

Call for Enactus projects

Enactus Pre-acceleration Program for impact entrepreneurial projects

Offered by WDA

Enactus Italia, in partnership with WDA S.r.l., invites qualified and experienced individuals/teams to submit proposals for participation in the Enactus Pre-Acceleration Program for Impact Entrepreneurial Projects. The program aims to foster the development of innovative ideas into Minimum Viable Products (MVPs) through mentorship, resources and expert guidance, organised in result-oriented sprints.

Application submission deadline: November 16th, midnight.

1. Organizing Subject and Organizing Partner

The program is co-organised and co-managed by Enactus Italia Onlus and WDA S.r.l.

WDA offers and holds activities planned by the program itself.

2. Program Objectives

The primary objectives of the pre-acceleration program are to:

- Identify and support promising entrepreneurial ideas with positive impact on the society and/or the environment, created and/or developed within the Enactus Italy network.
- Provide mentorship, tools and guided support to facilitate the development of Minimum Viable Products (MVPs) with market potential.

3. Program Features:

- Duration: the program will run for 16 weeks, between November 29th, 2024 and May 30th, 2025.

→ Only applicable to the nominated “Enactus National Champion 2025”: the team will need to continue its preparation towards the Enactus World Cup 2025 through

active participation in a dedicated acceleration program held from June to September 2025.

- Training and workshops: the program will provide customized sessions covering various aspects of business development, market analysis, financial plan, MVP creation and go-to-market strategy by WDA professionals.
- The aforementioned workshops will be organised in two-week sprints.

4. Eligible proposals

The call is open to individuals or teams with early-stage entrepreneurial ideas which were presented in past editions of the Enactus Italy National Competition.

Key eligibility criteria include: demonstrated commitment and passion for the proposed idea; clear potential for scalability and market impact; willingness to actively engage in the pre-acceleration program and; eventual interest in the foundation of a startup at the end of the experience.

Finally, in case your team is also composed of two students enrolled in a partner university/ITS, availability to participate in the Enactus World Cup 2025 in Bangkok, Thailand (September 2025), as Enactus Italy National Champion 2025 (free of charge).

5. Eligible actors

Eligible project teams shall be composed of at least one present or former Enactus student, belonging to the original team who participated at the National Competition with the same idea.

However, teams can also be composed by Enactus students and former students from other affiliated universities, and/or other people/professionals interested and useful to the development of the entrepreneurial project itself.

Please note that, if you are interested in having the chance to win the Enactus Italy National Champion Award, and represent Italy at the Enactus World Cup, your team also needs to be composed of at least two students from your Enactus team's university/ITS of origin.

6. Submission guidelines

Interested project teams must submit a comprehensive motivation letter outlining the details of their entrepreneurial idea and relevant information about the team. In particular, interested parties should submit a comprehensive proposal, including the following essential information:

- Overview of the idea: a brief introduction to the entrepreneurial idea, including the mission and the vision.
- Team background: profiles of team members, highlighting relevant skills and experience.
- Expected market impact: anticipated market impact and scalability of the proposed idea.
- Expected sustainable impact: highlight of relevant SDGs and potential impact to generate

Not mandatory, but favorably considered, the following points.

- Implementation plan: description of past progress and timeline about future steps envisioned.
- Available economic projections
- Team members are free to add individual motivation letters to support the admission of the entrepreneurial idea.

Applications open on November 5th, 2024, and close on November 16th, 2024

APPLY HERE: <https://forms.gle/U1CBEnnkBk1W5YUm9>

7. Proposals evaluation and selection criteria

The Admission Committee, consisting of staff members from WDA S.r.l. and from Enactus Italia, will review applications jointly from November 16th. They will evaluate proposals based on the following criteria:

- Team Competences and Industry Knowledge;
- Product/Service Development Stage;
- Creativity and Innovation;
- Project Feasibility;
- Competitive Landscape and Positioning;
- Alignment with Market Needs and Market Size;
- Business Potential of the Idea;
- Foreseen sustainable impact
- Completeness of the Presented Documentation.

Shortlisted candidates will be notified of admission to the program no later than **November 20th, 2024**.

8. Participation Rules

The program will officially start on November 29th, 2024. Participation rules and conditions include:

- Mandatory participation in WDA sessions and workshops every two weeks, for at least 1 referent.
- Obligatory bi-weekly deadlines for the submission of required material.
- Failure to meet deadlines results in the project losing its place in the pre-acceleration program.
- Mandatory presence on the official Whatsapp group for the Pre-acceleration program.

