

Booklet 3

# Methodologies, Tools and Impact of the *INVESTMED Summer School*

*InNoVativE Sustainable sTart-ups for the MEDiterranean* (INVESTMED) Project  
- Work Package (WP) 3



LUMSA  
UNIVERSITÀ



# Project information and Acknowledgements



**ENI  
CBCMED**  
Cooperating across borders  
in the Mediterranean

This booklet is a product of the INVESTMED Project, in the framework of the ENI CB MED Program, an EU-funded initiative.

The Project is led by BUSINESSMED in partnership with, BRD, CCE, CEEBA, EMEA, IED, IEMed and LUMSA (see p. 1).

Please visit the following website to access updated information about the Project: <https://www.enicbmed.eu/projects/investmed>

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The European Union-funded ENI CBC Med Program supported the development of this booklet. The preparation of this booklet was led by LUMSA University.

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The views expressed in the booklet are those of the authors only.



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# The InNoVativE Sustainable sTart-ups for the MEDiterranean (INVESTMED) Project

The *InNoVativE Sustainable sTart-ups for the MEDiterranean* (INVESTMED) Project was funded by the ENI CBC Mediterranean Sea Basin Programme (ENI CBC Med), the largest Cross-Border Cooperation (CBC) initiative implemented by the European Union (EU) under the *European Neighbourhood Instrument* (ENI). The long-term objective of the partnership between the EU and its Southern Neighbourhood was to promote economic integration in the Euro-Mediterranean area, removing barriers to trade and investment between both the EU and the Southern Neighbourhood countries and among the Southern Neighbourhood countries themselves. Particularly, the 2014-2020 ENI CBC Mediterranean Sea Basin Programme brought together the coastal territories of EU and partner countries to foster fair, equitable and sustainable development across the region.

The *INVESTMED Project* started on September 15, 2020. It has a duration of 39 months. It involved Egypt, Greece, Italy, Lebanon, Spain and Tunisia. 3 are the targeted countries: Egypt, Lebanon and Tunisia. The members of the Partnership were:

- *Union of Mediterranean Confederations of Enterprises* (BUSINESSMED);
- *Beyond Reform and Development* (BRD);
- *Chamber of Commerce of Spain* (CCE);
- *Confederation of Egyptian European Business Associations* (CEEBA);
- *Euro-Mediterranean Economists Association* (EMEA);
- *Institute of Entrepreneurship Development* (iED);
- *European Institute of the Mediterranean* (IEMed);
- *Libera Università Maria Ss. Assunta* (LUMSA).



The Project addressed 9 out of 17 Sustainable Development Goals (SDGs), launched by the United Nations in 2015 (through the UN 2030 Agenda) and aimed at transforming our world into a better place by 2030:

- **SDG 4** - Quality Education;
- **SDG 5** - Gender Equality;
- **SDG 8** - Decent Work and Economic Growth;
- **SDG 9** - Industry, Innovation and Infrastructure;
- **SDG 10** - Reduced Inequalities;
- **SDG 12** - Responsible Consumption and Production;
- **SDG 13** - Climate Action;
- **SDG 14** - Life Below Water;
- **SDG 17** - Partnerships for the Goals.







Its **priority** was the creation of an **enabling environment** for **start-ups** and newly established **Micro and Small-Medium Enterprises** (MSMEs) from **Egypt, Lebanon and Tunisia** in the **Green, Blue Economy, Renewable Energy, and Creative & Cultural sectors**. Indeed, both start-ups and new established MSMEs are key drivers of development: they play an essential role as they can generate jobs and stimulate technological, managerial and operational innovation processes.

These were, on the other hand, the **INVESTMED Project's specific goals**:

- to **meet regional challenges effectively** – **particularly** those concerning high levels of **unemployment among young people** (age group 24-35, preferably graduates) **and women** (who, based on socio-economic context analyses, suffer the most from the economic downturn and have difficulty entering the work cycle);
- to **facilitate** participants' **access to both venture capitals and new markets** through capacity building, coaching and mentoring, and Intellectual property Rights (IPR) campaigns.

