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Global Start Up Program

IV edizione



SINGAPORE



Italian Startups at Global Startup Program 2023

AMBASSADOR'S MESSAGE

I am delighted to announce that the 4th edition of the Global Start Up Program is returning to Singapore, the thriving financial and technological innovation hub of Southeast Asia. This initiative, an integral part of the strategic initiatives led by the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency (ITA), is designed to support and nurture innovative Italian startups in their expansion into international markets.

In this year's edition, eight innovative Italian startups, operating in various sectors, such as Fintech, Healthtech, Blockchain, Health & Fitness, Sustainability, and HRtech, will embark on a two-month course at Tenity Singapore, a renowned global innovation ecosystem and early-stage investor with a strong track record in advancing innovation in the finance sector.

During this program, our startups will have a unique opportunity to enhance their technical, organizational, and financial capabilities, enabling them to successfully enter new markets. The program offers a rich array of activities, including training sessions, mentoring, pitching events, meetings with potential investors and corporates, networking opportunities, and visits to key players in the local innovative ecosystems.



DANTE BRANDI
Ambassador of Italy to
Singapore and Brunei

I am thrilled that Singapore has been chosen once again to host the program. It highlights Singapore's pivotal role in Italian enterprises' global trade policies within the ASEAN region, which boasts a population of 662 million people, €9.27 billion in exports, and a remarkable 17.3% ASEAN-Italy bilateral trade growth in 2022. Singapore, in particular, stands out with €2.43 billion in exports and €249 million in direct Italian investments. Additionally, Singapore's reputation as an innovative ecosystem hub offers Italian companies unparalleled opportunities for business development, fundraising, and client access in a supportive environment.

The 4th edition of the Global Startup Program in Singapore promises to be another remarkable success story, nurturing innovation, fostering collaboration, and deepening the bonds between Italy and Singapore.



ITALIAN TRADE AGENCY

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ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

The network. Through its headquarters in Rome, an office in Milan, and a global network of 79 offices in 65 countries, linked to Italian embassies and consulates, the Italian Trade Agency provides information, assistance, promotion, training, and cooperation in the industrial, consumer goods and services sectors. The Italian Trade Agency collaborates with Italian Regions, Chambers of Commerce, Industry and

Trade Associations and other public and private organizations.

Every year, ITA worldwide offices carry out hundreds of promotional projects and provide personalized services and assistance to thousands of Italian companies. The Italian Trade Agency also assists and supports foreign companies that want to establish or expand business and trade relations with Italian companies or to invest in Italy.

The main services offered to Italian companies by the Italian Trade Agency to increase the flow of exports and investments between Italy and the rest of the world are:

- information and assistance
- identification of commercial partners
- visits to international trade shows and industrial districts
- support for investments abroad

Offices in ASEAN:

Singapore, Singapore
singapore@ice.it

Ho Chi Minh, Vietnam
hochiminh@ice.it

Bangkok, Thailand
bangkok@ice.it

Jakarta, Indonesia
jakarta@ice.it

Kuala Lumpur, Malaysia
kualalumpur@ice.it

 +65 6820 3180

 singapore@ice.it

 @itasingapore

 www.ice.it/en

 Italian Trade Agency

 Italian Trade Agency – Singapore

ITALIAN PARTICIPANTS



BRAIN & FITNESS ITALY SRL

 <https://www.sparkdbox.com/>

 **Anna Milani**
CEO & Founder

 anna@sparkdbox.com

Year Founded

2022

Sector

Wellness and Fitness, Corporate Services

Commercial Model

B2B2C

Current Status of Project

Prototype in the gym in Singapore

SPARKD BOX is the Cognitive Motor Training Solution to enhance Brain Body Performance. SPARKD BOX can be deployed into any existing facilities including Seniors homes, assisted living and seniors community centres to enhance and complement existing wellness programs.

Solution / Product

SPARKD BOX is a Brain-Body Fitness concept solution to enhance Brain-Body Performance. We partner with property developers to offer an end-to-end, gamified, data-driven training solution for corporates and healthcare providers. We use cutting-edge technologies used by key executives, F1 drivers and elite athletes.

Our mission is to drive Brain Body Performance for optimal wellness and longevity.

Reasons Why You Are Interested in Singapore Market

For investor research, for corporate clients such as companies interested in offering Brain Body fitness to their workers, hotels, luxury elderly care homes. We are interested in Singapore due to its importance in the South East Asian market.

Achievements

We have participated in the AC75 StartUp Accelerator Program in conjunction with SOSV and funded by CDP (Cassa Depositi Prestiti) in their first edition in 2022.

We have participated in many events across Italy, France and Singapore such as at the Silver Economy Expo in 2022 in Paris.

We currently have a SPARKD HUB at 61 Robinson Rd in Singapore and are expanding into Bangkok (Thailand) with a facility within a high-end luxury living complex.



