



#WORTHEXHIBITION

MILAN DESIGN WEEK 2023
VIA SIRTORI 32, MILAN, ITALY
18-23 APRIL 2023

1st CALL WINNING PARTNERSHIP PROJECTS' RESULTS EXHIBITION AT FUORISALONE MILAN DESIGN WEEK 2023

Dates: 18 April – 23 April, 2023

Opening hours: 11:00 h – 18:00 h

Location: [Via Giuseppe Sirtori 32. Milan, Italy](#)

With an **overall exhibition space of 300 sqm**, centrally and strategically located across the [Fuorisalone](#) circuit, the exhibition venue is in one of the most popular, artistic, charming and well-known districts of Milan. The chosen venue is on the second floor of a building that faces [Casa Galimberti](#), one of the most beautiful and historical buildings in Milan. Our place in Via Giuseppe Sirtori is 200 m away from Porta Venezia metro station and 20 min walking distance from Central Station Milano Centrale.

The participation of the 65 partnerships is already confirmed. At least one member of the partnerships will take part in the event for at least 1 full day. A broad range of projects' results including prototypes, minimum viable products (MVP), and final products will be exhibited.



SETUP SCHEDULE

- 1st day setup - 17 April, 9AM - 8PM
- 1st exhibition day - 18 April, 11AM - 6PM
- Additional setup days - every morning from 8AM to 11AM and every evening from 6PM to 9PM

DISMANTLING SCHEDULE

- The main dismantling day will be 24th April
- If you are leaving before the end of the exhibition, you should dismantle your prototype from 6PM to 8PM on your last day

The **networking activities** between the partnerships' members are taking place at the exhibition venues. A virtual marketplace will be implemented before the exhibition for the partners to feature their businesses' demands and interests as well as their offers. Interested participants will then have the chance to get in touch with other participants to schedule bilateral meetings on-site. Spontaneous chats will also be triggered through the implementation of a marketplace board where attendees will spot their interests and needs with their respective contact details and schedule availability.

To foster networking vibes, traditional snacks, and music will be available on two days of the week during the aperitivo time.

The networking activities between the partners aim to foster **best practices, knowledge and business exchange**.

Join us for the aperitivo on 18 April and 21 April at 18:30 h at the venues in Via Sirtori.



ON-SITE WORKSHOPS

1st CALL WINNING PARTNERSHIPS

<u>Dates:</u>	18 April – 19 April, 2023
<u>Opening hours:</u>	9:00 h – 12:30 h / 14:30 h – 16:30 h
<u>Location:</u>	Aula Convegna “Carlo De Carli” Politecnico di Milano - Campus Bovisa Durando Via Durando 10 Building B9

As part of the Coaching Programme offered by WORTH, a program of **insightful on-site workshops and masterclasses will take place on 18 and 19 April at Bovisa Campus of Politecnico di Milano**. Partnerships will have the opportunity to **acquire new or enhance knowledge to continue mastering their projects and developing business creation beyond their participation in WORTH**.

Campus Bovisa of Politecnico di Milano is very well communicated with the exhibition venue. Both places are communicated through Milano Bovisa and Porta Venezia metro stations. Participants can easily commute by direct metro line in 20 min without any transfer in both directions.

See the programme of workshops below. If you are in Milan during these days, do not miss out!

DAY 1: 18 April 2023

9:15 h – 9:45 h

Registration.

9:45 h - 9:50 h

Welcome words and practical information.

Korinna Mollá, AITEX - WORTH Project Coordinator.

Chiara Colombi POLIMI – WORTH Consortium Partner.

9:50 h – 10:00 h

Opening session “EU policies and actions by DG GROW for creative industries”.

Ilona Lelonek Husting – Policy officer DG GROW G2 Unit Proximity, Social Economy, Creative Industries, European Commission.

10:00 h – 12:00 h

Workshop 1 “B2C E-commerce: How to define an effective strategy to sell online”.

Speaker: [Riccardo Mangiaracina](#) | Logistics and Production Systems expert.

14:30 h – 16:30 h

**Workshop 2 “Investment readiness: finding your fit”
Part 1: Understanding the investment readiness, investment options and investment position.**

Speaker: [Ryan Clott](#) | Business-minded designer and design-minded businessperson.

16:30 h

Goodbye Day 1!

Come along to the welcome cocktail at our exhibition venues in [Via Giuseppe Sirtori 32](#).

DAY 2: 19 April 2023

9:15 h – 11:15 h

Workshop 3 “Investment readiness: finding your fit” Part 2: Formulation of the investment roadmap: The investment fit canvas.

Speaker: [Ryan Clott](#) | Business-minded designer and design-minded businessperson.

11:15 h – 11:30 h

Coffee break.

11:30 h – 12:30 h

Workshop 4 “Intellectual property and the digital world: a new challenge?”.

Speaker: [Anna Maria Stein](#) | IP Expert and Of Counsel.

12:30h

Goodbye Day 2!

ON-SITE IP HELPDESK & ADVISORY SERVICES

On-site IP helpdesk & advisory services will be made available for participants on 19 and 20 April. Partnerships will be given the opportunity to schedule consultations with the Contractor IP expert and of counsel Ana Maria Stein.

