



POLITECNICO
MILANO 1863

Dear Students, Dear Colleagues,

it is with great pleasure that I inform you that the Switch2product- innovation challenge opens officially on Friday May 8, until June 30 2020.

Switch2product, in collaboration and synergy with Polihub (Innovation District & Startup Accelerator of Politecnico di Milano) and with Deloitte, aims at rewarding the best ideas presented by students, researchers and Professors of our University, enabling the development of innovations and entrepreneurship.

In this particular moment, thinking about future new behaviors and how to identify and satisfy these new needs through innovation, can offer great opportunities.

In the last three editions (2017-2019) the S2P has collected 426 projects, 74 of them have been guided towards a path of growth of the idea, providing prizes for a total amount of almost 600,000 Euros.

Switch2product also represents for our University a research support tool with a potential high impact on the industrial world, and for the participants a great opportunity for the development of entrepreneurial projects and to activate collaborations with business partners.

This year the potential value of the total prize fund is about 1 million Euros: 210,000 Euros granted by the Politecnico di Milano with a special award for a project focused on coping with the emergency and the impact of Covid-19, and Special Grants and additional services (Special Program) made available by the partners of the initiative.

For example, we would like to thank Eni for providing the JOULE ENERGIZER Special Program and a Special Grant of 30,000 Euros assigned to a maximum of 5 projects and the Giordano Dell'Amore Social Venture Foundation for the Get it Special Program! Twice and a Special Grant of 30,000 Euros assigned to a maximum of 5 projects.

During the S2P new edition may be indicated through the communication channels additional rewards made available by partners affiliated to the initiative.

At a particularly difficult time for the country, like the one we are experiencing, it is important not only to work on the emergency, but to face the challenges of the present to respond to the needs of our cities and companies and plan together a better future.

All this thanks to the creativity and innovation of our students, researchers and professors.

For reports regarding the management and organization of activities please write to the following address: monitoraggio@polimi.it

Best regards

Ferruccio Resta
Rector of Politecnico di Milano