



14-17 October 2025 - Villa Erba, Cernobbio (CO)



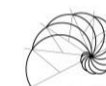
FOREWORD



STARTUP INNOVATIVE is an initiative designed by Micromegas with the aim of laying the foundations for an annual event dedicated to bringing together **Innovative Startups, Venture Capital Funds, Industry, Universities, Media, Trade Associations and Institutions.**

The Project was created both to attract investment in Innovative Companies and make them more competitive and to present them to industry, the research world and the media.

The initiative also aims to involve European **Innovative Startups** with international perspectives and growth horizons.



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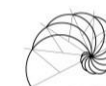


MISSION



For the **2025** Edition, the **Digital Innovation Forum - ComoLake 2025** will be enriched with an important novelty: a **Pavilion** entirely dedicated to **Innovative Startups**. This space will host up to 60 emerging and promising realities - both Italian and international - capable of bringing value, ideas and cutting-edge solutions, in a context designed to encourage the meeting between innovation and growth opportunities.

The aim is to offer them visibility, networking opportunities and direct confrontation with **Investors, Companies, Media and Institutions**.



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FORMAT

The Micromegas Format is scheduled to take place annually in October and will be part of the **Digital Innovation Forum - ComoLake 2025** to be held from 14 to 17 October at Villa Erba, Cernobbio (CO).

The project envisages the setting up of an area exclusively dedicated to Innovative Startups, organised with customised exhibition corners and fully paid for by the organisers.

Start-ups will have the opportunity to make individual presentations:

- on 14/15/16 October in the **Conference Rooms** from 09:00 to 10:00 and from 14:00 to 15:00;
- on 17 October in **open sessions** in the Sale Conference for a 10-15 minute presentation to a selected audience.



PRELIMINARY PROGRAMME

- **Day 1 (Tuesday 14 October)**

- Pavilion Innovative Startup Area
- Individual meetings

- **Day 2 (Wednesday 15 October)**

- Pavilion Innovative Startup Area
- Individual meetings

- **Day 3 (Thursday 16 October)**

- Pavilion Innovative Startup Area
- Individual meetings

- **Day 4 (Friday 17 October)**

- Open sessions in Conference Rooms





LOCATION



Digital Innovation Forum - ComoLake 2025 will come to life at **Villa Erba, the International Exhibition and Congress Centre**. Its well-established reputation for excellence, state-of-the-art infrastructure and atmosphere rich in art and history, with the spectacular backdrop of **Lake Como**, make Villa Erba a top-class location for promoting business and knowledge sharing.

The spaces within the Villa have been designed with a dynamic style, offering an innate connotation of elegance and the support of innovative services to meet the specific needs of the event.

Address: Largo Luchino Visconti, 4, 22012 Cernobbio (Como).

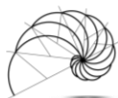




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Startup Selection Criteria

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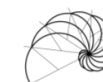
1 REQUIREMENTS ECONOMIC - FINANCIAL

- Turnover or funding up to € 250,000 (as of 31/12/2024)
- Turnover or funding over € 250.000 (as of 31/12/2024)
(turnover or funding received is considered alternatively)

2. DATE OF ESTABLISHMENT

- Company established no more than **5/8 years** at the time of application
- Company established for more than 8 years
(Innovative SME) at the time of application

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3. STAGE OF TECHNOLOGICAL DEVELOPMENT

- **TRL (Technology Readiness Level) between 5 and 9**

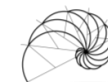
1. TRL 5: technology validated in a simulated or real environment
2. TRL 6-7: prototypes demonstrated in relevant or operational environments
3. TRL 8-9: system complete and tested or ready for market

4. ORGANISATIONAL STRUCTURE



- **Number of employees between 1 and 10**
- **Number of employees between 11 and 50**
- **Number of employees greater than 50**

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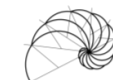


5. TECHNOLOGY SECTORS



- **AI & IoT**
- **Networks and Infrastructure**
- **Mobility and Transport**
- **Banking and Fintech**
- **Energy and Sustainability**
- **Digital Health**
- **Public Administrations**

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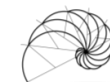
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6. DOCUMENTATION REQUEST



- Pitch deck in PDF format
- Website link
- Video (if available)

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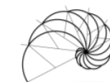
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ULTIMATE OBJECTIVE

To ensure full alignment and transparent sharing of selection criteria among all **partners** involved.

The criteria will be shared with all **Partner Associations** to ensure that they are applied uniformly.

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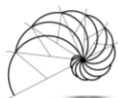
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