



BUSINESS & TECH ACCELERATION PROGRAM ON GAMING



PREMISES

- With the Ministerial Decree of 12 August 2022, published in the Official Gazette of the Italian Republic No. 228 of 29 September 2022, the Ministry of Economic Development (MISE) intended to promote the creation of so-called “Case delle Tecnologie Emergenti” in Italy, with the aim of supporting research, experimentation and technology transfer projects aimed at the development of products, processes, services and business and organisational models relating to emerging technologies applied in particular to the audiovisual industry, infrastructures, mobility, creative industries and industrial robotics, based on the use and development of ultra-fast and next-generation mobile networks;
- with the Public Notice of 17 October 2022, the MISE, in implementation of the aforementioned Ministerial Decree, called for a selective procedure of project proposals for the construction of Emerging Technology Houses by Municipalities, as beneficiaries;
- the Municipality of Naples participated in the above-mentioned public notice by submitting, together with technological partners, the project proposal entitled “Infiniti Mondì Napoli Innovation City”;
- by means of Directorial Determination prot. no. 192126 of 28.12.2022 of the Directorate General for Electronic Communication, Broadcasting and Postal Services of the Ministry of Enterprise and Made in Italy (MIMIT, formerly MISE), the final ranking list of the selection procedure under the above-mentioned Public Notice was approved and, as a result of such ranking list, the project proposal submitted by the Municipality of Naples ‘Infiniti Mondì Napoli Innovation City’ CUP B67F2300008, was admitted for funding

CONSIDERING THAT:

- The MIMIT, by note prot. no. 0001996 of 21/01/2025, communicated the possibility for beneficiaries to avail themselves of the project extension until 31/12/25;
- The Municipality of Naples and the partnership of the CTE Napoli project started the formalisation of the request to MIMIT to extend the CTE Napoli project to 31/12/25 and to reshape the Operational Sheet, with an update of the Chronoprogram and Budget;
- The MIMIT, by note prot. no. 0017138 of 15/05/2025, communicated the approval of the request to extend the project until 31/12/25.

ART.1 – PRESENTATION OF THE CTE NAPOLI INITIATIVE

The **Casa delle Tecnologie Emergenti "Infiniti Mondì - Naples Innovation City"** (hereinafter also referred to as **"Infiniti Mondì"** or **"CTE Napoli"**) is a project of the Municipality of Naples, funded by the Ministry of Enterprise and Made in Italy, which aims to provide companies with an **innovation centre specialised in Metaverse, Web 3.0, Gaming/Gamification, Digital Storytelling, Quantum Computing and 5G**, to develop and test products, processes, services, startups and new business models in the **Cultural and Creative Industries sector**.

The Partnership that promotes and implements the project, of which the Municipality of Naples is the lead partner, is as follows:

The Partnership is structured as follows:



INFINITI MONDI - NAPOLI INNOVATION CITY is structured as a vast aggregation of multidisciplinary expertise, cutting edge equipment and advanced laboratories serving the following functions:

- **APPLIED RESEARCH, EXPERIMENTAL DEVELOPMENT AND TECHNOLOGICAL TRANSFER**, to develop and test new products, solutions and services;
- **INCUBATION, BUSINESS ACCELERATION and OPEN INNOVATION**, to support the creation of new businesses and strengthen the competitiveness of existing ones;
- **ADVANCED TRAINING**, to promote training, upskilling and reskilling of human resources in companies in the sector;
- **SOCIAL INNOVATION**, to promote social innovation in the city, enhancing the rich, articulated and dynamic entrepreneurial, professional and third sector fabric present in the area.

ART.2 - THE BUSINESS & TECH ACCELERATION PROGRAMME AND THE MANAGING ENTITIES

The action referred to in this Call for Proposals is part of the activity line of 'Infiniti Mondì Napoli Innovation City', CUP B67F2300008, concerning Business Incubation and Acceleration (WP 4). The initiative is promoted by the **University of Naples Federico II** and **Cefriel - Technology Transfer Centre of the Polytechnic of Milan**, with the operational coordination of **Fabbrica Italiana dell'Innovazione**.

