



START PITCH 2026

START ATTRACTOR

Piazza S. Paolo a Ripa D'Arno, 16
56125 Pisa
info@startattractor.eu
www.startattractor.eu

Startup competition @ Converging Skills
27-28 October 2026, Pisa.

1. Purpose

Start Pitch 2026 selects entrepreneurial projects and innovative startups with potential for growth, scalability and economic, social or environmental impact. The selected applicants will present their projects during Converging Skills 2026, to be held in Pisa on 27 and 28 October 2026.

The competition comprises the following tracks:

- **General Call, open to projects from any sector;**
- **Energy Track, sponsored by Baker Hughes, open to solutions aligned with at least one of the following technology areas:**
 - a) Emissions Reduction and Carbon Management;
 - b) Clean Energy and Electrification;
 - c) Hydrogen and Energy Carriers;
 - d) Industrial Power Electronics and Energy Efficiency;
 - e) Robotics and Automation;
 - f) AI, Machine Learning and Analytics for Industrial and Energy Applications;
 - g) Industrial Asset Management Solutions;
 - h) Carbon Capture, Utilisation and Storage (CCUS);
 - i) Advanced Functional Materials;
 - j) Additive Manufacturing and Repair Technologies;
 - k) Non-Destructive Testing, Inspection and Sensor Technologies;
 - l) Chemistry and Processes for the Energy Industry.

Applicants may apply to one track.

The application must clearly explain its alignment with the selected area, the industrial problem addressed, the maturity of the solution, the results already validated and the conditions required for an industrial pilot or collaboration.

2. Eligible applicants and requirements

For the **General Call** applications may be submitted by:

- a) entrepreneurial or research teams comprising at least two members, with an innovative project and the intention to establish a startup;
- b) startups incorporated no more than three years before the Call deadline;

For the **Energy Track** applications may be submitted by startups that are already legally incorporated entities at the time of application;

It is required that:

- a) The proposed technology must have reached a Technology Readiness Level (TRL) of at least 4;
- b) proposals must not contain any confidential, proprietary, or otherwise restricted information, as stated in the Article 9. Any information included in the proposal submission will be considered non-confidential and may be treated as publicly disclosable.

3. Opportunities and awards

Selected applicants will have access to the following opportunities:

- a) a pitch before investors, companies, research representatives and experts;
- b) participation in networking activities and business-matching meetings throughout the two-day event, including feedback from the judging panel and opportunities to establish contacts for potential investments, partnerships, pilot projects and industrial collaborations.

Two winners will be selected as part of Start Pitch: one for the General Call and one for the Energy Track.

The winner of the General Call will gain access to a tailored [entrepreneurial support programme from Start Attractor](#).

The winner of the Energy Track will receive direct access to a dedicated mentoring session in 2027 with relevant Baker Hughes business units and Open Innovation stakeholders. This session may include discussions with relevant business units and/or an assessment of the project's suitability for a potential pilot project

Participation in the competition and the awarding of any prize shall not create any obligation on the part of Fondazione Start Attractor, Baker Hughes or any other party involved to invest in a project, purchase products or services, enter into a partnership or other agreement, launch a pilot project or otherwise continue the relationship with any applicant or winner.

4. Application procedure and deadline

Applications must be submitted in English through the online form available at <https://forms.gle/SNr9FR13THFHmVJf6>

Applications must be submitted by October, 12. Incomplete applications or applications received after the deadline will not be considered unless Fondazione Start Attractor formally extends the deadline.

The application form must include at least:

- a) details of the team and the application contact person;
- b) a description of the problem, solution, technology, and value proposition;
- c) key differentiation factor of the technology
- d) any patent or IP
- e) the target market and business model;
- f) the project's stage of development, results achieved and main supporting evidence;
- g) expected impact;

h) a pitch deck and any other attachment requested in the form.

5. Selection process and criteria

Applications will be assessed by a committee appointed by Fondazione Start Attractor comprising experts, investors and representatives of the innovation ecosystem.

The assessment of Energy Track applications may also involve representatives or experts of Baker Hughes.

