

START INITIATIVE

Global Social Venture Competition 2018

Italian Round Arena Meeting

Milan, February 28, 2018

Startups

List of Startups

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mEryLo'

Short Project Description: Precision medicine is the new frontier to fight cancer, aiming at reducing secondary side effects due to overdosing. The use of cells as carriers of patient-specific drug cocktails will prolong the presence of the therapeutic agent circulating in the body, allowing for a lower frequency of the therapy. μEryLō is developing a compact microfluidic device, designed to trap drugs into the patient Red Blood Cells (RBCs) in a fast, easy and efficient way, preserving the cells membrane integrity. μEryLō device is extremely easy to be used and it will be developed to work with whole blood. The chemotherapeutic agent will be masked in its own cells by using an innovative process. By means of a single-use loading cartridge, it is possible to directly interface the device with the patient's circulatory system. The device can be used during the standard clinical chemotherapy procedure and the patients will receive the same drug treatment in a more tolerable version.

One-Line Pitch: Chemotherapy in a cell: an innovative device towards personalized medicine.

Business Summary:

Customer Problem: Cancer is one of the most common pathologies in the world, diagnosed to more than 14M patients/year. More than 70% of these patients will undergo chemotherapy. One of the main concerns of patients and clinicians is the appearance of side effects caused not only by the drug itself, but also by the common overdosing practices. Side effects management is a great issues also for clinical structures, that have to face high costs to cure /diagnose them

Products and Services: μEryLō (micro Erythrocyte Loading) is developing an innovative device to use the patients' red blood cells as drug carriers. The device that will work directly on the patient' whole blood - like syalasis - at the patients' bedside. The tech core is in a disposable cartridge, where the drug encapsulation in the cells takes place. Moreover, the combination of drug and red blood cells can be certified as a new drug.

Target Market: First target pathologies will be liquid tumours (leukaemia and lymphoma), corresponding to 8% of all cancer diagnoses - 350.000 patients/year in the world. These patients are particularly sensible to side effects - 1/3 of akute leukaemia patients is also diagnosed with depression/anxiety. Leukaemia is also the main cancer among children/teenagers, which will be the first patients we will address to.

Sales & Marketing Strategy: First scenario: pharma industries will sell their drug in combination with our device, providing an innovative delivery through RBs. Second scenario: dyslisis sistem companies will provide a chemotherapy system, based on our disposable cartridge, as an alternative to standard chemotherapy.

Business Model: The idea is to start with te hnology to produce prototype in house, for the clinical studies and then to evaluate the correct time to internalize commercial production of the core component of the system. Both possible licencing of the technology use to pharma or direct production and device selling to the pharma.

Competitors: Other companies are using RBCs as drug carriers. Erydel and Erutech are the main two, both using osmotic processing to put the drug in the cells. This requires multiple steps - with osmotic and chemical reagents - with high processing times. These procedures are also aggressive for the cells, which are particularly delicate in leukaemia patients. They both are in the clinical studies and both have the support of pharma companies.

Competitive Advantage: mEryLo' is developing a device to be used on-line with the patient, reducing the contamination risk and requiring only a standard chemotherapy session. By preserving the cell physiological state, we can provide the patient with a prolonged therapy, with limited side effects. Our disposable device can be adapted to work with the existing dialysis systems.

Company Profile

City: Milan

State/Province: MI

Country: ITALY

URL:

Industry: Healthcare & Medical Devices

Sector: Medical Devices and Equipment

Subsector: Therapeutic Devices - Other

Founded in:

Contact

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Financial Information

Company Stage: Product in development

Previous Capital:

For capital seeking and other economics, please refer to company presentation.



Management Team: We are three researchers at Politecnico di Milano in biomedical engineering. Our competences vary from microfluidic techniques, cell mechanics, design and testing of medical devices.

Advisory Board: We have some scientific advisors from Politecnico di Milano for the technological development; medical haematologists from Istituto Nazionale dei Tumori. Support of an expert in certification of medical devices.

Revenue Model: Detailed description in the detailed Business plan.

Break-Even Analysis:

Previous Investments: 30000 euros coming from S2p initiative winning were now in use to characterize in vitro drug release.

Use of Funds:

Past Significant Milestones: We built a laboratory prototype tested on blood from human donors to verify the encapsulation process of the drug in the RBCs: - up to 80% efficiency - RBCs in physiological conditions We filed our first patent on the disposable device on december 21th, 2017

Exit Strategy: First scenario: outlicensing to pharma industries, interested in proposing their drug in combination with a device for a more tolerable/efficient chemotherapy. This will also allow them to "re-new" existing drugs through a certification of a new drug, composed by the same compound but in combination with red cells. Second scenario: asset sale to dialysis system companies, interested in entering the chemotherapy market.