The Programme is aimed at national and international startups and SMEs operating in the Gaming sector. A maximum of **10 companies will be selected to participate** in an integrated Business & Tech Acceleration course, which will include advanced training, specialised mentoring, and will take place in presence in Naples, at the Casa delle Tecnologie Emergenti Infiniti Mondì.

The selected companies, Italian and/or foreign, will receive, at the end of the program, a contribution of €5,000.

The requirements to access the contribution are the following:

- Active participation in the training and laboratory activities of the program (at least 80% of the planned hours).
- Presentation of the videogame-demo that must be developed during the laboratory activities.
- Quality of the pitch (which will be defined by a pool of experts in the closing event of the program).

The programme will be realised in cooperation with **ISART Digital**, the 3DFX video games and animation school in Paris (<https://www.isart.com/>) and **Creative Valley**, a startup accelerator and incubator based in the Paris region (<https://www.creative-valley.fr/>).

ART.3 – BENEFICIARIES OF THE CALL

This Call for Proposals is aimed at a maximum of **10 national and international startups and/or SMEs specialised in gaming and immersive experiences** (VR, AR, MR), with high innovation potential, interested in growing in the global gaming market through **training, mentoring, networking and financial contributions**.

Fabbrica Italiana dell'Innovazione, will guarantee a space in the coworking area at discounted prices to selected individuals who intend to open an operational headquarters in Naples.

ART.4 – PROGRAM STRUCTURE AND DURATION

The Business & Tech Acceleration Program will be held in **English language** and is divided into **three complementary training modules**, each aimed at developing specific and integrated skills for startups in the gaming and multimedia sectors:

- **Module No. 1 – ArTech** (144hours): provides technical and practical training, from game design to the use of Unity, via AI, algorithms and immersive technologies. Participants will acquire skills in game design, UI/UX, interactive development and graphics optimisation, with a progressive approach from fundamentals to advanced techniques.
- **Module No. 2 – Business Setups** (64hours): provides in-depth practical sessions on business design and modelling, value proposition, strategic networking, problem solving. Selected subjects will also be accompanied on the topics of ordinary, subsidised and risk finance.
- **Module No. 3 – Collaborative Case Study** (16hours): is a hands-on workshop where participants, divided into teams, work on the company and product launch, defining technical, strategic, branding and go-to-market aspects, up to the final pitch with expert feedback.

For more details, see the technical annex.

Participants will also have the opportunity to access the wider system of resources, skills, workshops, services, activities and opportunities made available by the **City of Naples' Casa delle Tecnologie Emergenti**, including:

- **Use of the CTE technology labs**, equipped with the most advanced prototyping and testing tools, to be used for the design and development of new products and services in the fields of Gaming & Gamification, Digital Storytelling and audiovisual technologies, Metaverse, Web 3;
- **Participation in up-skilling and re-skilling paths**, in order to create new advanced professional figures for the cultural and creative industries, such as technologists, creators, developers, designers, and to innovate existing ones;
- **Participation in Open Innovation Programs**, with the aim of facilitating the alignment between demand and supply of innovation, through networking and matchmaking activities;
- **Access to CTE Metalab**, a dynamic meeting point for scholars, designers, artists, producers, technologists, curators and educators.

The Program will start on 8 September 2025 and will end on 21 November 2025.

At the end of the Programme, a **Final Event** will be organised for the presentation of the companies and their respective projects and products to a qualified audience of investors, companies, universities and research centres, public authorities, and communication operators.

ART.5 – PARTICIPATION REQUIREMENTS

At the date of submission of the application, **the proposing entity must prove that it meets the requirements prescribed by law for admission to public grants, including:**

- be in compliance with the provisions in force concerning building and urban planning regulations, labour, accident prevention and environmental protection, and undertake to comply with them also in relation to the activities carried out in the operating sites
- being registered/about to be registered within 30 days of the start of operations, in the special section of the Companies' Register for Innovative Start-ups, as defined in Article 25 of Legislative Decree No. 179/2012, converted into Law No. 221 of 17 December 2012 (the so-called Growth Decree 2.0)
- enjoyment of civil and political rights by the legal representative of the company;
- the legal representative of the company must not have been convicted with a final sentence or criminal decree of conviction that has become irrevocable or sentence of application of the penalty on request pursuant to Article 444 of the Code of Criminal Procedure for one of the offences set forth in Article 80 of Legislative Decree 50/2016
- not to have any debt situation towards the Municipality of Naples for which a repayment plan has not already been signed, nor to have any pending administrative debt of any nature towards the Municipality
- not be identifiable as a 'firm in difficulty' within the meaning of Article 2(18) of EU Regulation 651/2014
- not incur a state of 'crisis or insolvency' within the meaning of Article 2 of Legislative Decree 14/2019.

