

MI-DESIGN WEEK '17

IN/BOVISA
startups with people



POLITECNICO
MILANO 1863

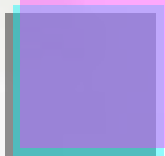
DIPARTIMENTO DI DESIGN



DOORS TO THE FUTURE



*EXHIBITION FOR STARTUPS
DRIVEN BY CULTURE AND CREATIVITY*



MISSION #1

- Give new inputs to BOVISA District
- Requalification of the area
- Startups driven by creativity as new business model
- Explain the key role of startups driven by creativity



MISSION #2

- New inputs to Fuorisalone
- From material products to immaterial
- Alternative ways to exhibit intangible products
- Affordable place for new realities

THE MOST IMPORTANT DESIGN WEEK IN THE WORLD



SALONE

- **2000** exhibition stands
- **372.151** visitors
- **165** country exhibitors

FUORISALONE

- **1100** events
- **>400.000** visitors
- **9** different districts

MI-DESIGN WEEK



CHALLENGE

Fuorisalone is an exhibition of tangible products. The idea was born from the metaphore between what is real and what is immaterial.

The aim is to allow startups to show what they “produce”. Giving just doors and fake walls, we’ll have a path to follow, but also an open exhibtion.

 EVENT

4-9 April 2017

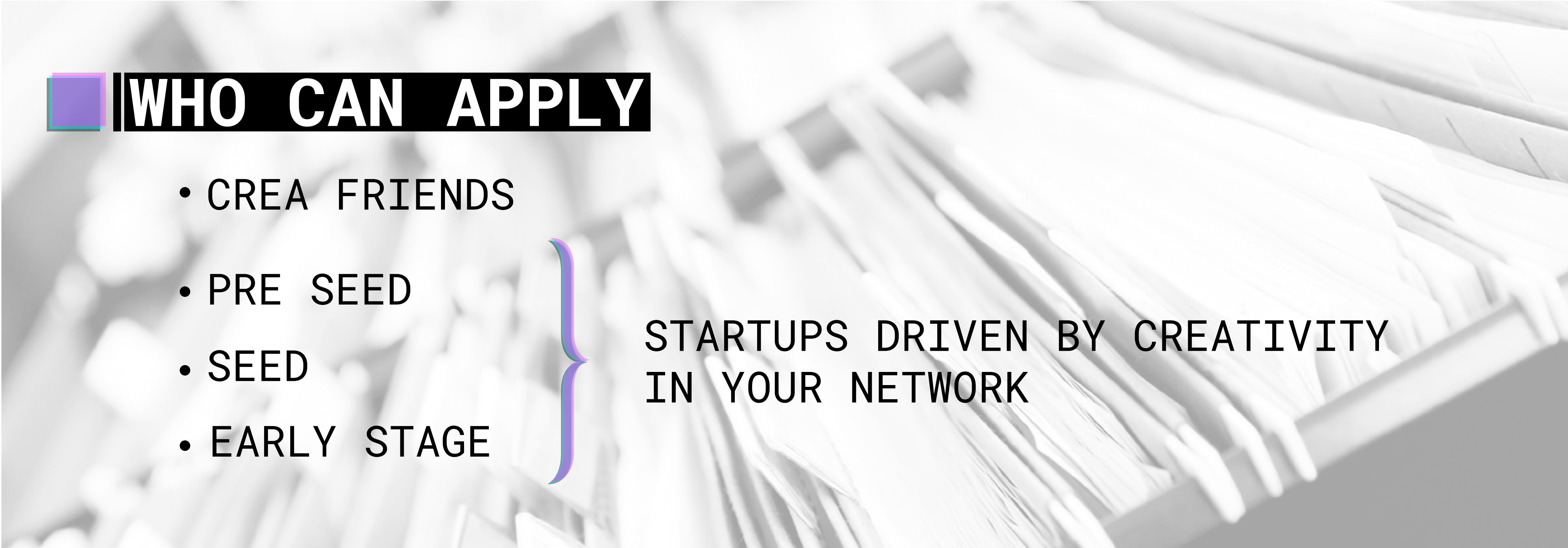
- Startups exhibition
- Kids-lab
- Interviews
- Job opportunities
- . . .



MAIN EVENT

7 April 2017

- Conference & talk
- Free coaching/mentoring (*focused on design*)
- Speed date meetings
- . . .



