

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

The Top Startup Challenges in Europe





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

STARTUP PLAY

**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



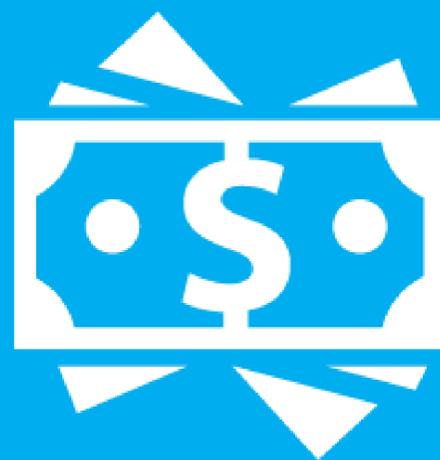
Talenti

+



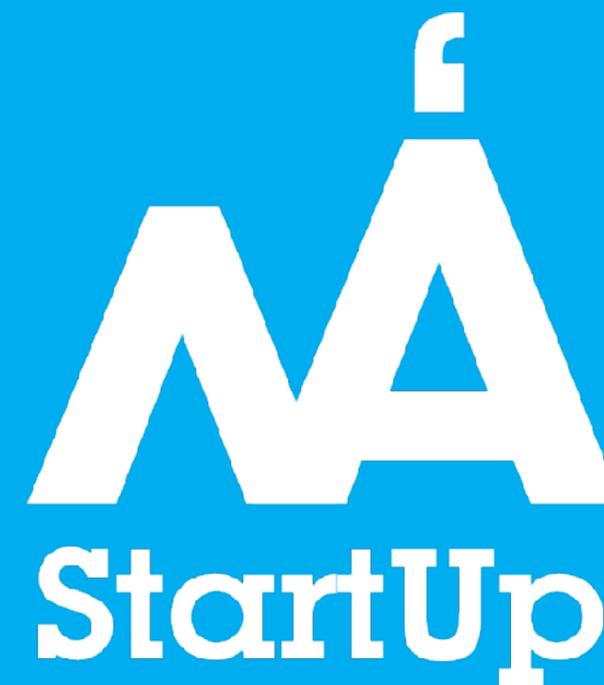
Eventi

+



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

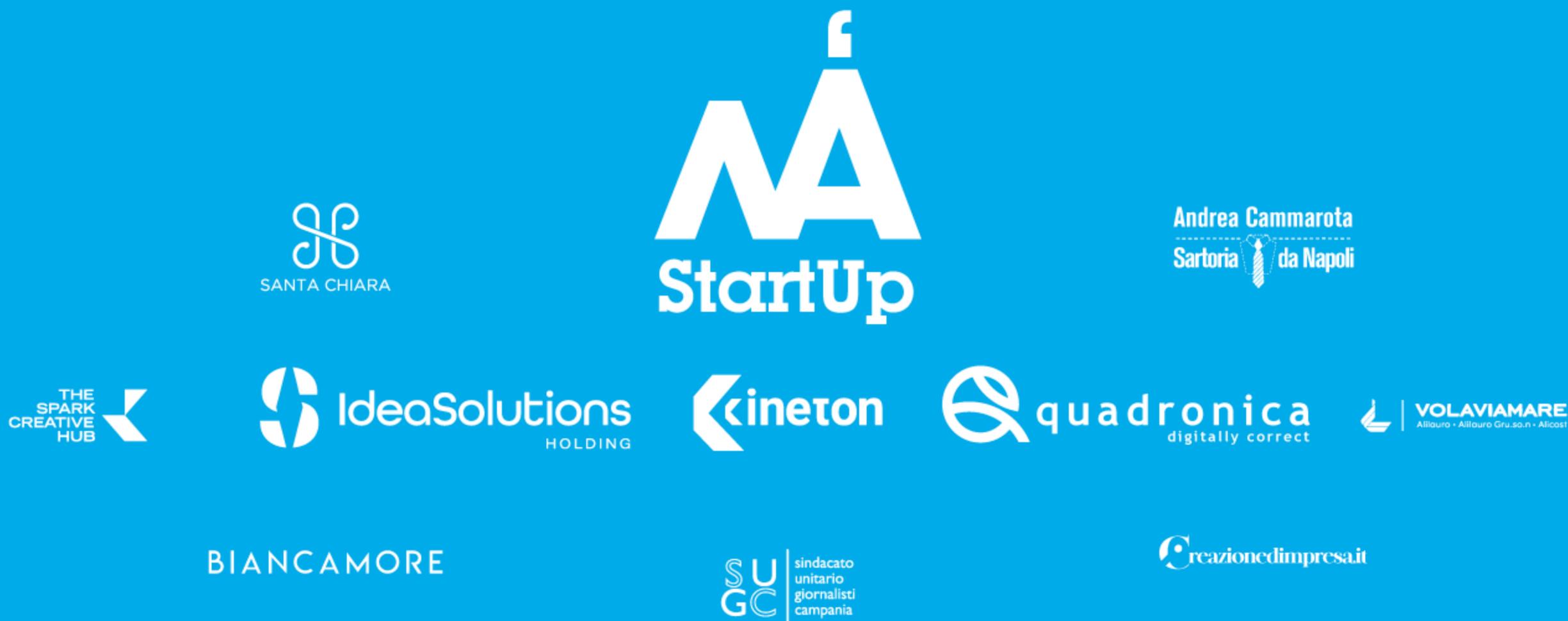
Advisor/Guest

Director



The diagram features a central vertical path of four roles: Director, Advisor/Guest, Sponsor & Partner, and Community dei Talenti. From the top role, Community dei Talenti, a yellow arrow points down to the bottom role, Director. From the bottom role, Director, a yellow arrow points up to the top role, Impattare con Tutte L'economie della Società. Two white curved lines frame the central text, one on the left and one on the right, both curving upwards at the ends.

The Network is The Innovation



Marzo 2022 - Gennaio 2023

Advisor



Roberto Marsicano

Advisor



Brigida Ardolino

Director



