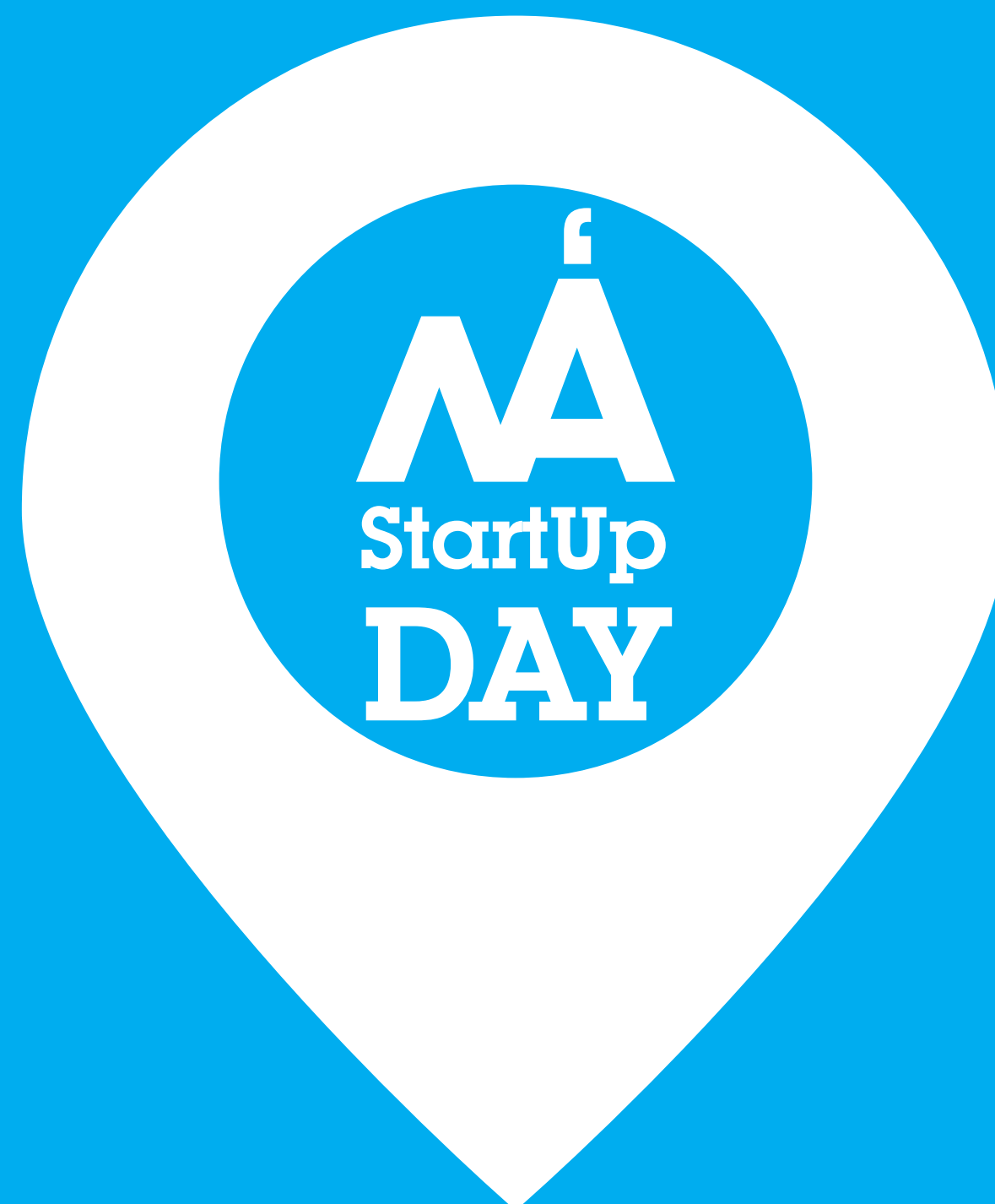


**The First Model of Unusual, Noprofit and Civic Startup Accelerator Ecosystem**

**The Top Startup Challenges in Europe**





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**Il Gym e il Tech Cocktail delle StartUp  
l'Appuntamento per Accelerare i Talenti e le Imprese  
a e da Napoli**

# STARTUP PLAY

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**Il Gym e il Tech Cocktail delle StartUp  
l'Appuntamento per Accelerare i Talenti e le Imprese  
a e dalla Rete**

# StartUp Gym + Tech Cocktail



Talenti

+



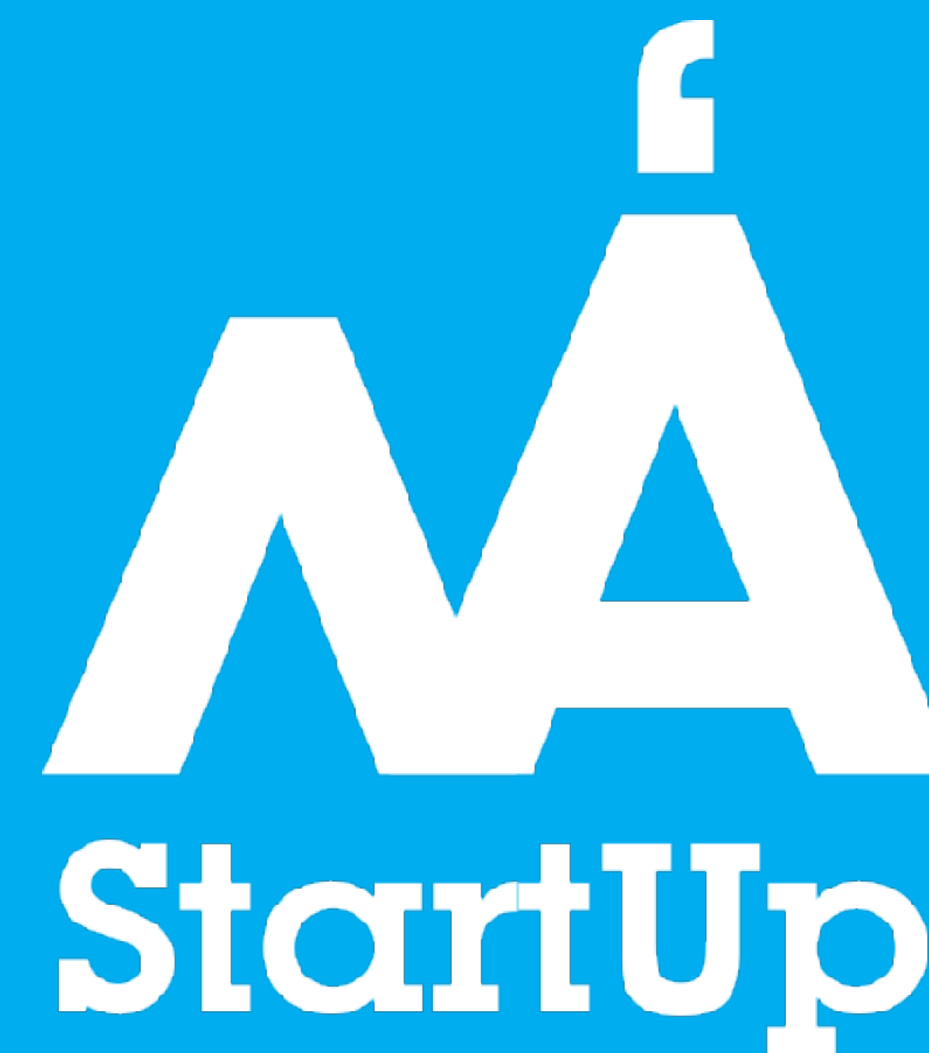
Eventi

+



Finanza

=



**NAStartUpDay** e il **NAStartUpPlay** sono gli eventi mensili, gratuiti, che scandiscono le accelerazioni di **NAStartUp** per Innovation Lover.

