



School of Entrepreneurship and Innovation  
for Scientists and Researchers



# From Research to Business

---



# PROJECT

---

ReActor is an **informal school of entrepreneurship and innovation**, the only one of its kind in Italy. With a strong practical-applicative mindset, the project aims to provide methodologies, tools, and applicable experiences to approach entrepreneurship as a possible path of professional and personal development. Participation in the project is **complimentary**.

## INTRODUCTION

---

Since 2015 **Fondazione Golinelli** has supported Launchpad, an experimental project spearheaded by the University of Bologna based on a pioneering model of entrepreneurial training for young scientists with innovative business ideas and a high potential for transfer of technology.

Following the success of two previous pilot editions and by virtue of strategic partnerships with research entities across the national territory, Fondazione Golinelli continues to support the advancement of this training model by extending it to an even larger group of scientists in keeping with its philanthropic mission to expand access to scientific, technological and entrepreneurial knowledge and understanding, which has guided the last three decades of the Foundation's work.

For the 2018-2019 academic year, the new project is launched with the addition of renewed partnerships: in addition to the University of Bologna, the University of Modena and Reggio Emilia, the CNR Research Area of Bologna and IOR - Rizzoli Orthopedic Institute have joined the project. In 2019-2020 the partner field expands involving the University of Parma and the University of Ferrara. In 2020-2021 the University of Padua is also added. The scientific direction of the project is entrusted to Simone Ferriani.

## OBJECTIVE

---

The entrepreneurial empowerment of scientists, as agents of change in the socio-economic system, plays a crucial role in strengthening the innovative capacity of the countrywide system. From this perspective, Fondazione Golinelli offers resources and experience to **spark entrepreneurial impetus in Italian scientific endeavors**, with the aim of becoming leaders not only in **research** but in innovation as well.

***Supporting ReActor is a wonderful experience, rewarded by the enthusiasm and undisputable quality of all the participants.***

**- Marino Golinelli (Founder and Honorary President of Fondazione Golinelli)**

# FORMAT

---

ReActor takes place during 12 weeks following a weekend formula (Thursday and Friday afternoons and Saturday mornings) consisting of lectures, fieldwork experience, and constant exchanges with mentors and networking opportunities. The project offers a solid preparation to acquire an entrepreneurial mindset, shifting the focus from “job seeking” to “job creation”, evaluating the risks and opportunities in entrepreneurial endeavors, examining intellectual property issues and legal aspects of innovative product management, implementing and validating proposed business models, and developing a sales strategy.

At the end of the program, the teams will have the opportunity to present their business ideas in a pitch session to an audience of potential investors, faculty members and a variety of stakeholders from the industrial domain as well as venture capitalists and business angels. The best ideas will be selected to participate in a subsequent training and acceleration phase within an international framework for the duration of 4 to 6 weeks.

The uniqueness of the model focuses on the special assets provided:

## 1 NETWORK OF MENTORS

---

Fondazione Golinelli has built an important network of entrepreneurs that provide a fundamental foundation of experiences, relationships and resources.

## 2 INTERNATIONAL ECOSYSTEMS

---

Through a series of strategic partnerships, the most motivated scientists with the ideas with greatest potential will have the opportunity to continue their own paths of development at some of the most important entrepreneurial ecosystems in the world: **Silicon Valley, London, Philadelphia**.

## 3 STATE OF THE ART INFRASTRUCTURE

---

Fully equipped multimedia classrooms, laboratories, and co-working spaces to guarantee a quality training experience.

## 4 TEAM BUILDING

---

The program provides periodic meetings between scientists and managers from MBA programs, Master Management programs, or doctoral programs in Economics.



## TARGET

---

The program is dedicated to **Ph.D. students, post-graduate students, researchers and professors** of partner universities and research institutes. Participants will benefit from a structured program focusing on industrial imprinting, expertise in applied research, and technology transfer.

Criteria such as level of motivation, development potential and synergy building potential with other participants will also be factored in the selection process.

