



***WMF2021 announces the World Startup Fest: from July 15 to 17, in Rimini and Online, a series of pioneering events dedicated to Startups and Scaleups from all over the World***

*Scaleup for Future, International Startup Showcase, Startup Stage, Startup District and the Final of WMF Startup Competition, the biggest Startup Competition in Italy: WMF welcomes on July 15, 16 and 17 in Rimini and Online innovative startups from the national and international scene.*

Bologna, Italy — June 17, 2021

Strong attention towards the creation of a Worldwide innovative and entrepreneurial ecosystem of today and tomorrow. **WMF**, within its 9th edition of July 15 to 17 at Rimini Palacongressi, brings life to and presents the **World Startup Fest**, a set of events to enhance and promote exchange, in-depth discussion and meetings among different realities, **dedicated to the Startup World**.

The **World Startup Fest** features several initiatives involving National and International Startups and Scaleups, selected among **500+ applications received** from all over the world. Available also online throughout the interactive platform [ibrida.io](https://ibrida.io), WMF World Startup Fest becomes a **worldwide point of reference** for the creation of an **innovative entrepreneurial and sustainable ecosystem**, confirming and enhancing WMF's role as innovation accelerator.

*"WMF has always been an accelerator of innovation for Italy. The past 12 months have highlighted how cooperation at a national and international level is key when addressing innovative and entrepreneurial themes. From this raises the necessity to create – within WMF – a series of events dedicated not only to Italian startups, but to the entire startup and scaleup world, at an international level."* explains **Cosmano Lombardo**, WMF Chairman and CEO of Search On Media. *"We have registered an ever-increasing number of international submitted applications both from Startup and Scaleups during our latest open calls. Consequently, we have decided to design the World Startup Fest – within WMF. An event inside the event that encompasses several initiatives with different formats, yet with the unique goal of creating an international ecosystem focused on using entrepreneurship also for social purposes.*

### **Scaleup For Future and Startup International Showcase**

The vision of a **borderless entrepreneurial ecosystem** focused on **innovation** has been – and continues to be to an increasing extent – **WMF key asset**.

The World Startup Fest is WMF's undeniable innovation for its 9<sup>th</sup> edition. An event that will get the ball rolling on July 15 in Rimini – and online through [ibrida.io](https://ibrida.io) – bringing, among other initiatives, **5 International Scaleups** coming from England, the Netherlands, Paris and



Singapore to Italy, in Rimini, welcoming them on the Festival Mainstage. Host of the “**Scaleup for Future**” will be **Bidroom, SumUp, Foodpanda, Revolut** and **ContentSquare** – leading innovation companies at continent level in their respective markets – which will take turns on the WMF Mainstage within a pioneering panel dedicated exclusively to scaleups.

The 5 selected scaleups will have the opportunity to present their realities in front of the festival audience and of several international players that compose WMF’s entrepreneurial network, opening with an international Round Table. Each scaleup will present successful case studies through conferences and meetings. The initiative intends to **promote exchange opportunities** among already established realities and key stakeholders of the international panorama.

In addition, a **Startup International Showcase** will further enrich WMF’s 9<sup>th</sup> edition agenda, hosting eight international startups applying from Asia, Europe, Africa, USA and South America. Within the World Startup Fest, eight selected realities will showcase their projects and growing paths, offering participants an **international perspective** and increasingly making WMF a hub encompassing a **global reference network for the startup world**.

### **Official 6 WMF Startup Competition Finalists announced for the biggest Startup Competition in Italy**

The **biggest Startup Competition in Italy** - World Startup Fest centerpiece – comes back on July 16 within WMF. With a record of more than 3,300 projects received in past eight WMF editions, the equivalent of 1,9 million euros of prizes awarded from more than 200 investors and partners, two online editions across 2020 and applications coming from all over the world, WMF Startup Competition Final will be **back – physically – on the WMF Mainstage** at Rimini Palacongressi. Participants, startups, investors and many more have the possibility to attend the event both physically and online through the interactive platform [ibrida.io](http://ibrida.io).

The 6 selected finalists – among more than 500 applications received from all over the world – that will compete to win the final, are: **DeepMammo, Hexagro, MyLeg, Recornea, Toothpic, VoiceMed**, from Luxembourg, Switzerland and Italy. The finalists will introduce to the WMF audience themes as cybersecurity, medical assistance and agri-food. **Prizes**, up for grabs for the most remarkable project from investors and international partners, amount to **400,000+ euros** in incubator programs and exclusive benefits.