Antonio Prigiobbo

Advisor



Giancarlo Donadio

Advisor



Fabio Bruno

+90 eventi mensili (+60 extra)

+450 Startup Accelerate

+150 Social/smart/crowd

+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
- ★ ...

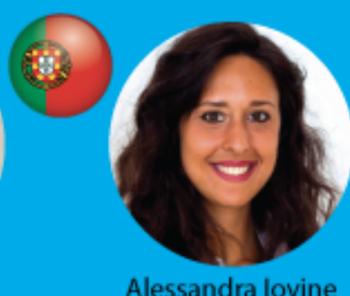
Next?
Join Our Accelerator Network
info@nastartup.it
fb.com/nastartup
[@nastartup](https://twitter.com/nastartup)



2016

Primo Network Europeo Incubatori/Acceleratori

L'Ultima Evoluzione del Network degli Eu Advisor



2018

Rete Europea degli Advisor di NASTartUp

START

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

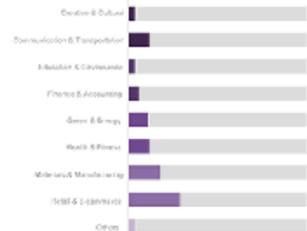
Cohorts: 30 | Mentors: 15 | Volunteers: 10

Physical Enrollment: 100% | Virtual Enrollment: 0%

STAGES SUPPORTED

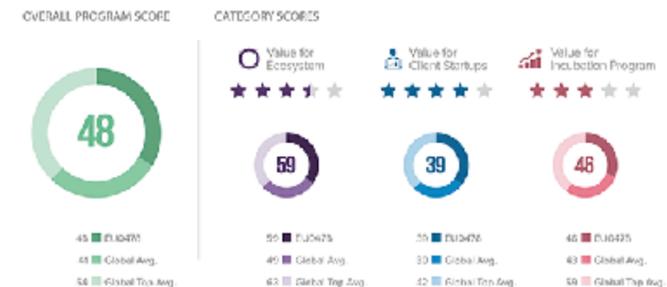
15% Idea | 25% Early | 30% Growth | 30% Acceleration

SECTORS REPRESENTED



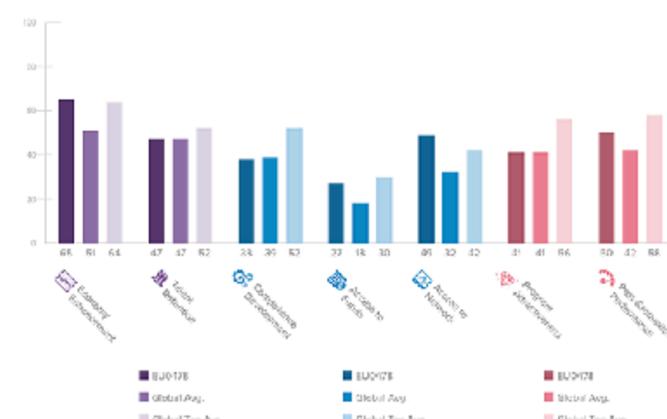
02 PROGRAM IMPACT & PERFORMANCE

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 government of program results performance and impact.