Comparable Exit Markets: SQZbiotech, working with loading compounds in various cells - no RBCs - has closed a deal with Roche of 455M€. Erytech is in clinical trials with the support of Recordati and Teva Israel.

Value Proposition:

Resources Beyond Capital: - Network! Contacts with pharma/dialysis industries that can be potentially interested in our device. - Medical doctors/pharmacologists and biologist to support with product development and preclinical studies (animal studies). - Some good business advice to better our strategy.

Additional Information:



Talents Venture

Short Project Description: Talents Venture supports and finances students in Italy accompanying them on a path of professional and personal growth. Talents Venture offers an innovative service that allows to link the cost of Education to the student's future income. We share with students the investment in tuition fees in exchange of a small percentage of their future income for a limited period of time.

One-Line Pitch: We accelerate and fund the most talented students which companies are struggling to find on the labour market.

Business Summary: We accelerate and fund the most talented student to attend the best universities in three ways. • Orientation. We support young people in the choice of the training path with greater employment chances. • Investment. For these courses, we finance college tuitions, in exchange for a small percentage of their future salary for a limited period of time. • Talent Club. We offer an ecosystem of useful services (eg.network) to help them find a job.

Customer Problem: Education financing is a challenge and students renounce to join top universities for economic reasons due to the high costs and the scarcity of grants and subsidies. Additionally, student loans are not suitable to finance a risky investment such as in education, because the amount to be repaid is not linked to the outcome of the investment. This innovative solution has been proved in several countries such as US, UK, Australia and South America.

Products and Services: Talents Venture lend money for co-funding student tuition. Students will reimburse a percentage of their future salary, for a fixed time. High wage means high installments, whereas if the salary received by the student is zero, the installment will be zero. Talents Venture has developed a "Student Talents Assessment" tool in order to price the finance instrument properly.

Target Market: In EU there are more than 20M college students, which are mainly concentrated (14M) in France, Italy, Germany, Poland, Spain and UK. We will start focusing on the Italian market which is almost unserved. According to our estimates, about 80k students per year (5% of total students) could be interested in subscribing our service. Assuming a yearly average loan per student of € 5,000, the average financing disbursed would be € 400M per year.

Sales & Marketing Strategy: Direct Channel: Social Media + Referral + Grant (transform loans in grants) and Indirect Channel: Universities (promote to their students a new, more flexible funding opportunity. MoU already signed). We will focus on graduate and post-graduate students to increase returns, given their higher starting salaries, and to reduce the time needed for students to land the first job, thus lowering the overall risk.

Business Model: We are targeting to raise capital through debt/bond/equity instrument and lend it to students selected. However, Talents Venture has developed a provisional business model in order to do a pilot: Talents Venture will sign a partnership with a bank. Talents Venture will deal with the relationship with the students and the bank will lend money to the best students selected by Talents Venture.

Competitors: The main competitors are: Intesa Sanpaolo, Banca Sella but moreover the willingness of Italian families to pay for college using their savings. Other players that claim to offer student loans: Unicredit, BNL. A further important international player is: Prodigy Finance (only funds MBA international students). All these players offer students a traditional banking loan, made up by capital and interests.

Competitive Advantage: The competitive advantage of Talents Venture is differentiation: Students have access to a unique product not present in any other European country. Many students surveyed said that they like more Talents Venture than a traditional bank. A barrier to entry is the requirement to make financial brokering.

Management Team: Pier Giorgio Bianchi, graduated in International Management at the Bocconi University. He is the CEO

Company Profile

City: Milano
State/Province: MI
Country: ITALY
URL: www.talentsventure.com
Industry: Retail & Consumer Goods
Sector: Consumer and Business Services
Subsector: Financial Institutions and Services
Founded in: 2017

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Financial Information

Company Stage: Full product ready
Previous Capital: 10
For capital seeking and other economics, please refer to company presentation.



of the company, expert in Education Financing. He is responsible for business development, universities relations and fundraising. Paolo Alberico Laddomada, third-year student of Law at the Bocconi University has dealt with the development of the legal part of Talents Venture plus students relations.

Advisory Board: Paolo Basile, lawyer Partner @Annunziata&Conso Firm and Professor @Bocconi. He deals also with the legal part of the project. Luca Scarani - Accountant @CBA Legal and Tax Law and Professor @Bocconi. He deals with the tax advice. Paola Perini, Shareholder @Impact Hub Milan. She deals with fundraising. Patrick Elmer, 8y experience as Head @Credit Suisse. He is our mentor, helping in the setup and implementation of the strategy

Revenue Model: Based on interest income. There could be the possibility to consider a pilot, where the revenue model will be based on consultancy fees paid by the bank to Talents Venture for promoting the initiative, signing partnerships and assessing talents of each student.

Break-Even Analysis: We will break-even at the end of the 4th year from the beginning of the operations. At this point TV will have lent about € 40M to 4,700 students. The cumulative operating income becomes positive in 5th. As for the pilot we will breakeven at the end of the first year.