For this purpose, **INVESTMED Partners implemented** a series of **coordinated activities** included in **5 Work Packages (WP)**:

- **WP1** - Coordination and Management (led by **BUSINESSMED**);
- **WP2** - Communication (led by **EMEA**);
- **WP3** - Creating a supporting environment for Sustainable Business Management (led by **LUMSA**);
- **WP4** - Facilitating access to markets for businesses led by youth and women (led by **IEMed**);
- **WP5** - Capacity building on Intellectual Property Rights (IPR) for public authorities and entrepreneurs (led by **BRD**).



**SCAN ME**

# WP3 - Creating a supporting environment for Sustainable Business Management

The *INVESTMED* Work Package led by LUMSA University

As mentioned, the aim of the *INVESTMED* WP3 - led by LUMSA University - was to create a supportive environment for Sustainable Business Management in the Green, Blue Economy, Renewable Energy, and Creative & Cultural sectors of the 3 target countries (Egypt, Lebanon and Tunisia). The focus was, above all, on start-ups and newly established MSMEs, particularly on those managed or founded by youth and women.

With this goal in mind, the *INVESTMED* WP3 called for the design and implementation of 21 specific *Training Editions* to be delivered in the 3 target countries (i.e., 7 *Training Cycles* per country). The 21 *Training Editions* should have provided the beneficiaries of the project actions with the skills they need to start and manage their own businesses. At the same time, it tried to promote cross-border relations.

These *Training Editions* were preparatory to the selection of 21 *Business Ideas* to be supported in the scouting phase through an online *Coaching and Mentoring Program*.

To graduate from the online *Coaching and Mentoring (C&M) Program*, at the end of each *Training Edition*, Trainees were asked to participate in the selection process by filling out an online form where showcasing their *Business Ideas*. The participation in the competition was not mandatory.

The *Business Ideas* were selected by a **Selection Panel** following 6 selection criteria weighted according to specific percentages. These were the 6 weighted selection criteria: **Team** (20%); **Stage of the idea** (15%); **SWOT Analysis** (15%); **SDGs Impact** (20%); **Innovation of the idea** (15%); **Degree of completion** (15%).

Each member of the **Selection Panel** voted on each of the criteria with a number from 0 to 10. An average of the grades of the Selection Panel was made in order to rank the *Business Ideas*. For each *Training Edition* the highest ranked *Business Idea* was selected.

The rationale of the online *Sustainable Business Management (SBM) Coaching & Mentoring (C&M) Program* was to support the 21 selected *Business Ideas* in their development phase by equipping aspiring and current entrepreneurs with the basic skills, thinking, and confidence to effectively communicate their ideas and attract investors.

In particular, the *SBM C&M Program* was designed to provide aspiring and current entrepreneurs with key guidance and valuable support in refining their pitch presentations and strengthening their strategies and narratives.



# Methodologies and Instruments of the *INVESTMED Summer School*

The **activities** of the *INVESTMED Project* most closely related to the *INVESTMED Summer School* were:

- the design and implementation (through 7 Training Cycles - 20 Training Editions) of an online *Training Program* – the *Sustainable Business Management (SBM) Training Program* with *Tutoring Sessions*;
- the delivery of **11 Webinars** to further deepen the contents of the *SBM Training Program* or explore topics not covered in it;
- the planning and deployment of an online *Coaching and Mentoring (C&M) Program*;
- the organization of **4 Workshops** with investors, business angels and financial institutions.

The *INVESTMED Summer School* came at the end of the *INVESTMED Project* and involved the very owners of the **21 Business Ideas** selected from the 7 Training Cycles (20 Training Editions) and supported in the scouting phase through the online *SBM C&M Program*.

Its objective was to complement the *SBM C&M Program* and take the **21 Business Ideas** from the scouting stage to more structured initiatives.

This was to be aimed at a *Pitch Competition* to be held at the end of the *Summer School* where a **Jury** of investors, business angels, financial institutions and experts (academic and non-academic) would analyse Mentees' *Business Ideas* to enable them to increase their chances of raising risk capital in the future.

For these reasons, the *INVESTMED Summer School* included several activities. Mentees had the opportunity to:

## 1 review and strengthen the contents learned during the *SBM C&M Program* and gain additional knowledge of public speaking techniques

useful for getting through the *Pitch Competition* in the best possible way.

**Additional contents and materials** on both **pitch presentation, strategies and narratives** to effectively communicate their ideas and attract investors and **useful public speaking techniques** were provided to Mentees;

## 2 get to know, through a series of Meetings with Testimonials, investment priorities, access conditions and proceedings to capitals.