Awarded
NASTartUp
Country Italy

Ali Amin
Ali Amin
CEO, Co-founder

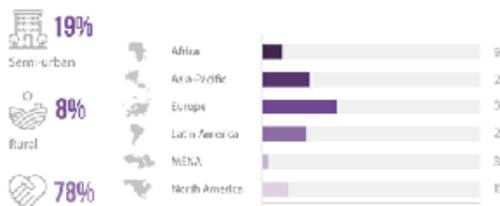
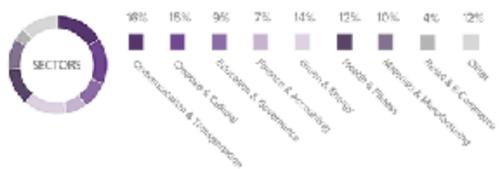
November 6, 2019
Stockholm, Sweden

Holger Meyer
Holger Meyer
Head of Research



03 BENCHMARK LANDSCAPE 2019 - 2020

PARTICIPANTS OVERVIEW



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 UbiStart Venture Group - a private equity venture development entity in Sweden, listed here at ubi-startventure.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



UBI GLOBAL

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

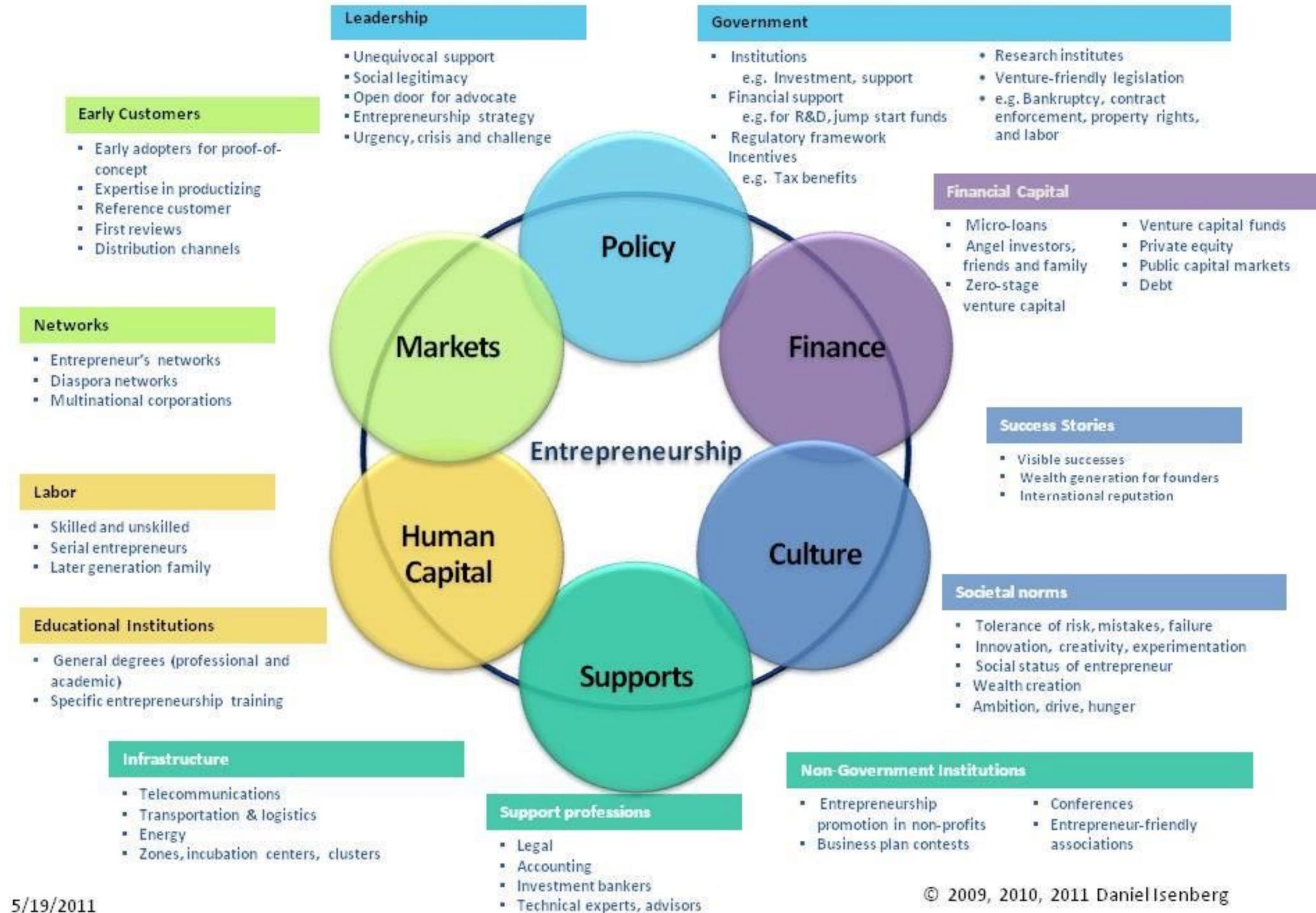


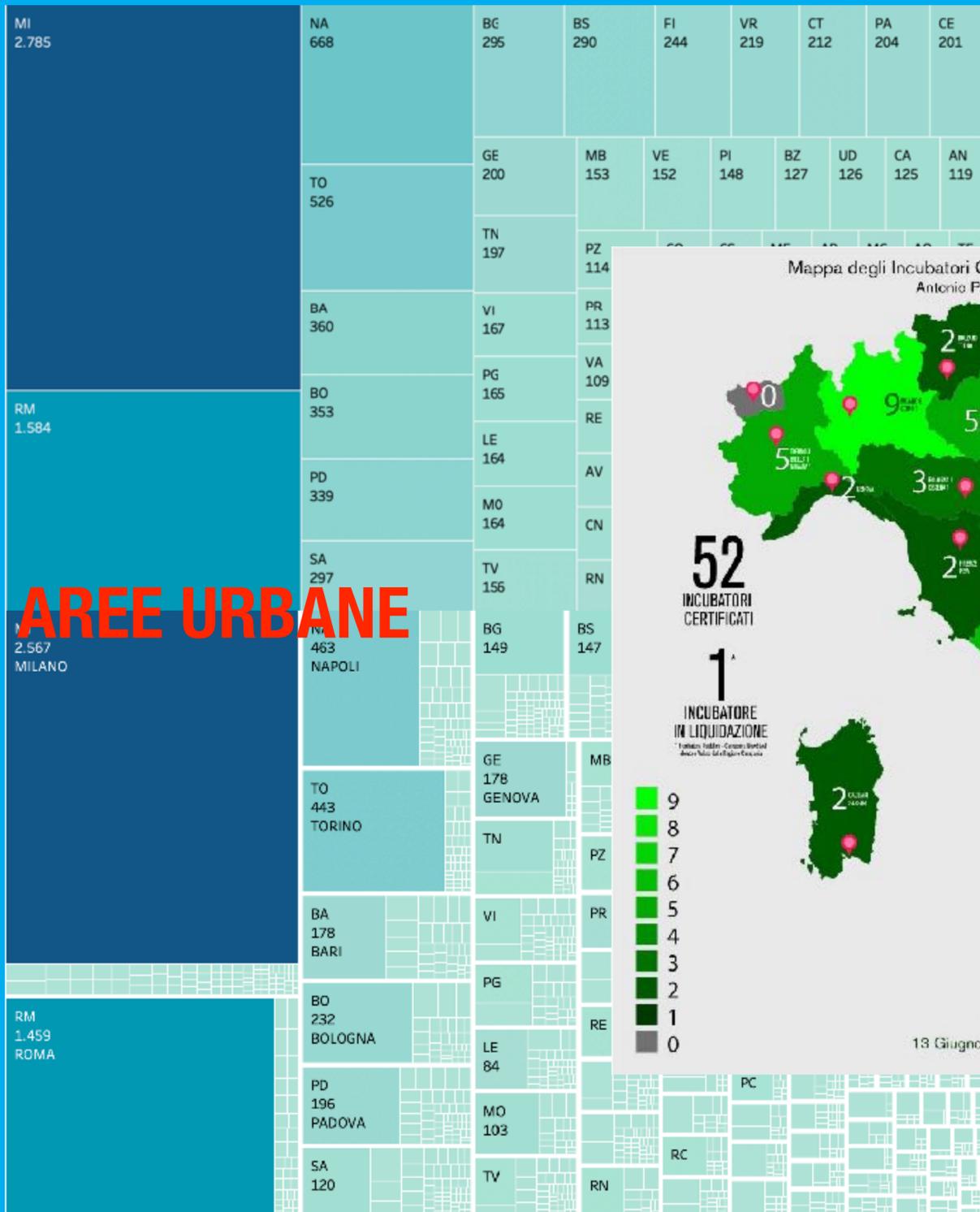
Avete qualche idea da Accendere?