Previous Investments: Co-Founders investments and prizes won.

Use of Funds: Development of IT, marketing, data collecting and analysis, legal and business consultancy

Past Significant Milestones: MoU signed with Bocconi and negotiations with >5 main universities. >50k impressions; >15 requests from students with a simple online form (no marketing). Marzotto Award 12/2016: Selected by incubation @Impact Hub Milan; iBank Challenge 12/2016: We ranked third getting € 11,000; GIUSUD Confindustria 11/2017: Europcar has given us a year of rental; Call BCC Milano 12/2017: one year of free rent at ConLab incubator (Università Cattolica Milano)

Exit Strategy: The possibility of exit for investors is represented by a trade-sale of an industrial investor, like an Italian bank (interested in the portfolio of loans and in customers for cross-selling) or an international player in student loans which intends to expand in Italy (Prodigy, Sofi, Lumni etc.). It should be also considered the tangible value of the loan disbursed and the intangible value of the relationships created with first class consumers

Comparable Exit Markets: Not available

Value Proposition: Tangible value of the loans disbursed (asset sale) and the intangible value of the relationships created with first class consumers. Those loans and relationships could interest several type of companies ranging from banks, insurance, credit card, real estate, consumer good and pension funds.

Resources Beyond Capital: Credit lending license and approval by Bank of Italy is required for the definitive project. IT skill. Access to major Italian and European Universities. Access to media platform to educate the audience about this new concept of financial instrument. Skills and network to raise funding necessary to finance students.

Additional Information: In Italy we often hear how there is a lack of meritocracy and support in young people. Talents Venture wants to pursue both goals, allowing deserving students to access top universities, regardless of their starting economic conditions. We want to make education more accessible by accelerating the change towards an investment system that creates value for students and which could be sustainable for the whole community.



KAITIAKI

Short Project Description: We use Artificial Intelligence to make the Internet a safer place for our kids.

One-Line Pitch: Kaitiaki uses Artificial Intelligence to make the Internet a safer place for our kids.

Business Summary: Kaitiaki is a digital social ecosystem that uses artificial intelligence to fight against cyberbullying, sexting, hate-speech, self-harm. Kaitiaki is composed of 4 applications that integrate activities of prevention, education, real-time monitoring and assistance for kids, schools and families.

Customer Problem: In Europe 11 million of kids have come into contact with episodes of cyberbullying. 35.9% of young people know someone who sent naked or semi-naked images of themselves. 80% of young people don't consider the online use of terms of hatred dangerous. At the moment the only actions to contrast these diseases are information or assistance by schools and public authorities

Products and Services: Kaitiaki APP, provided to parents via subscription, is a non-invasive web application that alert families when their kids are threatened online; Kaitiaki EDU for schools provides an educational support to recognize inappropriate language; Kaitiaki GAME educates kids on the responsible use of the network through the gamification; Kaitiaki CHATBOT provides first aid to parents and children with problems related to cyberbullying.

Target Market: The total addressable market consists of families of 65 million European children (9-17 years) connected to the Internet. The potential market is: 9.8 million parents aware of the problem; 530,000 primary, middle and secondary schools; 35,000 companies that support corporate welfare.

Sales & Marketing Strategy: The main audience is the parents that are aware of the existence of online risks for their children (9-15 years old). Website, blog, Facebook & Google Ads, YouTube channel and newsletters will be the main channels to reach the target but also agreements with parents' associations, schools, foundations, companies interested in CSR and conferences.

Business Model: The business model for Kaitiaki APP is B2C, and it forsee a montly subscription sold online and through sales channels such as telco and insurance companies; the business model of other applications for schools and authority is B2B and based on a freemium model. The considerable attention of the media towards the problem promotes the interest for intelligent solutions, moreover agreements with associations and institutions promote the visibility

Competitors: We enter the Italian market where, currently, there are only substitute products. No other direct competitor currently has a pre-eminent market position and all are concentrated in the English linguistic area. Competitors are: Bark in USA; OnLineThem in UK; Keepers in Israel; SafeKids Pro in Australia. Substitutive products are: Rethink and MamaBear in USA; Gallery Guardian in UK; #Deletecyberbullying in Europe.

Competitive Advantage: Kaitiaki is not a simple alarm app but a whole digital social ecosystem, that provides an answer at all levels: prevention, education, monitoring, assistance. The artificial intelligence engine is able to analyze text and images (also video in the future) and distinguish between bully, victim and witness. Furthermore kaitiaki will be positioned also on non-English speaking markets.