Le **Startup** condividono il progetto / l'idea di business (e/o social impact) con il proprio elevator pitch a una platea **Italiana** e **Europea** di operatori selezionati per conoscersi, discutere e accelerare direttamente

**NAStartUp** sviluppa diversi strumenti per l'Ecosistema delle Startup e dell'Innovazione per accelerare.

Come Acceleriamo L'Innovazione  
Media

Professionisti

Imprenditori

Talenti

Finanza

Startup

Business

Social

Studenti - Appassionati - Curiosi


Impattare con Tutte L'economie della Società

Community dei Talenti

Sponsor & Partner

Advisor/Guest

Director





Pablo Ramirez

Dex



Antonio Prigiobbo

Director



Giancarlo Donadio

Guest



Andrea La Gioia

Advisor



Mattia D'Angelo

Advisor



Lorenzo Brandi

Advisor



+100 eventi mensili (+80 extra)

+500 Startup Accelerate

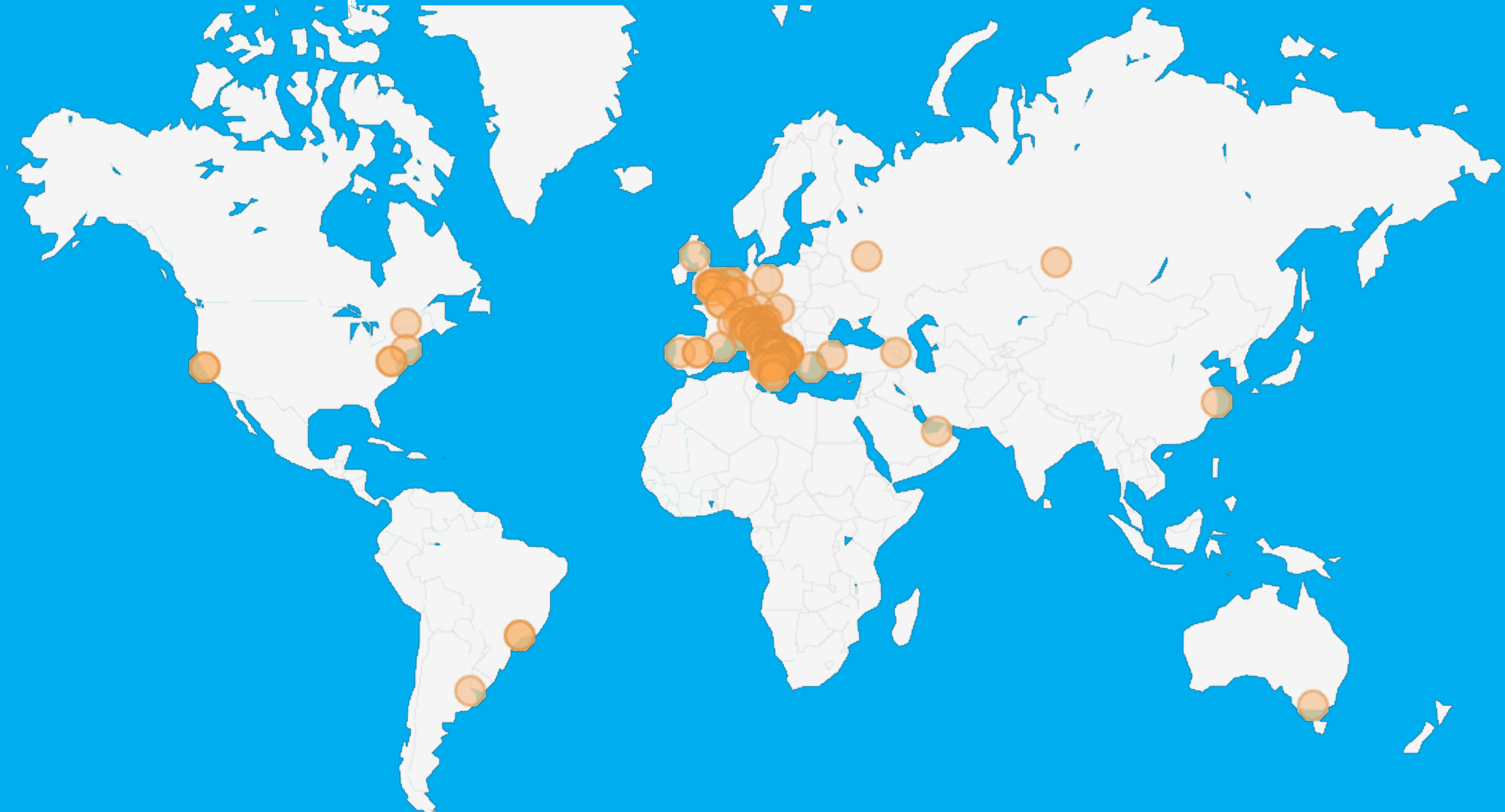
+200 Social/Smart/Crowd Innovation

+600 Progetti Promossi

Media Audience +200,000 contatti/mese



+8500 persone diverse in 8 anni



EventBrite > Marzo 2014 - Gennaio 2021

+1000 persone nuove ogni anno



EventBrite > Gennaio 2022

START

- ★ Napoli
- ★ Barcelona
- ★ Malta
- ★ Berlin
- ★ London
- ★ ...

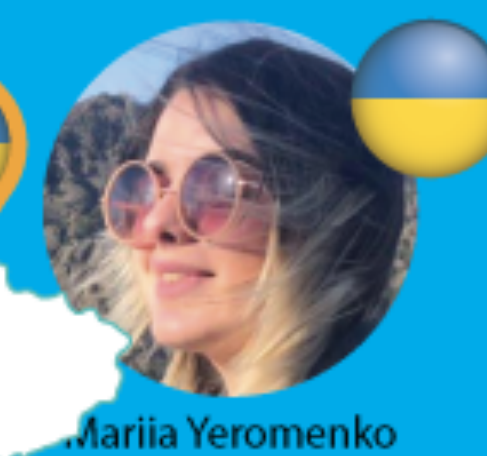
Next?  
Join Our Accelerator Network  
[info@nastartup.it](mailto:info@nastartup.it)  
[fb.com/nastartup](https://fb.com/nastartup)  
[@nastartup](https://twitter.com/nastartup)



2016

Primo Network Europeo Incubatori/Acceleratori

## L'Ultima Evoluzione del Network degli Eu Advisor



START

2018



# Rete Europea degli Advisor di NASTartUp

## Accelerare INSIEME Talenti & Imprese

- Opportunità di Lavoro
- Sviluppare Insieme La Struttura
- Conoscere le Evoluzioni della Tech Economy
- Promuovere il Proprio Talento/Progetto
- Usare e Far Crescere La Rete
- Opportunità d'Investimenti





# LA PIÙ GRANDE COMMUNITY SULL'INNOVAZIONE E SULLE STARTUP



Join us!