CARCHAIN SRL

 <https://thecarchain.com/>

 **Lisandro Espindola**
CEO & Founder

 lisandro.espindola@thecarchain.com

Year Founded

2020

Sector

Mobility - Blockchain

Commercial Model

B2B, B2C, B2B2C

Current Status of Project

Commercialization stage and looking for partners to run pilots and scale the business

Carchain empowers car owners and businesses to establish immutable vehicle records using dynamic NFTs on the blockchain. Our platform covers everything from tracking CO2 emissions and offsetting them, allowing both current and future owners to construct a secure and transparent history of a vehicle's data, integrity, and lifespan. This information is captured within a digital ID that can be easily shared, sold, or transferred, ushering in a new era of trust and accountability in the automotive industry.

Solution / Product

Our solution centers on a blockchain ecosystem anchored by 'My Garage.', using the Polygon network. Here, users establish a secure Digital ID for their vehicles using Dynamic NFTs, aggregating crucial vehicle data from diverse sources, including IoT devices, covering mileage, maintenance records, certificates, and CO2 emissions. For enterprises, we offer a suite of APIs and white-label solutions. Carmakers, insurers, and OEMs can leverage these to boost efficiency, loyalty, and trust while reducing costs.

Reasons Why You Are Interested in Singapore Market

The Singapore market offers a strategic entry point into Asia's tech landscape, with a focus on sustainable mobility. Additionally, governmental support and vibrant investor interest provide a conducive environment for scaling our blockchain-based automotive solutions and forming vital regional partnerships.

Achievements

Secured over 200,000 euros in fundraising since our inception. Being selected for the Motor Valley Acceleration Program in 2021 has significantly propelled the company's growth and visibility. Achieved a successful Proof of Concept (POC) with a German OEM's Italian branch underscores our blockchain-based automotive solutions' practical viability and demand.



COFFEEFROM SRL

<https://coffeedfrom.it/en/home/>

 **Laura Gallo**
CEO & Founder

 info@coffeedfrom.it

Year Founded

2022

Sector

Thermoplastics materials, Bio-materials,
Innovative materials, Design products

Commercial Model

B2B

Current Status of Project

Seed

Coffeedfrom is a startup that transforms spent coffee grounds from the food industry into innovative and sustainable new thermoplastic materials. Coffeedfrom currently offers three different materials, each with different characteristics and endless applications.

Solution / Product

Coffeedfrom takes post-industrial coffee waste, processes it, and creates new thermoplastic materials. Our process allows us to create materials that contain up to 20% of coffee.

Coffeedfrom aims to help reduce the carbon footprint of the coffee industry. The production of our materials not only extends the coffee waste life (thus reducing the CO2 emissions that are normally generated when discharging coffee in landfills) but also helps reduce CO2 in the plastic supply chain, because less virgin fossil materials are used.

Coffeedfrom owns and plans to industrialise its patent that allows to create materials made up of 50% or more coffee, to be able to produce materials that are even more innovative and sustainable.

Reasons Why You Are Interested in Singapore Market

Coffeedfrom is interested in finding investors, creating a network with possible clients and distributing on Singapore's market.

Achievements

Coffeedfrom materials are on the market and distributed by our partner Nexeo Plastics. Coffeedfrom has completed 3 accelerator programs and received a seed investment from one of them.



FAIRTILE SRL

 <http://www.fairtile.it>

 **Cristiano A. Motto**
CEO & Cofounder

 cristiano@fairtile.com

Year Founded

2021

Sector

Credit Technologies & Solutions

Commercial Model

B2B, B2B2C

Current Status of Project

Live

FAIRTILE is a financial technology company that develops a modern hybrid multi-cloud platform for Credit Intelligence and Automation solutions. The company leverages Big Data, Human Science and AI to unleash real-time intelligence and automation, at scale.

Solution / Product

- DIGITAL HUMAN SCORING | Enabling Financial Inclusion through digital datapoints
- DIGITAL FRAUD DETECTION | Protecting customers from frauds and bad users
- AUGMENTED CONTACT CENTER | Improving Contact Centres efficiency and efficacy
- ACCOUNTS RECEIVABLES AUTOMATION | Making payments a strategic engagement opportunity

Reasons Why You Are Interested in Singapore Market

We are growing our operations in South East Asia looking for new Customers, Partners and Investors.

Achievements

- Funded by a 700K+ Seed from Corporate Ventures
- Profitable from day one and constantly growing, with expected revenues of EUR 2.3M in 2024
- Active Operations in EMEA and APAC
- Awarded in international events and challenges
- Validated by the Bank of Italy (EBA) Fintech Hub
- Supported in the internationalization by the Italian Trade Agency
- 8+ Customers with Tier 1 Players
- Chosen by Visa and Experian as Innovation Partner



Hacking Talents®

HACKING TALENTS SRL SB

 <https://www.hackingtalents.com/>

Year Founded

2021

 **Federica Pasini**
CEO & Founder

Sector

HRtech

 hello@hackingtalents.com

Commercial Model

B2B

Current Status of Project

On the market

Hacking Talents is the digital solution that develops behavioral and communication skills in organizations through standard processes that allow each individual to work on their talents. We make the entire organization more sustainable and competitive within its market.