A jury of experts and venture capital representatives, investors and partners from the most influencing companies of the innovative ecosystem will evaluate the project, among which: *O12factory, AB Innovation Consulting, Almacube, Amazon AWS, ANGI – Associazione Nazionale Giovani Innovatori (Young Innovators National Association), Astra Incubator, Arxivar, Arter, BAN Firenze, Bactowork, B4i - Bocconi for Innovation, Boost Heroes, BP Cube,*



*Carrefour, Cariplo Factory, Como NExT, Cross Border Growth Capital, CrowdFundMe, Confindustria Emilia Area Centro, Digital Magics, Digital On Things, Dynamo Lab, Dock3-The Startup Lab, dpixel, Engineering, Eureka Venture SGR, Exelab, Egloo, Enel Innovation Hub, Eterna Capital, Fondazione Golinelli, Fondazione Social Venture Giordano dell'Amore, Fondazione REI, Gruppo Sapio, G2 Startups, Grownnectia, Guanxi, Hubspot, H-FARM, I3P, IAG, IBAN, Indaco SGR, Innogest, Lazio Innova, Legacoop, LuissEnlabs, LVenture Group, MetaGroup, Macnil Gruppo Zucchetti, Mediaset Infinity, Metagroup, Nana Bianca, NTT Data, Nuvolab, OpenSeed, OVHcloud, Peekaboo Vision, Pelliconi, Plug and Play, PoliHub - Innovation Park & Startup Accelerator, Qonto, RDS, San Marino Innovation, Seedble, SeedUp, Sella Lab, SiamoSoci Mamacrowd, Smartangle, Smart Geo Campus, StarBoost, Startup Gym, Startup Wise Guys, The Hive, Tim WCap, Two Hundred, United Ventures, UniCredit Start Lab, VC Hub Italia, Zanichelli Venture and Zephiro Investments.*

The format remains unchanged – each startup will present its reality through an elevator pitch to the WMF audience and to a professional jury, composed by leading experts, with the aim of winning the Final. Both the audience and the jury will have the possibility to express their vote – physically at Rimini Palacongressi or Online.

To complete the Startup Competition agenda the World Startup Fest will feature also a Young edition, also present in past years, dedicated to under 22 innovators. The **Startup Competition Young** will take place on the WMF Mainstage – the initiative is scheduled for Friday, July 16, starting the dances with a competition among three startup finalists.

### **Startup District and Startup Stage: 70+ innovative projects and an exceptional window overlooking the binominal entrepreneurship-innovation**

Startups-dedicated WMF program, enclosed within the World Startup Fest, will further be enhanced through the **Startup District** and the **Maker&Tech District**. Talking about two **exhibition areas**, fully dedicated to startups and to the latest technological innovations, that the Festival showcases, promotes and enhances also this year – once again physically at Rimini Palacongressi and also online through the interactive platform ibrida.io.

**40 startups**, coming **from all over the world**, will attend the two exhibition areas accessing to several networking and business-matching opportunities throughout meetings and exchange occasions with leading players of the innovative sector, business partners and WMF attendees.

Last but not least: confirmed also the **Startup Stage** within the World Startup Fest – a moment dedicated to entrepreneurship that will last through the three days of the Festival, able to provide growth opportunities and additional space to innovative realities. The Startup Stage will continue to represent a prestigious showcase for other **36 selected startups** that – despite not qualifying for the Startup Competition Final – have stood out for their innovative potential and cutting-edge business models.



Startups included in the Startup Stage will have the chance to present their realities through **elevator-pitches** to an audience of incubators and national and international investors that will be able to follow the Startup Stage both physically at Rimini Palacongressi and Online, offering prizes and incubator paths.

**Reference Links:**

> **WMF Startup Competition Finalists:** [Link](#)

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**WMF – We Make Future**

*Beyond 21,000 attendances in 2021, 24,000 online attendances in 2020, more than 500 exhibitors and partners and over 600 speakers from all over the world: WMF is the biggest Festival about Digital and Social Innovation, designed and powered by Search On Media Group. WMF2021 will take place physically at Rimini Palacongressi and Online through the interactive platform [ibrida.io](http://ibrida.io) on July 15, 16 and 17, 2021.*