



ROME
Maker Faire
THE EUROPEAN EDITION

PRESS RELEASE

**Presenting the “Start Up Contest”: € 75,000 at stake for the best
design
dedicated to the development of electronic products
Entries by 30 June**

**Initiative organized by Digi-KeyElectronics
in collaboration with Maker Faire Rome**

Rome, 15 June 2016 – To stimulate and develop the entrepreneurial creativity of independent designers, start-ups, and university spin-offs, by identifying and rewarding (with no less than € 75,000!) the best designs dedicated to the development of electronic products, with particular attention to applications based on the Internet of Things (IoT) – because even the most innovative idea needs the right economic support in order to become a reality. This is the priority objective of the “Start-Up contest” – an initiative organized by Digi-KeyElectronics in collaboration with Maker Faire Rome.

The competition is open, free of charge, to legal persons residing or headquartered in one of the countries of the European Commission (it is also extended to the countries in the Horizon research and innovation funding programme, in accordance with the provisions of the regulations).

Natural persons who make a written commitment to forming a corporation by no later than six months after the date the prize is awarded may also take part in and access the final phase of the “Start-Up contest.”

You have until 30 June to submit your ideas. How? By taking part in the “Call for Makers 2016” (www.makerfairerome.eu) and selecting the “invia la tua proposta” (“send your proposal”) link.

In assessing the designs, the priority criteria will be meeting the prerequisites of creativity, originality, and innovation; impact on people’s quality of life; and economic sustainability. In selecting the designs, preference will be shown to the presence of a working prototype that has an electronic-type hardware as a primary characteristic.

During Maker Faire Rome (14-16 October 2016), the panel, after listening to the finalists’ pitches, will name the winner of the “Start-Up Contest” to be awarded a prize totalling € 75,000, consisting of the following: € 50,000 in cash, before taxes, plus tangible aid (in the form of training, tutorial, and financial support) valuing € 25,000.

All this is made possible by the sponsors which, in addition to Digi-KeyElectronics, are Axel Elettronica srl, Cistelaier spa, Linear Technology, Link Engineering srl, and Superpartes spa, with editorial support from the magazine *Selezione di Elettronica*.

For more details, visit www.startupcontest.it.

Stay informed: www.makerfairerome.eu

Facebook: Maker Faire Rome;

Twitter: @MakerFaireRome #MFR16

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MAKER FAIRE

Maker Faire is the world's most important innovation show – a family friendly event rich with inventiveness and creativity, as well as being a celebration of the #makers movement and its culture. It is the place where makers and enthusiasts of all ages and backgrounds meet to present their designs and share their knowledge and discoveries. The first Maker Faire was held in San Mateo, California in 2006, not even a year after the publication of the first issue of Make: Magazine, the magazine of reference for all #makers, in 2005.

MAKER FAIRE ROME – THE EUROPEAN EDITION

Organized by the Rome Chamber of Commerce through its special undertaking Asset Camera, MFR aims to put the city of Rome back at the centre of the innovation debate, and to help spread the culture of innovation. Maker Faire Rome is the largest Maker Faire outside the United States. It is a continuously growing event, drawing more than 100,000 thousand visitors in its last edition, in only three days. Some more numbers: Students (Educational day): 16,400 (6,000 in 2013; 15,000 in 2014); Light talks and accepted workshops: 511 (70 in 2013, 237 in 2014); Designs shown: 452 (250 in 2013, 410 in 2014); Accredited journalists and bloggers: 600 (260 in 2013, 500 in 2014).