Management Team: The team covers all the key sectors: organization (Fabrizio Macchia <http://bit.ly/fabriziomacchia>) R&D (Davide Cuttini <http://bit.ly/davidecuttini>), marketing (Paolo Bolpet <http://bit.ly/paolobolpet>, Giorgia Macchia <http://bit.ly/giorgiamacchia>), AI development (Dante Degl'Innocenti <http://bit.ly/dantedegl'innocenti>, Marco Pavan <http://bit.ly/marcopavan>, Dario De Nart <http://bit.ly/2mYIChO>), finance (Carlo Parolin, Giovanni Tubetti)

Company Profile

City: Udine
State/Province: UD
Country: ITALY
URL: www.kaitiaki.it
Industry: ICT
Sector: Software
Subsector: Software: Other
Founded in: 2017

Contact

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Financial Information

Company Stage: Full product ready
Previous Capital: 0
For capital seeking and other economics, please refer to company presentation.



Advisory Board: David D'Agostini, lawyer specializing in privacy and online services. Luca Gervasutti, principal, DISAL association.

Revenue Model: K-APP is B2C business model supplied by monthly subscription to families; discounts are available for large families and for the reporting of other families interested in the service. K-EDU is B2B business freemium model for schools and public authorities, that foresee additional value-added services available for a fee. K-GAME and K-CHAT are free and can be sponsored by companies or foundations.

Break-Even Analysis: We estimate to break even at the end of 2019.

Previous Investments: The previous investments were entirely supported by the shareholders.

Use of Funds: We will use the funds to consolidate the AI engine and make it more effective; to develop Kaitiaki GAME to attract kids and families in freemium mode, to invest in the acquisition of customers and enlarge the team.

Past Significant Milestones: April 2017: foundation of the company. September 2017 development of the first version of the AI engine. October 2017: distribution of Kaitiaki APP alpha version to a group of test families. Distribution of Kaitiaki EDU to over 300 schools for testing purposes.

Exit Strategy: Telco and Insurance are potential investors because they are already business partners. Security software companies are possible investors because their distribution channel can be the same or because Kaitiaki can be integrated into the security suite. Socialnetworks are an additional opportunity

Comparable Exit Markets: Currently not, because the competitors are in our own phase.

Value Proposition: This is a sector with a strong scale-up and a great image and social return.

Resources Beyond Capital: Most of the investments will be in advertising to increase our market traction

Additional Information: Kaitiaki received the Seal of Excellence from the European Commission in the evaluation of Horizon 2020 projects in the Open Disruptive Innovation Scheme area. Kaitiaki since 2017 is member of IESI (ICT-Enabled Social Innovation) that aims to explore the nature and impact of ICT-enabled social innovation and to provide evidence-based support to the implementation of the EU Social Investment Package for growth and social cohesion (SIP)



Little Alienz

Short Project Description: Little Alienz is the first dyslexia screening that children will love! The first integrated game system for early screening and empowerment for dyslexia, for children aged 4 to 7 years (and over), all through a wonderful space game (with alien characters). The system consists of: - a board game ("School Edition"): designed for kindergartens and primary schools, it provides an early empowerment of metaphonological skills with no stress for children and teachers; - a digital game on mobile app ("Home Edition"): designed for families of children (children will use the app with their parents), it provides an early screening of dyslexia risk and a personalized empowerment path, all in a simple, fast and fun way.

One-Line Pitch: Little Alienz is "The screening of dyslexia that all children will love"!

Business Summary: Little Alienz is the world's first early screening and empowerment system for dyslexia risk, enclosed in a wonderful game. Early because it is directed to children in the age in which they begin to develop metaphonological skills (4 years), skills that - later in years (from 8 years old and upwards, the minimum age for obtaining a certified diagnosis) - could be related with a diagnosis of dyslexia.

Customer Problem: The Problem arises from the diagnosis of dyslexia (possible from 8 years old), which are very often late (even when they were 20 years old) and even more often absent. It is therefore necessary to take early action, starting from 4 years old, to verify the degree of risk and to proceed with an empowerment. The solutions present at the moment are not very effective: there are stressful paper tests that are not very suitable for children.

Products and Services: The game system consists of a multimedia game for children's families, and a board game for schools. The colored cards of the game are related to specific risk indicators of dyslexia, and the children will have to carry out the test shown on the card, until victory. Depending on the outcome of the risk profile, will be indicated any areas of difficulty, you can record data and improvements and you can customize the empowerment for each child.

Target Market: The market is that of healthcare gamification, with a CAGR of 53.2%, which is expected to reach about 15 billion in 2022. In Italy alone, the number of schools is about 40,000, 10,000 of which are private: the last ones spend about 40 million a year on games and educational tools. There are about 1.65 million children in Italy and about 60 in Europe and America: if we were to reach even 20%, we would be at +600 millions euro.

Sales & Marketing Strategy: By analyzing our target group we have identified decision makers: mainly mothers in the case of the app, school leaders and school coordinators in the case of board game. From our research, the factors that most influence the purchasing decision are the benefits of the game/tool and the appreciation of children (which are the users), while price is secondary. We already have direct access to 20 school locations, which we will sell directly to.