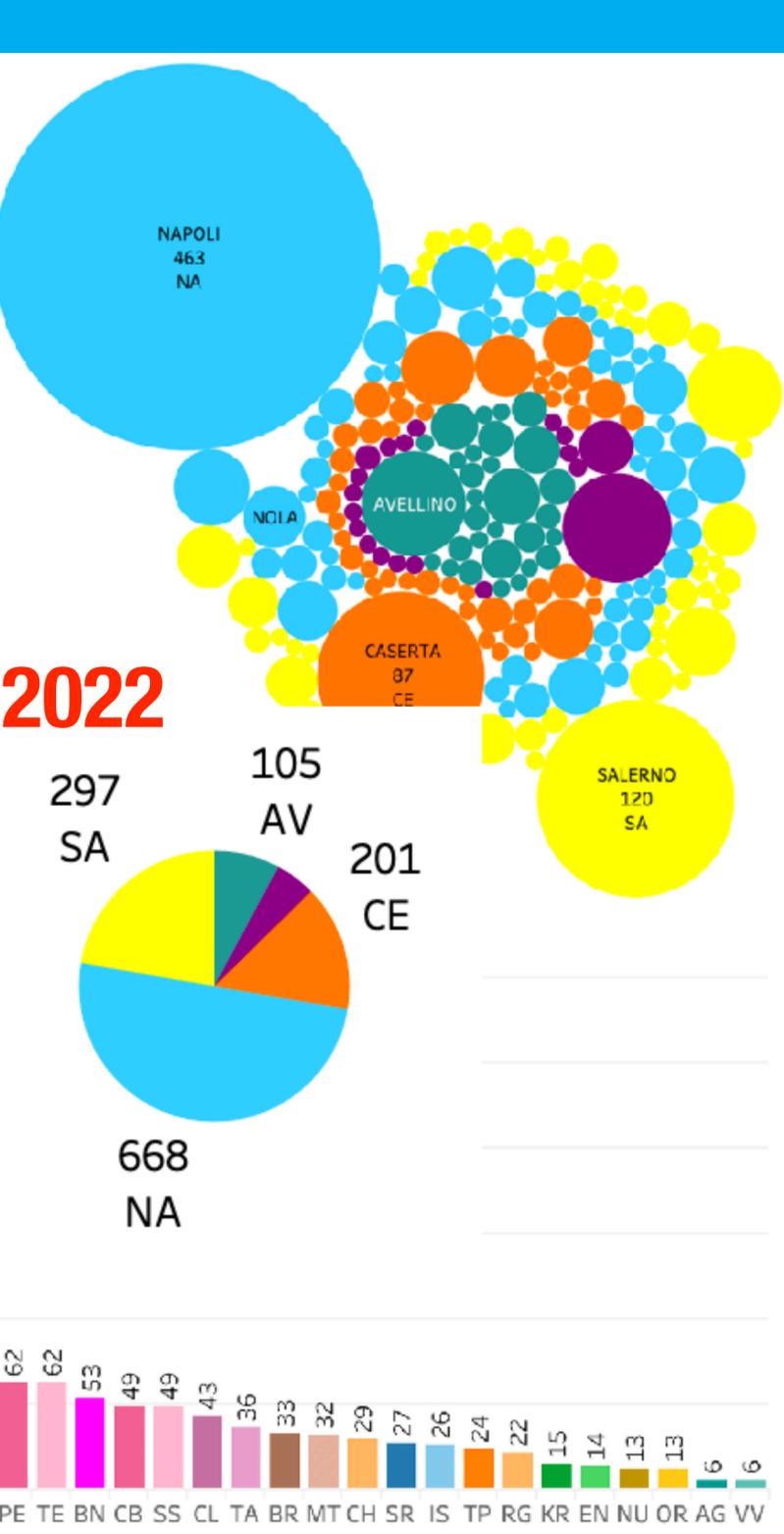
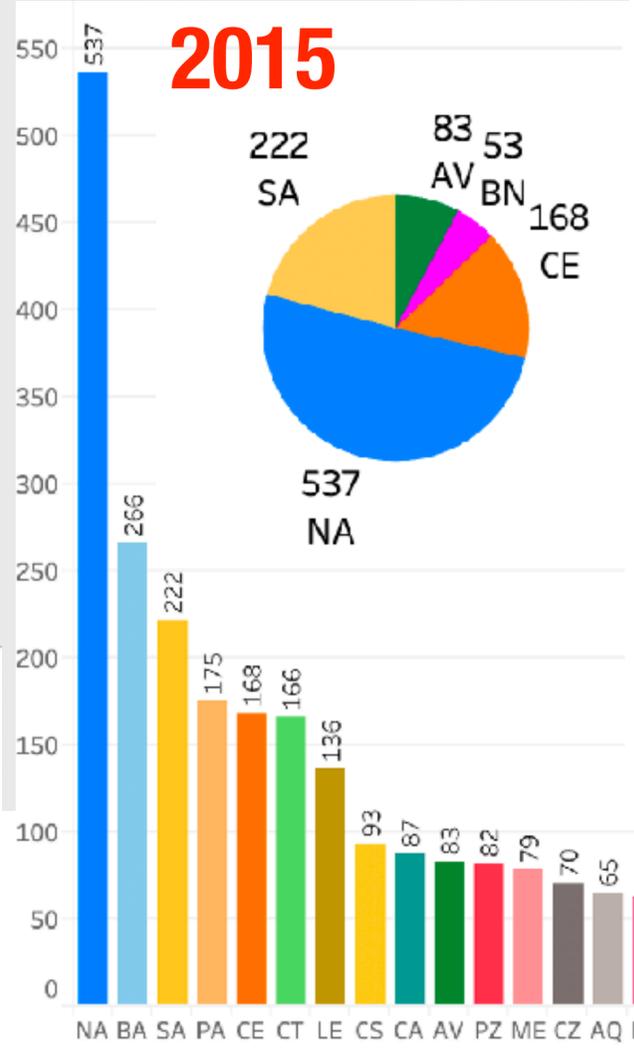
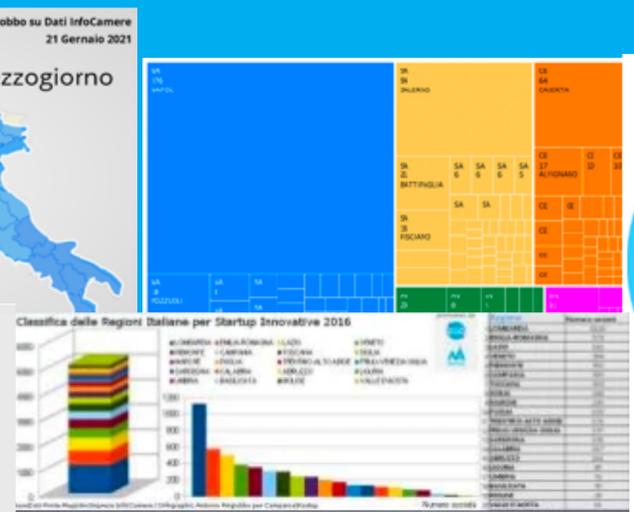