WHO CAN APPLY

- CREA FRIENDS
- PRE SEED
- SEED
- EARLY STAGE

STARTUPS DRIVEN BY CREATIVITY
IN YOUR NETWORK



WHAT WE OFFER

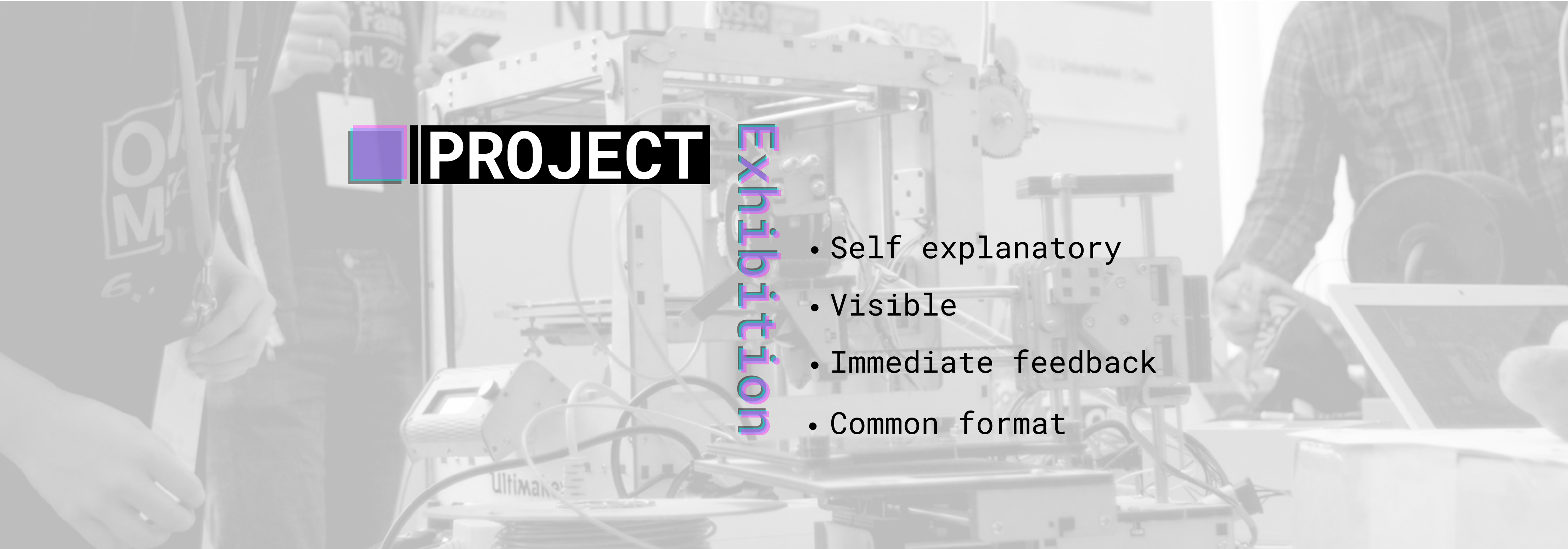
- EXHIBITION STAND *(WITH/WITHOUT PHYSICAL PARTECIPATION)*
- COMUNICATION *(PRESS/ SOCIAL NETWORK/ SHOWCASE MESSAGE)*
- FREE COACHING & MENTORING
- SPEED DATE MEETINGS



WHAT WE ASK

- EXPLANATORY VIDEO
- VALUE PROPOSITION *(in your tweet, 250 words)*
- MOCK UP PROTOTYPE *(not compulsory)*

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- PRE SEED FEE: **50€**
 - SEED/EARLY STAGE FEE: **100€**

