted.

In any event, the intellectual property of the projects shall be held in the name of the Politecnico di Milano, any licensing or transfer agreements shall be negotiated at the end of the acceleration programme with the Partners.

In addition to the recognition of the economic contribution mentioned above, all members of winning teams will have free access to the PoliHub S.c.a.r.l. SB community platform - Hubitat in its premium version.

All members of the teams applying for the initiative will have free access to the PoliHub Hubitat community platform in its free version. They will then have access to on-demand events, initiatives and workshops realised by PoliHub and to the digital platform that connects the community of innovators. Students of the Politecnico di Milano will have free access to the Hubitat community platform in its premium version. All members of the 90 teams selected in the first phase will have access to the Hubitat platform in the premium version for one year. The premium version of Hubitat additionally allows access to exclusive events, perks and benefits, live and on-demand workshops.

## 5.1 Grant S2P

The winning projects (Winning Projects), at the end of the selection process, will be able to access an endowment, made available by the Technology Transfer Office (TTO) of the Politecnico di Milano, whose unit value for the 2024 edition is 30,000.00 euro and must be spent within 12 months of the assignment.

The relationship between Politecnico di Milano and the winning projects will be mediated according to the following discipline:

- S2P grants will be provided by the Technology Transfer Office (TTO) of the Politecnico di Milano, which will make them available to the winners according to an agreed timetable.
- In the event that the Proposing Team consists exclusively of students and there is no existing relationship with the Politecnico, the S2P Grant may be disbursed, net of applicable statutory withholding taxes, exclusively to a legal entity in the form of a corporation (s.r.l. or s.p.a.) to be formed no later than 12 months after the grant is awarded. The funds are restricted to the competition purposes described below.
- The S2P Grant is restricted to use for competition purposes only, based on specific development plans shared with the Technology Transfer Office (TTO) and PoliHub;
- These plans can include expenses for:
  - support in the development/validation of technology or innovation beyond the laboratory dimension, i.e. increasing TRL;
  - realisation of prototypes and Proof of Concept (POC);

- experimental testing/field trials;
  - purchase of materials, services and external specialist advice;
  - recruitment of staff, employed or not, dedicated to the project.
- The awarding of the S2P Grant is conditional upon the assignment of the ownership of the innovation idea to Politecnico di Milano which, without prejudice to the moral rights of the authors, shall provide for its protection by means of the forms envisaged by the Politecnico di Milano Industrial Property Regulations. In addition to Grant S2P, the Politecnico di Milano shall bear the costs of filing the patent applications.
  - In line with the Industrial Property Regulations of the Politecnico di Milano, the University will recognise to the inventors of the protected ideas on which the S2P Grant is invested 60% (sixty per cent) of all the proceeds deriving from the exploitation operations (licensing) net of deductions and the reimbursement of expenses incurred for the filing of the patent.
  - In the case of Proposing Teams consisting of persons belonging both to Politecnico di Milano and to the Research Partners, the intellectual property shall be protected and enhanced according to the ownership quotas. The S2P Grant shall be disbursed by the entities involved according to their ownership quotas, subject to the verification of the use of the Grant for the purposes envisaged by S2P.
  - For Proposing Teams involving partners external to Politecnico di Milano and/or Research Partners, in a situation of co-ownership of the invention, and therefore of the patent, the S2P Grant shall be awarded only on condition that the co-owners accept the possibility for Politecnico to be reimbursed the value of the S2P Grant from the proceeds deriving from the exploitation of the patent.
  - It is understood that, in the case of innovations already patented, or protected by other forms (software and/or copyright), S2P Grants may only be awarded on projects relating to innovations owned or co-owned by Politecnico di Milano.
  - S2P Grants are cumulative with both access to the acceleration programme and Special Grants made available by Initiative Partners (see 5.2).
  - If it is verified ex post that the requirements for the grant are not met, the grant will not be disbursed.
  - Please note that access to the S2P Grant provided by the Technology Transfer Office (TTO) of the Politecnico di Milano is not an obligation for the Proposing Teams, but a discretionary choice for them.
  - The disbursement of the S2P Grant is conditional on team members signing the 'GRANT S2P ACCEPTANCE FORM'.

## 5.2 Special Grant

The projects that intercept the themes of strategic interest proposed by the Partners of the Initiative, and which will be selected by them, will have access to additional development support services.

The unit value of the Special Grants for the 2024 edition may amount to up to 30,000.00 euro, with an overall value of the endowment that shall be defined on the basis of the allocation deliberated by the Partners themselves.