## NASTARTUP, ITA BENCHMARK SCORECARD 2019

Project: World Benchmark Study 2019-2020 | Reference line: Aug. 2019 | Created: 2019.09.19 | Contact: research@ubi-global.com



### 01 PROGRAM PROFILE

ORGANIZATIONAL BACKGROUND



Headquarters: Naples, Italy | Founded: 2014 | Program ID: EU0410

Partner Universities: University of Naples Federico II, Parthenope University of Naples, University of Campania "Luigi Vanvitelli", University of Salerno

PROGRAM TYPE

Private Program | Hybrid Program | Non-for-profit

PROGRAM OPERATIONS

Operational budget: \$50K-\$200K | Full-time employees: 1 | Seed fund: No

Program duration: 12 MO | Average applications received per year: 70 | Average applications accepted per year: 40

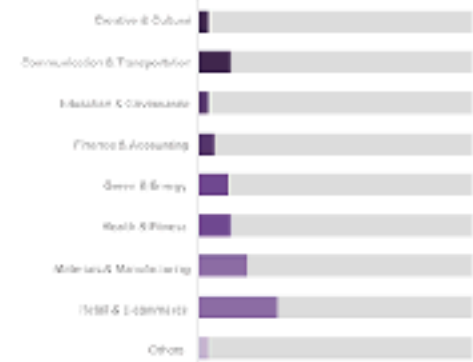
Cohorts: 30 | Mentors: 15 | Volunteers: 10

Physical Enrollment: 100% | Virtual Enrollment: 0%

STAGES SUPPORTED

15% Idea | 25% Early | 30% Growth | 30% Acceleration

SECTORS REPRESENTED



### 02 PROGRAM IMPACT & PERFORMANCE

YOUR BENCHMARK SCORES



Global Avg. of 204 business incubators & accelerators | Global Top Avg. of 10th best performing program

SUBCATEGORY SCORES



KEY PERFORMANCE INDICATORS



The data presented is used and made available to allow benchmarking against general benchmark of program results performance and impact.



Awarded  
**NASTartUp**  
Country Italy

*Ali Amin*  
Ali Amin  
CEO, Co-founder

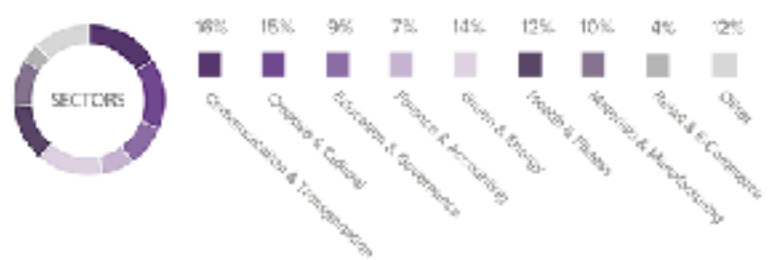
November 6, 2019  
Stockholm, Sweden

*Holger Meyer*  
Holger Meyer  
Head of Research

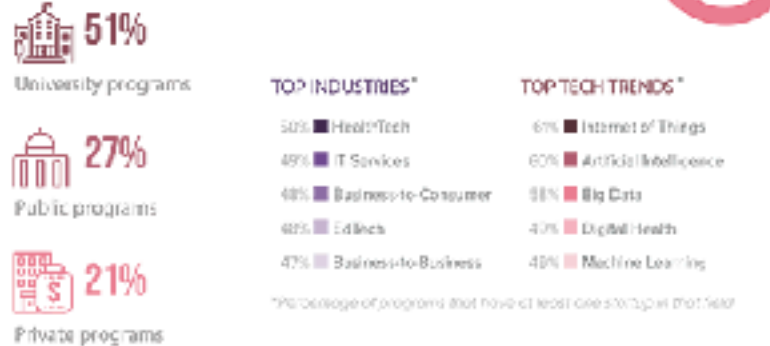
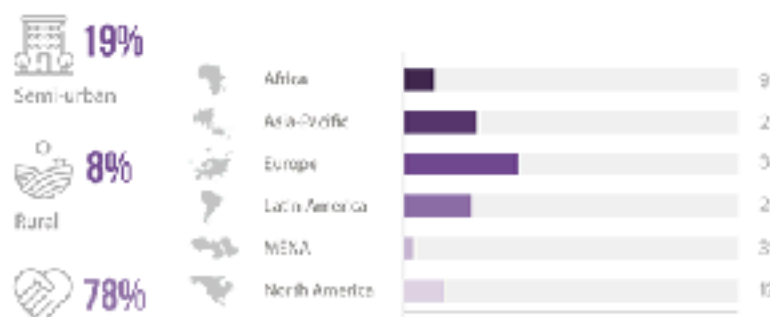


### 03 BENCHMARK LANDSCAPE 2019 - 2020

PARTICIPANTS OVERVIEW



73% Urban | 19% Semi-urban | 8% Rural | 78% Not-for-profit | 22% For-profit



TOP TECH TRENDS: Internet of Things (6%), Artificial Intelligence (6%), Big Data (5%), Digital Health (4%), Machine Learning (4%)

### 04 DEFINITION

BENCHMARK FRAMEWORK

CATEGORY DEFINITION: Value for Ecosystem, Value for Client Startups, Value for Incubation Program. SUBCATEGORY DEFINITION: Ecosystem Enhancement, Competence Development, Program Attractiveness, Talent Retention, Access to Funds, Post-graduation Platform, Access to Network.

### 05 UBI GLOBAL

WE ENABLE INNOVATION THROUGH IMPACTFUL COLLABORATION WORLDWIDE. UBI Global is a Sweden-based innovation intelligence company and community, founded in 2015 to identify business opportunities within business incubation globally. The company supports incubators, coordinators and tech startups with personalized benchmarking program rankings, international networking and corporate matching. Join the UBI Global community free-of-charge by visiting ubi-global.com/en/ambassadors. UBI Global is part of UbiVenture Group - a private equity venture development entity in Sweden, listed here at ubiventuregroup.com





## RANKING AND RECOGNITION OVERVIEW

Dependent on the available sample size and composition, the ranking categories are chosen based on two dimensions:

### 1. PROGRAM TYPE



### 2. INCUBATOR & ACCELERATOR GROUPING



Of the 1895 incubators and accelerators that were initially assessed, 109 programs were retained for the benchmarking process which resulted in four world ranking groups. Due to the comparatively small number of corporate incubators and accelerators in the sample, and this study's comparatively smaller number of public and private programs, corporate incubators and accelerators and private incubators and accelerators are ranked together, forming part of broader public/private incubator and public/private accelerator ranking groups. Special recognition is also given to a number of incubators and accelerators that excelled in six regional subsamples.