Further requirements for participation:

- good knowledge of the English language, as training activities, materials and discussions with international partners will mainly take place in English;
- willingness to participate in presence in the activities planned in Naples (including intensive sessions, public events and collaborative workshops);
- adequate entrepreneurial motivation and coherence of the project with the gaming and multimedia sector, verified during the selection phase through the evaluation of the team, project idea and market potential.

Please note that multiple applications may not be submitted by the same applicant.

ART.6 – TYPE OF SUPPORT

The program will be provided free of charge and constitutes non-financial support to startups and SME participants; each startup and/or SME **that successfully completes the program**, following the requirements set out in ART.2, will be awarded a **financial contribution of €5,000.00, which will be paid at the end of the program, no later than November 30, 2025**. The acceleration program is configured as financial and non-financial support subject to the **De Minimis regime**, for a total value, for each company, of **€23,000**.

ART.7 – DEADLINE AND TERMS OF PARTICIPATION

Those interested in applying for the Program must submit their application no later than **07/08/2025** to the following PEC address: fabbricaitalianainnovazione@pec.it :

- with digital signature of the legal representative of the company;
or
- with a handwritten signature of the legal representative of the company and attached copy of a valid identity document.

Applications must be submitted by completing and sending the following annexes:

- ANNEX A - APPLICATION FORM

- ANNEX B - PROJECT AND PRODUCT DESCRIPTION

The deadline date may be subject to extensions and/or variations, which will be communicated to all selected participants if necessary.

ART.8 – EVALUATION OF APPLICATIONS

The applications will be selected by a Technical Evaluation Committee, which will have the task of analysing the business proposals received and identifying the most promising ideas, awarding a **maximum score of 100 points**, on the basis of a ranking evaluation procedure, which will take into account the following criteria:

- **Evaluation of the team (max. 35 points)**, verifying expertise in the gaming sector and skills acquired in the technical and business fields;
- **Evaluation of the project (max. 65 points)**, assessing the innovation of the project and consistency with the mission of the Program and, more generally, of CTE Napoli and its areas of specialisation.

There are also extra points of 3 points - also cumulative - for each of the following cases:

- University spinoffs and/or from Research Centres;
- Subjects receiving financial support from public bodies and/or funding from private investors;
- Projects presented by companies established or in the process of being established whose team is mainly composed of women and/or young people under 35 years of age;

The minimum score to be admitted to the Program is **75/100**.

In the event of a tied score, preference will be given to those who are registered or undertake to register with the Chamber of Commerce of Naples and open an operational office in Naples.

At the end of the evaluation phase of the applications, a merit list will be drawn up, based on the points awarded to the proposals received. **The first 5, up to a maximum of 10 proposals will be admitted to the Program.** In the event of renouncement of the selected companies, the ranking list will be scrolled, without prejudice to the limit of 75 points as minimum threshold to enter the Programme.

The selected projects will be published on the **website of the Municipality of Naples, Cefriel and CTE Napoli**.

ART.9 – COMMITMENTS OF PARTICIPANTS

The selected subjects, under penalty of exclusion from the Program, undertake to guarantee active participation in all the activities of the Program with a presence of at **least 80% of the scheduled meetings**.

At the end of the Incubation Program, the selected entities are required to send:

- **PITCH**
- **DEMO OF THE VIDEOGAME CREATED**

The commitments of the participants are bound to obtain the contribution referred to in ART.2 and ART.6.