Business Model: Our higher revenues and margins are linked to the app's monthly subscription. The board game is also a tool to reach families (to whom the app is addressed): children spend most of the day at school, parents trust the products that the school and teachers trust. This allows us to reach the parents with positive testimony from kids and school, together with a marketing action that highlights the problem for which we propose the solution.

Competitors: Competitors are in Italy (Erickson), and Spain (DyctectiveU). Tests are already available on the market, but they are too critical for their target group. Our differentiating strength is that our solution: already works from 4 years old (well before the 6-7 years of the others), including risk indicators that evaluate skills before literacy; It perfectly integrates a system of screening tests and enhancement activities, all in one stress-free gam

Competitive Advantage: Our barrier will be represented (being first mover) by the database we are creating with our tests, from which we derive the proprietary algorithm that allows us to do the screening and enhancement. Another will be created by our unique focus on screening and empowerment for dyslexia, which will make it possible to gain brand recognition (as first

Company Profile

City: Gonnoscodina
State/Province: OR
Country: ITALY
URL: www.littlealienz.com
Industry: Healthcare & Medical Devices
Sector: Other Healthcare
Subsector: Healthcare: Other
Founded in:

Contact

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Financial Information

Company Stage: Product in development
Previous Capital:
For capital seeking and other economics, please refer to company presentation.



mover and specialists) and to achieve economies of scale. We will also record the marks of the game

Management Team: SARAH PINNA: CEO. Studies in primary education science. He is in charge of scientific documentation, contacts with schools and professionals. MAURO CUCCU: CMO. Competences in economics and marketing, deals with marketing and sales strategies, organizational and logistical aspects of work. VALENTINA BELLOTTI: CFO. Competences in economics, is responsible for finance, deals with economic analysis and technical/accounting aspects.

Advisory Board: Donatella Petretto and Eraldo Nicotra: 20+ years of experience, Professors of Clinical Psychology and Psychometry at the University of Cagliari, supervise the scientific validity of the project and the structuring of research data and statistical analysis. Alessio Cocco: Logopedist with 5 years of experience. Ersilia Cossu: 15+ years of experience as a Psicologist/psychotherapist, carries out psychological counselling and training interventions.

Revenue Model: The School Edition provides for one shot sales (69.90 euros) through e-commerce, by invitation and with a limited number of pieces. The Home Edition provides for recurring sales, through the main app stores, with a monthly subscription plan (€ 3.49 per month). There is the possibility of getting the most out of the game (and segmenting the market by giving various buying possibilities to high-end parents) through additional in-app purchases.

Break-Even Analysis: It is expected to break even after about 2.5 years, with a profit expected at the end of the third year.

Previous Investments:

Use of Funds: The funds we need (100K in total), 16% of which are to be spent on prototype production costs, 27% on overheads and administration costs, 25% on marketing costs and 32% on app development and research and development.

Past Significant Milestones:

Exit Strategy: The exit strategy may include the sale to companies such as Rosetta Stone (a software company for educational technology with a turnover of approximately 250K dollars, which has also acquired a company similar to ours). Rosetta Stone is also owned by ABS Capital Partners: an American investment company focused on investments in companies operating in sectors including education services and healthcare.

Comparable Exit Markets: An example of an exit is that of Lexia learning systems, sold to Rosetta Stone Ltd for about 25 million dollars.

Value Proposition:

Resources Beyond Capital: The other resources needed are related to human capital. A team of mobile developers and databases as well as game and sound designers are needed for the ongoing development and maintenance of the app.

Additional Information:



HoMoLoG

Short Project Description: There is a need to improve the quality of medical research by looking for more appropriate and realistic experimental models of human pathologies that can allow fast and effective pharmacological and toxicity tests. HoMoLoG's mission is to help scientific, medical and pharmacological research to improve and accelerate the knowledge and treatment of human diseases. To this end, we aim to produce, characterize and sell 3D-printed biological tissues, mini-tumors and mini-organs, using human cells obtained from healthy subjects or patients with pathologies of interest. These new biological models are based on induced Pluripotent Stem Cell (iPSC), obtained from adult individuals without using embryos or laboratory animals. In our vision the ultimate goal is the development of a personalized medicine that can take into account the peculiarities of each patient and create the most effective treatment, as it will be not only specific for the disease but also tailored to the individual.

One-Line Pitch: We lab-grow personal mini-organs as tools for personalized and gender specific human medicine testing.

Business Summary: HoMoLoG aims to develop, refine and market new three-dimensional models of human organs and tumors (mini-organs or organoids, tumoroids), starting from the patient's own cells. These systems represent a frontier in the development of new customized drugs and for the prediction of their toxicity.

