

REGULATION

UN MARE DI... START-UP - 2026

An initiative curated by NAVIGO, the Technological District for Yachting and Ports of Tuscany, IMM, and Vannucci Advisors within the Tuscany Yachting Week. Held within SEATECHNOLOGY – Carrarafiere, 12–13 March 2026.

Art. 1 – Premises

“Un Mare di... Start-Up”, now in its second edition, is an event dedicated to promoting innovation in the nautical sector and related industries, designed to foster the encounter between start-ups, research centres, companies, investors, and international stakeholders.

“Un Mare di... Start-Up” is conceived as an open laboratory of ideas, skills, and technologies, where research meets the market and business meets the future.

Art. 2 – Purpose and objectives of the initiative

This Regulation defines the procedures for participating in the initiative “Un Mare di... Start-Up”, organised by NAVIGO – Centre for Innovation and Development of the Yachting Industry in collaboration with IMM and with the support of the Tuscany Region, within the framework of SEATECHNOLOGY 2026, part of the Tuscany Yachting Week.

The initiative aims to:

- foster the encounter between start-ups, research centres, universities, companies, and investors in the nautical and blue economy sectors;
- promote technological innovation, sustainability, and digitalisation in the sector;
- offer a national and international stage to new ideas and young entrepreneurs of the sea;
- create synergies and collaboration projects with the Technological District for Yachting and Ports of Tuscany;
- stimulate the development of an innovation ecosystem integrated with YARE, SEATECHNOLOGY, and the other events of the Tuscany Yachting Week.

The initiative is held within SEATECHNOLOGY, the event dedicated to technology, supply, and components for the nautical sector organised by IMM, and represents the innovative core of the Tuscany Yachting Week, in dialogue with YARE.

Main objectives:

- enhance emerging ideas and technological solutions for the maritime sector;
- connect start-ups with the industry (shipyards, suppliers, clusters);
- attract investors and business angels;
- develop a structured growth pathway for the selected projects.

Art. 3 – Eligible participants

The initiative is open to:

- **innovative start-ups and innovative SMEs;**

- **university spin-offs** and **public or private research centres** operating in the fields of technology, sustainability, and services applicable to the nautical sector;
- **project teams in the pre-incubation phase**, provided they have a validated concept and a technical and commercial development plan.

Proposed solutions must demonstrate originality, transferability, and potential economic impact in the nautical sector or related fields (energy, materials, design, digitalisation, sustainability, electric mobility, luxury).

Art. 4 – Eligible thematic areas

Applications must concern projects falling within one or more of the following areas of innovation:

1. **Propulsion and energy transition** – hybrid and electric engines, emission-reduction systems, energy efficiency.
2. **Digitalisation and artificial intelligence** – IoT platforms, sensors, remote control, automation of vessels and shipyards.
3. **Innovative materials and construction processes** – advanced composites, recycled materials, sustainable refit solutions.
4. **Safety and comfort systems** – domotics, onboard systems, technologies for guest and crew well-being.
5. **Circular economy and environmental sustainability** – waste reduction, water management, recycling and traceability solutions.
6. **Design, luxury and yacht interiors** – concepts linked to aesthetics, comfort, and usability of marine spaces.
7. **Port technologies and smart infrastructure management** – digitalisation, monitoring, services, and safety of marinas.

Art. 5 – Application procedures and deadlines

Start-ups wishing to participate must submit their application by **March 1st, 2026**, by completing the form available on the dedicated landing page.

Each application must include:

- a project description sheet (max 3 pages);
- a pitch deck or summary presentation (max 10 slides);
- optional demonstration video or link to multimedia materials;
- a copy of the Articles of Association or founding act (if available);
- a declaration of full acceptance of this Regulation.

No application fee is required.

Art. 6 – Admission criteria

The proposals received will be reviewed by a Selection Committee composed of representatives from:

- NAVIGO
- Tuscan Nautical and Ports Technology District
- Vannucci Advisors
- RINA Certification Body
- University of Pisa – Department of Economics and Management

- Intesa Sanpaolo – Innovation Area
- Gianneschi Pumps & Blowers
- Event sponsors and technical partners.

The admission process aims to identify the organisations that will participate in “Un Mare di... Start-Up” and receive an exhibition space within the SEATECHNOLOGY pavilion.

