

-The Seeds-



INNOVATION CHALLENGE

-REASON WHY-

ENTREPRENEURS and **START-UPS** play an important role in fostering innovation.

At **BCG WE STRIVE** for nurturing great ideas, transforming them into groundbreaking solutions that contribute to a better future. This is reflected in our purpose: unlocking the potential of those who advance the world.



We firmly **BELIEVE SMART COLLABORATION** is the leading way to give the most promising start-ups the leg up they need.

A **NEW BUSINESS FROM THE GROUND** up can become a demanding endeavor: it implies toil and **HARD WORK, NEVER-ENDING DAYS**, and **HECTIC SCHEDULES**.

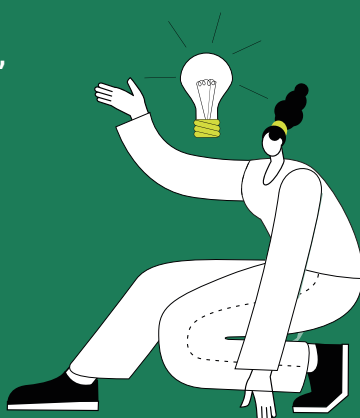
But a **CLEAR PURPOSE** and **VISION** are the heart and soul of every successful company. We therefore ask you to stop, think and write down for us the most challenging dilemma you intend to solve to start a fantastic journey together.

This is the reason why The Seeds, the BCG team that helps start up to build their future, created "**BCG INNOVATION CHALLENGE**": program meant to **ACCELERATE THE GROWTH** of the most **PIONEERING BUSINESS VENTURES**.

-WHO IS THIS PROGRAM FOR?-

INNOVATORS, ENTREPRENEURS, and **LEADERS** from start-ups.

We are looking for the most ambitious and promising **EARLY STAGE ITALIAN START-UPS** in the **DEEP TECH*** **SECTOR**, at any development stage, up to (and including) those who have received a **SERIES-A INVESTMENT**.



*Novel AI, Future of Computing, Novel Energy, Agri Tech, Food Tech and Space Tech

WHAT DOES IT OFFER?

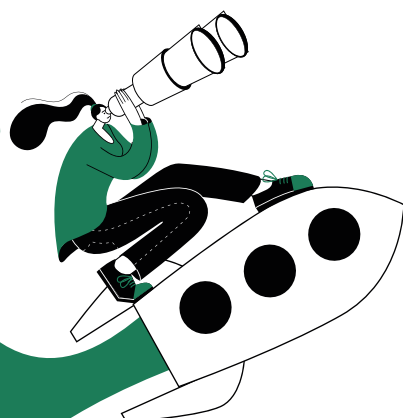


PRO BONO SUPPORT

BCG is offering pro bono, fully-fledged consulting projects to early-stage founders.

NETWORK AND EXPOSURE

Opportunities to get connected with industry experts and investors, and gain exposure through our marketing activities.



-APPLICATION PROCESS OVERVIEW-



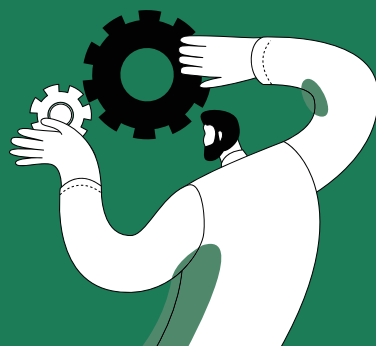
SUBMIT YOUR APPLICATION

Tell us about your project by filling out the application form by **15 MAY 2023**.

PARTICIPATE IN A STRATEGY WORKSHOP AND WIN A CONSULTING PROJECT – The application forms will be reviewed by **BCG The Seeds TEAM & EXPERTS**. The **10 MOST PROMISING INITIATIVES AND EXCITING INNOVATION CHALLENGES** will be invited for a workshop with a team composed by a mix of the best BCG experts and external profiles. Be prepared to pitch:

- (i) who we are & what is our mission – 5 mins
 - (ii) what is our most challenging dilemma and what are our first hypothesis to solve it – 10 mins.
- Expect to receive advice in dedicated sessions.

THE EVENT WILL BE HELD IN BCG MILAN premises the first week of July.



WORKING TOGETHER WITH THE WINNER

THE WINNING VENTURE will then work with a dedicated BCG TEAM to develop, through a **BCG** full consulting project, the answer to their **MOST CHALLENGING DILEMMA**. The project could include default modules from The Seeds as: Market Potential Assessment, market entry Strategy and growth Strategy



INNOVATION CHALLENGE