INCUBATOR AND ACCELERATOR MEMBERS ACCEPTED



1000+

INDUSTRIES COVERED



200+

DER STANDARD

THE HUFFINGTON POST

UNIVERSITIES ENGAGED



1500+

INDIVIDUAL PROFESSIONALS INVOLVED



5,000+

THE IRISH TIMES

BBC RADIO

COUNTRIES REPRESENTED



90+

STARTUPS MAPPED



50,000+

Chicago Tribune

LE FIGARO



## SCORE CALCULATION

Each assessed program receives a *Program Impact and Performance Score (PIPS)* based on its achievements relative to the sample. First, the KPI scores are multiplied by their respective weights. The average of the weighted KPI scores in each subcategory represents the subcategory score. Second, the average of the respective weighted subcategory scores generates the category scores. Finally, the average of the three category scores equals the PIPS.

The programs with the highest PIPS relative to their global, regional or socio-economic peers, are the ones that are being recognised as top performing programs within their respective categories.

### SCORING FRAMEWORK FOR THE WORLD BENCHMARK STUDY 2021 - 2022

21 KPIS (DIMENSIONS)	PERIOD	UNIT	WEIGHT	7 SUBCATEGORIES	3 CATEGORIES	1 PIPS
1. Jobs created & sustained (Workforce)	1 yr	#	6.7%	1. Economy Enhancement (22.2%)	1. Value for Ecosystem (33.3%)	Program Impact and Performance Score (100%)
2. Sales revenue (Economic Output)	1 yr	\$	6.7%			
3. Graduates (Economic Development)	5 yrs	#	4.4%			
4. Self-generated revenue (Sustainability)	1 yr	\$	4.4%	2. Talent Retention (11.1%)		
5. Client startups accepted (Human capital - short term)	1 yr	#	6.7%			
6. Graduate retention (Human capital - long term)	5 yrs	#, %	4.4%	3. Competence Development (8.9%)		
7. Services offered (Support)	1 yr	#	4.4%			
8. Coaching and mentoring hours (Guidance)	1 yr	#	4.4%			
9. Total investment attracted (Funding - total)	5 yrs	\$	6.7%	4. Access to Funds (11.1%)	2. Value for Client Startups (33.3%)	
10. Average investment attracted (Funding - average)	5 yrs	\$	2.2%			
11. Seed funding attraction (Funding - probability)	1 yr	#, %	2.2%	5. Access to Network (13.3%)		
12. Partners (Business development)	1 yr	#	6.7%			
13. Events (Stakeholder engagement)	1 yr	#	4.4%	6. Program Attractiveness (15.5%)		
14. Alumni engagement (Peer support)	1 yr	#, %	2.2%			
15. In-state applications (Reputation - local/regional)	1 yr	#, #/spot	6.7%			
16. Out-of-state applications (Reputation - national/global)	1 yr	#, #/spot	4.4%	7. Post-Graduation performance (17.8%)	3. Value for Program (33.3%)	
17. Sponsorship attraction (Brand)	1 yr	\$	4.4%			
18. 1-year survival rate (Success - potential)	10 yrs	%	4.4%			
19. 5-year survival rate (Success - promise)	10 yrs	%	4.4%			
20. High growth enterprises (Success - evidence)	10 yrs	%	4.4%			
21. Qualified exits (Success - proof)	10 yrs	#	4.4%			