Customer Problem: Nowadays, new drugs need to go through animal testing before they can access clinical trials, with the strong limitation that follows. The effects of a drug on an animal are often different from those on a human being, so that most trials do not proceed beyond stage three with huge economic, time, and energy loss.

Products and Services: We produce, characterize and sell 3D-printed biological tissues, mini-tumors and mini-organs, using human cells obtained from healthy subjects or patients with pathologies of interest. These new biological models are based on biologically relevant induced Pluripotent Stem Cell (iPSC).

Target Market: HoMoLoG is positioned at the intersection of the 3D printing and the iPSC and cell culture markets. The global market in 2021 is estimated at \$ 3.6 billion for iPSCs (11.6% CAGR), \$ 3.9 billion for 3D cultures (CAGR 42.6%), and \$ 457 million for 3D Bioprinting (CAGR 35.9%). In 2019 the global reference market will be around \$ 3.9 billion. Based on our current contacts we are aiming to intercept 0.03% of this market.

Sales & Marketing Strategy: HoMoLoG's sale offer includes both standard products at a defined sale price and custom products and services, the price of which will be established and matched with the customer's requirements. HoMoLoG will use indirect commercial channels.

Business Model: Homolog will provide to its customers, such as pharmaceuticals and dermo-cosmetics companies (B2B) or research centers (B2C), genetically and functionally characterized 3D cellular models.

Competitors: To date, there are only indirect competitors, which do not combine the two technologies, iPSC and 3D Bioprinting. From the analysis of the competitors, it emerges a void in the offer of micro-tissues/3D mini-organs obtained from human iPSCs, which could represent reproducible and relevant in vitro models. This is the position that HoMoLoG will fulfill in the market.

Competitive Advantage: The competitive advantage of HoMoLoG derives from the combination of two innovative technologies, iPSC and 3D Bioprinting. HoMoLoG intends to defend a privileged position focusing on reducing sales prices compared to production costs, thanks also to the results deriving from the optimization of the production methods. Furthermore, we are developing differentiation procedures from iPSC and 3D printing that can be patented.

Management Team: The team features the presence of a biologist with experience in stem cells (A. Rosa, PhD), a

Company Profile

City: ROMA
State/Province: RM
Country: ITALY
URL:
Industry: Healthcare & Medical Devices
Sector: Biopharmaceuticals
Subsector: Biopharmaceuticals: Other
Founded in:

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Financial Information

Company Stage: Product in development
Previous Capital:
For capital seeking and other economics, please refer to company presentation.



biomedical engineer specialized in 3D bioprinting (C. Colosi, PhD), a cellular neuroimmunologist (M. Rosito, PhD), a biophysics and a neurobiologist with neurophysiological background (Electrophysiology and Imaging) (S. Di Angelantonio, Ph.D., F. Pagani, PhD) and a molecular biologist with skills in advanced fluorescent microscopy (V. de Turris, PhD).

Advisory Board: In the advisory board of HoMoLoG the following figures of high professional profile can be inserted. • Dr. Vincenzo Ricco - scientific director of CREST OPTICS. • Dr. Angelo Reggiani - director of the D3 department of IIT. • Dr. Fabio Casini - Group Manager at SanPaolo Invest. • Dr. Enrico Chiarini - Poste Italiane SPA Commercial Coordination. • Dr. Ilaria Ortensi - Head of Fabia Mater Clinically Assisted Reproductive Laboratory.

Revenue Model: Homolog aims at putting on the market mini-organs, tissue and tumoroids. The revenue model is based on selling these products to pharma companies and research institutes.

Break-Even Analysis: The break-even point of the initiative is expected to be reached in its second year of activity.

Previous Investments: Homolog is still in its seed phase, and there are not at the moment previous investment.

Use of Funds: Funds will be mostly invested in setting up the laboratories and recruiting scientist and technicians for the production.

Past Significant Milestones: Participation in StartCup Lazio, where HoMoLoG won the first prize as best Start-up Project and the Special Mention for Equal Opportunities, and the participation to the National Award for Innovation (PNI), where HoMoLoG won the first special prize for Equal Opportunities.

Exit Strategy:

Comparable Exit Markets:

Value Proposition:

Resources Beyond Capital: We need to recruit key staff members specialized in business development, marketing, and regulatory affairs. We also look for strategic partners as cell-factories and cell-culture reagents companies.

Additional Information:



Helperbit

Short Project Description: Helperbit is an Italian startup that uses the Blockchain technology to allow people to donate crypto and local currencies to charities and to people in need all over the world, trace their donation and how it is used, offering full transparency of economic flows. It even reverses the traditional home insurance model for natural disasters, thanks to a service powered by blockchain that empowers users to customize their premium, allowing also microinsurance, and offers a fast, fair and transparent refund. Helperbit has been selected for the BlockChainSpace accelerator program, and has been featured on Nasdaq, Techcrunch and many more. Helperbit won 4 Italian and European startup competition awards and was selected in the top 100 innovative projects for the World Humanitarian Summit, which was sponsored by the United Nations.