Admission criteria include:

1. thematic consistency with the nautical/maritime sector or related fields (design, sustainability, digital technologies, innovative materials);
2. innovativeness and originality of the proposed solution;
3. industrial or technological applicability of the project;
4. environmental and social sustainability of activities;
5. soundness and clarity of the proposing team.

Based on these criteria, the Committee may select up to **50 start-ups or research centres**, ensuring a balanced representation of innovative projects in the nautical sector (80%) and in related or transversal sectors (20%). The Committee’s decisions regarding admission are final.

Art. 7 – Evaluation and awards criteria

Admitted start-ups will also take part in the assessment for the initiative’s special awards, assigned during the event.

The Selection Committee will evaluate applications based on a system of objective indicators aimed at measuring the degree of innovation, the solidity of the business model, and consistency with the initiative’s objectives.

Each thematic area will receive a score from **1 to 10** per indicator.

The final score will be calculated as a weighted average of the evaluation areas.

Evaluation criteria:

1. **Business Model and Value Proposition** – ability to meet a real market need and offer distinctive value.
2. **Market Potential** – size, attractiveness, and growth of the target market.
3. **Scalability and Growth Potential** – potential expansion on national and international scale.
4. **Technology and Innovation** – originality, technological maturity, and IP protection.
5. **Sustainability and Environmental Compliance** – contribution to ecological transition and adoption of sustainable materials/processes.
6. **Team and Leadership** – technical, managerial, and commercial competencies.
7. **Traction and KPI** – results achieved (clients, partnerships, investments, validation).
8. **Network and Partnerships** – integration in innovation ecosystems, clusters, and networks.
9. **Financial Sustainability** – soundness of revenue model and economic outlook.
10. **Impact and Relevance for the Nautical Sector** – the extent to which the solution addresses priority needs within the boating and yachting value chain (shipyards, refit yards, marinas, supply chain).

Maximum score: **100 points**.

Projects scoring at least **70/100** will be considered for awards and special mentions. In case of parity, priority is given to projects with higher innovation value and relevance to the nautical sector. Results will be announced during the final ceremony.

Art. 8 – Awards and recognitions

During the event, the following awards will be assigned by technical and institutional partners:

- **RINA Award for Technological Innovation** – for the most technically advanced project, and **Vannucci Advisors – legal and managerial mentoring package**.
- **Gianneschi Award for Industrial Innovation** – for the solution with the highest immediate industrial applicability, including a **NAVIGO Business Mentoring** package (strategic and commercial consultancy hours).
- **Sustainability Challenge Award** – for the project with the greatest environmental impact.

Awards may include additional services or visibility opportunities agreed with partners.

Art. 9 – Event structure

The event will take place on **12–13 March 2026** at Carrarafiere, within SEATECHNOLOGY.

The programme includes two days of activities (detailed schedule to be finalised one month prior):

- pitch sessions and demonstrations by selected start-ups;
- networking and B2B meetings with companies, technicians, and stakeholders;
- final awards ceremony;
- the seminar **“Ideas for Clusters”**, dedicated to projects contributing to the development of the Nautical Technological District and the innovation ecosystem.

Art. 10 – Participation and optional packages

Participation in “Un Mare di... Start-Up” is **free of charge** for all start-ups and research entities selected by the Committee.

Admission ensures automatic access to the **BASE Package** for all start-ups established no more than five (5) years prior to application, which includes a dedicated exhibition area and the opportunity to present the project during the event days.

In addition to the free participation, organisers offer optional paid services – **upgrade packages** – designed to enhance networking and visibility opportunities within the Tuscany Yachting Week.