3

### learn best practices from the experience of successful Startuppers in the

- **Green sector** – Mentees met a company (*Kanoa Solutions*) whose objective is to **deploy sustainability projects by leveraging smart and innovative technologies** in the **use of energy, water, and waste**.
- **Blue sector** – Specifically, a company (*Test1 Solutions*) which performs scientific research, technology development and experimentation of innovative products for **oil disasters**. It holds an international patent for an **oil absorbent product**, unique worldwide, for **preventing and reclaiming environmental damage caused by oil spills**.
- **Creative & Cultural sector** - A company (*Arcibold*) which believes that **guests** are the **core value of bookings**. It aims to **make customers happy and enjoy their stay** by **increasing the revenue of the host** who provides the accommodation.

4

### further improve their *Elevator Pitch* in terms of structure, language, delivery and non-verbal cues.

During the *Summer School Afternoon Labs*, Mentees were asked to

- **update** their *Elevator Pitch*, based on what they have **learned from Testimonials** in the morning and thanks to **feedback from Colleagues and Tutors**,
- **rehearse** it in front of a **larger audience** each time, and
- **prepare Presentation Slides** that were sent in advance to the Jury;

5

### visit successful Italian examples and projects in the field of sustainability located in some of Italy's most beautiful cities (**Rome, Siena, Florence and Salerno-Amalfi Coast**).

Particularly, Mentees had the opportunity to visit:



#### THE CHIUSDINO PLANT

*Enel Green Power,  
Consorzio per lo Sviluppo delle Aree Geotermiche (CoSviG S.c.r.l.) &  
Laboratorio del Centro di Eccellenza per la Geotermia (CEGLab)*

The **Chiusdino Plant** was built in **2011**. It has adopted the **Sustainable Plant Model**: all relevant **safety and environmental standards** are applied, as well as those to ensure **respect for both the local communities and environmental, architectural and cultural heritage**. Thanks to the **completion of the district heating system**, the town of Chiusdino has become **completely carbon free**. This makes an important contribution to boosting **Circular Economy and sustainability** (for instance, an agricultural production chain that prioritizes sustainability is promoted: local **basil, tomatoes and flowers** are **cultivated in geothermal greenhouses**).





## FISH4FISH

University of Siena - Department of Biotechnology, Chemistry & Pharmacy

The *FISH4FISH* Project – an **Italy-Spain partnership** – aimed to **reduce** sea and terrestrial plastic **litter** and **promote** the **transition** towards **Circular Economy Models** and a **fossil-free future**. **Fish waste** and **chitosan** are the focus of this Project, co-funded by the European Maritime and Fisheries (**EMFF**) **Programm** and whose **Coordinator** was **Prof. Rebecca POGNI**. Thanks to *FISH4FISH*, **prototypes** (trays and film for fish packaging) of **industrial interest** have been **produced**. The **bioplastic, biodegradable and compostable**, enhances the **fish shelf-life** due to its **antimicrobial and photoprotective properties**, with **fertilizing activity** at the end of its life.

## UNICA CASEIFICIO BIO.

PELLEZZANO | 8, Via Sabato De Vita  
Gino & Raffaele LIGUORI

Opened in April, 2021, *Unica Caseificio Bio.* has helped **requalify** an abandoned **area** of great **cultural and historical value** (the arches of an **old medieval aqueduct** welcome visitors). The business includes an outdoor and an indoor space. Outside: **electric charging stations for cars**, picnic area, playground, as well as a **natural tribune** for hosting events, initiatives and shows. Inside: a **completely environmentally sustainable structure**, made almost entirely of **steel, wood and glass**. *Unica Caseificio Bio.* sells **local products** made with **organic buffalo milk** from the farms in Paestum.



## GIFFONI EXPERIENCE & GIFFONI INNOVATION HUB

*Giffoni Experience*, founded by Claudio **GUBITOSI**, has been an active **cultural factory** for 50 years. Over time, it has become an **important cultural and social facilitator**. Its main **target** audience is **kids, teens and families**. Since 2022, Giffoni has developed an **initiative** dedicated to **sustainability** (in its **social and economic meanings**, starting from the needs, doubts and hopes of **young people**): *Verde Giffoni*. The **concept** is **transmitted** through cinema, culture, communication, music and innovation.

