

B Heroes



B Heroes



B Heroes is an empowerment program for high potential Italian startups.

B Heroes Format.

B
Heroes

B Heroes

B Heroes is also a TV format telling the story behind the scene of the empowerment program. Discovery broadcasted the B Heroes 1st season in 2018 in 5 episodes, the TV show telling the story of the empowerment program for startups. Sky broadcasts the 2nd in 2019, in 15 episodes

B Heroes Community

An overhead view of a meeting or workshop. Several people are seated at white tables arranged in a U-shape. They are engaged in various activities: looking at documents, using smartphones, and talking. The room has a grey tiled floor and red chairs. A large pink banner with white text is at the top, and a white box with pink text is at the bottom.

the most important asset is our community made of mentors, entrepreneurs, startups, innovators , co-investors, sponsors and partners. We democratize access to financial and human capital to empower next generation of entrepreneurs.

B Heroes Community

650+

Startup

300+

Mentor

25+

Partner

25+

Scaleup

5+

Sponsor

B Heroes Roadshow



B Heroes Roadshow is the way we discover the best startups, innovation spaces and experts all around Italy and the opportunity to join us and work together throughout the country in an open and active environment leveraging diversity.

B Heroes Roadshow



13

**Events
2017**

15

**Events
2018**

25

**Events
2019**

500+

Mentors

1K+

Startups

2K+

Applications

3K+

Entrepreneurs

20K+

Valuations

B Heroes Roadshow - Sponsor & Partner



B Heroes exists thanks to people and companies who share our vision and help us have a sustainable impact

Why work with us on Roadshow

25+ events

100+ speakers

300+ mentors

500+ startups

1.000+ founders

10.000+ valuations

increase social impact

take part to the community

communicate all around Italy

stand on the innovation frontier

enable innovation and entrepreneurship

Heroes

Heroes

B Heroes Roadshow - Local Sponsor

CONTENT	gold local sponsor at the event speech during business lunch 5 invitations reserved for the sponsor company logo on the program and on the event material reserved corner for one-to-one meetings and to display information material	10k€+VAT
MEDIA	content regarding innovation to spread into your local community contact with local innovators	
CONTENT	platinum local sponsor at the event speech during gala dinner 5 invitations reserved for the sponsor company logo on the program and on the event material reserved corner for one-to-one meetings and to display information material	15k€+VAT

A large indoor event space with a high ceiling and a wall of purple-lit panels. A large screen at the front displays the 'B Heroes' logo. Many people are seated at long tables, engaged in conversations and using laptops. The atmosphere is professional and collaborative.

Action

we believe that B Heroes Roadshow is the most effective tool to create national value through a bottom up culture and local events. Our validated process, structured action plan and committed community let us make the difference in Italian startup scene.

Event - Structure

AM Session

9:00-9:30 registrazione
9:30-9:45 instruction
9:45-11:25 **pitching session**
11:25-11:45 coffee break
11:45-12:45 **one-to-one session**
12:45-13:00 closing remarks

PM Session

13:00-13:30 registrazioni
14:00-14:15 instruction
14:15-15:55 **pitching session**
15:55-16:15 coffee break
16:15-17:15 **one-to-one session**
17:15-17:30 closing remarks

Pitching session

La pitching session sarà di fronte a tutta la platea ed è strutturata prevedendo 10 minuti per ciascuna startup divisi in due momenti:

- 3 minuti di pitch (max 10 slide)
- 7 minuti di Q&A da parte della platea

One-to-one session

Sono previsti 2 one-to-one divisi nelle seguenti tipologie:

- tavolo con investitori
- tavolo con mentor sull'area di miglioramento richiesta dalle startup e per industry di riferimento

Event - Planning



CALENDAR

- 31 May - Milano - Impact Hub
- 4 Jun - Milano - PoliHub
- 7 Jun - Roma - LVenture
- 12 Jun - Firenze - SIOS Summer Edition
- 14 Jun - Cagliari - Open Campus
- 21 Jun - Perugia - Università degli Studi di Perugia
- 24 Jun - Torino - OGR
- 1 Luglio - Torino - I3P
- 3 Jul - Firenze - Murate Idea Park
- 10 July - Torino - Fondazione Agnelli
- 12 July - Verona - Officina 18
- 16 July - Pordenone - Polo Tecnologico di Pordenone
- 19 July - Pescara - FIRA
- 23 July - Gravina in Puglia - Macnil
- 25 July - Cosenza - Talent Garden
- 3 Sep - Bolzano - IDM Noitechpark
- 9 Sep - Catania - Università degli Studi di Catania
- 10 Sep - Palermo - Consorzio Arca
- 13 Sep - Roma - Talent Garden
- 16 Sep - Rovereto - Trentino Sviluppo
- 19 Sep - Pisa - Università Sant'Anna
- 23 Sep - Milano - Impact Hub
- 25 Sep - Bologna - AlmaCube
- 27 Sep - Genova - IIT
- 30 Sep - Milano - Talent Garden
- 4 Oct - Torino - Intesa Innovation Center



STAY
TUNED!