Participation packages:

	BASE <i>for start-ups / project teams established no more than 5 years ago</i>	B2B ENTRY	DINNER NETWORK PASS	PREMIUM SEATECHNOLOGY	GOLD CONNECTION (2 events) YARE + SEATECHNOLOGY
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<i>Basic exhibition area, free layout 2x2 m, including: table, 3 chairs, and signboard. Located inside the SEATECHNOLOGY Innovation Pavilion</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Project presentation within the "Un Mare di... Start-up" program (pitch session)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Inclusion in the "Innovation Catalogue" distributed to companies, investors, and stakeholders</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Access to the matchmaking and B2B platform with companies and industry operators (digital profile)</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Participation in the Networking Dinner of the Tuscany Yachting Week, March 13th, 2026 (1 participant)</i>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Premium 12 m² booth with full setup included. Located inside the SEATECHNOLOGY Innovation Pavilion</i>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Agenda with 7 guaranteed meetings with captains and international stakeholders during YARE 2026 (1 accredited person)</i>					<input checked="" type="checkbox"/>
	€ 0	€ 350	€ 580	€ 1.580	€ 3.580

All packages are cumulative and scalable.

The amounts indicated above are exclusive of VAT and refer solely to optional upgrade services, not to the basic participation.

The choice of additional packages is optional and may be confirmed after admission, according to the procedures indicated.

Art. 11 – Layout and organisation of the START-UP area

The area dedicated to "Un Mare di... Start-Up" will be located inside the SEATECHNOLOGY pavilion at Carraraferie and will constitute a dynamic, open space strongly oriented towards interaction among companies, innovators, and the public.

Art. 11.1 – Spatial layout

The area will be divided into several sections, designed to enhance the participation of start-ups and create an experiential pathway for visitors:

A) Exhibition perimeter

The innovation area will host the exhibition spaces and modular stands assigned to:

- start-ups and university spin-offs,
- research centres and innovation projects,
- technology companies,
- clusters and European initiatives linked to the blue economy, digitalisation, and sustainability.

B) Central Area – “Innovation Agora”

The core of the event and an experiential space dedicated to showcasing the most innovative ideas and technologies. Within the Agora, visitors will find:

- **“Innovation Islands”**: exhibition stations displaying real objects, mock-ups, or prototypes (e.g., smart pedestals, marine drones, sensors, innovative materials). Each innovation will be accompanied by a QR code linking to the project’s digital profile and to the stand/space of the respective start-up.

- **Central Stage – Innovation Stage**

A raised platform equipped with screens and seating, which will host start-up pitch sessions, talks and technological demonstrations, presentations of European or cluster projects, and meetings with companies and stakeholders from the nautical district.

C) Networking Area / Coffee Hub

An informal space for meetings and interaction among participants, companies, and partners, equipped with a coffee point, tall tables for quick networking, and a lounge area.

Art. 11.2 – Allocation of spaces

The arrangement and allocation of the spaces within the area will be determined at the sole discretion of the organisers, based on the type of project presented, thematic consistency with the represented sectors, and overall balance and enhancement of the event.

Specific logistical needs may be communicated by the selected start-ups and will be evaluated by the organisers based on feasibility.

Art. 11.3 – Submission and presentation of innovation elements

Selected start-ups are invited to present their prototypes or innovative products within the **Innovation Agora**, the central area dedicated to the dissemination of the most representative technologies and ideas.

11.3.1 – Submission procedure

Participants may propose and exhibit one or more innovative elements or devices (product, model, component, or mock-up) representative of their activity. Items must be portable and self-sufficient, suitable for placement within the shared Agora space. Transport and delivery to the Carrarafiere pavilions must take place on the set-up days communicated in advance by the technical organisers of the fair. Start-ups wishing to exhibit innovation elements must indicate this in the application form, briefly describing the items and any logistical requirements.

11.3.2 – Approval and placement

Each proposal for exhibition will be subject to approval by the Organising Committee, which will assess the item’s relevance to the event themes, safety, and compatibility with available spaces. Approved elements will be placed in a designated area within the Agora, according to an arrangement determined by the organisation.

11.3.3 – Identification via QR code

Each displayed item or prototype must be accompanied by an identification QR code, provided or approved by the organisers. The QR code will allow visitors to access the project’s digital profile and view the location of the corresponding exhibition space, facilitating direct engagement with the start-up’s team.