The relationship between the Partners and the Winning Projects shall be mediated according to the following rules:

- The Initiative Partners participate in the Institutional Jury with one or more contact persons who will sign confidentiality agreements to guarantee the confidentiality of the projects;
- If the recipients have an existing relationship with the Politecnico di Milano, the Special Grant will be transferred from the Partner to the Politecnico di Milano and administered by the Technology Transfer Office (TTO) on behalf of the Proponent Team;
- If the recipients do not have an existing relationship with Politecnico di Milano (by way of example, students, Polimi Graduate School of Management students, Poli.Design students and alumni) the Special Grant will be disbursed as follows:
  - It will be disbursed, net of applicable statutory tax deductions, directly to the beneficiary natural persons or to the newly incorporated company within and no later than 12 (twelve) months from the award and/or acceptance of the grant;
  - The legal entity must take the form of a corporation (S.r.l. or S.p.a.) and must have at least one operational unit on that date;
  - This newly-established company must include among its founding partners at least one person from the Politecnico di Milano or one of the Research Partners participating in the Initiative;
  - The disbursement of the grant is also subject to the transmission to PoliHub of the company title deed and current account header by the end of the 12th month following the award and/or acceptance of the grant.
- The use of the Special Grant is intended to cover expenses related to the technological and business advancement of the project (e.g. POC implementation, TRL increase, technological validation, possible allocation to the hiring of project personnel) towards the establishment of a start-up, on the basis of specific development plans agreed with both Participating Teams and Partners;
- The intellectual property of the projects that have a relationship with Politecnico di Milano (professors and researchers), will be registered in its name; any licensing or assignment agreements will be negotiated at the end of the acceleration programme with the Partners of the Initiative;
- The intellectual property of projects that do not have an existing relationship with the Politecnico di Milano (students and alumni) will be in the name of the proposers themselves;
- During the acceleration process, the Initiative Partners will be facilitated in interacting with the accelerated and awarded Proponent Teams in order to develop collaborations and joint technology or business development activities;



- In order to access the Special Grants provided by the Initiative Partners, the Proposing Teams commit as of now not to negotiate agreements or collaborate with competitor companies of each Partner for the duration of the S2P acceleration programme.

### 5.3 Modalità di erogazione

The allocation of the above-mentioned Grants shall be decided, with the contribution of the Institutional Jury, at the sole discretion of the Technology Transfer Office (TTO).

The Research Partners may similarly make available a specific allocation for the funding of grants pertaining to their own organisation and governed by similar provisions of the Research Partners.

The Grant, will be awarded only following the approval of the development plan and must be used within 12 months after disbursement or, in any case, no later than 18 months thereafter and/or according to the evaluation that the Polytechnic will present to the Chamber, taking into account the project development. To this end, the Polytechnic will define with the teams the terms and timeframe for the reporting of expenses made.

Moreover, if the recipients have an existing relationship with the Politecnico di Milano and are not yet incorporated etc, the Special Grant shall be transferred by the Partner to the Politecnico di Milano and administered by the Technology Transfer Office (TTO) on behalf of the Proposing Team.

If, on the other hand, the recipients do not have an existing relationship with the Politecnico di Milano (by way of example, students, Polimi Graduate School of Management, Poli.Design students and alumni), the Special Grant shall be disbursed in the following manner:

- o The winning team must be established as a joint-stock company (S.r.l. or S.p.a.) and must have at least one operating unit on the date of receipt of the grant;
- o This company, even if newly incorporated, must include among its founding partners at least one person pertaining to the Politecnico di Milano or one of the Research Partners participating in the Initiative;
- o the winning team, constituted as a company, shall send PoliHub its company documents and current account details by the end of the 12th month following the award and/or acceptance of the grant;
- o all grants will be disbursed, net of any applicable tax deductions.

## 6 Accelerated Projects

During the announcement of the Winning Projects, the Accelerated Projects will be identified and invited to participate in a 4-month acceleration path organized by PoliHub.

The objective of the acceleration path is entrepreneurial and technological development through a project growth plan aimed at consolidating the Proponent Team, market definition, prototyping and product development, business model definition, entrepreneurial and technical development roadmap definition, access to financing, etc.

Access to the accelerator program is independent of and unrelated to the awarding of the grants mentioned in point 5.

It is also specified that the invitation to participate in the acceleration track will be decided, with the contribution of the Institutional Jury, at the sole discretion of PoliHub.

Access to the acceleration program for the Invited Projects will be subject to the signing of an agreement with PoliHub aimed at recognizing the contribution offered by PoliHub in supporting the project and the Proposing Teams in the different stages of growth, starting from the start of the acceleration path up to the establishment of the company and capital raising.

Downstream of the acceleration path, some of the Accelerated Projects may be recipients, by the Initiative's partners and sponsors, of any further support, either through the provision of technological and/or professional services, or by means of any further financial contributions, or be included in a path of incubation in PoliHub.