Unico Acceleratore Gratuito, UnUsual e NoProfit

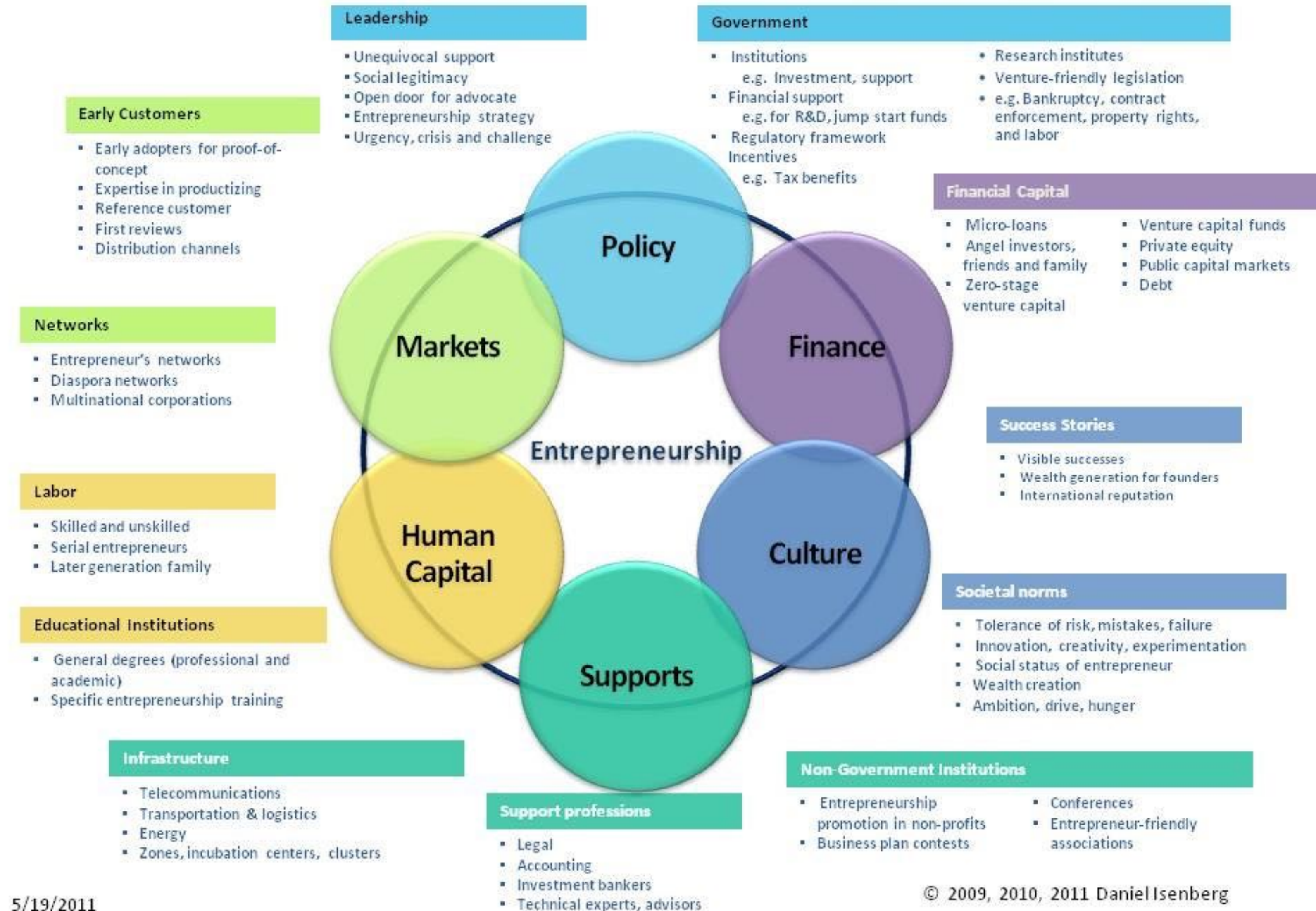


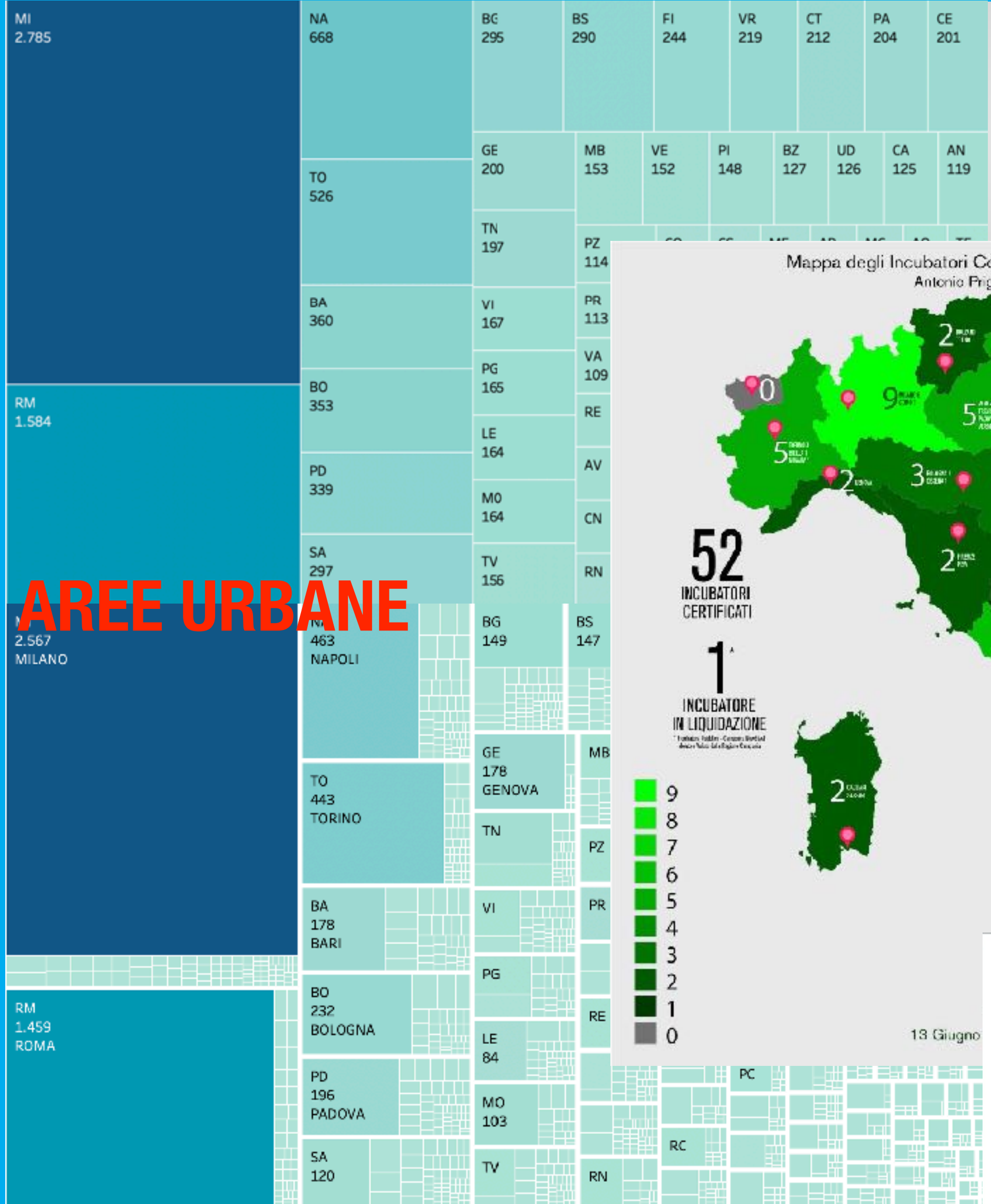
Avete qualche idea da Accendere?



