

28 Settembre - 5 Ottobre

3 - 5 Ottobre

Startup  
Europe  
Partnership  
SEP Partner Event

## SEP Matching Event

**Date:** Fri Oct 3, 2014

**Where:** Auditorium Parco della Musica

<http://startupeuropepartnership.eu>

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Il 3 ottobre [Maker Faire - The European Edition](#) ospiterà a Roma uno **speciale Matching Event** della [Startup Europe Partnership \(SEP\)](#), la piattaforma pan-europea nata per aiutare le migliori startup a diventare aziende strutturate capaci di creare reddito e occupazione (“scaleup”).

L'evento prevede **incontri 1:1 a porte chiuse** tra una selezione delle più interessanti aziende **in ambito Maker/Internet of Things (IoT)** e top manager delle grandi corporation membri della SEP: **Telefonica, Microsoft, Orange, BBVA, Gruppo Unipol e Telecom Italia.**

Obiettivo degli incontri per le grandi corporation è identificare startup interessanti con cui avviare contratti per vendita/distribuzione di prodotti e servizi, investimenti strategici e/o acquisizioni. Per le startup selezionate quindi concrete opportunità di business e di crescita, in linea con gli obiettivi del programma SEP.

Le aziende interessate hanno **tempo fino al 5 settembre** per sottoporre la propria candidatura su <https://angel.co/startup-europe-partnership-sep-matching-events/apply>. SEP ne selezionerà circa una decina in base alle specifiche esigenze segnalate dalle corporation aderenti (profilo dimensionale, area tecnologica, etc.). La preferenza verrà in genere assegnata ad aziende più strutturate (revenue generating) in campo IoT, con particolare attenzione ai seguenti ambiti:

- Home Automation
- Connected devices
- Robots & Drones
- Education
- Wearable
- Wellness / Healthcare
- Transportation

**Inoltre, sempre il 3 ottobre a partire dalle 9.30**, all'Auditorium della Musica, Startup Europe Partnership verrà presentata al pubblico nell'ambito dell'evento organizzato dalla Regione Lazio

### “Boosting’ a creative start-up ecosystem”

Interverranno:

**Isidro Laso Ballesteros** (European Commission Head of Startup Europe)

“Industrie Creative e Startup: Una strategia Europea?”

**Alberto Onetti** (Chairman Mind the Bridge e Coordinator Startup Europe Partnership)

“Il rapporto tra grandi imprese e startup: Startup Europe Partnership”

oltre ai **manager delle principali aziende che fanno capo a SEP.**

In questa occasione verranno resi noti i primi risultati di uno studio di SEP ( “SEP Monitor”) focalizzato sulle startup italiane più strutturate (“scaleup”).

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[ENG VERSION]

On October 3<sup>rd</sup> [Maker Faire - The European Edition](#) will be hosting a special [Startup Europe Partnership \(SEP\) Matching Event, a close-door 1:1 meeting event](#) where the founders of the most interesting makers companies will meet executives from the SEP member corporations (**Telefonica, Microsoft, Orange, BBVA, Unipol Group, Telecom Italia**).

The purpose of the meetings is to identify business development opportunities for the corporations, whether that means procurement contracts or opportunities for strategic investments or acquisition. SEP will select ~10 companies that best suit the requirements identified the member corporates.

SEP is looking for **established businesses (revenue generating) in the IoT world** with particular focus on:

- Home Automation
- Connected devices
- Robots & Drones
- Education
- Wearable
- Wellness / Healthcare
- Transportation

Companies interested to be considered for the Matching **have to submit their application by September 5<sup>th</sup>** through <https://angel.co/startup-europe-partnership-sep-matching-events/apply>

Still on October 3<sup>rd</sup>, starting from 9.30AM, SEP also organizes some panels as part of the Workshop

## “Boosting’ a creative start-up ecosystem”

organized by Lazio Region at “Auditorium della Musica”

Speakers:

**Isidro Laso Ballesteros** (European Commission Head of Startup Europe)

“Creative Industries and Startups: A European Strategy”

**Alberto Onetti** (Chairman Mind the Bridge and Coordinator Startup Europe Partnership)

“Connecting Startups to Large Corporates. The Startup Europe Partnership”

and **top manager from the SEP corporate members** (large corporates).

On the same day data from a new SEP survey (**SEP Monitor**) focused on Italian “Scaleups” (more structured startups) will be released.

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**[ITA] Startup Europe Partnership (SEP)**

Startup Europe Partnership punta ad avvicinare la migliori startup europee alle corporation.

Annunciata ufficialmente a Davos dalla Vicepresidente della Commissione Europea/Commissario per l'agenda digitale Neelie Kroes a gennaio 2014 e inaugurata ufficialmente dal Presidente della Commissione Europea José Manuel Barroso a maggio 2014, è la prima piattaforma pan-europea costruita per aiutare le migliori startup a superare gli ostacoli di crescita e sviluppo tipici della fase early-stage e diventare delle aziende strutturate a creare reddito e occupazione ("scaleup").