The following criteria will apply to both tracks:

- a) relevance and clarity of the market need;
- b) level of innovation and competitive advantage of the solution;
- c) strength of the value proposition and business model;
- d) market size and potential;
- e) quality, complementary skills and experience of the team;
- f) scalability and feasibility of the project;
- g) economic, social and environmental impact;
- h) quality, clarity and completeness of the application.

The Committee may request clarifications, additional documents or an interview. The Committee's decisions are final and will not result in the publication of detailed rankings, unless Fondazione Start Attractor decides otherwise.

6. Stages and timetable

Stage	Date
Application deadline	October, 12
Notification of results	October, 19
Participation confirmation	October, 21
Start Pitch @ Converging Skills	27 and 28 October 2026

At least one representative of each selected project must attend Converging Skills in person. Failure to confirm participation or an unjustified absence may result in exclusion of the competition.

7. Communications and obligations of selected applicants

All communications will be sent to the address provided in the application form. Applicants are responsible for ensuring that their contact details are correct and must promptly report any changes.

Selected applicants undertake to:

- a) confirm their participation by the specified deadline;
- b) provide the materials required for the event programme and communications;
- c) comply with the timetable, format and organisational instructions;
- d) disclose any conflicts of interest or restrictions that may affect their participation.

8. Intellectual property and applicant declarations

Ownership of the proposal, technologies and materials presented remains with their respective rights holders. Participation does not entail the assignment or licensing of intellectual property rights to Fondazione Start Attractor and Baker Hughes or any other partner, unless otherwise agreed in writing.

Applicants declare that they are legally entitled to use and submit the content presented and that it does not infringe any third-party rights. Where a proposal results from activities carried out at a university, research organisation, company or other entity, applicants declare that they have obtained all authorisations required to participate and disclose the submitted materials.

Applicants authorise the use of the project name and logo, a non-confidential description, and images recorded during the event for the organisation and communication of the competition, within the limits set out in the applicable privacy notice and release forms.

9. Confidentiality

Fondazione Start Attractor and the members of the Committee will use the information received solely to manage and assess the Call and will take appropriate measures to restrict access to the parties involved. Any members of Baker Hughes or other partners will be subject to the same obligations as part of the assessment process.

Start Pitch and the public activities of Converging Skills take place before an audience. Applicants must therefore refrain from including in the pitch or public materials any secret, patentable or otherwise confidential information whose disclosure could compromise the protection of the project. Participation in the Call does not replace a specific confidentiality agreement.

10. Limitation of liability

Fondazione Start Attractor is not liable for technical failures, network interruptions, transmission errors, loss or illegibility of materials, or applications not received for reasons beyond the Foundation's control. Applicants are responsible for verifying that their submission has been completed correctly before the deadline.

The Foundation may exclude applications containing false, incomplete or unlawful information and participants whose conduct is contrary to the law, these rules or the purpose of the initiative.

11. Warranties and indemnity

Applicants assume full responsibility for the accuracy, lawfulness and originality of the content submitted and shall indemnify and hold harmless Fondazione Start Attractor and Baker Hughes against any third-party claims relating to the proposal or submitted materials. Any dispute concerning ownership or use of the content may result in suspension or exclusion from the competition.

12. Processing of personal data

Personal data provided for participation will be processed by Fondazione Start Attractor in accordance with Regulation (EU) 2016/679 and applicable national law for

purposes related to application management, selection and delivery of the competition. The full privacy notice will be made available in the application form and will specify, among other matters, the legal basis for processing, retention periods, recipients of the data and procedures for exercising data-subject rights.

13. Information amendments and acceptance

For further information, please contact info@startattractor.eu. Updates will be published on www.startattractor.eu and on the [Converging Skills 2026 page](#).

Fondazione Start Attractor reserves the right to extend deadlines, amend the timetable or make justified changes to the competition in response to organisational requirements or unforeseen circumstances. Any changes will be promptly announced through the official channels.

Submission of an application constitutes full acceptance of this Call and of the notices referred to in the application form.