ITALY @ SLUSH 2023

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Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY

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ITALIAN STARTUP

ORGANIZERS'   WELCOME

ANDREA MATTIELLO

Director at Italian Trade Agency, Stockholm

Italian Trade Agency is the Governmental Agency that supports the Italian startups in their internationalization process by organizing collective participations to the main international exhibitions dedicated to innovation, by organizing incoming of venture capitals, investors, incubators and accelerators to Italian exhibitions dedicated to innovation and by organizing business meetings and forums abroad.

According to the Italian Minister for Economic Development, in Italy nearly 15.000 startups operate. They mostly provide ICT services to companies, but also support in manufacturing (production of machinery and electronic devices mainly) and in trade activities.

From 2016 the Italian Trade Agency has always been participating to Slush, the most important event in the Nordics dedicated to the startup ecosystem. In the 2023 edition we are proud to introduce a collective participation of 41 startup, of which 31 under the auspices of Italian Trade Agency startups and 10 coordinated by Regione Puglia and Puglia Sviluppo. The large group represents many and diverse sectors, such as fintech, edtech, medtech, cybersecurity, internet of things, Greentech, etc.

A pitching arena within the Italian pavilion will provide the ideal stage for startups presenting their innovative projects and technologies to an audience of investors aiming at finding the new unicorns.

Come to visit us! We look forward to meeting you at stand 6D4 and startup booth from H1 to H11.

ARTCENTRICA

ArtCentrica provides professors and teachers with a cloud SaaS that supports and improves lessons in a simple and engaging way, both in the classroom and remotely. At the same time, it allows students to study Art actively compared to traditional teaching methods, due to its pedagogical approach.

ArtCentrica allows users to visualize in intimate detail, compare, virtually measure, correlate artworks, create lessons and play games. The cloud application contains more that 7.000 artworks, represented by high-res images, till 10 Gigapixel each, and metadata, coming from 16 global museums collections, like Uffizi Galleries, the Brera Museum, the MET, Rijksmuseum, Central Graphic Institute in Rome, and more.

ArtCentrica Platform is used by global educational institutions, like National Geographic.

ArtCentrica has been awarded by National Geographic in GESAwards, by the Third Call of IMPACT EdTech, by FuturED - CDP Venture Capital SGR, Premio 2031.

CONTACT
ARTCENTRICA S.R.L.

+39 0552466802

m.cappellini@artcentrica.com

https://www.artcentrica.com

Aryel

Aryel is a SaaS platform that helps brands and creative agencies to easily create engaging immersive ads campaigns via drag and drop, distribute them through a media-agnostic ad tag, measure goals and conversions, and connect the campaign with the most used marketing tools.
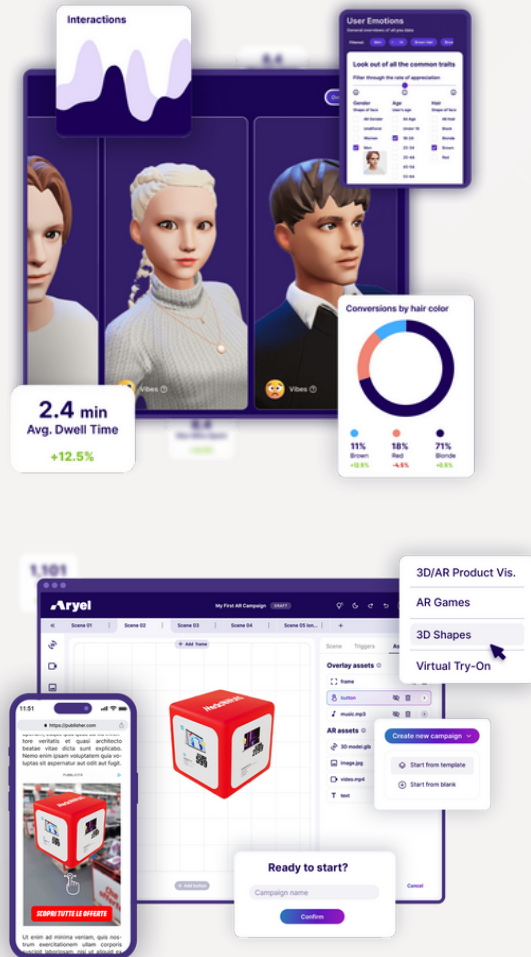
CONTACT

ARYEL S.R.L.