9. Choice of the Winner & Awards

Teams and projects which complete all the eight sprints with positive results and constant commitment will be admitted to the Enactus National Competition 2025, where each team will gain visibility and will be judged by a jury of professionals and investors.

Special awards:

- **“Enactus Best Impact Project 2025” award:** consists of an award in pre-seed money or acceleration services by WDA.
- **“Enactus National Champion 2025 (Category: Advanced Project)” award:** only dedicated to teams composed of at least two students enrolled in a partner university/ITS. In this case, the team will have the honour and duty to participate in the Enactus World Cup 2025 in Bangkok, Thailand (September 2025), free of charge.

Please note that above mentioned awards might be won by the same team, if eligible.

- Other eventual specific prizes or opportunities will be announced later during the academic year.

Please also note that, in the event that any project participating in the program, not necessarily among the winning ones, receives equity financing, a percentage of ownership in the resulting startup will be granted to Enactus Italia as the promoter of the acceleration program up to 5%.

10. Code of Conduct

Adherence to deadlines, punctuality, and ethical conduct are demanded. It is the responsibility of the selected teams and participants making sure that they are respecting intellectual property rights and presenting authentic ideas.

Each participant also commits to:

- Accept and conform to the decisions of the Organizer.

- Respect other participants.
- Refrain from using expressions that incite violence, discrimination, obscenity, and/or defamation.
- Avoid offensive, defamatory, vulgar content that violates privacy or goes against decency and current legislation.
- Avoid advertising content and/or content of a political/ideological or religious nature.
- Not violate copyrights, trademarks, or other reserved rights.
- Adhere to relevant legislation regarding the protection of personal data, including the so-called Privacy Code - EU Regulation 2016/679 ("GDPR") and subsequent amendments and/or integrations.
- Follow the safety and conduct rules provided by the Organizer.
- Use with the utmost care and diligence, for the entire duration of the event, any materials and equipment provided.
- Not tamper with the registration process or the functioning of the initiative.
- Avoid behaving inappropriately, unsporting, and contrary to the interest of a peaceful and proper conduct of the initiative.

11. Intellectual Property

If the project team does not proceed with the establishment of a startup within the framework of the proposed program, the intellectual property of the proposed ideas remains with the creator(s) (the project teams).

12. Personal Data Treatment and Use of Images

By applying to this call, you accept the [Enactus Program Privacy Policy](#).

The appointments of the Enactus Pre-Acceleration Program for impact entrepreneurial projects by WDA

One appointment every two weeks between November 29th, 2024 and May 30th, 2025. Appointments will be scheduled in advance, according to WDA's availability and the number of selected teams.

Market Analysis:

- *Market Trend Analysis*
- Studying and quantifying the target market using the TAM, SAM, SOM framework.
- Identifying market players through a competitive board.
- *Customer Target Definition*
- Defining and analyzing the target customer base.

Solution Definition:

- *Customer Needs Identification.* Identifying and schematizing current and potential customer needs. Analyzing Problem-Solution Fit and consistency among Customers, Problem, and Solution using the Problem Solution Canvas.
- STP Analysis (Segmentation, Targeting, Positioning) to identify whom to create value for and what benefits to offer, defining Buyer personas.
- Finalizing the Unique Value Proposition (UVP) through the Value Proposition Canvas based on the structured analysis in the previous phase.

MVP Definition:

- *Business Model and Revenue Model Definition.* Defining the Business Model and Revenue Model through the analysis of business models of market players.
- *Customer Journey Mapping.* Designing the Customer Journey Map, mapping the customer journey process and highlighting steps and touchpoints.

Validation Setup:

- *Solution Validation Planning.* Planning the validation activity of the identified solution using methodologies such as structuring a landing page, creating questionnaires through platforms like Google Forms or Typeform, or developing a prototype.
- Defining early adopters to test the solution.

Validation:

- Executing the validation strategy.
- Identifying Key Performance Indicators (KPIs) through the structuring of a KPI Dashboard.
- Analyzing results using control tools.
- Iterating the MVP based on the obtained results.

Financial Plan:

- *Short-Term and Long-Term Planning.* Creating a short-term operational plan (12-18 months) and a long-term financial plan (3-5 years) to define the startup's cash needs.

Investor Pitch:

- *Pitch Development.* Creating the Investor Pitch based on the previously conducted analyses and validation results.

National Competition:

- Showcasing the project during the National Competition, mid May 2025.

Please send your application only via the Google Form that you can find linked at point 6, "Submission Guidelines".

Do you have questions?

→ For any query about the opportunity, please email executive@wda.company , with abaratto@enactus.org and fchiesa@enactus.org in cc, and as **object:** "PRE-ACCELERATION PROGRAM - INFO REQUEST" .