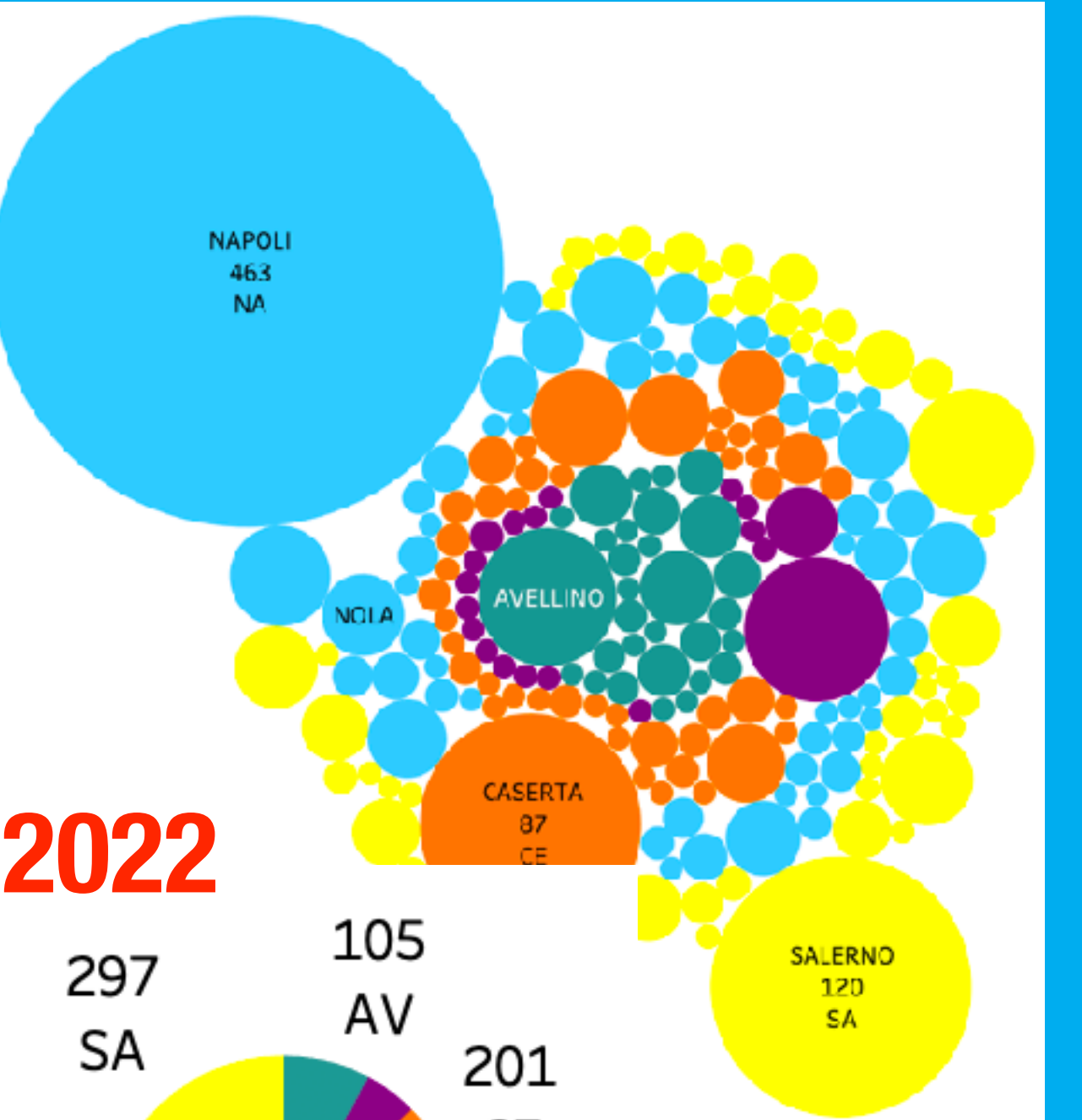
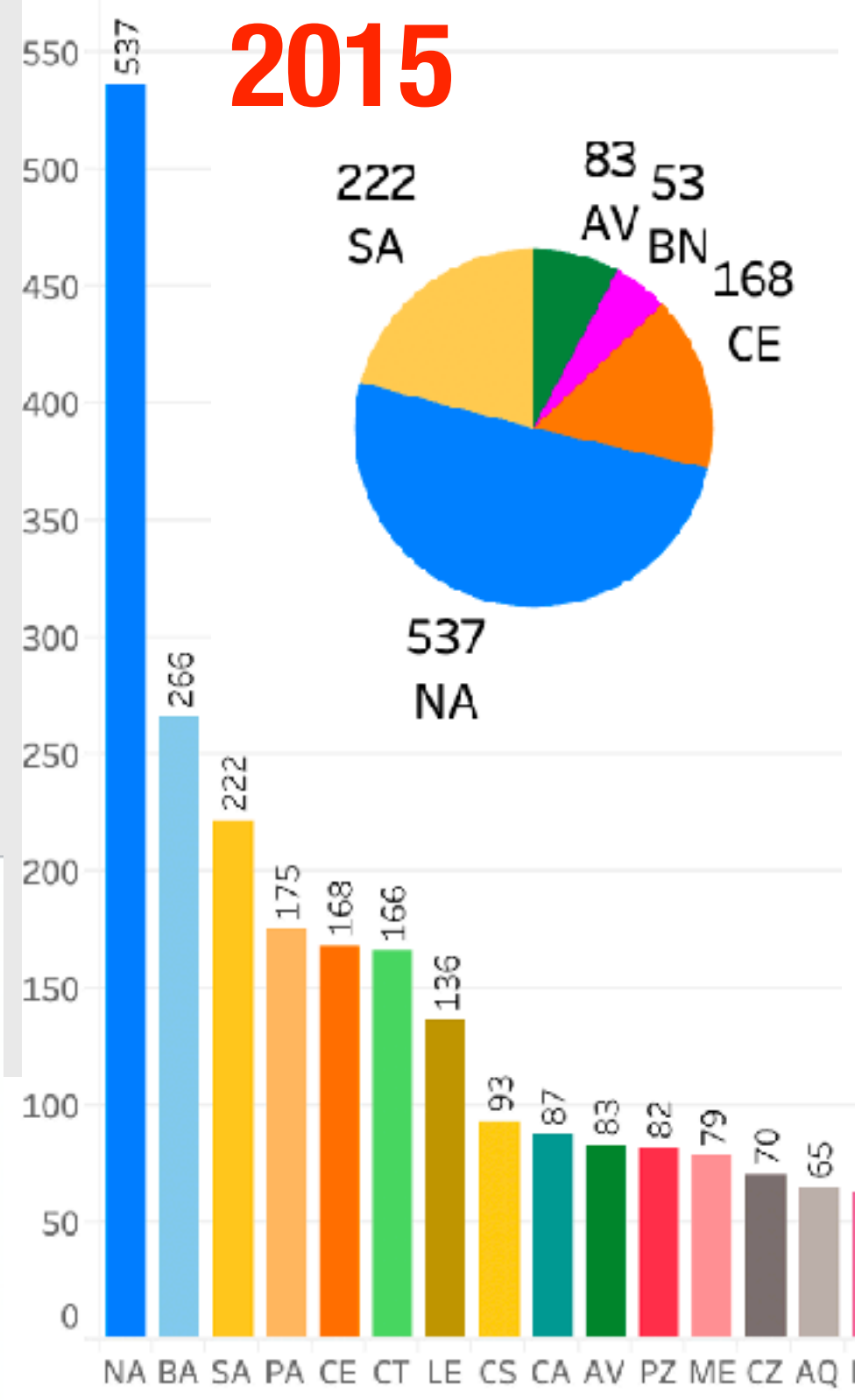
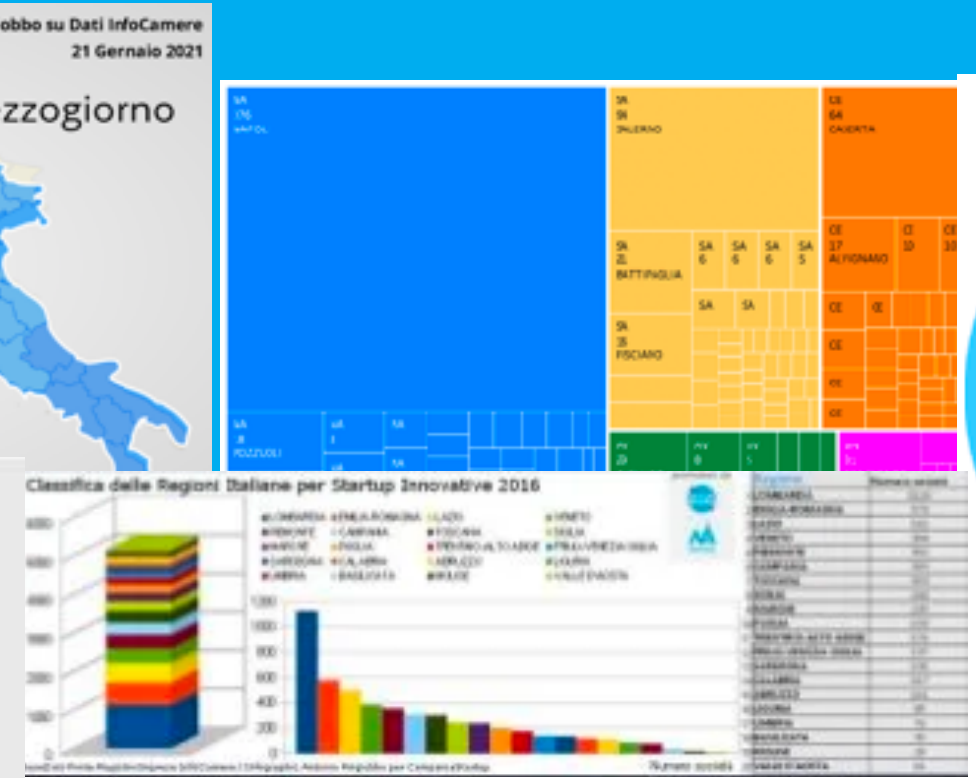