*Giffoni Innovation Hub* is a **startup** founded in January, 2015 by Luca **TESAURO**, Orazio Maria **DI MARTINO** and Antonino **MURO**. It works in the Italian and international market, and it represents a strategic, operational **hub** which can elaborate, give value and support projects, events and formats in the **domains** of **creativity, digital culture and innovation**.



# TESTIMONIALS & STARTUPPERS

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## Elisabetta BERTO

*Specialist in financial inclusion and economic empowerment*

Elisabetta has **more than ten years of experience in micro-finance**, with a significant **expertise in developing countries** (Kenya, Argentina, Peru, Paraguay, Mexico, Palestine, Ghana, Ecuador, Mozambique, Kosovo).

She has been **managing access to credit projects** with a focus on **technical assistance** and **training** to the benefit of cooperative associations of savings and credit.

She is **interested** in **financial inclusion** and **sustainable development**.



## Filippo Maria CAPITANIO

*CEO & founder - Tender*

Filippo Maria is a **strategic and creative self-starter**, with **analytical and management skills** developed in **several years of cooperation with private companies, non-for-profit organizations and**, lately, through the development of personal **for-profit and non-for-profit activities, launching innovative startups**. - see <https://tndr.it/>



## Giovanni CIANFERONI

*CEO - Arcibold (Innesta srl)*

Considered one of the leading experts in **e-commerce and digital retail**, Giovanni has been spending his life in studying the dynamics of commerce through computer networks.

Today he deals with the realization of e-commerce projects providing advice to companies for the **optimization of processes** and as a **coach for the new generations of e-commerce startups**.



## Jessica COSTA

*Junior Researcher - University of Siena*

Jessica is a **researcher specialized in the production and characterization of biobased materials**. With a **Ph.D. in Chemical and Pharmaceutical Sciences**, focusing on **physical chemistry**, she contributed to the **FISH4FISH Project** as a postdoctoral researcher.

Jessica's work is based on the **valorisation and analysis** with spectroscopic and spectrometric techniques, **of agri-food matrices and fish wastes** for the **development of innovative materials** in agreement with **circular economy principles**. - see <http://fish4fish.dbcf.unisi.it/>

# TESTIMONIALS & STARTUPPERS

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## Alessandro LAMANNA

*Strategy Definition, Brand Positioning and International Expansion Consultant - Factory Accademia*

Alessandro has 25 years of **commercial experience** built in diverse Industries, Geographies with balanced skills among Sales, Marketing, Finance, Strategy and Leadership in cross-cultural environments.

He worked in Europe, Latin America, North America, India, Middle East, Africa.

He is **Professor of Business Strategy** at *LUISS University* in Rome.



## Alvisè PISENTI

*Managing Director and Co-Founder - Kanoa Solutions*

Alvisè is a **young entrepreneur** who has been working in the field of Sustainability since 2017. He participated in the **first edition of LUMSA's Master in SDGs** and has ever since been working in environments committed to **promoting green practices**, including UN Agencies, consultancy firms, NGOs and more.

**He has now built his own company** where he **provides environmental solutions that reduce resources' consumption** (water, energy, plastic, waste) **in the private and public sectors** through sustainability projects tailored to the company's needs. His aim is **to convey green and innovative technologies to markets** that lack the expertise to reduce their environmental footprint. - see [www.kanoasolutions.com](http://www.kanoasolutions.com)



## Rebecca POGNI

*Professor of Physical Chemistry - University of Siena*

Rebecca Pogni is **full professor of Physical Chemistry** at the **University of Siena**. **University delegate in the cluster SPRING** (*Sustainable Processes and Resources for Innovation and National Growth*). She acted as **President of Sezione Toscana Società Chimica Italiana** and **member of the board of Italian Division of Physical Chemistry and the Italian Group on Electron Spin Resonance (GIRSE)**. **National delegate in different COST Actions:** COST D11, COST D27 and active member of COST P15 and COST FP0602.

