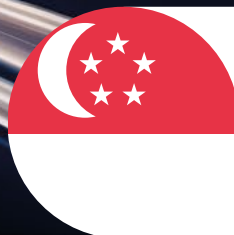


ITALIAN PARTICIPATION AT glObal start up *program*



SINGAPORE



Layout and graphics

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ITALIAN TRADE AGENCY

ITA - the Italian Trade Agency is the Government Agency entrusted with the promotion of trade, business opportunities, and industrial cooperation between Italian and international companies.



ITA also promotes the attraction of foreign investments in Italy and assists foreign companies willing to establish in Italy and to pursue collaborations with Italian counterparts.

With a motivated and modern organization and a worldwide network of offices, ITA provides information on business opportunities, advice on marketing planning, consulting, promotion and training services to Italian small and medium-sized businesses. Our activities are financed by the Italian Ministry of Foreign Affairs and International Cooperation.

Using multi-channel promotion and communication tools, ITA acts to assert the excellence of Made in Italy in the world.

Additional information about ITA is available at www.ice.it/en/

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AMBASSADOR'S MESSAGE

It is with great pleasure that I welcome the 5th edition of the Global Start-up Program in Singapore, an annual event that highlights our unwavering commitment to nurturing innovation and entrepreneurship within Italy's vibrant start-up ecosystem. This initiative, spearheaded by the Italian Ministry of Foreign Affairs and International Cooperation in collaboration with the Italian Trade Agency (ITA), plays a crucial role in advancing the international presence of Italian businesses, all while showcasing the world-renowned excellence of "Made in Italy."

This year, the Program shines a spotlight on the fintech sector, a field ripe with potential and opportunities for exponential growth. Six exceptional Italian start-ups have been selected to embark on this transformative journey, participating in masterclasses, receiving personalized mentorship from Tenity Singapore experts, engaging in one-on-one pitching sessions with investors, and forging strategic connections within Singapore's dynamic innovation ecosystem.



Dante Brandi

Ambassador of Italy to Singapore

In support of these start-ups and their efforts to present their cutting-edge products and solutions to potential investors, I am particularly excited that the Demo Day, organized in collaboration with ITA and Tenity Singapore, coincides with the visit of the Italian Navy Ship Amerigo Vespucci—a symbol of Italy's rich maritime legacy. The ship will provide a truly unique venue for pitching and networking, creating an inspiring setting for industry experts, investors, and key stakeholders to discover Italy's innovative offerings.

Italy's trade relations with Singapore, already based on the effective EU-Singapore Free Trade Agreement, will be further enhanced by the recently approved Digital Trade Agreement. This will expand the commercial facilitation to crucial services like those linked to the digital economy. This promising framework, coupled with Singapore's role as a global innovation hub and strategic gateway to Southeast Asia, presents Italian start-ups with unparalleled opportunities for growth, supported by a conducive business environment and access to capital.

As we gather for this special event, I eagerly anticipate witnessing the ingenuity of our six innovative start-ups as they share their visions and solutions. Their participation in this Program embodies the spirit of innovation and collaboration that both Italy and Singapore hold dear, and I am confident that their contributions will strengthen the ties between our nations even further.

TRADE COMMISSIONER'S MESSAGE

We are privileged to announce the launch of the Global Startup Program 2024, a key initiative implemented by the Italian Trade Agency, under the broader strategy led by the Italian Ministry of Foreign Affairs and International Cooperation. The Global Startup Program is designed to support Italian companies in international markets with the primary objective of enhancing the technical and organizational capabilities of startups, empowering them to scale into competitive environments. We are also delighted to welcome new partners to the program this year, including Banca Intesa Sanpaolo Innovation Center, the Italian Innovation & Startup Ecosystem (InnovUp), Invitalia, Italian Tech Alliance, Unicredit Start Lab, and Zest Group, whose involvement will further enhance the program's scope and impact.

This year marks the 5th edition of the Global Startup Program, and ITA is proud to expand its efforts to key markets including France, Germany, the United Kingdom, Singapore, and the United States (New York and Los Angeles). In Singapore, the program is now in its 3rd edition. The 2024



Giorgio Calveri

Trade Commissioner for Singapore and Philippines

program will span five weeks, beginning with a virtual session from October 7th to 11th, followed by four in-person weeks from October 14th to November 8th. It will be hosted by Tenity Singapore, a local accelerator known for its global innovation ecosystem and early-stage incubation expertise.