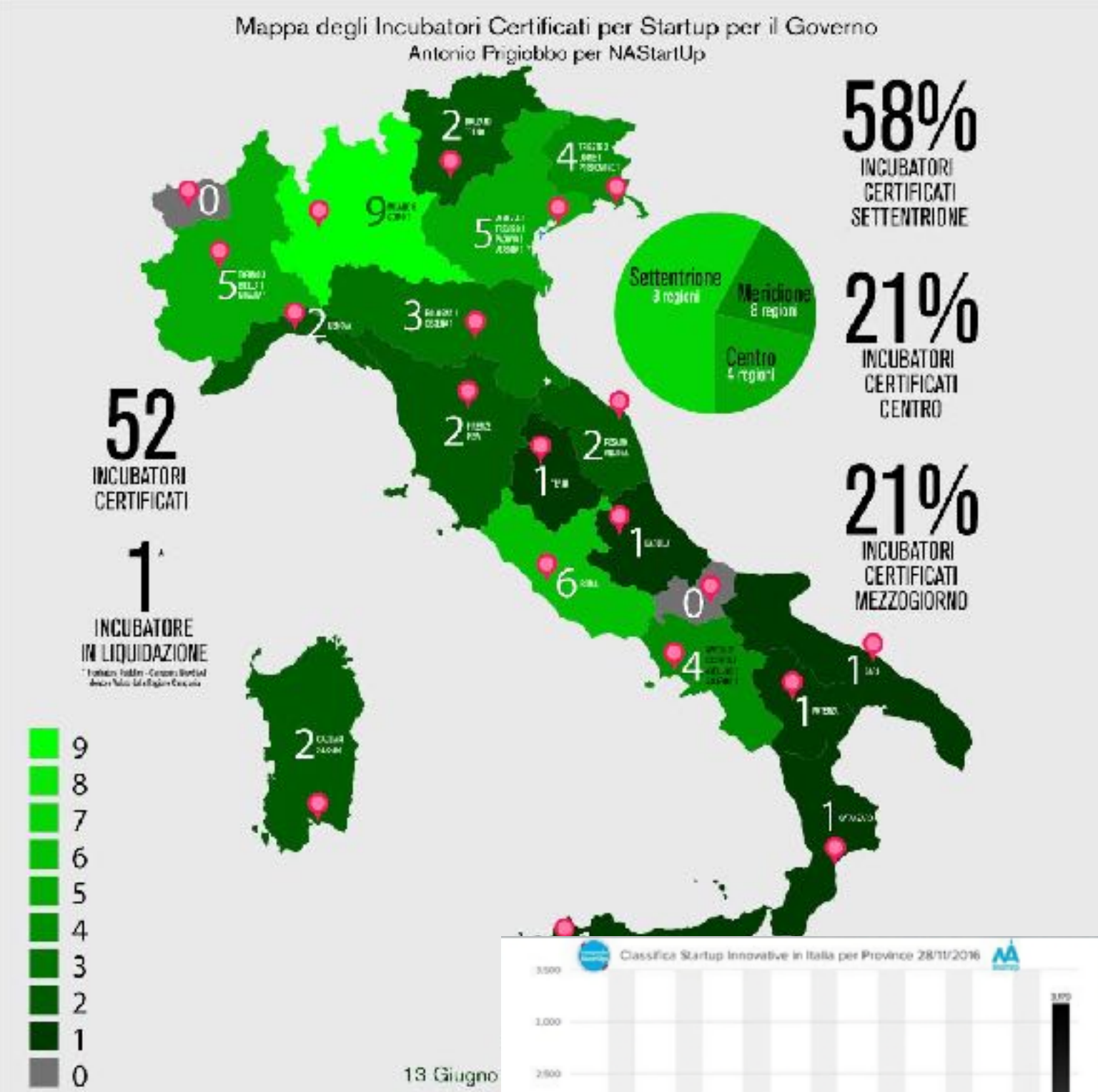
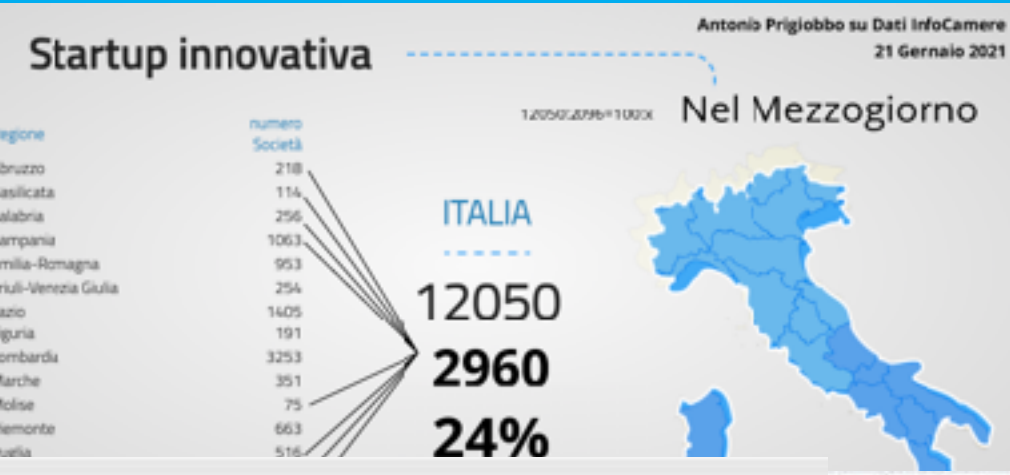
l'unico modo per fare innovazione? È farla!