One-Line Pitch: Helperbit is a P2P donation and insurance startup that exploits the transparency and efficiency of blockchain technology.

Business Summary: Helperbit allows people to donate directly to individuals affected by natural disasters or to help the communities by giving to non-profit organizations, tracking their donations in real time and monitoring the use of funds. Helperbit also offers a new parametric and p2p insurance paradigm: the service is designed to fill the gap created by the lack of insurance policies for collateral and immaterial damages.

Customer Problem: In charity sector there are problems related to inefficiency and opacity in the distribution of funds, that lead to a lack of trust and a drop in donations. The insurance system faces the same problems. There are many bureaucratic procedures and opacity, so clients don't trust their companies.

Products and Services: Helperbit uses blockchain, exploiting the efficiency, speed and transparency of this technology to offer products in the charity and insurance field. The donation service offers the opportunity to donate directly to people, NPOs, local organizations, reducing the number of intermediaries and allowing a detailed audit of the flows. In the insurance service the redistribution happens in a safe, transparent, automated and fair way.

Target Market: Target Market: The donation market consists of: - charity sector (200-1000 Billion \$) - private donations addressed to humanitarian emergencies (6 billion \$) - potential donations that are tapped due to lack of transparency (4-8 billion \$) The insurance market consists of: - damages that every year are not covered by insurance (70 billion \$) - microinsurance in developing countries and custom policies in developed countries

Sales & Marketing Strategy: We are organizing some social networks campaigns and the marketing roadmap takes into account the organization of conferences and meeting in different areas (Europe, Latin America, USA). A second step takes into account the partnership with companies that can improve Helperbit services and that can help the growth of the platform.

Business Model: The business model of Helperbit can be classified as freemium, because a number of services are offered free of charge, allowing users to try out the platform in some of its basic functions (such as the donations) but with other services available only at premium levels (insurance services).

Competitors: Donation: Few startup projects are building a pilot for blockchain transparency in donation field. Insurance: Here the gap is greater than the previous one, because there are still not projects in the market based on blockchain technology; some insurance companies are developing working prototypes to incorporate this technology in their business.

Competitive Advantage: Competitive advantage. Competence: part of our team is highly qualified in the blockchain field, having also provided external consultants to other companies. The GIS developers have a solid experience in the use of this tool; the administrative aspect and information security are covered by competent elements. Barrier to entry: technology still young for mass adoption.

Company Profile

City: Rome
State/Province: RM
Country: ITALY
URL: <https://app.helperbit.com/>
Industry: ICT
Sector: Other Information Technology
Subsector: Other Information Technology
Founded in: 2016

Contact

Name: Davide
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Mobile: 3490828784

Financial Information

Company Stage: \$0-\$500K in Trailing 12 Mo. Revenue
Previous Capital:
For capital seeking and other economics, please refer to company presentation.



Management Team: Guido Baroncini Turrichia – CEO Roberto Tudini – CFO Gianluca Carbone -GIS Developer Davide Menegaldo – COO Vincenzo Agui – CSO Davide Gessa – CTO

Advisory Board: None

Revenue Model: Sales of insurance products

Break-Even Analysis: Beginning of the 4th year

Previous Investments: pre-seed and acceleration program (total €60k) by Coinsilium Ltd

Use of Funds: Helperbit is raising funds for the next round of investment. The funds will be used for the following 12 months of activity: the release of the basic version of the donation platform, the improvement of the audit service and the adding of different methods of payment; the development of a beta version of the insurance product. Target investors for this seed round are VC and Business Angels.

Past Significant Milestones: 10+ bitcoin raised 200+ donations 12+ projects and Non profit organizations 150+ articles and mentions on magazines 50+ events and presentations

Exit Strategy: Target investors for this seed round are VC and Business Angels. Target for the following round will be world wide insurance company. The donation and insurance parts can also be splitted when they will reach financial independence. The plan is to complete the acquisition of the insurance service by an insurance company, after it entered as investor in the previous rounds. The donation part can be sold to banks or other financial players.

Comparable Exit Markets: 20+ million €

Value Proposition: Long term investment in a exponentially growing market (blockchain technology)

Resources Beyond Capital: increase the network of non profit organizations insurance partner

Additional Information:



Relicta

Short Project Description: Relicta is working on creating a biodegradable and water-soluble bioplastic packaging made from fish industrial waste. The project aims to reduce pollution from traditional plastics that are poisoning our seas, meanwhile adding value to fish waste. It is a circular economy business model: our product is obtained from a secondary raw material and doesn't pollute once it is melted in water. Even though it comes from fishes it is completely transparent and odourless. Relicta, unlike other bioplastics currently on the market, does not need to grow vegetable crops, but enhances a waste by transforming it into a resource. The main outcomes of our market entry will be: reduction of traditional plastic usage, reduction of marine litter, decreasing risk for aquatic fauna and, in the long run, decrease the percentage of plastic particles into the cities water networks.

