



## **Open call for participation in the selection for the “e-P Summit Innovation Award”**

As part of e-P Summit (Stazione Leopolda in Florence – 21 and 22 May 2025), Pitti Immagine, in collaboration with UniCredit, is launching the special initiative <e-P Innovation Award> aimed at start-ups and young companies with innovative projects in the thematic areas of greatest interest for high technology applications in the various sectors of conception, production and commerce of fashion.

Hereafter

The rules for the selection and assignment of the award  
and the participation of the companies selected for the “e-P Summit” event

\*

### 1. Purpose and subject of the “e-P Summit Innovation Award” - Awards initiative

With the “e-P Innovation Award” Pitti Immagine, in collaboration with UniCredit, shall promote selected start-ups and young companies that have elaborated ideas and studies or developed innovative projects for the solution of the problems faced by companies operating in the various sectors of fashion and retail in order to develop their activities using the methods and instruments of electronic technology.

The main purposes of the initiative are: (i) to promote the attention of companies operating in the fashion and retail sector in the direction of the market segment of start-ups and young companies offering products and services within the spheres indicated above; (ii) to develop e-P Summit’s function as a meeting place for these firms; (iii) to confirm and develop the commitment of Pitti Immagine and UniCredit to these sectors and in favor of emerging and innovative companies by presenting some examples that particularly comply with the character of the “e-P summit” event. The “e-P Innovation Award” is not a competitive award aimed at forming classifications that attest to the specific quality of the products or services of the companies selected, but rather aims to make known examples of research, planning and experimentation.

For these purposes, with the selection which is the subject of this Open call Pitti Immagine, in collaboration with UniCredit, shall propose to assign the selected companies:

- (i) participation at a favorable cost in the e-P Summit 2025;
- (ii) a special occasion to put forward their own proposal to the operators and companies taking part in the “e-P summit 2025”;
- (iii) an additional presentation of their company by taking part in the “e-P summit” gala dinner;
- (iv) the assignment of the “e-P Innovation Award” to the company chosen to be in first place among those selected.

The award to the company chosen to be in first place shall consist of the assignment of € 5,000.00. All the companies selected by the Scientific Committee in accordance with art. 4 below shall also be the subject of a further assessment carried out by UniCredit for the admission of one of the same to a special support activity that UniCredit shall supply through its own “UniCredit Start Lab” business platform, after the conclusion of “e-P Summit 2025”.



## 2. Organizer and participation relationship

The “e-P Summit Innovation Award” shall be organized by Pitti Immagine s.r.l. and all relationships of the participants shall be exclusively established with the same until the conclusion of the event within the sphere of “e-P Summit”.

The “e-P Summit Innovation Award” shall be organized by Pitti Immagine in collaboration with UniCredit which shall remain extraneous to the direct relationship with the participants, barring the subsequent carrying out of the support activities in favor of the company selected at the discretion of UniCredit which the same shall carry out through its own “UniCredit Start Lab” business platform, as specified in art. 6 below.

## 3. Participation in the selection of the “e-P Summit Innovation Award” - Participation in the “e-P Summit” event – assignment of advantages and awards.

Each participant shall only present one project.

Each participant should email the material to [epsummit@pittimmagine.com](mailto:epsummit@pittimmagine.com) by February 14th 2025. Each attached document should be in PDF format and accompanied by a pitch of maximum 11 slides.

The participation applications shall be: (a) first verified by Pitti Immagine in order to assess compliance with the subject and purpose of the “e-P Summit Innovation Award, (b) then subjected to assessment and selection by a Scientific Committee according to the modalities established below in art. 4.

The companies selected by the Scientific Committee shall be permitted to:

- a) participate in the “e-P Summit” at the Stazione Leopolda in Florence on 21 and 22 May 2025 and purchase a stand at the special preferential price of € 1,000.00 + VAT, as more clearly established in art. 5 below;
- b) present their project during the “e-P Summit” in a 5-minute pitch to be inserted into the calendar of “e-P Summit” events;
- c) participate in the gala dinner organized at the end of the “e-P Summit” 2025
- d) mention their participation in the “e-P Summit Innovation Award” and in the “e-P Summit” in their own communications in a manner that should be coherent with the purposes and character of these events, notifying Pitti Immagine and UniCredit in advance of the same.