SEP crea infatti occasioni di incontro qualificato ("matching") tra le migliori startup europee e le grandi aziende europee ed è anche impegnata a tracciare e a studiare le principali **scaleup** europee ("**mapping**"). Pubblica regolarmente dati e commenti attraverso il **SEP Monitor**.

SEP è guidata da Mind the Bridge Foundation (fondazione no-profit con sede in Italia e negli Stati Uniti a supporto dell'imprenditorialità fondata da Marco Marinucci) con il supporto di Nesta (charity per l'innovazione del Regno Unito) e The Factory (campus per startup e aziende tecnologiche di Berlino).

Partner dell'iniziativa sono Telefónica, Orange, BBVA (Founding), Microsoft, Gruppo Unipol e Telecom Italia (SEP Corporate Member), con il supporto istituzionale di European Investment Fund/European Investment Bank Group, Cambridge University, IE Business School and Alexander von Humboldt Institute for Internet and Society, oltre ai principali fondi e acceleratori europei.

Sotto l'egida dell'iniziativa di Startup Europe, SEP rappresenta una delle sei azioni dedicate agli imprenditori del web definite nella Comunicazione della Commissione "Entrepreneurship 2020 Action Plan" (European Commission, January 2012) ed è concepita per realizzare alcune delle raccomandazioni contenute nello Startup Manifesto.

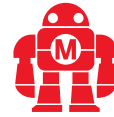
**[ENG] Startup Europe Partnership (SEP)**

Established by the European Commission in January 2014, SEP is dedicated to transforming European startups into scaleups able to break the early-stage barriers to growth and development by linking them with global corporations in a pan-European entrepreneurial ecosystem. SEP's goal is to accelerate early-stage companies to become global players and real job creators. By participating in the SEP program, global companies can help this process via business partnerships and strategic and venture corporate investments, providing them with access to the best technologies and talents through procurement of services or products, corporate acquisition or "acqui-hiring".

Under the umbrella of the EU Startup Europe initiative, SEP is the first open platform dedicated to support the growth and sustainability of European startups able to compete and raise funds internationally. It is one of the six actions for web entrepreneurs defined in the Commission Communication, "Entrepreneurship 2020 Action Plan" (European Commission, January 2012), and conceived to realize recommendations included in the Startup Manifesto.

SEP organizes "Matching" events and it is **mapping "scaleups"** — European startups that have been able to break the "early-stage barrier" and are a candidate to become large global companies and real job creators. The SEP mapping and scouting database covers all European countries with the goal of providing insights and data about scaleup companies and exits involving European startups. SEP regularly publishes the research report, **SEP Monitor**.

Promoted by the European Commission, SEP is led by Mind the Bridge Foundation, a non-profit foundation based in Italy and United States, with the support of Nesta (the UK's innovation foundation), and The Factory campus for startups and mature tech companies in Berlin. Partners include Telefónica, Orange, BBVA (Founding), and Telecom Italia, Unipol Group and Microsoft (SEP Corporate Member), with the institutional support of the European Investment Fund/European Investment Bank Group, Cambridge University, IE Business School and Alexander von Humboldt Institute for Internet and Society. Startup Europe Partnership (SEP) is a Startup Europe initiative.



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## About SEP Monitor

SEP Monitor is realized by Startup Europe Partnership (SEP) in collaboration with PEDAL Consulting and Ud'Anet. SEP Monitor is based on the Startup Europe Partnership **mapping & scouting database that focuses on scaleups**.

SEP categorizes high-tech companies as indicated below:

- **Startup:** <\$0.5M/1M funding raised in the last three-year period or bootstrapped companies with revenue in this range.
- **Scaleup:** \$0.5M/1M – \$100M funding raised in the last three-year period or bootstrapped companies with revenue in this range.
- **Scaler:** >\$100M funding raised in the last three-year period or bootstrapped companies with revenue in this range.

Sources of information include the SEP database, portfolios of VC companies, corporate venture units, business angels, accelerators and active seed and early stage funds, crowdfunding platforms, tech competitions, and other relevant channels.

Research is ongoing and results reported in the SEP Monitor are preliminary and cannot be considered as final. SEP welcomes everybody in the European startup ecosystem to contribute to the research by providing data and indicating cases of scaleup companies and exits to be monitored (contact: [info@startupeuropepartnership.eu](mailto:info@startupeuropepartnership.eu)).

Attached

SEP MONITOR July 2014,  
Mapping the European ICT “Exits”

SEP MONITOR June 2014,  
Mapping Spanish Scaleups

SEP MONITOR May 2014,  
Mapping European Scaleups

## More info

<http://startupeuropepartnership.eu>

<http://startupeuropepartnership.eu/matching-events/rome-oct-3-2014/>

<http://www.makerfairerome.eu/call-for-matching/>

Twitter: [@sep\\_eu](https://twitter.com/sep_eu)

Facebook: <https://www.facebook.com/StartupEuropePartnership>

## PR and Communications

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