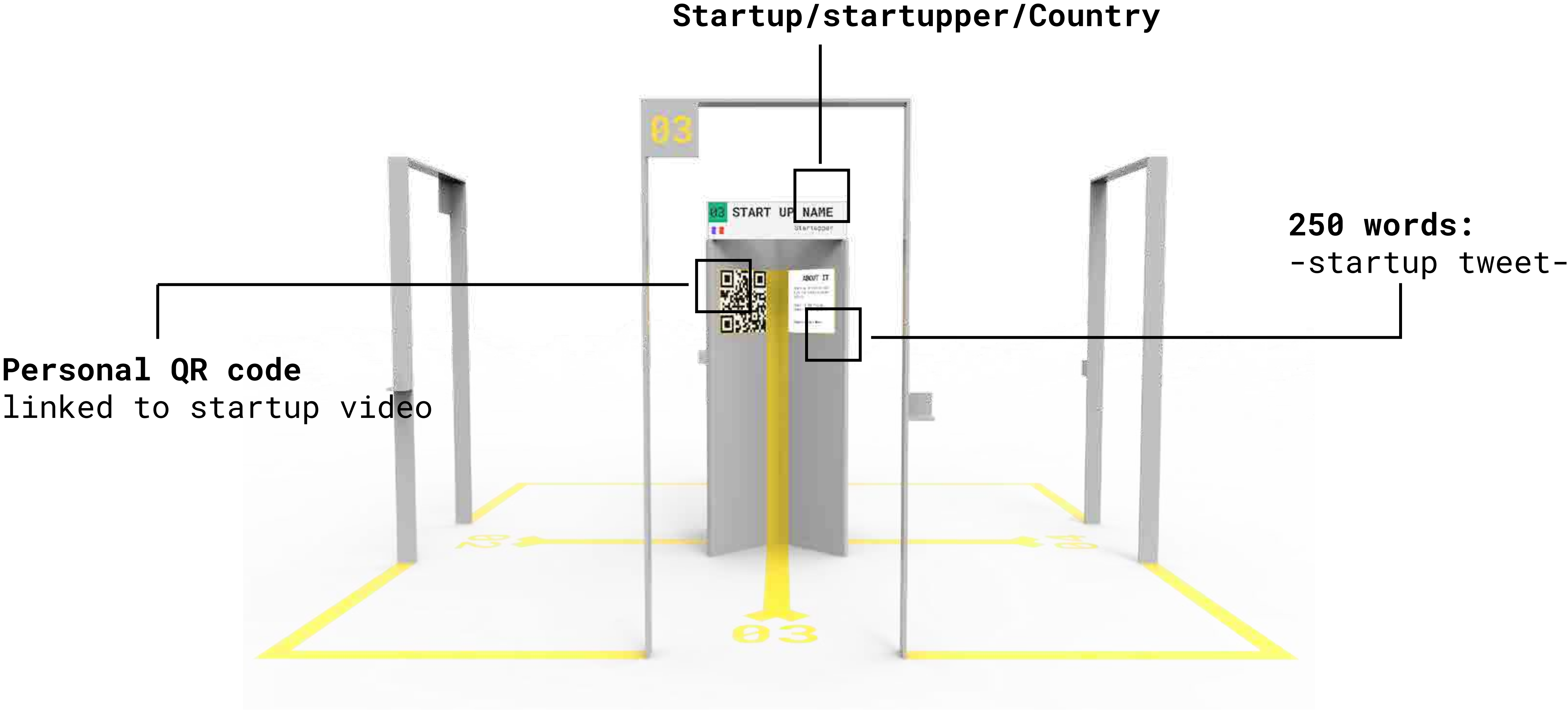


PROJECT

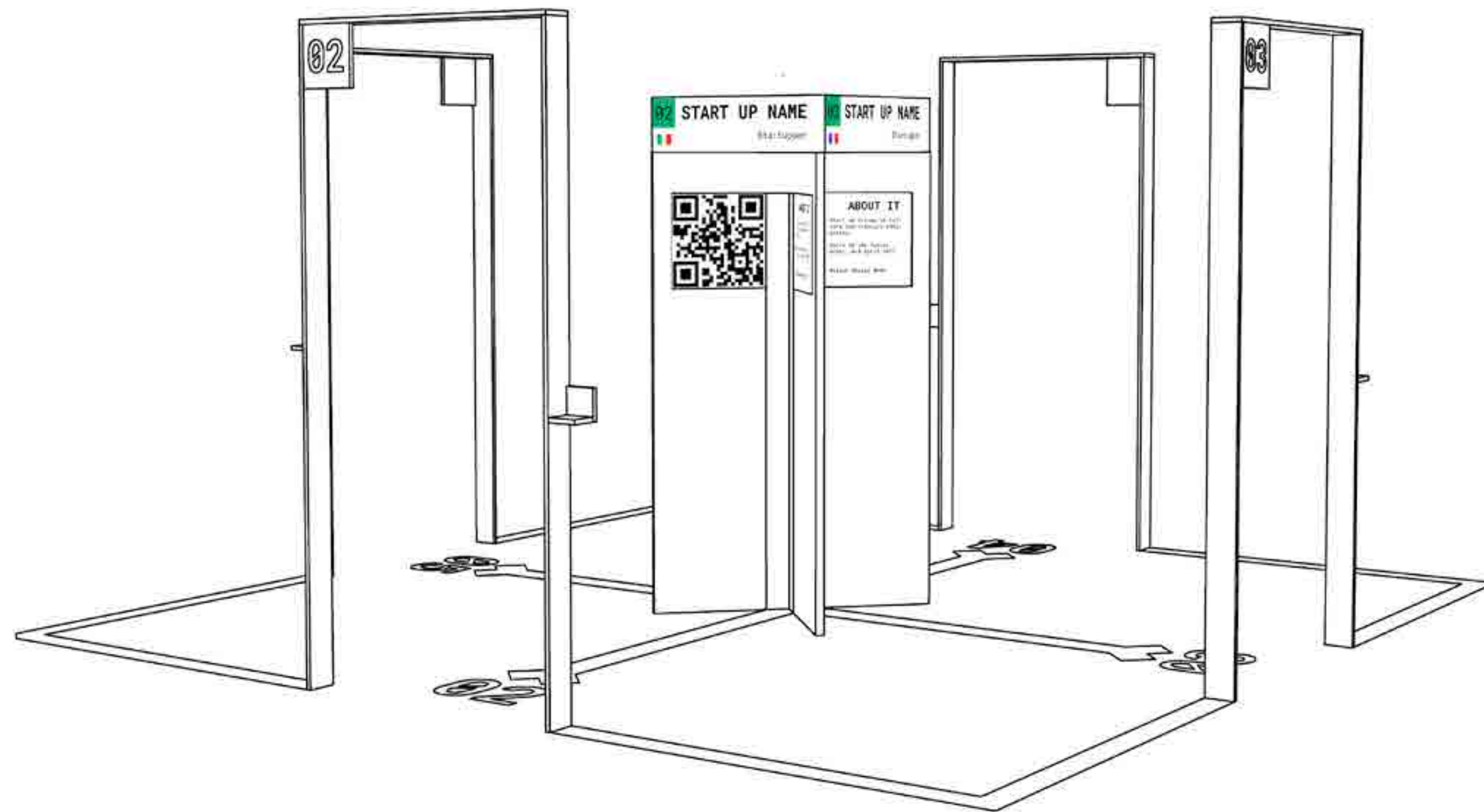
Exhibition

- Self explanatory
- Visible
- Immediate feedback
- Common format

EXHIBITION STAND



