START CUP COMPETITION 2026

Turin, 23-24 November 2026

Hosted by the **European Training Foundation (ETF)**
in the framework of the **Torino Global Skills Summit**

The START CUP is an activity of the unimed SubNetworks | Employability

The 7th edition of the Competition is organised by

With the financial support of

START CUP COMPETITION 2026

DRAFT AGENDA

23&24 November 2026

Venue 23/11 | **European Training Foundation**
Viale Settimio Severo 65, Torino
Google Maps link:
https://maps.app.goo.gl/ZzKhMuXTV1qJ1Ugv8

Venue 24/11 | **OGR, Torino**
Corso Castelfidardo, 22 - 10128 - Torino
Google Maps link:
https://maps.app.goo.gl/4tEFhQ5C3YLy2Rdz6

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About the Start Cup Competition

The "**Start Cup Competition – Entrepreneurship in the Mediterranean**" is a contest of entrepreneurial ideas developed by university students enrolled in one of the universities around the Mediterranean. This competition aims to encourage participating teams from universities on both shores of the Mediterranean to present innovative ideas in the field of entrepreneurship.

The initiative was **launched in 2018** in the framework of the **ERASMUS+ Capacity Building project RESUME** and is part of a series of initiatives organised by the **UNIMED SubNetwork on Employability**, whose objective is to promote cooperation between members on the theme of **entrepreneurship and employability** and to strengthen economic and social cohesion by promoting, on the one hand, cross-border, transnational and interregional cooperation, and on the other hand, sustainable local development.

The Start Cup Competition is part of the permanent UNIMED Initiatives for **Student Engagement.**

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More at: https://www.uni-med.net/events/startcup-competition/

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8.45 - 9.15	**Arrival, Welcome coffee and registration**
9.15 - 9.30	**Posters "Exhibition"**
9.30 - 9.35	**Opening Session** Welcome note by **Silvia MARCHIONNE**, UNIMED Senior Manager
9.35 - 10.00	**Institutional greetings and welcome** **Pilvi TORSTI**, Director of the European Training Foundation - ETF **Lavinia MONTI**, Director of the Office for Internationalisation of Higher Education, Italian Ministry for University and Research (online) **Marcello SCALISI**, UNIMED Director **Sélim MEKDESSI**, Dean of the Faculty of Economics and Business Administration, Lebanese University and Coordinator of the UNIMED SubNetwork on Employability **Nathalie BITAR**, Deputy Director of Projects, AUF Middle East Regional Office (online) **Damiano PETRUZZELLA**, Lead for Innovation & Knowledge Transfer, at CIHEAM - CIHEAM Bari (International Centre for Advanced Mediterranean Agronomic Studies) (online)
10.00 - 10.15	**Entrepreneurship in times of change: Shared session by Gaza Sky Geeks** Alan EL-KHADI, Gaza Sky Geeks Director & Rand SAFI, GsG senior programme manager
10.15 - 10.30	**Presentation of the selected teams and of the Start Cup jury** Silvia Marchionne - UNIMED & Lynda Achkouty - UNIMED SubNetwork on Employability
10.30 - 11.00	**Group picture and Coffee break**
11.00 - 12.30	**PITCH – Q&A Round 1** 1. An-Najah National University (Palestine) - **OliveStone** 2. Sulaimani Polytechnic University (Iraq) - **BioPack Agro** 3. Université Euro-Méditerranéenne de Fès UEMF(Morocco) - **Alwarid** 4. Lebanese University (Lebanon) – **VerdePlastix** 5. Tishk International University (Iraq) - **HoloMed AI** 6. Nova University Lisbon (Portugal) - **Nsafe** 7. Palestine Technical University Khadoorie (Palestine) – **EcoCool** 8. Al-Ahliyya University Amman (Jordan) – **Care Connect**

Instructions *Up to 10 minutes per team, 3 minutes pitch, 5 minutes Q&A, 2 minutes to shift from a team to another*

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12.30 - 13.30	**Lunch**
13.30 - 14.00	**Profit with Rights - Why Good Business Starts with Good Work** **Monica LISA**, Senior Programme Officer, Strategic Facilitation and Coaching Lead, Learning Innovation Programme, ITCILO **Alessandra GIRARDI**, Vice-President of Excellence Brands Torino and owner of enterprise VANNI
14.00 - 15.30	**PITCH – Q&A Round 2** 9. Seiyun University (Yemen) – **Virtual Accountant "Luca Pacioli"** 10. Erbil Polytechnic University (Iraq) - **RNF Solutions** 11. Palestine Polytechnic University (Palestine) – **MycoCicle** 12. University Abderrahmane-Mira of Béjaïa (Algeria) – **PatrimilA** 13. Libyan International University (Libya) - **Smart Solar Bio Box** 14. Manisa Celal Bayar University (Türkiye) - **SmartGeo** 15. University of Tunis (Tunisia) - **Jean Z** 16. Hebron University (Palestine) - **CrisisLink**
Instructions	*Up to 10 minutes per team, 3 minutes pitch, 5 minutes Q&A, 2 minutes to shift from a team to another*
15.30 - 16.00	**Jury deliberation**
16.00 - 16.30	**Conclusion** by Silvia MARCHIONNE & Lynda ACHKOUTY Announcing the winner • Selected by the jury based on the scoring • Selected by the attendees
16.30	End of Start Cup Competition and transfer to the hotel
18.15	Transfer from the hotel to OGR for the award ceremony
19.00 - 21.30	Official award ceremony and cocktail dinner VENUE | OGR Corso Castelfidardo, 22 - 10128 - Torino (TO)

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24 November 2026

Venue | **OGR, Torino**

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Google Maps link:
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09.00 - 09.30	**Welcome**
09.30 - 10.15	**Skills, Europe and geopolitical challenges** *Why skills matter for Europe's competitiveness, security and cooperation with its partners*
10.15 - 11.00	**From near and far: international perspectives on skills (Fucine room)** *Shared challenges and what is needed from international cooperation on skills*
11.00 - 11.15	**What it takes to make a difference (Fucine room)** ETF Director Pilvi Torsti in conversation with young ambassadors from across the regions and opening marketplace
11.15 - 11.45	**Coffee break and networking**
11.45 - 12.30	**"Skilling me softly": connecting people, business and society** *Setting the scene for the discussions ahead*
12.30 - 13.00	**Lunch break and networking opportunity**
13.00 - 13.45	**Torino Student Plenum (Duomo room)** A hearing with youth participants
15.00 - 17.00	**Visit to the I3P – Incubator for Innovative Enterprises of Polytechnic University of Turin**
20.00 - 22.00	**Social Dinner** VENUE | Corso Regio Parco, 39/A, 10152 Torino

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