From 2000 her **research activity** has mainly been **based on the use of the EPR technique for the structure-activity relationship studies on oxidative enzymes and their biotechnological applications** with a special **focus** on the application of **green technologies for the production of novel biomaterials and LCA studies**. **Coordinator of EU projects in the Eco-Innovation field (FISH4FISH and BISCOL Projects)** she is author of more than 100 publications on peer reviewed journals. - see <http://fish4fish.dbcf.unisi.it/>



# TESTIMONIALS & STARTUPPERS



## Javier SANCHEZ-MARCO

*Entrepreneur and Business Angel*

After a long career in the multinational corporate world, now Javier has got 5 successful companies and **has been a business angel for dozens of companies.**

He has **invested in over 30 startups.**

He thinks that "Nothing is more **inspiring** to emerging entrepreneurs than hearing **how people pushed through challenges, learned from mistakes and kept trying** until they hit that sweet spot." - see [javier Sanchezmarco.com/en/](http://javier Sanchezmarco.com/en/)



## Alessandro TAINI

*CEO - Test 1 Solutions SB S.r.L*

Alessandro is the co-founder of the Italian startup **Test 1 Solutions** that is **leader** in the experimentation of **innovative products for oil disasters.** - see [www.test1solutions.com](http://www.test1solutions.com)



## Luca TESAURO

*Founder, Chairman & CEO - Giffoni Innovation Hub*

Luca is a **manager of cultural and digital innovation for creative industries.**

He constantly **collaborate with universities, governments, foundations and private companies creating new digital projects** and connecting young talents with startups and big corporates. - see <https://www.giffonihub.com/?lang=en>



## Filippo VETTORATO

*Investment Manager - Banca Etica*

Filippo is a **micro-finance and micro-enterprise development specialist** He is particularly focused on **evaluation and provision of evaluation services for Micro-finance Institutions**, especially in rural areas.

He is also a **specialist in e-commerce start-up and management** and an **urban agriculture practitioner** (he is involved in the **design and production of urban container gardens** - see [www.ortosulterrazzo.it](http://www.ortosulterrazzo.it)).





# Pitch Competition

As said, the whole *INVESTMED Summer School* was aimed at a **Pitch Competition** to be held **at the end of it**.

Each Mentee (no team pitches were allowed) had **to present during a single round his/her Business Idea** in the **Green, Blue Economy, Renewable Energy, and Creative & Cultural sectors** in an **effective and attractive way** to a **Jury** of investors, business angels, financial institutions and experts (academic and non-academic) in order to **increase their chances of raising risk capital** in the future.

Mentees had **to**:

- **prepare a 5-minutes Elevator Pitch;**
- **update and rehearse** it during the *Summer School Afternoon Labs* in front of a **larger audience each time;**
- (always during the *Summer School Afternoon Labs*) **prepare Presentation Slides** to be used during his/her *Elevator Pitch* and to be sent to the Jury in advance.

Each Mentees had at his/her disposal **no more than 8 minutes total**, strictly **timed as follows**:

- **5 minutes** were allocated to the *Elevator Pitch*.

During this time **Mentee was not to be interrupted**.  
Time began when the Mentee began to speak.

- **3 minutes** were allocated to the **Jury**

of investors, business angels, financial institutions and experts (academic and non-academic) **to ask questions** (if any).  
Time began when the first member of the Panel began their first question.

All **Pitches** were **evaluated** by a **Jury** of investors, business angels, financial institutions and experts (academic and non-academic) following these **Evaluation Criteria** (4 for the contents, 2 for the delivery) **weighted according to specific percentages**:

## Pitch Content

### **A** Customer and Problem - 20%

was it clear from the pitch **who** the *Business Idea* was **targeted to**? Was there a specific **pain point** the founders were **addressing for that customer**? Was the total addressable **market size significant**? Was the **need** for the *Business Idea* **real**?

### **B** Solution and Benefits - 20%

Did the *Business Idea* **successfully address the stated problem**? Did the founders **explain and/or demonstrate**, in simple language, **how the Business Idea works and what the key features** are? Were there **meaningful or measurable benefits** to the customers that uses thw *Business Idea*? (faster, cheaper, easier, etc.)

### **C** Feasibility - 20%

Was the **implementation** of the *Business Idea* **feasible** (considering the time, capital, and other resources that will be required)?

### **D** Innovation - 15%

Was it clear **what** made the *Business Idea* **unique, better, or different**? How strongly did the Jury believe in its **potential** to win the market?

