



CALL FOR

2nd DIGITALIZATION BEAUTY PARADE | MEXICO & ITALY

It is open the selection of Mexican companies (start-ups, scale-ups and SMEs) for the “2nd **Digitalization Beauty Parade | Mexico & Italy**”, aimed at fostering access to the new markets through strategic partnering and interaction and creating new opportunities of business development between Mexican and Italian companies, in the daily increasing digital environment.

The Sector of interest: **Digitalization**

Date of the pitch session: **October 6, 2022 – h 4:00 p.m. (CEST)**

On the date of the event each admitted candidate shall present the digital product/service illustrated in the application (see below) by making a pitch (3 minutes maximum) – via web – to the audience, which will be composed of Mexican & Italian Business/Investment players.

At the end of the pitch session, the **Grand Jury** – composed of high-profile representatives of the digitalization/innovation/investment ecosystem – shall award the best pitch.

The winner’s prize shall consist in services offered by the following members of the Grand Jury:

- **Nunziante Magrone** – 2,500 € worth legal services (corporate & commercial);
- **AEMI** – one-year free membership;
- **Aurora Fellows** – 5 ‘Aurora Experience’ scholarships 300 € worth each for young people under 21;
- **InnovUp** – one-year free membership 150 € worth for start-ups and 500 € worth for scale-ups with > 1 million in turnover or funding;
- **Pérez Correa González** – 25 hours legal services;
- **Tesi Group** – financial training and advisory 2,000 € worth.

SAID SO

a call is herewith launched for the selection of:

MEXICAN companies (start-ups, scale-ups and SMEs)

willing to take part to the 2nd Digitalization Beauty Parade (2st round)

MANDATORY REQUIREMENTS FOR ADMISSION

The applicant candidate must:

- a. have the registered office in Mexico;
- b. be active in the digital sector;
- c. be internationally focused (eventual actual or potential cooperation with Italian companies shall be evidenced in the application);
- d. have an annual turnover not exceeding 20M € (financial statements for year 2021, if available, or previous year).

By submitting the application, the candidate will be required to confirm possession of the above requirements.

APPLICATION

Please fill in and submit by the below deadline the application form herewith attached or use the following link: **Digitalization Beauty Parade Mexico Italy - Application**

TERMS OF SUBMISSION

Deadline to submit your application: **August 31st, 2022 – h. 11:59 p.m. (CEST)**

Selection of the admitted candidates starting: **September 1st, 2022**

Communication to finalists: **September 9, 2022.**

Where to apply:

- form to: **digital@nmlex.it**
- online: **Digitalization Beauty Parade Mexico Italy - Application**

A confirmation e-mail shall be sent to the applicant once the application has been successfully submitted.

SELECTION

The admission committee shall select the most valuable projects timely submitted, considering their matching with all the mandatory requirements as outlined above.

Admitted applicants shall be promptly informed via email.

For any query, please write directly to: **digital@nmlex.it**

PITCH

On the date of the event admitted applicants shall present their pitch in English via Zoom (link to be provided in advance).

At the end of the pitch session a Q&A session shall take place.

GRAND JURY

The Grand Jury shall vote all the pitches, considering the following *criteria*:

- Digital impact (of the product/service described);
- International focus of business model;
- Scalability: showing how the business can increase its size and therefore its customers and volume, even exponentially, without the use of proportional resources;
- Replicability: showing how the business model can be repeated in different places and in different periods/places without being revolutionized and only by making small changes;
- Communication skills.

Further information shall be provided, time by time, at the following link: [Digitalization Beauty Parade](#)

Avv. Gianmatteo Nunziante

Founding Partner

Dott. Letizia Magaldi

President