



The G20 Innovation League

(Sorrento, 9-10 October 2021)

A Special Event proposed under the auspices of the G20 Italian Presidency,
to the benefit of the Trade Ministerial Track,
in collaboration with the Digital Economy Ministerial Track

FAQ following international VTC held on June 7th, 2021

Selection process

- What is the expected role of government representatives/regional organizations and of “peers”?
 - During the past few months, the Italian Presidency presented the highlights of the event to G20 Members (“government representatives”) through the Italian Sherpa Office. The other countries’ Sherpas responded to the initiatives and identified “**point of contacts/peers**” at national level. The peers have been introduced by G20 Sherpas to the Italian Presidency and the organizers of the G20 Innovation League event.
 - **Their role is to coordinate - at national level - the identification of 5 VC funds that will participate to the event, support and coordinate the interactions between the identified 5 VCs and the organizers of the event.** They will also collect the selection of the 5 startups chosen by the 5 VCs of their country and send them to the organizers of the event (as specified below).
 - If required by the specific innovation ecosystem, they would also support the selection of the 5 startups that will represent their country at the event.
- Is the Italian Presidency supporting the selection process of the startups by each Country or is this to be coordinated by the Point of Contacts and/or the VCs?
 - The Italian Presidency is not selecting start-ups of the other G20 /participating Countries. **The selection process would ideally be conducted by the 5 VC funds of each country.** Start-up selection could be also supported by the national point of contact/peer at national level.



- Should the government officials bundle the information on the selected startups and provide you with it? Or should the selected VC's present you with the information requested on the startups? Which is the procedure to be followed to communicate to the Presidency the selected start-ups?
 - o Once the selection of the 5 start-ups (one for each challenge) is completed, the 5 VCs of each country complete the following form with relevant information of the selected startups and send it to their PoC.

Please download the form here: https://www.ice.it/sites/default/files/inline-files/Selected_Startup_mandatory_data.xlsx

The file should be completed with names and data of the 5 start-ups selected. All **data** are **mandatory** to create the dedicated area in the platform. This file should be **sent** by each PoC to the e-mail address: g20innovationleague@ice.it ideally by **June 30th, 2021**

- o After this communication, selected start-ups will receive **credentials** (username and password) and the instructions to complete their profile on the website of the initiative (<https://g20-admin.eventidigitali-ice.it/>). Start-ups will be required to **autonomously fill out** on the website the relevant **information** and a brief standard pitch deck and video presentation (where available).
- Is there a format that can be used to present the selected startups?
 - o There is not a standard form to present selected startups, we suggest a brief standard 5 slide pitch deck in English with the indication of Solution, Market, Competitors, Team, Financials.
- Will an additional selection procedure be exercised by the presidency, or is the presented startup-selection final? This, to ensure that 100 startups will be pitching during the G20 Innovation League (and not more).
 - o No. the Italian Presidency will not apply a further selection process for foreign startups, in order to ensure a fair competition given that Italian startups will also participate. The Italian Presidency will only collect the 5 startups selected by each country that will participate to the event.
- Who exactly takes the initiative in a country for soliciting the startup candidates for the selection?
 - o Depending on the country set up, the 5 selected VCs would ideally take the lead on identifying startup candidates, potentially involving associations/entities that might have a broader perspective on the market. Once the candidates have been identified, the 5 VCs will select the 5 startups that will participate to the event and communicate their selection to their national POC.



- Are provided startup selection guidelines mandatory?
 - o The innovation ecosystems of the G20 countries may differ, thus the provided guidelines are not mandatory.
- Is it mandatory that the startups are selected by VC funds in each country?
 - o **Each country can decide to apply its own selection process based on their innovation ecosystem's characteristics**, as long as the selected startups reflect the criteria and the spirit of the G20 Innovation League initiative.
- Who is the primary contact point for providing the Italian presidency with the details of the selected startups? The national governments or the VC's?
 - o The PoC would be the main contact responsible for providing the Italian presidency with the selected startups.

Digital platform and website of the event

- Are there additional ways through which the selected startups can present themselves to the public, apart from the website? Are there additional possibilities to schedule meetings with startups through the website and/or during the event itself? Will you create press-materials for the selected startups and VCs that can be used for national and international promotion purposes?

Startups will be supported in presenting themselves to the public in different phases:

- o Before the event: all startups will have access to a **dedicated digital platform** that will allow them to present their solutions on personal pages and account.
- o During the event, all startups will have unique access to the top 100 VC and companies from G20 countries, to **expand their commercial activity to new markets and establish valuable relationships**.
- o After the event, the top 10 startups will be included in the '**G20 Innovation League white book**' which will be published and distributed by institutions across all participant countries to enable additional growth opportunities. The platform will also allow to set up **virtual bilateral meetings with investors and companies** after the event.

The event

- Can you elaborate on the possibilities for digital participation?
 - o A link to connect remotely to the event will be provided on the G20 Innovation League website. For VCs and startups that will choose to participate remotely, specific links will be provided for their interventions during the startup competition. If possible, in accordance with national COVID-19 restrictions, **physical participation is recommended**.



- Will VC's also play a role during the conference in panel discussions, etc.?
 - o VCs will play an active role during the vertical discussions, engaging with the startups, sharing their perspective on the sectors, and contributing to shortlisting of the top 10 start-ups.

- Will there be corporate sponsor?
 - o Corporates from G20 countries will be invited as guests, both in person and remotely, and startups will be able to showcase their products/services to them and foster connections for collaboration. This will happen either in person or remotely through our digital platform. Italy has already identified a group of 10-20 large corporations that will be invited as guests to the event (see appendix for further details); other G20 countries are also working towards selecting a similar number; we expect a total of 200-400 corporates to be invited.

For more information regarding the **logistics** and other practical information (i.e. accommodation, location, detailed agenda etc.), please refer to the note uploaded on the website:

www.g20innovationleague.com