## Pitch Delivery

### A Crowd Engagement - 15%

Was the **presenter relatable** to the audience? Was the presenter **enthusiastic and passionate** about his/her Business Idea?

### B Effective Presentation - 10%

Did the presenter **convey** their *Business Idea* effectively?

The members of the **Jury** were moreover **asked to offer feedback/advice as if they were an investor looking for deals**.

The **Jury's judgment** were expressed in a **scale of 1 to 5**, as follows:

**5 = Excellent** presentation on all counts

**4 = Very good** presentation with minor issues in one or more evaluation areas

**3 = Pitch can be significantly improved** but is satisfactory overall

**2 = Pitch is incomplete and severely lacking** in one or more evaluation aspects

**1 = Candidate does not even try**



# PROGRAM

Monday,  
SEPTEMBER, 4

**ROME**  
**LUMSA University**  
28, Via Pompeo Magno,  
3rd floor - Classroom 12

09:00 am	Participants gathering	
09:15 am	Welcome and Opening Remarks	Giovanni <b>FERRI</b> & Agnes <b>BIHARI</b>
09:30 am	Introduction of Participants <i>Icebreaker Game:</i> <b>Two Truths and One Lie</b>	State <b>3 facts about You (two truths and one lie)</b> on a piece of paper and read them aloud. Others have to guess what the lie is.
10:00 am	<i>Review and Strengthen the Contents of the Coaching and Mentoring Program</i>	Alessandro <b>LA MANNA</b> - <b>Factory Accademia</b>
11:00 am	Q&A Session	
11:15 am	Break	
11:30 am	<i>Useful Public Speaking Techniques</i>	Alessandro <b>LA MANNA</b> - <b>Factory Accademia</b>
12:30 pm	Q&A Session	
12:40 pm	<i>Guided practice</i>	Alessandro <b>LA MANNA</b> - <b>Factory Accademia</b>
01:00 pm	Light Lunch	<i>LUMSA University</i> <i>Ground floor - Salottino</i>
03:00 pm	Work on it!	Update Your <i>Elevator Pitch</i> based on what You have learned in the morning. <b>Prepare 3 different Pitches of 7, 5 and 3 minutes</b> respectively and <b>add a captivating detail</b> for each one.
04:00 pm	Rehearse!	<b>Test</b> Your 3 Pitches: <b>record yourself!</b> Then <b>watch the videos back</b> . <b>Share them also with Your Colleagues</b> (work in groups of 3) and let them give You <b>feedback and recommendation</b> (verbally or anonymously by writing).
05:00 pm	Wrap-up	<b>Share highlights</b> and <b>Your key takeaways</b> .

# PROGRAM

Tuesday,  
SEPTEMBER, 5

ROME  
LUMSA University  
3rd floor - Classroom 12

09:00 am

Participants gathering

09:15 am

*Team Building Game:*  
**One Word Game**

What is the **one word** You would use to describe Yourself (related to entrepreneurship) and **Why?** Pick one!

09:30 am

*What does a Business Angel look for to offer his Capital to New Entrepreneurs?*

Javier **SANCHEZ-MARCO**

10:15 am

**Q&A Session**

10:30 am

**Break**

10:45 am

*Team Building Game:*  
**Who/What is Your Role Model and Why?** (related to entrepreneurship)

You have **1 minute** to state: **What drives** You? **Which Values** are You referring to? Are You **inspired** by a **specific entrepreneur/start-upper?**, etc.

11:00 am

*The Investment Process:*  
**Stages and Critical Paths**

Javier **SANCHEZ-MARCO**

11:45 am

**Q&A Session**

12:30 pm

**Light Lunch**

LUMSA University  
Ground floor - Salottino

03:00 pm

**Work on it!**

**Update Your Elevator Pitch** based on what You have learned in the morning.  
**Start preparing** the **presentation slides** that You will **submit to the Jury by Thursday, September 7, 2023, 6 pm.**

04:00 pm

*Team Building Game:*  
**7 Things We Have In Common**

(Play in 5 groups of 4) **Discuss** among Yourself and **draw 7 things** you share.

04:20 pm

**Rehearse!**

**Test Your Pitch** (5 minutes)... **speed-dating with Your Colleagues!** Go through a series of short face-to-face meetings with Your Colleagues trying to find out what You need to work on.

