

## WMF 2022 Startup Competition finalists announced: finals to be held on Mainstage 17/06

*On the Festival's Mainstage, the 6 startups finalists of Italy's largest international Startup Competition - selected from more than 950 entries received - will compete for prizes awarded by the partners on the jury totaling more than €800,000. The winner and 2 other startups will fly to the Disruptors Summit in Prague thanks to a partnership with the WMF. Also announced are the 36 innovative startups that will tread the Startup Stage, selected from the Call for Startups and the Italian and International Roadshow competitions, WMF's initiatives. All will be held as part of World Startup Fest, the international benchmark event dedicated to the world of Startups and Scaleups, which will have Federico Faggin among its special guests.*

Bologna, 01/06/2022

The names of the **6 startups finalists** selected - out of more than 950 applications received from all over the world - at the **WMF Startup Competition**, the largest international competition in Italy dedicated to innovative startups, have been announced.

The event, promoted by the [WMF](#) - the largest Festival on Digital Innovation scheduled at the Rimini Fair from June 16 to 18, is part of the agenda of the **World Startup Fest**, the main event in Europe dedicated to the startup and scaleup world that will bring together in Rimini investors, startups and all insiders.

On June 17, **Aerarium Chain, Strategic Bim, Golee, Ono Ef, Ecosteer and Nanomnia**, these the 6 finalists of the Startup Competition, will have to tell their innovative business idea on the stage of the WMF Mainstage in order to win the prizes up for grabs - which exceed the value of more than **€800,000**. The presentation will take place in front of the audience of international *players* and investors, which exceeded **24,000 attendees** in the last edition. Presenting the event will be **Cosmano Lombardo** - Chairman and founder of the WMF - and **Diletta Leotta**.

The selected startups were chosen from among those that, when compared with the goals of the UN 2030 Agenda for Sustainable Development and ESG criteria, best met the themes of the **12 challenges of the future identified by the WMF**, ranging from the future of *Cities & Communities* to *Learning & Education*, via themes like *Health, Work, Culture & Travel, Food & Agriculture, Retail & Customer Experience, Marketing, Media & Entertainment, Sports & Events, Finance & Insurance*, and finally *Life On Planet Earth*.

*"The WMF has always been an accelerator of innovation, an engine that focuses on the country and on building a better future together with all participants in public life, which also translates into the Italian Innovation Valley. At the Rimini Fair we will have a festive valley of innovation, which will materialize to give new momentum to our country. The last few years have made us realize that cooperation, networking and the dialectical exchange of ideas and projects are the pillars to solve the big global challenges and to look to the future with confidence,"* explained **Cosmano Lombardo**, CEO of Search On and founder of the WMF. *"For this reason, the WMF - and the World Startup Fest - wants to be both a reference point for Italian and international entrepreneurship and a container of events dedicated to the world of startups and scaleups, to promote the meeting, the growth of innovative ideas and social entrepreneurship."*

The opportunities up for grabs for Startups do not stop there, however. In partnership with **Disraptor**, 3 Startups will fly to Prague next October. The winner of the WMF2022 Startup competition, in fact, will be automatically admitted to the final competition of the **Disraptor Summit in Prague**, while two other selected startups will be present at the event in the exhibition area together with WMF.

## The World Startup Fest

The Startup Competition final is one of the events held within the **World Startup Fest**, the benchmark event in Europe dedicated to the world of Startups and Scaleups, which will occupy an entire pavilion of the Rimini Fair and will see **dedicated exhibition areas** and **B2B meetings** with delegations of investors and companies from all over the world, thanks also to the collaboration with **ICE - Agency for the promotion abroad** and internationalization of Italian companies, which will send delegations from G20 countries such as France, Germany, the United Kingdom, and the Netherlands. Other *corporate* entities and international representatives - from **Croatia, the Czech Republic, Serbia, Malta, Spain, and Saudi Arabia**, on the other hand - come from the work that the WMF is doing abroad with the International Roadshow.

Special guests at the event include **Federico Faggin** and **Stefano Quintarelli**, who will also participate in the panel on "*Innovative Enterprises*" in the **Future of Italy** event, consisting of +15 discussion panels on Italy's main social, economic and cultural issues. More than 90 guests, including Under secretary **Della Vedova**, MPs **Barzotti**, **Carabetta**, **Invidia**, **Zanichelli**, **Bruno Bossio**, **Viscomi**, MEP **Benifei** and Emilia-Romagna Region Vice-President **Schlein**, will help shape the innovation agenda of Future of Italy. Also attending the WMF will be **Alessio Lorusso**, CEO of **Roboze**, a company based in Bari and Houston that is climbing the market in the industry of ultra-precise 3B printing of super materials.

Also in World Startup Fest is the new **Startup 4Culture** call made in collaboration with the **Digital Library of the Ministry of Culture**: a great opportunity for startups and innovative projects - technological/digital - engaged in the enhancement of cultural-historical heritage.

