

*The Organizer has the right to change the rules if needed.

INTRO AND TIMELINE

What is the **BLAST Startup Program**?

Is the program and competition for a max of 200 Startups that will take part to the event. The awards for the winners are:

- One prize for each Startup Industry Champion by one of our Corporate Champions.
- Final prize that includes an acceleration program and an investment of 15.000€

According to the Italian Law art. 6 1, lettera a) del DPR n. 430/01, this award is an encouragement act in the interest of the collective, as underline in point 1.

TIMELINE:1 - Deadline to Receive Startup Applications10 JULY 20182 - Communication of the Applications Accepted14 JULY 20183 - Communication of the BLASTup Competition14 JULY 20184 - Beginning of the Elimination Rounds21 JULY 20185 - Live Rounds27/28 SEPTEMBER 20186 - Final Round28 SEPTEMBER 2018

To Apply to the Startup Program go to:

blastconf.com/startup-program-2018

From all the applications to the program, a Jury composed by Experts and Professionals will select 200 Startups, 50 for each industry. 152 eligible for the startup bundle and 48 also for the BLASTup Competition.

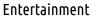
WHO CAN APPLY **TO THE** PROGRAM?

Startup's that apply to the program must have high potential for growth or interest for their industry and:

Operate in at least 1 of the following 4 industries: \$







Finance



Health

Manufacture

2 Have a demo or MVP of their product/service

SELECTION STEPS:



Startup's that apply to the program will be offered the opportunity to participate getting the most from BLAST.

Exhibition Booth for 1 day	
Access the Social Pitch Booth	
Visibility Pack (Web, App, Guide)	
1 Industry BLAST Pass for 2 days	

Each Industry BLAST Pass includes:

Full Access to Playground	Full Access to Industry Lounge
Full Access to Arena	Access to Industry & Special Events
Access to Lunch Area for 2 days	BLAST Industry Welcome Kit
Access to floor Start-up Tour	Special prices for accommodations
Night Pass (opening & closing party)	Networking App + Matching Concierge

99€ early bird | 499€ late bird

+ 50€ for each member after the first (each member will get 1 Industry BLAST PASS for 2 days)

THE BLASTup COMPETITION

48 startups will be selected for the BLASTup Competition, get a FREE Startup Bundle + extra benefits and visibility:

3 industry BLAST passes for 2 days	Pre-event 1to1 session with Mentor	FREE Video Course	
Pitch Deck to investors and media	Dedicated Media Coverage	1to1 with industry investor	

The BLASTup Competition works in the following way:



THE "LIVE & FINAL" ROUND FORMAT

There will be 4 Live Rounds (1 per industry). In each round a Corporate Champion will face in the BLASt Arena 2 Startups in a BLASTing open innovation battle. There will be 1 winner for each industry.

1

The Champion presents himself and his priorities and starts asking to the startuppers why his company should invest on their idea.

3

The Champion will start asking questions to better understand which startups fits his company needs.

5

At the end of the Round the Champion, after consulting with his team, will declare the winner.

7

The Champion may decide to declare instantly the Startup Industry Champion or make a maximum of two questions to decide it.

2

Each startup has 3 minutes to presents itself and answer the first question, after that the ride gets wild.

4

Each Startup has 1 minute to answer this questions.

6

At the end of the second Round the winners of each round will enter to the arena with the Champion and his team.

The FINAL ROUND is very similar: At the end of the second day of the event, in the Arena, an Investor Champion will face all the finalists in a spectacular 1 vs 4 Round and choose the winner of the competition.