+39 3349396721

hello@aryel.io

www.aryel.io

ASTRAKODE

AstraKode is a groundbreaking venture aiming to revolutionize blockchain adoption for enterprises.

Our product, AstraKode Blockchain, is a web-based, no-code platform that simplifies the design, development, testing, and deployment of enterprise blockchain solutions and smart contracts. We tackle the inherent complexity and high costs of blockchain integration by providing an all-in-one approach that empowers businesses of all sizes to leverage the benefits of blockchain technology. With a focus on accessibility and usability, AstraKode Blockchain offers a higher level of abstraction with AI support making it easier even for non-experts to create custom blockchain solutions. Our team's expertise in developing successful LCDPs, coupled with extensive experience in B2B dealings, positions us competitively in the market, while our growing user community and successful project collaborations validate our platform value. We strive to be the go-to solution for enterprises seeking efficient and effective blockchain development/integration, fostering innovation and growth across various industries.

CONTACT
ASTRAKODE S.R.L.

+39 3755165842

marco.ferretti@astrakode.tech

https://www.astrakode.tech/

AWorld

AWorld is the platform that guides and encourages individuals to live sustainably and reduce their carbon footprints.

Developed in Italy, AWorld partners with the United Nations and the European Commission to drive global education on the Sustainable Development Goals and active citizenship.

The success is driven by the behavioral change activity named "Impact Engagement" methodology based on three pillars: Measurement of individual CO2 emissions, educationment, and engagement promoted by a gamification system.

As the forefront leader in global Sustainability Stakeholder Engagement, AWorld collaborates with businesses and organizations to unite Employees, Consumers, Citizens, and stakeholders in a shared commitment to sustainability.
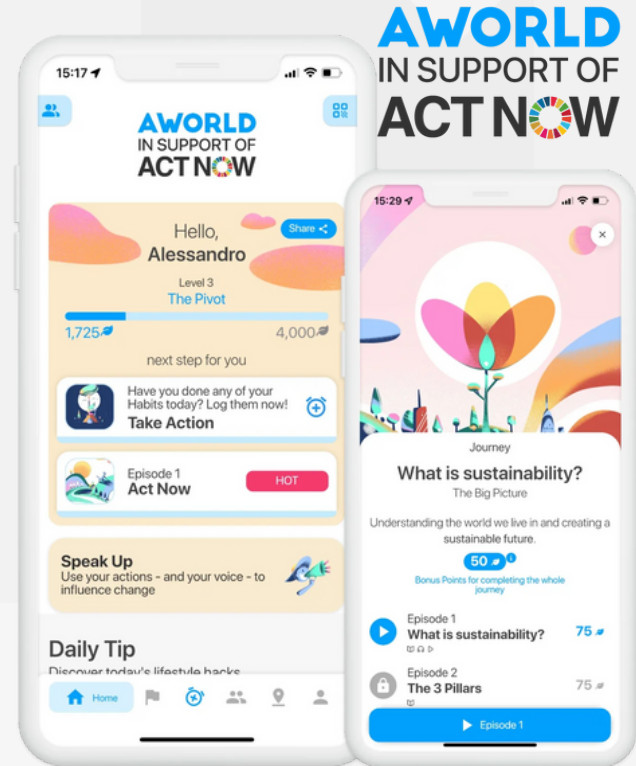
AWorld stands as a testament to our collective responsibility for the planet we call home, declaring unequivocally: There is no Planet B.

CONTACT
AWORLD SRL

✉ Alex@aworld.org

🌐 https://www.aworld.org

in

boats and go

Click, compare, sail.

Introducing the WATERWAYS APP by BOATSANDGO, a groundbreaking solution reshaping urban mobility along waterways globally. Modeled after ride-sharing services like Uber, Waterways offers a cutting-edge platform for enhancing transport options in water-rich cities such as Dubai, New York, and more.