*It's a privilege and a pleasure to be able to work with cutting-edge projects led by such motivated individuals.*

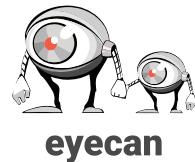
- Alessandro Parenti (Mentor)

# SUCCESS STORIES FROM PREVIOUS EDITIONS

---

Among the most significant:

- **EYECAN**, one of the 2019 winning teams with a project in the field of Robotic Vision and Artificial Intelligence. They spent some time in Silicon Valley and are the finalists of the 2019 National Innovation Award.
- **MATERIAL SOLUTIONS**, an academic project transformed into a viable industrial proposal in the 2019 edition, now part of QTEC at the University of Bristol.
- **BETTERY**, one of the winning teams from a previous edition has received numerous awards across the national territory: among which, *Premio Nazionale dell'Innovazione* for best Italian spinoff in the energy sector and the prestigious *Marzotto* award “From Idea to Business”.
- **PerFrutto**, one of the two winning teams from the first edition has concluded an extraordinarily successful crowdfunding campaign, attracting a manager from the MBA program to become part of their corporate structure.
- **OaCP**, the second winning team awarded from the first edition has moved its operations to the UK where it was selected by one of the world's leading business accelerators in the biotech industry.



*“The acceleration and strength impressed on our business project by participating in the program have exceeded all of our expectations.”*

- Marco Zibordi  
(PerFrutto Founder, winner of the 1<sup>st</sup> Edition)



scan to apply



## PROGRAM

To apply: [www.fondazionegolinelli.it/area-ricerca-alta-formazione/reactor](http://www.fondazionegolinelli.it/area-ricerca-alta-formazione/reactor)  
Deadline: **January 25, 2021**

An evaluation committee of entrepreneurs, professionals, and experts will select the participating teams. The selection interviews will take place on February 19 and 20, 2021.

**Participation in the project is complimentary.** A cash prize will be provided for the teams selected to participate in the international training phase. Participants are required to cover the expenses for the public liability and personal accident insurance for periods spent abroad.

The training program will begin on March 4, 2021, and ends with the Final Pitch Day on June 10. The awarded teams will continue the international training period approximately from mid-September to mid-November 2021.

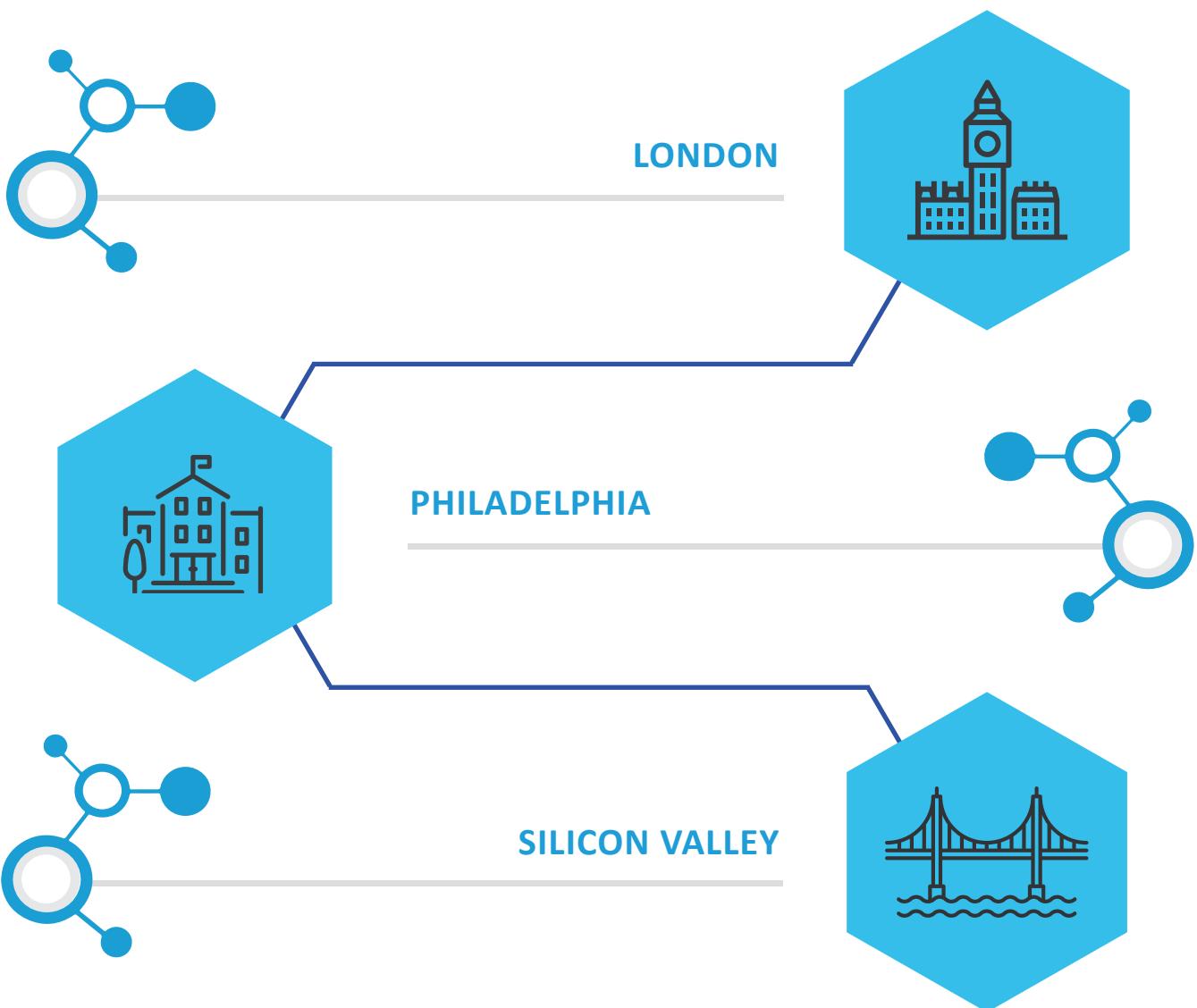
***Unlocking the hidden entrepreneurial potential is worth every sacrifice.***