05:30 pm

**Wrap-up**

**Share highlights** and **Your key takeaways**, then... **discuss** the **10 Things We Have In Common-Game** in the big group.



# PROGRAM

Wednesday,  
SEPTEMBER, 6

ROME  
LUMSA University  
3rd floor - Classroom 12

09:00 am

Participants gathering

09:15 am

*Team Building Game:*  
**What's Your Theme Song?**

You are in a movie. **What song would play when You walk into a scene?**

09:30 am

*Assessing the Creditworthiness of Start-Ups* - Theory

Filippo **VETTORATO** - Banca etica

10:15 am

Q&A Session

10:30 am

Break

10:45 am

*Team Building Game:*  
**The End...**

**Complete the sentences** by saying what is on **Your mind!**

11:00 am

*Assessing the Creditworthiness of Start-Ups* - Exercises

Elisabetta **BERTO**

11:45 am

Q&A Session

12:30 pm

Light Lunch

LUMSA University  
Ground floor - Salottino

03:00 pm

Work on it!

**Update Your Elevator Pitch** based on what You have learned in the morning.  
**Continue preparing the presentation slides** that You will **submit to the Jury by Thursday, September 7, 2023, 6 pm.**

03:45 pm

Break

04:00 pm

Rehearse!

**Test Your Pitch** (5 minutes) during a **Flip Class**, in front of Your Colleagues and Guardian Angels! Find out what You did well and what You need to work on.

05:30 pm

Wrap-up

**Share highlights** and **Your key takeaways.**

# PROGRAM

Thursday,  
SEPTEMBER, 7

ROME  
LUMSA University  
3rd floor - Classroom 12

09:00 am

Participants gathering

09:15 am

*Team Building Game:*

**Let's Celebrate our Community!**

Learn a new song from Gambia that involves clapping and moving at an increasing speed and... have fun!

09:30 am

*Meet a successful Startupper in the Green sector* Alvisè PISENTI - Kanoa Solutions

*Meet a successful Startupper in the Blue sector* Alessandro TAINI - Test1 Solutions

10:30 am

Q&A Session

10:45 am

Break

11:00 am

*Team Building Game:*

**What I Cherish about My Culture**

Show something representative from Your country or region, and describe why it is Your favourite choice to showcase it to people from other cultures.

11:15 am

*Meet a successful Startupper in the Creative & Cultural sector*

Filippo Maria CAPITANIO - Trend  
Giovanni CIANFERONI - Arcibold (Innesta srl)

11:45 am

Q&A Session

12:30 pm

Light Lunch

LUMSA University  
Ground floor - Salottino

03:00 pm

Work on it!

Update Your *Elevator Pitch* based on what You have learned in the morning.

Finalize the presentation slides to **submit** them to the Jury by **6 pm today**.

04:00 pm

*Team Building Game:*  
**Charades**

(Play in 3 groups of 7) Get the others to **guess** a word or phrase by acting it out, **without speaking**.

04:15 pm

Rehearse!

**Test Your Pitch** (5 minutes) during a **Flip Class**, in front of all Your Colleagues and Tutors! Find out what You did well and what You need to work on.

05:00 pm

Wrap-up

**Share highlights** and **Your key takeaways**.

# PROGRAM

Friday,  
SEPTEMBER, 8

Company  
Visits



*SIENA*

Saturday,  
SEPTEMBER, 9



*FLORENCE*

Sunday  
SEPTEMBER, 10



*SALERNO  
(AMALFI  
COAST)*

Monday,  
SEPTEMBER, 11

Company  
Visits

*SALERNO*



# PROGRAM

Tuesday,  
SEPTEMBER, 12

ROME  
LUMSA University  
3rd floor - Classroom 12

09:00 am

Participants gathering

09:15 am

*Team Building Game:*  
**Whose story is it?**

**Write down/Draw a funny or weird story about Yourself** (something you have done/experienced). No fiction!

09:30 am

**Explanation of How the Pitch Competition will take place the next day** (e.g. proceedings, evaluation criteria)

Alessandro **LA MANNA** - Factory Accademia

10:30 am

**Q&A Session**

10:45 am

**Break**

11:00 am

*Team Building Game:*  
**Apple, Orange and Banana!**

**Listen to instructions** and simply... have fun!

11:05 am

**Model Pitch Competition (MPC)**  
- Part 1

**Test Your Pitch** (5 minutes) - **use Your presentation slides** too - in front of Your Colleagues, Guardian Angels, Tutors and LUMSA Staff. Learn how to "move". Act as You are in front of the **actual Jury**. Get their **feedback** and answer any **questions** they may have. **10 Mentees** (5 minutes Pitch each).