## Domains of the Entrepreneurship Ecosystem



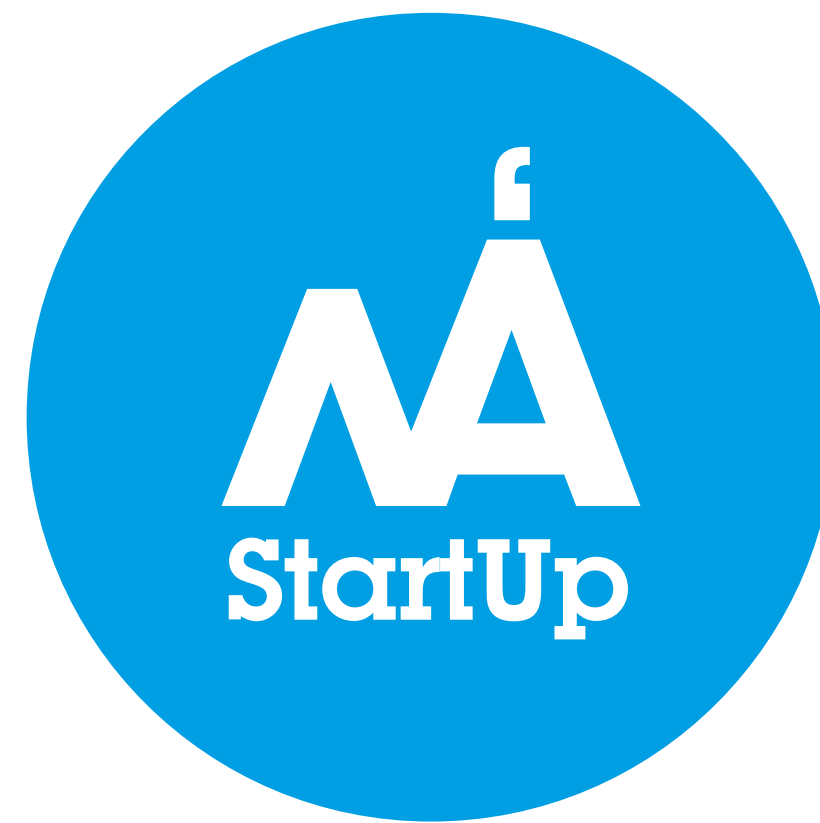
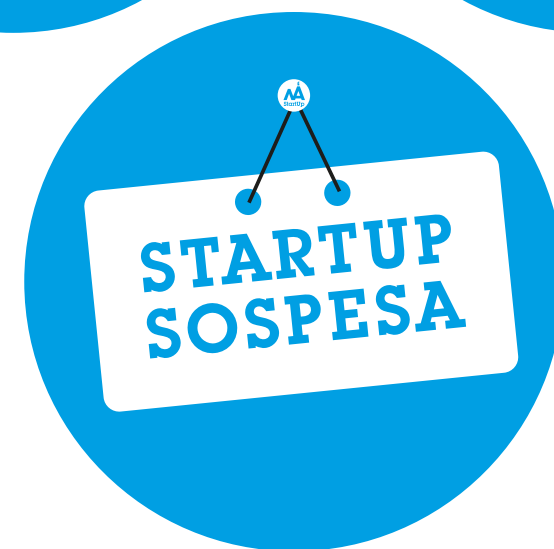
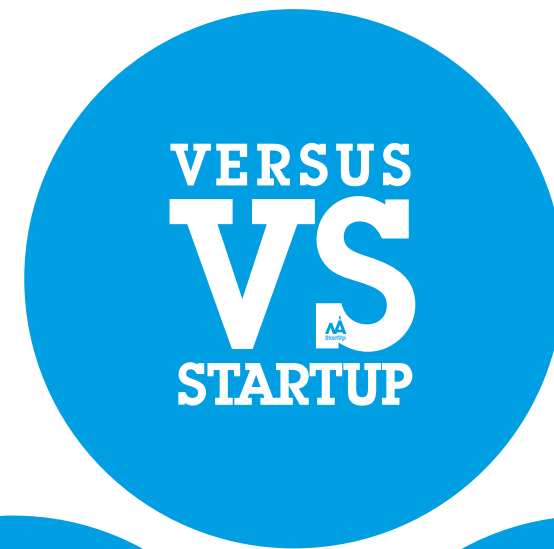


**AREE URBANE**



## Meeting

### Match

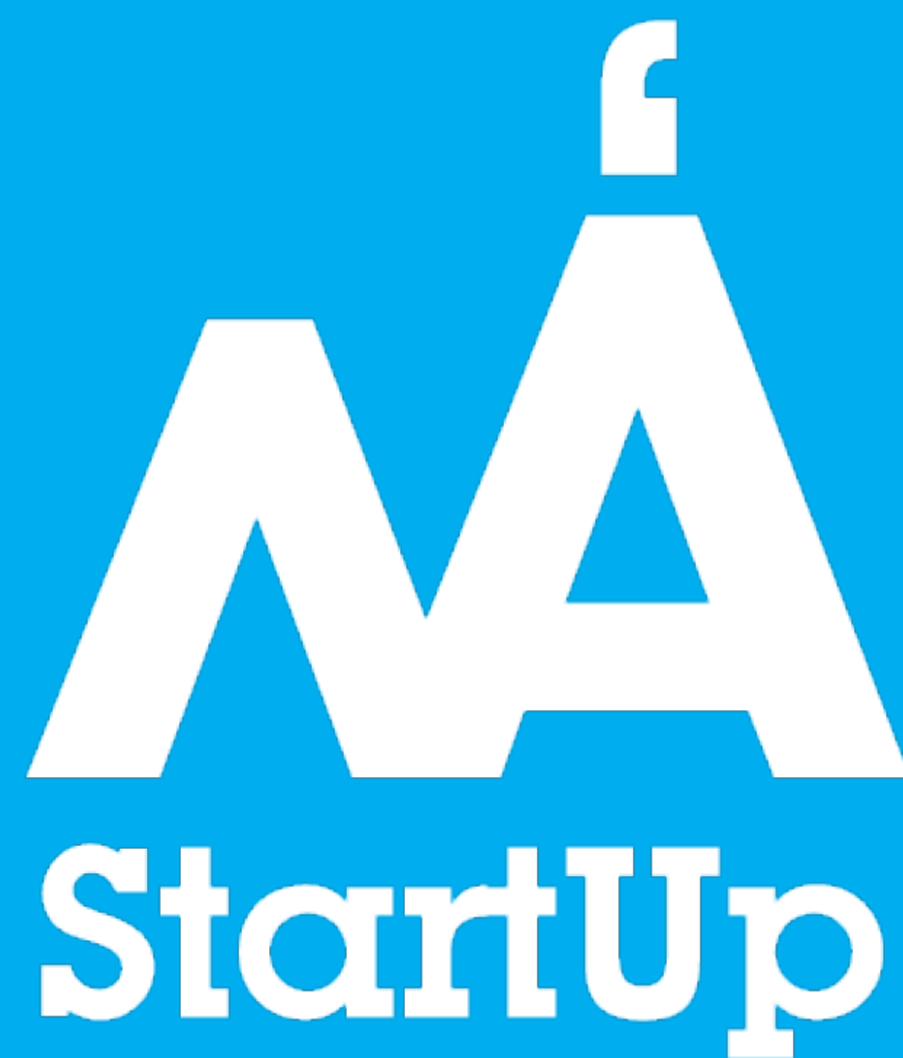


## Galaxy

### Vertical



Every Month  
Open & Free  
Attend and Follow



      [nastartup.it](http://nastartup.it)

**Progettare Insieme**



**Accelerare Insieme**

*Info*

**WWW.NASTARTUP.IT**

**[linkedin.com/company/nastartup](https://www.linkedin.com/company/nastartup)**

*per foto e video*

**[facebook.com/nastartup](https://www.facebook.com/nastartup)**

**Antonio Prigiobbo**

**FOUNDER & DIRECTOR**

**[www.slideshare.net/killermedia/presentations](https://www.slideshare.net/killermedia/presentations)**

***Business Contact***

**<https://www.linkedin.com/in/killermedia/>**