One-Line Pitch: Relicta developed a water-soluble, transparent and biodegradable plastic packaging made from fish industrial waste.

Business Summary: We are going to sell film bobbins of our material to packaging companies (converters), who will transform our film into packaging. We want to customize the plastic for our customers, so we need to carry out laboratory tests for different applications and different customer segments. To enhance the value of our product on the European market, it has been planned to carry out an in-depth analysis of the market through specialized companies.

Customer Problem: Much of the plastic produced is dispersed in the environment, particularly in the oceans. It is therefore estimated a loss (after a single use), from 80 to 120 billion dollars in value of the material as only 14% of the plastic packaging is collected to be recycled globally. Moreover the dispersion of plastics not only leads to contamination of the seas but affects also the city water network.

Products and Services: A water soluble packaging that solves environmental problems and simplifies disposal techniques. In the food field, the transparency of the packaging that contains the product it is essential to allow the consumer to have a vision of it. This reassures the buyer on the actual goodness of what he is buying. Currently there are no transparent bioplastics suitable for this role.

Target Market: RELICTA intends to enter the market of flexible packaging intended for consumers, which has a worldwide turnover that in 2016 exceeded 86 billion dollars, of which 13.8 billion in Europe, trying to reach in 2022 a market share equal to 0,10%, corresponding to a turnover of 13.8 million euro.

Sales & Marketing Strategy: The first steps of the marketing strategy will be launched in 2018 with the artisanal manufacturing of Relicta plastic gadgets to be distributed free of charge at packaging trade fairs, where it will be possible to sign the first contracts sales

Business Model: We hypothesize to distribute our film bobbin to the converters in 2019, expanding the production to satisfy the customers' request. We intend to outsource the transport of packaging to companies that deal with logistics. The pilot plant will be built and tested in 2021 and will allow the increase of production in 2022.

Competitors: NOVAMONT: it's the manufacturer of the first biodegradable bag for the organic fraction developed through the Mater-bi production patent. BIO-ON: It's production of bioplastics comes from agricultural processing waste. The project obtained a water-soluble material from large-scale renewable sources. FUTERRO: It brings to market a technology able to produce polylactic acid (PLA) from plant resources. The finished product is an opaque material.

Competitive Advantage: The most important defense for the business of Relicta is the filing of the patent application in collaboration with the University of Sassari and the University of Alicante, which is currently following the material. At the moment we have completed the search for anteriority that has been successful and we are proceeding through the process of

Company Profile

City: Tissi
State/Province: SS
Country: ITALY
URL:
Industry: Materials
Sector: Advanced Specialty Materials and Chemicals
Subsector: Plastic Fabrications
Founded in:

Contact

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Phone: +39 3483636534
Mobile:

Financial Information

Company Stage: Prototype ready
Previous Capital:
For capital seeking and other economics, please refer to company presentation.



filing the application.

Management Team: Davide Sanna, 28, CEO, Founder; Ph.D. in Chemical Sciences and Technologies. He is the author of 10 publications in international journals with "impact factor" and holds a Master's Degree in Chemical Sciences. Matteo Sanna, 24, COO, Co-founder; master degree student in Medicine at the University of Sassari. Mariangela Melino, 29, CFO, Co-founder; master degree student in Business Administration. Trainee for a year at the Unease incubator, CubAC

Advisory Board:

Revenue Model: Direct sell of our film bobbin

Break-Even Analysis:

Previous Investments: Relicta have earned the first place in the "ContaminationLab" competition, winning the "Insight prize" of 10.000 € from the institute "Sardegna Ricerche". At the moment, this prize is invested on the development of the plastic prototype, in particular, tested for food packaging uses. A part of this prize was invested for the deposit of the company logo RELICTA. Team also won the "Start Cup Sardegna" competition and have earned € 2,500 prize form

Use of Funds: € 300.000 plastic tests, machines, material validation € 400.000 engineer, start pilot plant project € 500.000 pilot plant

Past Significant Milestones: Relicta have earned the first place in the "ContaminationLab" competition, winning the "Insight prize" of 10.000 € from the institute "Sardegna Ricerche". The team also won "Start Cup Sardegna" competition and went to PNI (Premio Nazionale per l'Innovazione) where it qualify in the finalists. Recently Relicta won a special prize from PwC Italy (PricewaterhouseCoopers).

Exit Strategy:

Comparable Exit Markets:

Value Proposition: Investors can make ROI through the equity share that we are going to give to them.

Resources Beyond Capital: Taking part to this competition we aim to find the right people who trust our project to help us improving our network and assist us to reach our clients

Additional Information: