



WMF2021: the 9th edition of the call for the biggest Italian Startup Competition is now open

The biggest Italian Startup Competition will be held in Rimini and Online the 24th, 25th and 26th of June 2021. Past editions have seen more than 2.800 submitted projects - WMF Startup Competition is a springboard for finest business ideas, which can be presented in front of a jury of skilled professionals and investors. Youth entrepreneurship and business networking will flourish in the "Startup Area" and in the "Startup District Area" within the Festival, while winning startups from past editions will have the chance to compete in international cities during the WMF Worldwide Events, WMF international roadshow that begins in the coming May.

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Applications for the **9th** edition of the biggest Italian Startup Competition, carried out by WMF, are now open. Over the years, **WMF' [Startup Competition](#)** has become a reference point for the Italian and European innovation ecosystem, turning to startups, companies and innovative projects to encourage their business growth and their visibility on the market.

The Competition final takes place within WMF June 2021, the biggest Festival about Social & Digital Innovation held on the coming **24th, 25th and 26th of June in Rimini and Online**. In its 2020 double editions the Festival has hosted **over 24.000 online participants** and featured **more than 100 events** about Social and Digital Innovation.

WMF Call for Startups, that in 2020 registered **more than 700 applications**, opens to cutting edge projects and startups (both individuals or teams), guaranteeing a wide range of business and networking opportunities.

The Call will end on the **22nd of May, 2021 - 6 will be the selected finalists** that will have the chance to access the final phase of the Competition and to challenge each other with elevator pitches on the Festival **Mainstage**, presenting their business idea in front of the entire WMF audience and major players in the sector.

Finalist startups that will take the stage will **be voted by the audience and evaluated by a jury** composed of representatives from relevant business realities in the innovative ecosystem, among which: venture capitalists, investors, business partners, stakeholders and leading companies.

As in past editions - in which more than 150 partners and investors have awarded a total value of **more than 1,6 Million euros** - also this year business partners of the WMF Startup Competition will award the winner with several awards, as business opportunities and business acceleration paths. O12 factory, AB Innovation Consulting, Almacube, Amazon AWS, Astra Incubator, Arxivar, Arter, BAN Firenze, BacktoWork, B4i - Bocconi for innovation, Boost Heroes, BP Cube, Carrefour, Cariplo Factory, Como Next, Cross Border Growth Capital, CrowdFundMe, Digital Magics, Digital On Things, Dock3-The Startup Lab, Dpixel, Engineering, Eureka Venture SGR, Exelab, Eterna Capital, Fondazione Golinelli, Fondazione Social Venture Giordano dell'Amore, Gruppo Sapio, 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, OVHcloud, Peekaboo Vision, Pelliconi, Plug and Play,



Pranaventures, Qonto, RDS, San Marino Innovation, Seedble, SeedUp, Sella Lab, SiamoSoci Mamacrowd, Smartangle, Smart Geo Campus, StarBoost, Startup Wise Guys, The Hive, Tim WCap, Two Hundred, United Ventures, UniCredit Start Lab, Zanichelli Venture and Zephiro Investments are some of the major WMF partners.

Cosmano Lombardo, chairman and Ideator of WMF, explained that *“We received about 120 applications to participate in the coming WMF Startup Competition even before the call opening. These numbers speak up for themselves and give us a clear picture on how the Italian - and European - entrepreneurial ecosystem is in great turmoil, and on how WMF has always worked as an accelerator for innovation and for fresh business ideas growth.”* and again *“This year our initiative is further enhanced by the collaboration of many partners and by the creation of an international startup network that involves several European countries. The first international WMF Startup Competition will take place in May, first in Croatia and later in Serbia.”*

Every detail about the selection criteria to participate in the WMF Startup Competition can be found on the [dedicated webpage](#).

Worldwide Events, Startup District and other opportunities within WMF

WMF carries out several initiatives for National and International startups - in May 2021 it will organize two Startup Competitions, one in **Croatia** and one in **Serbia**, aiming at creating a **global entrepreneurial ecosystem** and at weaving an international network of companies, ideas and innovative projects. The two Competitions lay within [WMF Worldwide Events](#), the WMF international roadshow that will stop in **5 different Continents**, reaching out to **12 different Countries**, to carry out satellite events aiming at boosting entrepreneurial and innovative culture and spreading the Made in Italy around the world.

Best candidates from WMF Italian Startup Competition will have the chance to compete in the international competitions held in Croatia and Serbia during the WMF Worldwide Events, **winner startups from these two countries** will have the possibility to compete during the WMF Startup Competition in June 2021, in Italy, coming into direct contact with the Italian market, Italian investors and WMF partners.

Candidate projects to the Italian Startup Competition that will not be selected will still have the opportunity to participate in WMF 2021 through the **“Startup Area”**. The “Startup Area” is the event - within the Festival - dedicated to entrepreneurship. In November 2020 the Startup Area welcomed **36 Startups** and several stakeholders, who spotted interesting projects and decided to reward cutting-edge business ideas with prizes with a total value of **beyond 90,000 euros**.

Another area dedicated to startups is the [Startup District](#), an exhibition area that gathers **sponsors, investors and WMF business partners** where Startups can easily schedule private business meetings or video-calls both in the Rimini Palacongressi or Online through the interactive platform Ibrida.io. The Startup District of WMF past edition welcomed **more than 100 online booths**.

Moreover, aiming at spreading innovative and entrepreneurial culture even among the **youth**, this year MWF confirms the [Startup Competition Young](#), addressed to **under-22s** with innovative ideas that can be turned into businesses.



Over the years the Startup Competition Young received **above 100 applications**, and involved **more than 260 students**. Competition finalists have the possibility to do an elevator pitch in the Startup Area within the Festival to present their business idea, and the possibility to win prizes awarded by partners of the initiative, among which: IBAN, Amazon Web Services and The Hive.

It is possible to apply for the Startup Competition Young **until May 12, 2021**: every information can be found [here](#).

WMF - We Make Future

Over 21,000 participants in the 2019 edition, 2 Million online participants in 2020, more than 500 exhibitors and partners and more than 600 speakers from all over the world - WMF is the biggest Festival about Social & Digital Innovation. Designed and carried out by Search On Media Group, WMF 2021 will take place on the 24th, 25th and 26th of June 2021 in the Rimini Palacongressi and Online on the interactive platform Ibrida.io.

- > **Press Office Contact** press@wmf-festival.com
- > **Startup Competition 2021 Teaser** <https://www.youtube.com/watch?v=ZUYGXRfUj8U>