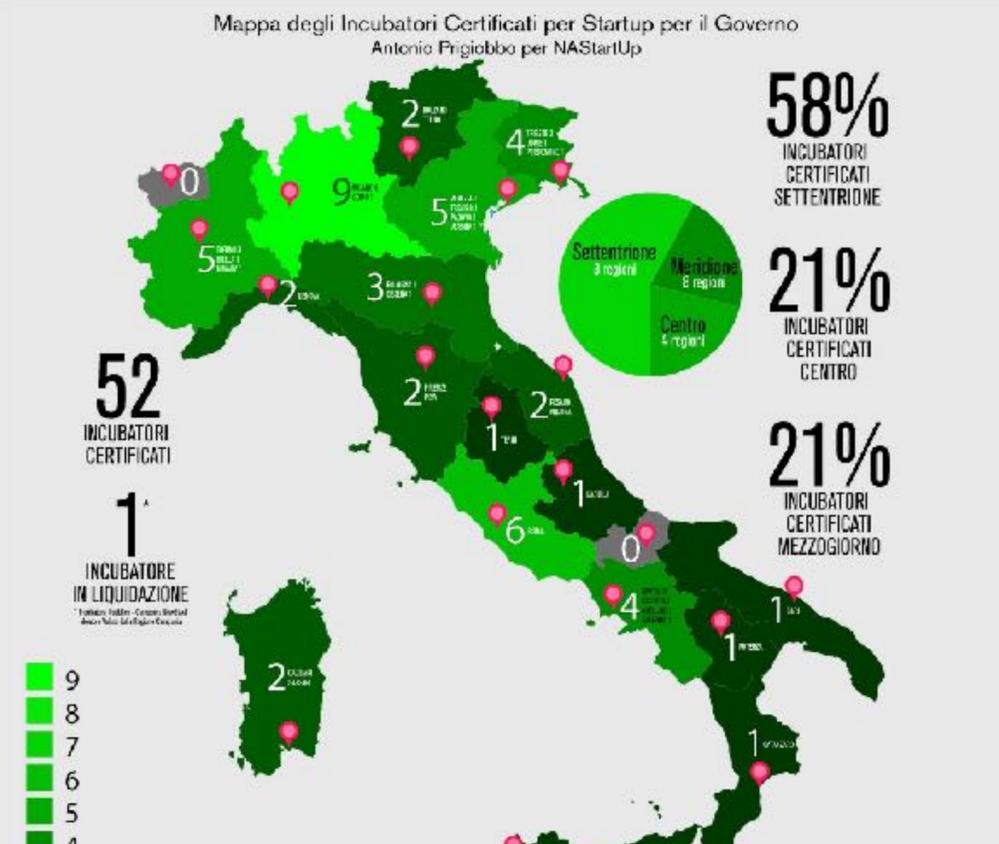
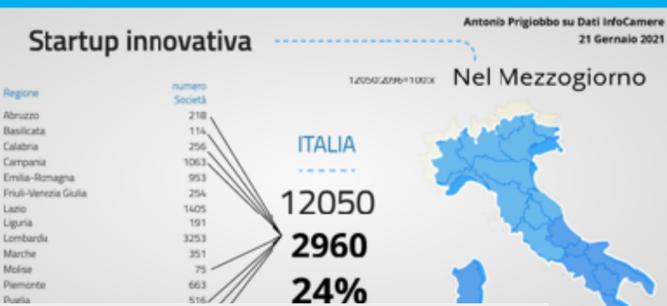
l'unico modo per fare innovazione? È farla!