- Francesco Baschieri (Mentore)

## INTERNATIONAL ECOSYSTEMS

---

ReActor offers selected scientists a grant contribution to participate in an immersive program of the duration of 4 to 6 weeks in some of the world's most vibrant entrepreneurial ecosystems, providing close contact with entrepreneurs, professors, investors and other international scientists engaged in technology transfer initiatives. This international phase of the program is based on a series of alliances between ReActor and international partners located in the United Kingdom, California and on the East Coast of the United States.



# CALENDAR

---

 <b>WEEK ONE</b> Icebreaking week	 <b>WEEK TWO</b> Igniting entrepreneurial mindsets	 <b>WEEK THREE</b> Understanding the market needs
 <b>WEEK FOUR</b> Analysing the market	 <b>WEEK FIVE</b> Market roadmapping and pitching	 <b>WEEK SIX</b> Equity structure and incentives
 <b>WEEK SEVEN</b> Business model innovation and profiting from innovation	 <b>WEEK EIGHT</b> Industry analysis	 <b>WEEK NINE</b> Entrepreneurial finance (I)
 <b>WEEK TEN</b> Entrepreneurial finance (II)	 <b>WEEK ELEVEN</b> Pitch preparation	<b>PITCH DAY</b>

# TEAM

---



**Antonio Danieli**

Vice President, General Director and  
Board Member, Fondazione Golinelli  
CEO G-Factor



**Simone Ferriani**

Scientific Director



**Cristiana Vignoli**

Director G-Factor, Incubator-Accelerator  
Fondazione Golinelli



**Eugenia Ferrara**

Head of Educational Programming  
Fondazione Golinelli



**Silvia Cozzi**

Project Manager



**Alessandro Pastore**

Mentor Coordinator



**Daniele Gazzola**

Scientist - Entrepreneur in Residence



**Simone Napoletano**

Scientific Tutor

# MENTORS

---

Massimo Aliberti

Rodrigo Mallo Leiva

Alessandro Nocivelli

Marco Santulli

Alessandro Araldi

Claudio Marinelli

Alessandro Parenti

Alexander Schmitz-Kohlitz

Francesco Baschieri

Arianna Neri

Alessandra Raggi

Federico Tonelli

Simone Cimminelli

Marco Cupidi

Lucia Romagnoli

Caren Weinberg

Luca Rossettini

Sebastiano Zannoli

## PARTNER SCIENTIFICI



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



**UNIMORE**  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA



SERVIZIO SANITARIO REGIONALE  
EMILIA-ROMAGNA  
Istituto Ortopedico Rizzoli di Bologna  
Istituto di Ricovero e Cura a Carattere Scientifico



Consiglio Nazionale delle Ricerche  
Area della Ricerca di Bologna



**UNIVERSITÀ  
DI PARMA**



**Università  
degli Studi  
di Ferrara**

800  
ANNI  
1222-2022



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

## PARTNER INTERNAZIONALI

  
**Mind the Bridge**

  
**INDIE BIO™**

  
**WEISS TECH HOUSE**

## SOSTENITORI E PROMOTORI

  
**FONDAZIONE  
GOLINELLI**  
be intelligent  
be there

**Trust Eureka**

**Québec** 

  
**Banca di Bologna**



## R e A c t o r



Fondazione Golinelli  
Via Paolo Nanni Costa, 14  
40133 - Bologna



+ 39 051.0923272



s.cozzi@fondazionegolinelli.it

scan to apply



[fondazionegolinelli.it/en/area-ricerca-alta-formazione/reactor](http://fondazionegolinelli.it/en/area-ricerca-alta-formazione/reactor)