The heart of this concept lies in a dynamic partnership with premium and luxury boats, revolutionizing waterborne travel. The fully enclosed design ensures comfort and protection against seawater, prioritizing accessibility for all passengers. From iconic small crafts to luxury tenders and historical boats, the selection caters to diverse preferences.

An integrated AI system manages tasks with personalized responses, making pricing, advertising, and coordination seamless. The app not only simplifies transport but also acts as a tender service for convenient disembarkation. This initiative aligns with environmental responsibility by reducing urban carbon footprints and traffic congestion, promoting a sustainable sharing economy.

CONTACT
BOATSANDGO R.R.L.S

📞 +39 3470547214

✉ info@boatsandgo.com

🌐 https://boatsandgo.com/en/

in 📷

≡ contents.com

Contents.com is an international tech company that provides cutting-edge solutions for content ideation, creation, and transformation. Through a Generative AI platform, it creates multilingual, unique and optimized content by integrating AI efficiency and human creativity with the goal of making content creation easy and performance-focused. The company currently has a team of 90 people between offices in Milan, Madrid, Paris and Las Vegas.

CONTACT
CONTENTS SPA

+3920515578

sbrianzoni@contents.com

https://www.contents.com/

Cubbit

With Cubbit geo-distributed cloud, you can now free your company's data from the limits of its infrastructure and manage it all at once - no matter where it's stored.

Take back your Data Sovereignty, save up to 80% on your cloud bill, avoid producing 25kg of CO2/year per TB."

CONTACT
CUBBIT

📞 +33 37126645

✉ stefano.onofro@cubbit.io

🌐 https://www.cubbit.io/

DEESUP

Curated marketplace for the Resale of authentic high-end designer furniture. We allow individuals, retailers and brands to participate in second-hand trade by extending the product life cycle and using a circular-economy model.

CONTACT
DEESUP SLR

📞 +393757327616

✉ info@deesup.com

🌐 https://www.deesup.com/en
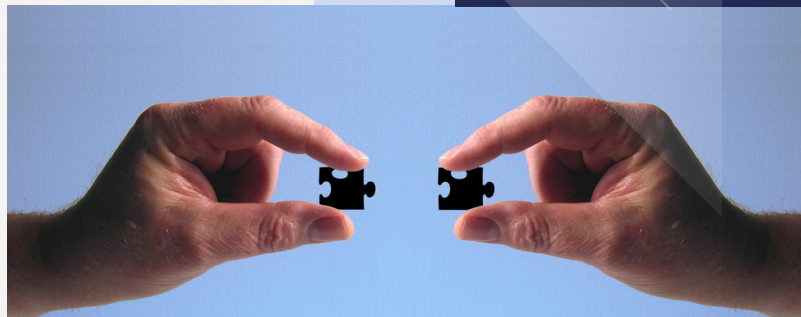
in 🔘

DICO

TECHNOLOGIES

Innovative start-up, born to In the field of Alternative and Augmentative Communication (AAC – Augmentative and Alternative Communication), the innovative Start-up Dico Technologies is born, which revolutionizes the way people unable to speak communicate, making it very simple to learn and use. Dico Technologies designs, develops and manufactures devices that translate the movements allowed to the patient into letters, words, sentences, drawings and answers, which allow easy expression to people in precarious physical conditions.

CONTACT
DICO TECHNOLOGIES SRL

+39 3757365471

r.monti@dicotechnologies.com
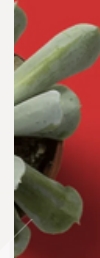
https://www.dicotechnologies.com/

DUCKMA
EMPOWERING HUMAN BEINGS

DuckMa presents Hands Free: a simple, fast and secure access to any place that has doors/portals or turnstiles and gates, without taking their phone (or any device) out of your pocket.

For over a decade, DuckMa has been at the forefront of creating innovative digital solutions for visionary entrepreneurs. We offer advanced expertise in tailor-made digital solutions, Mobile/Web App development, Cloud App solutions, IoT, and MVP for startups.
Our competitive advantage lies in our unique Method—an approach that ensures adherence to budgets and timelines, while also enabling micro-contract engagement to demonstrate tangible progress before committing to the next project phases.