As part of its continued evolution, this year's Global Startup Program in Singapore is focused on the FinTech sector, reflecting its alignment with one of the world's fastest-growing industries. Participants will not only benefit from hands-on coaching, ma-

sterclasses, and business networking opportunities but will also have the chance to experience the renowned Singapore FinTech Festival. Italy will have a strong presence at the festival with its own dedicated pavilion, providing a platform for our startups to interact with Italian companies and innovators in the fintech space. This pavilion will serve as a valuable touchpoint where our startups can immerse themselves further in Italy's contributions to the global fintech landscape, fostering both learning and collaboration.

Over the past three years, the Global Startup Program has successfully helped startups discover business opportunities and establish fruitful connections with investors, enabling their expansion in Singapore and the region. With a strong track record of fostering growth and innovation, we are confident that the six startups in this year's edition will achieve similar success during their time in Singapore, positioning themselves for future global opportunities.

We invite you to join us in witnessing the extraordinary potential of Italian innovation and forging influential connections across these dynamic global markets.

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ITALIAN STARTUPS



FINANZ

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Founder & CEO

Year Founded:

2021

Sector:

Ed-Tech & Fintech

Commercial Model:

B2C, B2B2C

Current Status of Project:

Pre-Seed

Solution/Product:

Finanz is the first financial super app that allow you learn, save, and invest all in one platform (we're often called the Duolingo of money). Once registered, our algorithm creates a personalized study plan tailored to each user's needs and goals. Using our analytical approach, we gather user data to understand their behavior within the app, enabling us to provide the most personalized investment experience.

Description:

Finanz operates in the Italian market with plans for European expansion. Its mission is to democratize financial education and empower users with tools to make informed investment decisions, regardless of their background. Finanz aims to break down financial barriers and promote inclusivity in the world of personal finance.

Reason Why You Are Interested in Singapore Market:

We are interested in the Singapore market for two primary reasons: first, to gain insights into the broader Asian market and better understand

the behavior and financial habits of its population; second, to identify and connect with potential investors who are active in this region. This research will provide valuable knowledge and relationships that can benefit our growth strategy, without necessarily focusing on expanding into Asia.

Achievements:

15,000+ downloads as an MVP
€350k in pre-seed round investment
50,000+ trained students



HERCLE SRL

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CPO

Year Founded:

2019

Sector:

Digital Assets - Financial Services

Commercial Model:

B2B, B2B2C

Current Status of Project:

Scale up phase

Solution/Product:

Hercle Products Overview

Hercle X:

Hercle X is a platform and API-based exchange solution, acting as a single-dealer broker for swap trades. It enables clients to secure the best prices through our market-making engine, leveraging proprietary liquidity across major exchange venues. By acting as a market maker, Hercle provides optimal pricing for its users. Target Audience: Buy-side and

sell-side firms, brokers, Virtual Asset Service Providers (VASPs), and financial institutions.

Hercle S:

Hercle S addresses pain points in international settlement and ensures seamless interoperability across banking flows as well as on-demand liquidity. It enhances payment processes with global coverage, instant settlements, and unmatched liquidity access. Hercle S integrates a robust banking stack to offer corporate bank accounts in EUR, USD, and GBP, enabling third-party providers (3PP) to operate on behalf of their clients.

This solution is ideal for offshore banking with crypto interoperability and supports fund manager operations.

Target Audience: Fund managers, venture capital (VC) firms, foundations, crypto companies, import/export businesses, fintechs, and industrial corporates.

Description:

Oversee the development and execution of a company's product strategy. In global settlement and trading products, I ensure seamless integration of systems, enhances product offerings, and drives innovation to meet market demands while ensuring regulatory compliance and operational efficiency and products profitability across international markets.

Reason Why You Are Interested in Singapore Market:

We are highly interested in establishing banking relationships to streamline international settlements and gain access to local RTP networks, enabling smooth operations with Singapore-based companies. We are also seeking investors for our upcoming International Series A round, which will allow Hercle to leverage global investor relationships and expand into key markets across Africa, Asia, and LATAM. Finally, we

aim to grow our customer base and bring our vision and capabilities to Singapore, making European and Asian markets more accessible and interoperable through our robust infrastructure and proven profitability.

