

# BIGBOOSTER



## THE INTERNATIONAL ACCELERATOR FOR POSITIVE IMPACT

Big Booster mission is to engineer successful international development of entrepreneurship projects/entrepreneurs by connecting innovative ecosystems.

BigBooster is a **non-profit** program that **helps worldwide entrepreneurs to accelerate their international strategy** through relevant connections with local ecosystems **and to better address their market(s)** providing an accurate knowledge of rules/culture.

By now, the other European territories concerned are Lyon (FR) – the coordinator of the initiative - Manchester (UK) and Lodz (PL). The international partnership is currently growing.

The BigBooster community is an international network of start-ups, speakers, mentors, experts and partners empowering and benefiting from a dense & challenging schedule within a confident learning framework.

BigBooster gathers the most innovative companies and people (private/public) in selected impact areas - **Health Impact; Environmental & energy impact: Productive & industrial impact - Social & societal impact** - around one common objective: **supporting the scale up of startups and their extension**. We give the keys to succeed international development by providing resources and qualified network and empower the BigBooster community through Learning expeditions and boostercamps.

The program is divided into 3 sequences

- **Virtual bootcamp** (6 half days; from 27<sup>th</sup> of November until 3<sup>rd</sup> December 2020)
  - o Mentoring sessions
  - o Expert sessions
  - o International experience
  - o Speed-dating
  - o Crash test & jury

The “jury” will listen to all candidates and select up to 16 start-ups that will be allowed to follow the growth sequence & the international growth sequence

- **Growth sequence (jan/feb 2021)**
  - o Big Booster gives start-ups & smes a direct access to key accounts & key partners of Lyon’s territory, including public actors
  - o Example of workshops : « public procurement », « relations between worldwide companies & smes and start-ups »
- **International Growth sequence (march/april 2021)**
  - o Booster Camp in Boston (or virtual)
  - o Then, or in parallel, & in relation with Lyon’s metropole, workshops dedicated to its foreign partners : Manchester, Barcelone, Milano, Torino, Leipzig
  - o Specific following by experts in international domains (French foreign trade advisors network, Business France)
  - o Access to mentors & experts provided by Torino, for people interested in the italian market

- When possible and if piloted by Lyon's metropole together with its partnering city, learning expedition can be planned on the foreign territory targeted. (from feb until may 2021)

The International Growth sequence is not guaranteed. It will be delivered only if sanitary conditions permit it – and if enough companies are interested in the same country.

### **More info about the Impact Areas and eligibility Criteria**

#### *Health Impact*

#LifeSciences #Medtech #Pharmaceuticals #Healthtech #E-health #Foodtech

#### *Environmental & energy impact*

#Sustainability #Mobility #Energy #Resilience #Greentech #Environment #Cleantech #Agritech

#GreenhouseGasesReduction

#### *Productive & industrial impact*

#Cybersecurity #Platforms #Material&processes #BigData #AI #IoT

#3D printing

#Collaborative tool

#### *Social & societal impact*

#HRtech #SharingEconomy #Security #CircularEconomy #ImmersiveLearning #EdTech #CivicTech

More info on **eligibility criteria** are available here:  
<https://bigbooster.org/program/#eligibility>

### **Role of the City of Torino**

The City of Torino has just become partner of the Big Booster Initiative and will help pre-qualify start-up – SMEs participating to its innovation programmes Torino City Lab and Torino Social Impact.

The programme will be designed so to also attract businesses into the local market and to offer then adequate information on the local context.

The City also committed to involve mentors from relevant local organization, so to to showcase the local excellences to support innovative entrepreneurship.

Turin Chamber of Commerce has been already involved to this scope, so to help interested companies to know Turin Local Market.

## **How To participate**

### ***Start-up/SMEs***

Special Procedure/Pre-qualification for TORINO'S LABELLED Start-ups and SMES:

- Fill in the Excel File with your info
- Prepare a 2 minutes video pitch and publish it on a video sharing platform BEFORE applying (Youtube, Vimeo).
- Send out the file and link to [torinocitylab@comune.torino.it](mailto:torinocitylab@comune.torino.it) by 20<sup>st</sup> October at 12.00.

### **Mentors**

- Send Confirmation of Interest to: [torinocitylab@comune.torino.it](mailto:torinocitylab@comune.torino.it) by 21st October at 12.00.

### **For Info:**

Link to the website: <https://bigbooster.org/>

For info please contact: [torinocitylab@comune.torino.it](mailto:torinocitylab@comune.torino.it)