Where:

On 19 April at Politecnico di Milano right after the workshop from 13:30 h – 15:00 h

On 20 April at the exhibition venue in Via Sirtori from 10:00 h – 12:00 h

Only pre-booked meetings will be arranged. For a meeting request, email the IP expert at formalisation@worthproject.eu

KEYNOTE SPEAKERS

ANNA MARIA STEIN



Anna Maria is an Of Counsel based in Milan and she joined our firm in the Commercial and IP department in 2021.

She deals with issues relating to trademarks, patents, models, designations of origin, competition, know-how, copyright and antitrust both in and out of the courts. She has also developed considerable experience in contracts for the assignment of rights of economic use and agency and distribution relations.

She likes to work in international environments where she has developed a remarkable ability to work in teams, cooperating with large European law firms.

Her thorough preparation and ability to assess risks allows her to give concrete and timely answers, anticipating problematic situations.

Due to her personal and professional skills, Anna Maria is at ease in the management of litigation where speed, dialectics and determination can make all the difference.

In recent years, Anna Maria has been following European Community calls for tenders for support to SMEs in innovation and digitization.

She is member of the Italian group on trademarks AIPPI, International Association for the Protection of Intellectual Property. She is member of the executive committee of LES Italy.

The workshop: Intellectual Property and the Digital World: a new challenge?

New technologies and digitalisation have brought new challenges in the field of Intellectual Property. A journey from “conventional” Intellectual Property as inventions, artworks, trademarks, logos to “unconventional” Intellectual Property as digital artworks, NFTs, sounds, memes, GIFs.

RYAN CLOTT



Ryan is a seasoned entrepreneur and collaborator with a strong focus at the intersection of innovation, education, and entrepreneurship. With over 15 years of experience in the creative industries, particularly the fashion and tech sectors, Ryan is an active contributor in the startup ecosystem in both the USA and Europe.

As a 3x startup founder and a mentor for over 150 startups globally, Ryan brings a rare perspective to the table. He has collaborated with eight accelerators across Europe and has been instrumental in driving success for many founders and support organizations. Ryan's expertise in building and supporting ventures enables him to be more effective as a bridge between founders and support organizations.

Currently serving as the COO of Folkalist, a Mentor for VentureVilla Accelerator, and a facilitator for sprints and workshops for future-focused organizations, Ryan is committed to enabling success for all stakeholders in the startup ecosystem.

To learn more about Ryan's work, please visit www.innovationarchitect.co.

The workshop: “Investment readiness: finding your fit” Part 1: Understanding the investment readiness, investment options and investment position

PART 1:

One of the biggest challenges for any project is fundraising, and it's essential to understand the investment process to avoid making costly mistakes. Many investors have seen projects fail due to a lack of understanding of the investment process, including its different stages, mechanics, and expectations.

In Part 1 of our workshop, we focus on **UNDERSTANDING**. The objective is to familiarize you with the different financial instruments available and provide insight into what successful engagement looks like through each investment channel. We will also assess your project's investment readiness, using the Investment Readiness Assessment, which will help you understand your options, stage, and the 'rules of engagement' for your specific investment channel. With this knowledge, you can identify the best investment fit for your project, targeting an investment channel that allows for the greatest chance of success at your current stage.

By the end of Part 1, you should be able to match your project's investment readiness position with the most appropriate investment channel.

The workshop: “Investment readiness: finding your fit” Part 2: Formulation of the investment roadmap: The investment fit canvas

PART 2:

In Part 2, we focus on **ACTION** — what steps can you take to achieve your investment goals.

Just as having a product or operational roadmap is critical, so too is an investment roadmap. That's why we introduce the Investment Fit Canvas in Part 2. This tool will help you identify your project's investment goals, reverse-engineer these goals, and ultimately create a roadmap for a more prepared investment approach. By understanding what investors expect and designing a strategy to make yourself a more attractive candidate for investment, you can identify concrete, actionable steps to find your investment fit.

Combining your understanding of your project's position, identifying its best investment fit, and designing an actionable roadmap for investment success will enable you to present yourself to the most suitable investment candidates. Just like dating, investment requires a match on both sides. Your best chance for success is to identify and facilitate this matchmaking, which can only happen when there is alignment on both sides.

The goal of Part 2 is to help you understand how to facilitate a better match between your project and potential investors. With this knowledge, you'll have more leverage and a greater probability of attracting the right investment fit.

RICCARDO MANGIARACINA

PhD in Management Engineering, Riccardo Mangiaracina is Associate Professor at the Department of Management, Economics and Industrial Engineering at Politecnico di Milano, where he teaches “Management of Logistics and Production Systems”, “Logistics Management” and “Digital Business Innovation”. At Politecnico di Milano Riccardo is one of the founders of the B2c Logistics Center, Head of scientific research of “Digital B2b” and “B2c eCommerce” Observatories, “Digital Export”, “EdTech” “Augmented Reality & Metaverse” Observatories. He is author of more than 50 papers published on international journals and conference proceedings, mainly about Logistics, Supply Chain Management, B2c and B2b eCommerce.

The workshop: “B2C E-commerce: How to define an effective strategy to sell online”

The seminar will provide the attendees with:

- the definition of B2c eCommerce
- a picture of its diffusion in the most developed markets as well as in the main sectors
- the main critical success factor of a B2c eCommerce initiative, with a specific focus on the impact of volumes
- the main sources of value for a traditional company (manufacturers/retailers)
- the development of an online multi-channel strategy, with the features, functionalities and limits of the different alternatives considered
- the development of an omnichannel strategy, with the different paths that can be designed/adopted