Achievements:

Cash flow positive fintech. Reach more than 30 countries.



KEMANJI

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Founder

Year Founded:

2019

Sector:

IT for Hotel, Restaurant, Catering

Commercial Model:

B2B2C

Current Status of Project:

On the market

Solution/Product:

Appeaty is the efficient solution to invite mates and place orders and payments at the restaurant, even before the arrival at the venue. We aggregate restaurants' menu and we dropship foodlovers desired meal combining on site dining and room service with take away and deliveries. Appeaty is the all-in-one API based SAAS that knows consumers' food preferences and shows only the restaurants that match their request with and automatic translations, payments and

invoices. With Appeaty restaurateurs save time and money because they can focus their attention only to prepare the meal and to assist the client.

Description:

In Italian language "Kemanji" means "what are you eating?" To efficiently answer this question we used our professional experience to develop Appeaty: the cognitive menu that knows foodlovers preferences and match their desire with selected restaurants without any waste of food or time and with no language and currency barriers.

Reason Why You Are Interested in Singapore Market:

Singapore has a high rank for business environment and international openness. It has numerous free trade agreements with neighboring Asian nations, the EU, the US, China, India and it is the strategic gateway for cross border financial services. Potential ho.re.ca. market is huge: over 5.000 restaurants only in Singapore (of which 283 are Michelin listed), and over 2.400.00 restaurants in surrounding Asian nations (of which 478 are Michelin listed).

Achievements:

We patented a 2.000 ingredients database with allergens and translations. We validated the app and showcased Appeaty to main food tech events around the world: Ces, Cibus, Computex, Gitex, MWC, Tuttofood, VivaTechnology and WebSummit.



STARTGRAM SRL

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CEO - Cofounder

Year Founded:

2021

Sector:

Regtech, fintech

Commercial Model:

B2B

Current Status of Project:

Revenues

Solution/Product:

Startgram is a SaaS platform that simplifies and automates the management of cap tables and stock options for companies in Europe. Our solution supports businesses of all sizes, providing transparency, security, and efficiency in equity management. With features designed for both startups and large enterprises, Startgram helps companies retain talent and engage employees through seamless stock option distribution and tracking. We are continuously

evolving to meet the diverse needs of companies and investors, creating an integrated ecosystem to manage equity distribution and foster growth.

Description:

Startgram is a cutting-edge platform that streamlines equity management for businesses of all sizes. Our mission is to simplify the administration of cap tables and stock options, driving employee engagement and retention. We serve European markets and are expanding globally through strategic partnerships and innovation.

Reason Why You Are Interested in Singapore Market:

After our acceleration experience in New York, we realized the importance of understanding how similar software solutions are used in different regions. Entering the Singapore market allows us to explore new approaches, discover innovative practices, and identify potential partners and investors. Singapore is a key gateway to the broader Asian market, and we believe that establishing connections here will help us grow internationally while attracting investors interested in entering the European and Italian markets, where we already have strong traction.

Achievements:

In the last year we have become the point of reference for the Italian startup ecosystem as captable management.

We have major players like WERO-AD, Poke Hose, Futura, Timeflow etc. We involved leading business angels, who also became our investor partners for a raise of around half a million.

We have partnerships with Italian accelerators such as Bocconi 4 Innovation.

We will close the year with 100k in turnover.

TWIPER

TWIPER

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COO

Year Founded:

2021

Sector:

Generative AI

Commercial Model:

B2B

Current Status of Project:

Early Stage

Solution/Product:

Twiper.ai develops conversational agents powered by generative artificial intelligence. These agents do more than just answer questions; they perform concrete actions to support customers and streamline business processes, such as creating tickets, escalating to a human operator, and scheduling appointments. Our product is available through an annual subscription and includes:

- **User Platform:** A chat interface that

enables end-users to interact with the chatbot, offering support and real-time responses.

- **Admin Dashboard:** A comprehensive overview of performance, with tools to upload the knowledge base, create new chatbots, and access detailed analytics.

Twiper.ai offers solutions for customer support, sales assistance, client onboarding, and employee support. The platform is versatile and can be implemented across various sectors, including finance, banking, retail, mass retail, and healthcare, addressing specific needs and enhancing operational efficiency.