The **Startup District**, a thematic exhibition district reserved for innovative projects and the latest technological innovations that this year will make the most of the spaces of the new location: the Rimini Trade Fair, will be located in the Exhibition Area. More than 100 startups from around the world are expected. Also returning is the **Speed Meeting** between startups and investors, an informal opportunity to foster networking, and the **Scaleup for Future** panel that last year featured Revolut, Patch AI, Bidroom, FoodPanda, SumUp, Contentsquare. Big news is **Startup Weekend**, a 54-hour marathon sponsored by *Techstars* that will involve 60 aspiring entrepreneurs in co-designing concrete answers to the *innovation needs* of the HUBitat Network communities. Also to notify is the Open Stage **Startup Showcase**, where 30 more startups and innovative SMEs will pitch their entrepreneurial projects in front of an audience of investors, companies and participants.

To conclude, the **Startup Stage** will be dedicated to the tale of the Future through the pitches of the 36 startups and innovative SMEs selected from the **Italian and International Roadshow competitions**, the WMF's itinerant initiatives that are the result of the work in the Festival's territories that take place throughout the year and aim to create a national and international *network* of startups for a globally sustainable and innovative entrepreneurship ecosystem. The 36 startups will present their projects in front of investors, companies, incubators and professionals, who will award numerous prizes, and will have access to opportunities for growth.

Partners for the startup world include *ART-ER, Cariplo Factory, Digital Magics, Engineering, Fondazione Golinelli, Gellify, Hubspot, H-Farm, IAG, InnovUp, Lazio Innova, Le Village, LVenture Group, Nana Bianca, OVHcloud, Plug and Play, Qonto, Pranaventures, RDS, Unicredit Start Lab, and Volano Group.*

The Startup Stage will also feature for the first time speeches by **Impact to Business**, the new exhibition and co-working area created by the WMF in collaboration with Intesa Sanpaolo and Impact HUB Italia. Andrea Lecce - Executive Director Impact Bank at Intesa **Sanpaolo** - will kick off on June 16 a series of panel discussions led by Alessandro Pirani and Simone Cicero (authors of the podcast "Samurai") that will allow for an in-depth investigation of topics such as finance, technology and business models that generate impact on the environment and society.

From the collaboration with **R2B (Research to Business)** and WMF, there will also be moments dedicated to the theme of **Tech Transfer and Innovation**, and the meeting at the fair with some **gaming** startups from the R2B network.

WMF investors and partners will also be the protagonists of the Entrepreneurship training room program dedicated to entrepreneurship that will take place on June 16.

In the end, space will be given to **robotics** with some of the world's most advanced robots: at the WMF you will be able to interact with Sophia, the humanoid robot from Hanson Robotics; Spot the dog from Boston Dynamics; and iCub, the robot developed by the Italian Institute of Technology.

Not only will the Startup Competition turn the spotlight on the most interesting innovative startups of the moment, but with the World Startup Fest, the WMF stands as the nerve center of the startup and scaleup universe. One more step toward a more innovative, technological and inclusive future.

*To enable participants to better organize their participation in the WMF, different types of tickets are available: in addition to the **Full ticket**, which also allows to take part in the training, there are the **Fair ticket**, with access to the Innovation Fair, all World Startup Fest events, 21 open stages and the Startup District, and the **Visitor ticket**, which, also allows them to attend all Mainstage events, including the Startup Competition Final.*

*In addition, to enhance networking, the dedicated hybrid.io platform has been optimized, which will allow all participants and companies to schedule meetings and contact people.*

### Useful Links

- [World Startup Fest](#)
- [The finals of the Startup Competition](#)
- Attachment - [The 6 Startup Competition finalists.](#)
- Attachment - [The 36 startups of the Startup Stage](#)

### WMF - The Largest Festival on Innovation

On June 16, 17 and 18, the appointment with the International Fair dedicated to the world of innovation returns: the WMF2022, scheduled to take place at the Rimini Fair, will once again bring together professionals, industry players, startups, universities, NPOs and institutions for a three-day event entirely dedicated to digital and social innovation. With more than 24,000 attendees in 2021, 100 events in 3 days, more than 600 speakers from around the world, and more than 500 exhibitors and sponsors in an Exhibition Area that also welcomed Ministries, Regions, Municipalities, Public Entities, and more than 700 startups and investors: the WMF - conceived and produced by Search On Media Group - is the largest Festival on Digital and Social Innovation.

### Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing communities, supporting sharing activities, and carrying out strategic and operational consulting, with the Search On Consulting department, in the field of Digital Marketing and Digital Transformation for large companies. The experience and professionalism of Search On Media Group then gave rise to the Education Business Unit - which organizes the WMF and other training events - and the hybrid.io platform - which manages online, hybrid and offline events in a customizable and flexible way.

### For information and materials

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