



**B.E.S.T.**

**BUSINESS EXCHANGE AND  
STUDENT TRAINING PROGRAM**

# THE FULBRIGHT PROGRAM IN ITALY

- A binational Program started in Italy in 1948 and jointly funded by the Governments of the United States and of Italy
- Promotes cultural and academic exchanges between Italy and the United States through scholarships - i.e. Master & Ph.D., research and lectureship activities) for Italians and U.S. citizens

**to increase** mutual understanding between the people of the United States and the people of Italy  
**to give back** to the recipient's home country upon returning

- Since 1948 more than 10,000 U.S. and Italian students, teachers, lecturers, and researchers have participated in the Fulbright Program in Italy

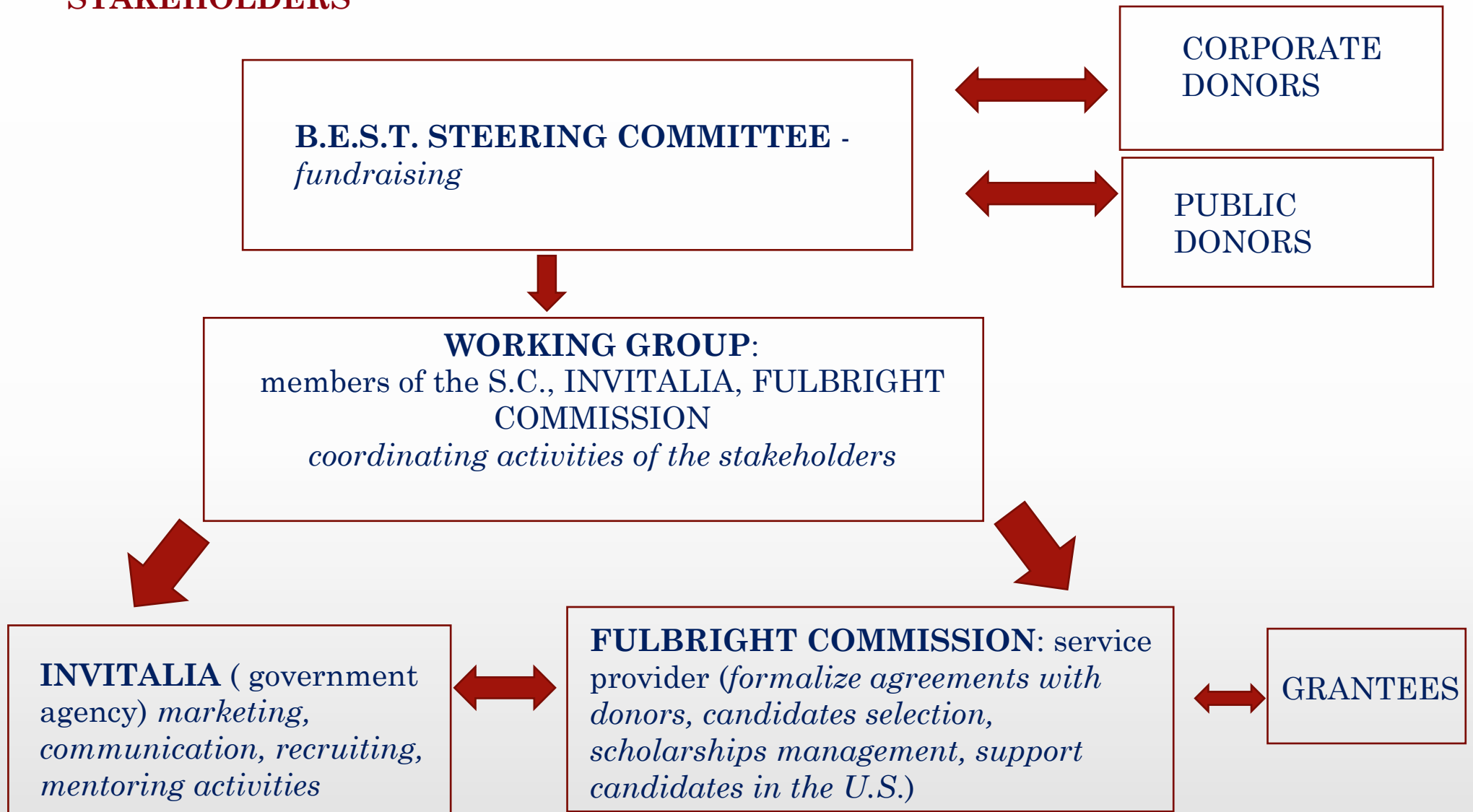
# B.E.S.T. PROGRAM

- As a way to promote cultural and academic exchanges between Italy and the U.S. the Commission administers the Business and Student Training (B.E.S.T.) Program
  - 6 months scholarships for young Italians with a business idea
  - 3 months of tailor-made coursework on technological innovation, marketing and finance at **Santa Clara University**
  - 3 months of internship period with companies in the Silicon Valley area & participation in networking activities
  - Mentoring activities upon grantees' return to Italy
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# FAST FACTS

- Created in 2006 by the U.S. Amb. to Italy Ronald Spogli as a pilot Fulbright Program. The Program went through many transitions.
- Currently it falls under the Fulbright «broad» mandate to promote cultural and academic exchanges between Italy and the U.S. The Commission administers the competition.
- To date:
  - 7 editions of the Program
  - 63** B.E.S.T. scholarships assigned
  - 37** start-up created
  - 30** mln € investments in the 37 start-up from international investors
  - 9,5** mln € total revenue generated by start-up activities
  - 320** jobs created
  - start up branches available in 4 nations: Italy USA, U.K., Singapore

## STAKEHOLDERS



# TERMS OF B.E.S.T. SCHOLARSHIP

Tuition and program fees

Housing for six months at S.C.U.

Start-up allowance

Monthly stipend



**40,000 \$**

Lump sum of **Euro 1.500** as a contribution to the purchase of international round-trip ticket between Italy and the United States and coverage of J-1 visa costs

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## CANDIDATES REQUIREMENTS

Young Italian citizens (max 35 years old)

With at least a Bachelor Degree Title

TOEFL 72/120

## B.E.S.T APPLICATION FORM

Entrepreneurial Project

Personal Statement

Academic Transcripts

2 Reference Letters

Candidate C.V.

## APPLICATION PROCESS

Evaluation of the  
application form



Candidate  
Interview



Final  
Selection