ART.10 - GUARANTEE OF CONFIDENTIALITY

Both at the stage of collecting projects and at the time of examination and selection, the promoters of this Call for Proposals undertake to act in good faith, respecting the confidentiality of the information provided by participants and good professional practice. All documentation submitted to participate in the Programme remains the property of the authors, who may protect their inventions and ideas in the forms permitted by law.

ART.11 - GUARANTEES AND INDEMNITIES

By submitting their application, participants declare that the information provided is true. The evaluation committee is in any case exonerated from any liability for any disputes that may arise regarding the originality and authorship of the project, parts of the project or any third party limitations of the project.

ART.12 - INTELLECTUAL PROPERTY

The intellectual and industrial property of the projects submitted belongs to the participants who developed and submitted them. Each participant assumes the obligation and full responsibility to protect any innovative and/or original aspects by the means it deems appropriate.

For the entire duration of the Programme and for 6 months after its conclusion, each participant shall allow the CTE partners involved to fulfil their commitments under this Notice, in terms of communication and promotion of the Programme and the Project.

ART.13 - INFORMATION AND CONTACTS

All information on this Program is available on the **website of the Municipality of Naples, Cefriel, CTE Napoli**, as well as on the **Fabbrica Italiana dell'Innovazione website**.

For further information and clarifications, please send an e-mail to the following address: info@fabbricaitalianainnovazione.it

ANNEX A – APPLICATION FORM

1. THE PROPOSING PARTY

Name/Company Name			
Address			
Postal code / City / Province			
Fiscal code/VAT number			
Date of incorporation			
Legal representative			
Capital stock			
Date of Entry in the Commercial Register *			
Tel. / e-mail			
Sito web e social			

* For already registered innovative startups, this means the date of registration in the special section of the Companies Register

2. COMPANY-SPECIFIC REQUIREMENTS

Innovative startups under the Growth Decree 2.0	YES <input type="checkbox"/> NO <input type="checkbox"/>
University and/or Research Centre spinoffs	YES <input type="checkbox"/> NO <input type="checkbox"/>
Holders of financial subsidies from public entities and/or financing from private investors	YES <input type="checkbox"/> NO <input type="checkbox"/>
Team composed mostly of women and/or young people under 35 years of age	YES <input type="checkbox"/> NO <input type="checkbox"/>

3. DESCRIPTION OF THE PROPOSING TEAM

Details of the natural person partners of the company:

Please provide a brief description of each of the team members with their roles and competences.

Name and surname	Place and date of birth	Nationality	Current Country and City of Residence	Educational qualification
Short BIO <i>Maximum 500 characters</i>				
Team role				
Name and surname	Place and date of birth	Nationality	Current Country and City of Residence	Educational qualification
Short BIO <i>Maximum 500 characters</i>				
Team role				

Data of the company's legal entities partners:

Name	Legal form	Registered office	Operational headquarters	Date of incorporation	Business sector

Share capital allocation (current/forecast)

Shareholder	Fiscal code/VAT number	Company shares (%)

4. DATA OF THE REFERENT (who represents the team in all formal relationships)

Name and surname *	
Reference address *	
Tel.*	
e-mail *	

All fields are mandatory

THE PROPOSING COMPANY REQUESTS

to participate in the Business & tech Acceleration Program.

To this end, the following is attached to this application:

- Description of the project drafted on the basis of the indications contained in **Annex B**;
- Curriculum vitae of each partner, with photocopy of the relevant identity documents, and brief company profile of the legal entity partners, with photocopy of the identity document of the legal representative (only if present);
- Other.....

Furthermore, it declares and guarantees under its own responsibility the originality of the project submitted.

.....,
(place and date)

.....
(signature)

ANNEX B - PROJECT DESCRIPTION

Proposers are encouraged to articulate information freely and, while complete, to be as concise as possible.

1. Project description

<p>Description and name of the project/game to be implemented/developed under the Program</p>	
<p>Market potential</p>	
<p>Technology Readiness Level (TRL) and roadmap for further development</p>	
<p>Description of the work team and those involved in the program activities (name, surname, role, contacts, previous experience, skills, tasks)</p>	

<p>Expected results of the project/game development</p>	
<p>Description of critical elements/obstacles/constraints that might arise during project development</p>	
<p>Other useful information to describe the project/game</p>	