12:50 pm

**Q&A Session**

12:30 pm

**Light Lunch**

LUMSA University  
Ground floor - Salottino

03:00 pm

*Team Building Game:*  
**Pink toe**

**Listen to instructions. Press** different parts of Your **body to objects** around the Classroom, depending on their **color**.

03:05 pm

**Model Pitch Competition (MPC)**  
- Part 2

**10 Mentees** (5 minutes Pitch each).



# PROGRAM

Wednesday,  
SEPTEMBER, 13

ROME  
LUMSA University  
3rd floor - Classroom 12

09:00 am	Participants gathering	
09:15 am	Welcome and Opening Speeches	Giovanni <b>FERRI</b>
09:35 am	<i>Explanation of How the Pitch Competition will take place (e.g. proceedings, evaluation criteria)</i>	Agnes <b>BIHARI</b>
09:45 am	<b>Actual Pitch Competition</b> - Part 1	<b>7 Mentees</b> (5 minutes Pitch each) + <b>Questions</b> from the <b>Jury</b> (if any). Max. 8 minutes for each Mentee.
11:00 am	Break	
11:15 am	<b>Actual Pitch Competition</b> - Part 2	<b>7 Mentees</b> (5 minutes Pitch each) + <b>Questions</b> from the <b>Jury</b> (if any). Max. 8 minutes for each Mentee.
12:30 pm	Light Lunch	<i>LUMSA University Ground floor - Salottino</i>
03:00 pm	<b>Actual Pitch Competition</b> - Part 3	<b>6 Mentees</b> (5 minutes Pitch each) + <b>Questions</b> from the <b>Jury</b> (if any). Max. 8 minutes for each Mentee.
04:00 pm	Consultation of Jury members and final evaluation	
04:30 pm	Reading of the final evaluation ranking	
04:40 pm	Conclusion Speeches	Giovanni <b>FERRI</b>

## JURY

Nader **ALJORF**, Program Manager - **StartUps Without Borders (Network)** | Egypt

Aya **EL-ARIEF**, CEO - **Warrd | Egypt**

Tarek **EL KADY**, Founder & Chairman - **Mediterranean Business Angel Investors** | Egypt

Haifa **NAJJAR**, Portfolio Manager - **Alfanar** | Lebanon

Jonàs **SALA**, Co-founder - **Verkami (Crowdfunding Platform)** | Spain



# Remarks

**A**

To

- **help** Mentees **get to know each other**,
- **foster fellowship** within the group and to **make it a team**,
- **cheer up the group**, when it tends to become a little sleepy or less motivated,
- **promote the learning process**,

**each day** (with the exception of those dedicated to visit successful Italian examples and projects in the field of sustainability), **early in the morning, in the middle of the morning and before starting the *Summer School Afternoon Labs*, the *INVESTMED Summer School Agenda* included icebreaker, team building activities and energizers.**

**B**

In addition, the ***Cooperative Learning and Peer Education Methodologies*** (especially during the activities planned as part of the *Summer School Afternoon Labs*) allowed for

- the **fostering of fellowship** among Mentees,
- the **enrichment of understanding of different perspectives**, facilitating the **cross-pollination of ideas**,

the **improvement** (through **feedback from Colleagues and Tutors**) of ***Elevator Pitches*** in terms of structure, language, delivery and non-verbal cues.



**C**

Moreover, the opportunity to present, exploiting the ***Flip Class Methodology***, their ***Business Ideas*** through their updated ***Elevator Pitches*** **before a Jury of investors, business angels, financial institutions and experts** (academic and non-academic) to **raise risk capital**, made the **Mentees** become the (and feel at the) **center of the whole experience**.

**D**

Last but not least, given the close connection of the Project with the SDGs, **the whole *INVESTMED Summer School* has been organized with a focus on sustainability:** means of transportation (trains and coaches), meals, restaurants, learning materials and gadgets were conceived **to have the least possible environmental impact.**



# INVESTMED CONTACT



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