11.3.4 – Responsibility

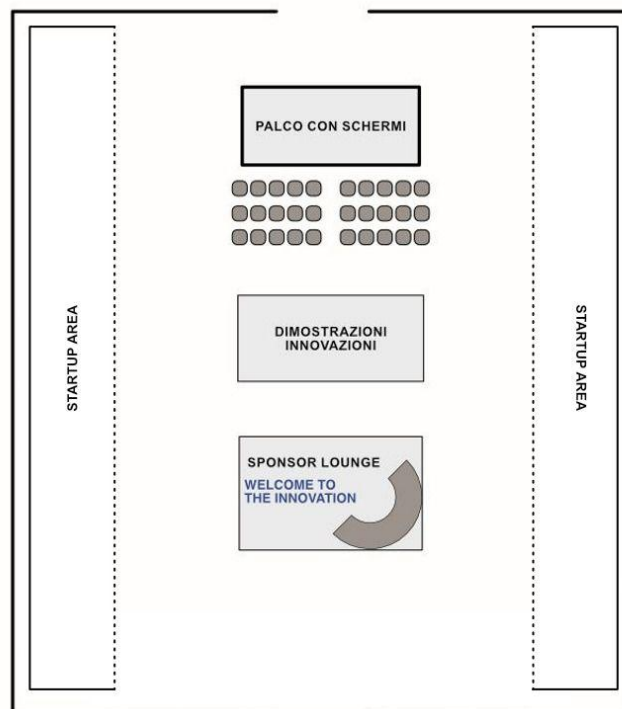
Start-ups and participants remain responsible for handling, installing, and supervising their materials unless otherwise indicated by the organisation. Organisers disclaim all responsibility for damage or loss resulting from non-compliance with logistical instructions.

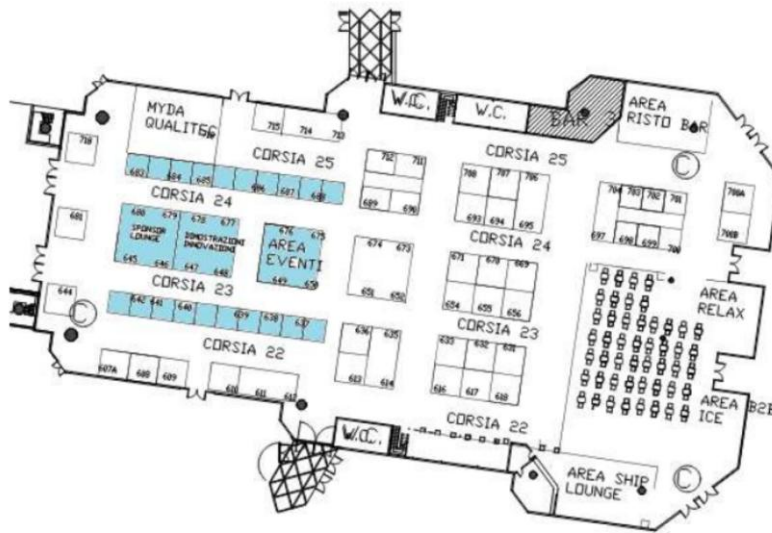
Art. 11.4 – Participation and attendance obligation

Free participation in the initiative is conditional upon the actual presence of the start-up or selected entity during the event days. Each participant is required to staff their exhibition area for the entire duration of the event and ensure the availability of the personnel indicated in the application form.

In the event of non-participation or unjustified absence during the event—unless formally communicated to the organisers by 27 February 2026—a flat-rate fee of €1,000.00 + VAT will be charged, corresponding to set-up and space management costs.

This provision ensures the correct use of spaces and the enhancement of start-ups genuinely committed to participating.





Art. 12 – Communication and promotional activities

The organisers commit to providing maximum visibility for participating start-ups through:

- dedicated communication campaigns (newsletter, social media, sector media partners);
- creation of promotional and dissemination materials;
- distribution of press releases and interviews;
- publication of the **Innovation Catalogue**, containing the profiles of all selected start-ups, distributed in digital format to key stakeholders.

Participants commit to providing the information materials requested within the deadlines set by the organisers.

Art. 13 – Final provisions

Participation in the initiative implies full acceptance of this Regulation and any subsequent changes made for organisational or logistical reasons.

The organisers reserve the right to:

- modify dates or methods of execution, providing timely communication to participants;
- verify the accuracy of information provided by applicants;
- revoke participation in case of behaviour contrary to ethical standards or the interests of the initiative.

For any matter not covered by this Regulation, the decisions of the Organising Committee shall apply.