Description:

Twiper is an Italian startup that develops customized Generative Artificial Intelligence systems. Our mission is to empower businesses by delivering exceptional customer experiences through an intuitive, AI-driven platform that combines cutting-edge chatbot technology with a human touch.

Reason Why You Are Interested in Singapore Market:

We are attracted to the Singapore market for its vibrant startup ecosystem, offering valuable inspiration and innovative ideas to bring to Europe, especially Italy. Our goal is to connect with potential investors interested in supporting Italian startups and, more importantly, to form strategic partnerships. These partnerships could involve reselling our product in Singapore and across Asia or bringing our partners' products to the Italian market, fostering mutual growth and expansion.

Achievements:

Product launch: in December 2021, we launched Twiper.me, a B2C platform for the health and wellness sector, which acquired 300 active users by June 2023;

- Participation in acceleration programs: in January 2023, we were selected for the Credit Agricole by CA acceleration program, providing us with access to a network of international investors and strategic partners;
- Strategic agreements: in 2024, we signed an agreement with Versya SpA for a chatbot that supports approximately 2,000 companies. We also signed a reseller agreement for the Italian market with Versya;
- Proof of Concept: in April 2024, we completed the first Proof of Concept (PoC) for the new Twiper.ai software, designed for a company that provides management systems, with the goal of improving customer support and reducing waiting times;
- Capital increase and investments: in June 2024, we completed a capital increase with an investment from A&C Holding SpA, the investment vehicle of Versya SpA. In September 2024, Nash Investment s.r.l., the investment vehicle of Nash Advisory srl, participated in financing our growth.
- Client base expansion: we currently have 2 paying clients, with the goal of reaching 10 clients by the end of 2024 and 20 by 2025;
- Event participation: in September 2024, we participated in the AGER event (<https://www.evento-ager.it>), expanding our customer base.



VOLVERO

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Business development

Year Founded:

2018

Sector:

mobilità, trasporti, turismo, smart cities

Commercial Model:

B2C

Current Status of Project:

Active on the market

Solution/Product:

Volvero is a drive sharing app where owners can share their vehicles with drivers. Our app creates a system in which one can have access to a car, a motorcycle, or commercial vehicle in the most efficient and sustainable way saving time and money. By registering on our platform owners can set the sharing time, distance, price, and other terms, being able to accept or decline drivers' request. At the same time, drivers are able to choose any vehicle and terms of sha-

ring that best suit their needs. With the help of AI and advanced technologies, Volvero guarantees maximum security and transparency providing necessary information such as the performance of owners, drivers, and vehicles. Overcoming outdated paperwork, Volvero creates smart contracts at the start of the ride while one of a kind built-in insurance covers drivers and all kinds of vehicles.

Description:

Volvero is an app for sharing vehicles that connects owners with people who need one, saving time and money. We improve quality and security

through AI and advanced technologies with crystal-clear full insurance coverage. Volvero is easier, safer and more reliable than any other app in the field.

Reason Why You Are Interested in Singapore Market:

Singapore's insurtech ecosystem is among the most advanced globally, making it an ideal environment for innovation and collaboration. Volvero is engaging with this dynamic market to further develop our mobility insurance policies, leveraging Singapore's expertise in digital insurance solutions. We are eager to connect with decision-makers, business developers, and investors in the insurtech space to support our international scale-up and finance a pilot project in the region. Let's collaborate to drive the future of mobility and insurance.

Achievements:

Volvero's traction reflects a journey of strategic milestones. Beginning in January 2023, we swiftly garnered 12000 app downloads. Our groundwork involved extensive user engagement, including surveys and focus groups. These efforts drove us to fine-tune our strategy for optimal alignment with user preferences.

Professionals in vehicle ownership joined our platform, and notable partnerships were forged, such as collaborating with a major car dealer boasting over 100 vehicles and securing a significant alliance with Europ Assistance, a global insurance carrier. These developments facilitated the creation of a groundbreaking insurance policy. Notably, we garnered support from esteemed institutions like the EIT Urban Mobility and EIT Climate-KIC, bolstering our credibility and reach. These collaborations, alongside participation in international accelerators, have provided us with grants and vital services, solidifying our market presence.

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September 2024



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