The company chosen to be in first place from among those selected by the Scientific Committee shall be assigned the “e-P Summit Innovation Award” of € 5,000.00.

UniCredit shall choose, at its own discretion, from among the companies selected by the Scientific Committee, one company which shall receive the support activities offered by the “UniCredit Start Lab” business platform.

With the submission of the participation application, subordinately to the selection as per art. 4 below, the companies (i) shall undertake to participate in the “e-P Summit Innovation Award initiative and the “e-P Summit” event according to the modalities and conditions envisaged in this Open call; (ii) consent to Pitti Immagine and UniCredit using their name and their brand and the description of the company and its products or services for communications regarding the “e-P Summit” event and the “e-P Summit Innovation Award” competition.



4. Formation of the selection of the participants, assignment of the first place award and selection for the support activities offered through access to the UniCredit Start Lab business platform.

The following shall be selected from among the companies admitted by Pitti Immagine:

- a) a maximum of eighteen (18) companies to take part in the “e-P Summit” and in the “e-P Summit Innovation Award” event as established in art. 3 above;
- b) one of these shall be assigned the prize of first place in the “e-P Summit Innovation Award” to be presented during the “e-P Summit” gala dinner on 21 May 2025.

The selection and assignment of the award shall be carried out by Pitti Immagine according to the assessment of a Scientific Committee appointed by the same which shall evaluate the proposals of the companies according to the purposes of the initiative and in relation to the following aspects and themes:

1. 3D Design, Digital Prototyping & Production
2. Artificial Intelligence Solutions
3. E-commerce & Omnichannel Innovations
4. Operational Excellence & Store Performance
5. Web3 & Metaverse Innovations
6. Digital Product Passports & Traceability
7. Greentech & Circular Economy Innovations
8. Digital Distribution Monitoring Solutions
9. Wearable Technology Solutions

The assessment of the Scientific Committee shall take into account the aspects and themes listed above but may be carried out concisely in the records of the Committee’s work. This shall not imply any judgment of comparative merit or demerit of the various proposals. The submission of a participation application shall signify acceptance of the unquestionable nature of the assessments of the Scientific Committee.

5. Execution of the participation in the “e-P Summit”

Participation in the “e-P Summit” to which the companies selected by the Scientific Committee shall be committed in accordance with art. 3, last paragraph and art. 4., shall be carried out as follows:

- a) Pitti Immagine shall send notification of the assessment of the Scientific Committee and admission to the “e-P Summit” event indicating: (i) the methods of participation at the Stazione Leopolda in Florence and the stand assigned; (ii) the operational specifications of the event regulations and any subsequent integrations or modifications to the same; (iii) the special preferential fee of € 1,000.00 + VAT to be paid for the stand and the services linked to participation in the “e-P Summit”, the essential deadline for the payment and modalities of the same.
- b) Companies selected to be participants should provide a contact person who shall be present at the Stazione Leopolda; companies shall undertake to man their stand with people suitably prepared to present the proposal.



c) For the brief presentation of the proposal during an event at “e-P Summit”, to be scheduled by Pitti Immagine, the companies should ensure the intervention of persons who are adequately informed about the subject of the proposal and who can send in advance to Pitti Immagine the slides for the presentation, which shall be preeminently verbal. Pitti Immagine shall not assume any responsibility for the compatibility of the presentation material with the methods of reproduction used at the “e-P Summit”.

6. The support activities offered through access to the “UniCredit Start Lab” business platform  
The support activities referred to in art. 2, second paragraph above shall be carried out by UniCredit through its “UniCredit Start Lab” business platform, autonomously from Pitti Immagine, and shall be in favor of the company that UniCredit chooses from amongst the companies selected by Pitti Immagine’s Scientific Committee. UniCredit shall supply these activities according to the times and modalities subsequently notified to the company selected.

7. Disputes

Any disputes with Pitti Immagine regarding the interpretation, validity or application of this Open call and all the other participation regulations for the “e-P Summit Innovation Award” and “e-P Summit”, shall be submitted to the ritual decision of an arbitration panel according to the arbitration Regulations of the Chamber of Commerce of Florence.

8. Contract documents

Submission of the participation application for the selection shall imply the express acceptance of this Open call with all the commitments arising from the same.