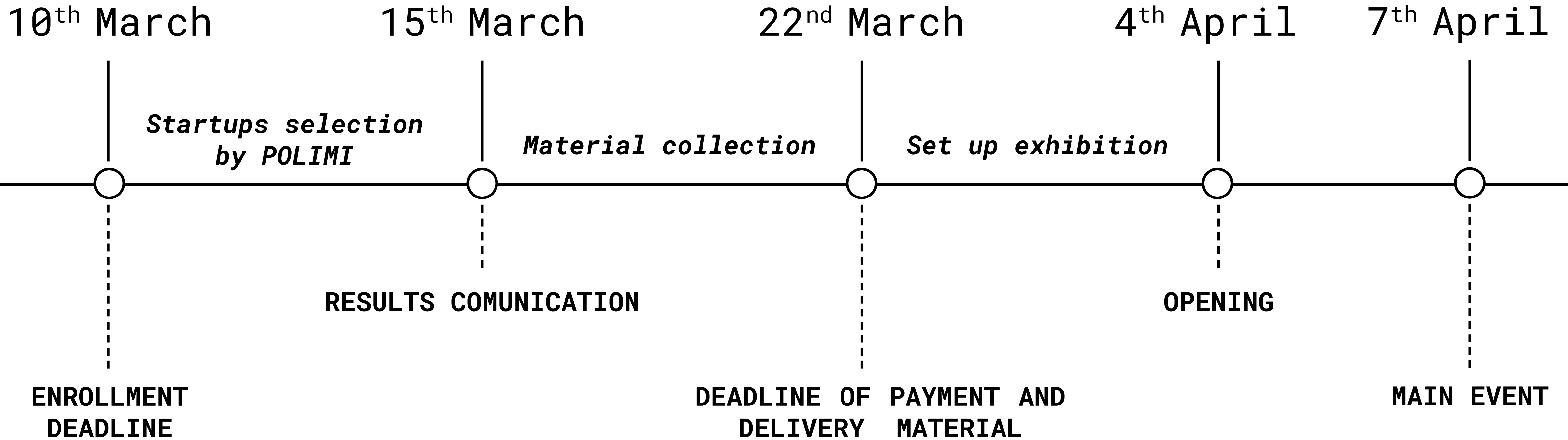
EXHIBITION STAND



Stand layout

- 16 m²
- 4 Startups
- 4 Doors

 TIMELINE



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