



Web Marketing Festival - The Call for the 6th edition of the biggest Startup Competition in Italy is open

The biggest startup competition in Italy organized by the Web Marketing Festival comes back after the 1,500 candidate projects in past editions: an opportunity for the best innovative entrepreneurial ideas, which will be evaluated by a jury of experts and investors.

Its officially open the nominations for the 6th edition of the [Startup Competition](#), the **biggest competition for startups in Italy** aimed at young business people to encourage the growth and development of innovative projects.

The final phase of the Competition will be held during the three days of **the Web Marketing Festival (20th, 21st and 22nd of June 2019 - Palacongressi of Rimini)**, the international Digital and Social Innovation Festival that in 2018 recorded **over 18,000 attendees** present and promoted the growth of the Italian innovative ecosystem through **over 60 events**.

After **over 1,500 candidate startups in past editions**, this year **the six finalist projects will compete on the Mainstage of WMF** to present their business idea in front of the major players in the sector and the entire audience of the Festival. The projects that have reached the final stage of the competition will be voted by the public present and evaluated by a jury composed of representatives of the most important realities of the innovative ecosystem including venture capital, investors, corporate partners, stakeholders and the most important companies.

Those are some of the partners of the Startup Competition that can choose to support and valorize the projects: Almacube Bologna, Amazon Web Service, Angel Partner Group, ARDUINO, Arxivar, Banca Mediolanum, Barilla, BIP, Boost Heroes, Cariplo Factory, Cisco, Codemotion, Digital Magics, Digital On Things, Dpixel, Enel Innovation Hub, Engineering, Faster Capital, Favilla, Ferrovie dello Stato, Fondazione Golinelli, Fondazione Social Venture GDA, GrowITup, Guanxi, H FARM, I3p Torino, IAG, IBAN, Innogest, Istarter, JCube, Legacoop, LuissEnlabs, Macnil Gruppo Zucchetti, MetaGroup, Milano Investment Partner, NTT Data, Nuvolab, Oracle, PAM Innovation Hub, Pelliconi, Pranaventures, Seedble, Sella Lab, Siamo Soci Mama Crowd, Smartangle, StarBoost, The Hive, Tim W Cap, UniCredit Start Lab, Zanichelli Venture.

"In these years, thanks to the collaboration of the main players in the world of innovation and entrepreneurship, we have managed to support the creation of realities that today are the strengths of the Made in Italy companies, even abroad. Doing business means taking charge of actions and activities that have a positive impact on society and being able to do it on a continuous basis is a

*satisfaction for all the actors who share the path of building the Festival " - explains **Cosmano Lombardo, Chairman of the Web Marketing Festival** . "This year the initiative has been further enriched thanks to new partners of excellence: their involvement will be invaluable to identify the future Friendz, Tommi and FitPrime, to achieve the common goal of growing the innovative ecosystem and giving a strong impetus for the growth of the country ".*

In previous editions **over 150 companies in the sector**, including partners and investors, **have delivered prizes totaling more than € 750,000**, effectively supporting the development of startups and, at the same time, contributing to the revitalization of the Italian innovative ecosystem.

In addition to the six startups that will be selected for the final phase, other innovative projects will also be able to participate in the Festival thanks to the **Startup Room**, which will constitute a veritable vertical event dedicated to entrepreneurship and the world of startups. The projects will have the opportunity to gain visibility and receive the prizes made available by the partners of the initiative. Last year the room welcomed 36 of the startup candidates for the Competition, who presented their ideas to the participants and to the stakeholders.

All information and procedures for participation in the initiative are available on the portal of the Web Marketing Festival on the page dedicated to the call - [Startup Competition](#) - where the startups interested in the initiative **can send their application**.

After a first selection process of the candidacies by the Festival's Innovation Team, the 6 finalist startups will be announced on May 31st which will go on the Mainstage of the Festival to present their projects to the partners and the public, who will vote for the winners.

Web Marketing Festival

The Web Marketing Festival the biggest Digital and Social Innovation Festival. The numbers of the 2018 edition make it the biggest Italian event in the sector, with over 18,000 appearances recorded in three days, 400 exhibitors and partners and 400 speakers from all over the world. The 7th edition of the Festival, scheduled for the 20th, 21st and 22nd of June 2019, will explore the universe of innovation even further through the creation of over 60 training events, shows, entertainment, business and networking.

For more information:

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