Solution / Product

Hacking Talents supports HR departments and CEOs to accelerate the evolution of their employees' professional skills, helping organizations increase their flexibility and competitiveness in the market. Our digital platform matches each employee with the best professional coach, communication expert, and/or mentor to accelerate their path, sharing with the company their evolutionary process.

Reasons Why You Are Interested in Singapore Market

Singapore's dynamic ecosystem provides an ideal playground for testing our value proposition, with its robust infrastructure, pro-business policies, and a strategic geographical location. Moreover, the presence of numerous international corporate offices further enhances our interest, offering valuable opportunities for collaboration, partnerships, and market expansion. We aim to leverage this advantageous environment to propel our startup's growth, establish a strong foothold, and engage with a diverse clientele.

Achievements

- 85k turnover
- 10 customers
- 1140 created hours of conversation
- 102 certificated coaches and experts of communication
- 295k pre-seed round



IWISE SRL

 <https://www.iwise.it>

 **Donato de Ieso**
CTO

 info@iwise.it

Year Founded

2020

Sector

Fintech

Commercial Model

B2B

Current Status of Project

Early revenues

iWise srl is an innovative company founded in 2020 by experts in the field of investments in Private Capital: Startups and SMEs. The company develops and markets software for business assessment and investment monitoring. Now our customers are investors and we are developing a saas services for Startups and SMEs.

Solution / Product

iWise has created a software to evaluate and monitor startups and SMEs. Software uses the main evaluation approaches existing in doctrine and allows customization. iWise allows to monitor the performance of the enterprise in relation to its business plan and the measures of value reported in it. It allows a timely evaluation of the company by monitoring the most important metrics. It also detects signals of risk that can affect the business crisis long before these manifest themselves in accounting. There is also a "what if" service, supported by AI, where users can analyze different projection's results.

Reasons Why You Are Interested in Singapore Market

We want to approach the Asian private capital market giving an instrument to both side of the markets: Investors and Companies. We can offer a saas to Startups and SMEs to give a correct company evaluation and monitor company result, and we can do the same thing for investors. At the same time iWise can collect data to create accurate analysis of the market and his metrics. We are looking for customers and investors.

Achievements

iWise offers its platform to allow analysts of private capital funds or family officers to carry out analyzes on startups and SMEs. It also allows you to monitor company performance and constantly verify the enterprise value based on the results actually achieved.



SENSOSAN SELL SRL

 <http://www.sensosan.it>

 **Bernald Leone**
CEO & Founder

 info@sensosan.it

Year Founded

2022

Sector

HealthTech - Life Science

Commercial Model

B2B

Current Status of Project

Early stage

Augmented Air Platform for indoor environments to impact neurophysic health & wellbeing by a natural way: breathing.

Solution / Product

Sensosan offer a unique Air Cloud Platform managing our S1 Air Nebulizers and Air Fluid pods where hotels, enterprises/financial institutions, retail stores, health facilities have an impact for Corporate Wellbeing & for engagement of their customers/guests.

We offer clusters Air Wellbeing, Air Safety, Air Functional with different choices and our customers can choose the air in indoor environments same as Nespresso choose a coffee.

Sensosan has a strong scientific approach and loves Open Innovation.

Reasons Why You Are Interested in Singapore Market

Investors: Family Office – VC - CVC

Customers: Hotels, Enterprises/Financial Institutions, Retail Stores, Health Facilities need an impact for Corporate Wellbeing & for engagement of their customers/guests

Achievements

- 500k raised in non-dilutive funding
- 2 prizes
- 2 patents granted
- 4 collaborations with Universities
- Exhibition CES, BioUsa, BioJapan, Medica, VivaTech and more



WIBIocard SRL

 <http://www.wibiocard.com>

 **Imad El Kurdi**
CEO & Founder

 i.elkurdi@wibiocard.com

Year Founded

2021

Sector

Identification, Custody crypto wallet and Security

Commercial Model

B2B, B2B2C

Current Status of Project

Implementation and closure ready for commercialization by the end of the year

Wibiocard is a leading specializing in cutting-edge smart card technology integrated with biometric fingerprint recognition. We deliver state-of-the-art solutions that provide secure access control, streamlined identification, and exceptional user experiences.

Solution / Product

WiBioCard offers cards with Integrated Biometric Sensors which can guarantee through a Matching Codified Algorithm (performed on the card itself), certain an immediate identification of the subject. products:

- iVPN biometric authentication solution
- iVoting biometric authentication solution
- Multi-factor authentication (MFA) solution
- Digital Asset Custody Infrastructure for crypto markets

Reasons Why You Are Interested in Singapore Market

Find Investor, Singapore is pioneer on crypto walled, identification and innovative technology, related to supplier chain and Fareast countries.

Achievements

Participations in 4 multinational companies as partners and financial credit from Italian banks



ITALIAN TRADE AGENCY

SINGAPORE
7 Temasek Boulevard
#19-01A Suntec Tower One
Singapore 038987
+65 6820 3180
singapore@ice.it
www.ice.it

Italian Trade Agency 

@ITAttradeagency 

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