Domains of the Entrepreneurship Ecosystem



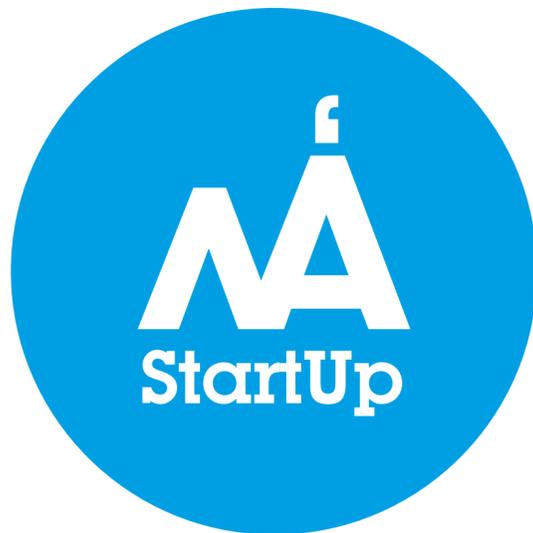
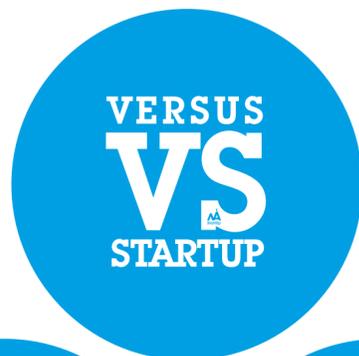


AREE URBANE



Meeting

Match



Galaxy

Vertical



NEXT Rel
Every Month
Open & Freee

Attend and Follow

www.mastartup.it

Progettare Insieme



Accelerare Insieme

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