In addition, the Initiative Partners may make available to the Accelerated Projects specific acceleration paths in combination with the one developed by PoliHub, during which may be organized, by way of example: training activities on specific verticals of interest, corporate mentorship, development of POC in the company, etc., with the aim of further enhancing the potential offered by the Initiative Partners in favor of the Accelerated Projects.

Access to the accelerator program is not exchangeable, nor convertible, as participants are not allowed to request substitution of the same in any form.

## **7 Assessment Bodies**

The project selection and evaluation phase will be entrusted to a Technical Selection Committee consisting of the Technology Transfer Office (TTO) of Politecnico di Milano, PoliHub, and representatives from Politecnico di Milano and Officine Innovazione of Deloitte Italia.

The Finalist and Winner Projects, will be selected at events in private form by an Institutional Jury, consisting of representatives of the Initiative Partners and several experts pertaining to the world of industry, venture capital and Intellectual Property protection, which will evaluate in full autonomy and discretion the participants' projects for the purpose of awarding economic contributions to development. The work of the Institutional Jury, which will operate on the basis of its own expertise, is confidential and its decisions aimed at identifying the winners of the award categories, are final.

The criteria used to evaluate the projects are:

- Originality and innovativeness of proposals
- Technical and economic feasibility of the proposals
- Target market potential
- Technical and business skills in the Proponent Team
- Quality and completeness of documentation

Participants expressly agree and declare that they do not object to the composition of the Institutional Jury and the Technical Selection Committee, the decision-making process or the decision made by these bodies on a discretionary basis at any stage this occurs and which must be considered unchallengeable.

## **8 Guarantee of confidentiality**

Both when collecting projects and when evaluating them, the members of the Technical Selection Committee and the Institutional Jury will act in good faith, respecting the confidentiality of information provided by participants and good professional practices. All documentation submitted to participate in S2P remains the property of the authors, who may protect their inventions and ideas in the forms permitted by law. PoliHub, the TTO and Officine Innovazione of Deloitte Italia together with the Technical Selection Committee, as well as the Institutional Jury will not be in any way responsible for the protection of the relevant copyright or invention rights.

Materials submitted for participation in S2P will not be returned and all information contained therein will be treated in strict confidence.

The Organizers of this Project, the Technical Selection Committee, and the Institutional Jury are exonerated 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.

## **9 Obligations of participants**

Participants, by submitting their application and the necessary documents for participation 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 prepared in Italian or English.

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

In case of misrepresentation there will be exclusion from selection, revocation of any services offered,  
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and return of economic development grants and services paid.

## **10 Limitations of Liability**

Given the modalities of participation in S2P, the Organizers assume no responsibility for any technical, hardware or software malfunctions, interruptions of network connections, failed, incorrect, inaccurate, incomplete, illegible, damaged, lost, delayed, incorrectly addressed or intercepted user registrations, or about participant registrations that for any reason were not received, electronic or other communications that were delayed, or about other technical problems related to the registration and uploading of content under this Initiative.

## **11 Warranties and indemnities**

Participants of S2P guarantee that content submitted:

- do not contain material in violation of the rights, positions or claims of third parties (with reference to the Copyright and Industrial Property Law and other applicable laws or regulations);
- do not contain material that is unlawful, prohibited by law, or contrary to the provisions of these specifications;
- are freely and legitimately usable in accordance with the provisions of these specifications insofar as the participant is the owner of the rights to use them, or insofar as he/she has acquired the availability of them from all entitled parties, having taken care of the full fulfillment and/or satisfaction of the rights, including those of an economic nature, due to the authors of the content and/or works from which such content is derived and/or extracted, or to other entitled parties, or due for the use of related rights in accordance with the law.

Those who participate in S2P declare that they are aware that the responsibilities, including criminal ones, of the contents of the projects submitted, for the purpose of participation in the Initiative governed by these specifications, are their sole and exclusive responsibility, indemnifying the Organizers as of now against any third party claims.

## **12 Processing of personal data**

The information pursuant to Article 14 of Regulation (EU) 2016/679 is available on the PoliHub website, and by joining this program, each participating team and the individuals of which they are composed, give their consent to the processing of the data provided.

## **13 Final rules**

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Any tolerance on the part of the Organization of conduct by the participants, put in place in violation of the provisions contained in these Rules shall not constitute a waiver of the rights arising from the violated provisions nor of the right to demand the exact fulfillment of all the terms and conditions herein.

Should one or more of the conditions contained in these Regulations be invalid, in whole or in part, the remaining provisions shall remain valid. Invalid conditions shall be replaced in such a way as to carry out as far as possible the original intentions laid down and intended by these Regulations.