We take pride in our collaborations with industry leaders such as TIM (Italian Telecommunications), Arriva (European mobility company), Haier (a multinational home appliances company), HYPE (digital bank), and many others.

CONTACT
DUCKMA SRL
+39 030 7777489
matteo@duckma.com
https://duckma.com

Endymion

Endymion opens up the augmented reality (AR) market to web developers, enabling them to create exceptional AR experiences utilizing their existing knowledge, without the need to delve into AR development.

AR is a highly promising technology for delivering exceptional end-user experiences, and it is projected to experience substantial growth (CAGR 2022-2030, 40%). Nevertheless, the potential of AR is currently constrained because the creation of AR applications is intricate, time-consuming, and demands a diverse range of skills that only a select few developers possess. Most developers in the market, particularly web developers, lack the expertise required to build AR applications. Our solution is an APP that displays web pages in augmented reality. Building upon this concept, we have developed a framework that enables any developers to effortlessly and swiftly create complex AR experiences by constructing web pages, utilizing the tools they are already familiar with and leveraging existing web assets.

CONTACT
ENDYMION

+39 393 1071216

gianmarco@endymion.tech

https://endymion.tech/

E✱LIANN

Eoliann is a climate tech startup that leverages satellite data and artificial intelligence to forecast the probability, intensity, and impact of climate events. Our primary clientele includes banks, insurers, and infrastructure firms.

The core of our offering is an API, seamlessly integrable into any existing software. Within seconds, our system can assess the climate risk associated with assets located anywhere within the European continent, offering a spatial resolution of 30 meters by 30 meters.

A key distinguishing feature of our approach is our commitment to objectivity. Unlike traditional methods that may exhibit historical biases, Eoliann's methodology revolves around analyzing the root causes of events. We update our data monthly, prioritizing the assessment of causal factors over historical occurrences. This ensures a climate change-proof prediction.

CONTACT

EOLIANN SRL SOCIETÁ BENEFIT

+39 3470658301 📞

roberto@eoliann.com ✉

https://www.eoliann.com/ 🌐

in

forequest

Forequest Italia, established in 2020, stands as a beacon of innovation in the technological arena. Proudly listed as an Innovative Startup, the company embodies the spirit of forward-thinking and ingenuity. With its roots deeply set in Italian craftsmanship and an eye on global tech trends, Forequest Italia has been pushing boundaries to deliver unparalleled digital solutions. Their flagship product, Actifyre, is a testament to this commitment. Actifyre offers brands a bespoke martech platform, seamlessly merging the thrill of gamification with potent reward systems. Through augmented reality challenges and immersive brand-centric worlds, Actifyre amplifies genuine brand engagement, fostering deep and meaningful user interactions. As Forequest Italia continues to evolve, it remains steadfast in its mission: to redefine the digital landscape and empower brands with tools that drive genuine engagement and growth.

CONTACT

FOREQUEST ITALIA SRL

+39 3883941810

aa@forequest.co.uk

https://www.forequest.it

wakapapa

A mobile platform uniting users and brands in a shared journey toward sustainability and positive impact. See how we're catalyzing meaningful change and fostering future-conscious communities.

ACTIFYRE

Revolutionizing how brands and organizations engage with audiences through advanced gamification and augmented reality. Uncover how we transform attention into action and pioneer brand loyalty.

gel
PROXIMITY

GEL Proximity is the first shipping platform focused only on last mile delivery solutions such as lockers and PUDOs designed for eShops, Fulfillment Operators and Road Carriers. The Software is a tech connector able to manage thousands of Collection Points and Lockers owned by different "Out of Home" logistics Partners. The mission of the company is to support the amazing growth of the eCommerce channel by offering a greater number of logistics Proximity services and to improve the Smart Cities conversion by reducing emissions and favoring the package collection system. GEL Proximity is a Capitals company and from 2020 it has been included among the prestigious list of Politecnico di Milano's Spin Offs. In April 2022 GEL Proximity was acquired by MBE Worldwide.
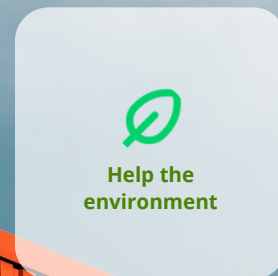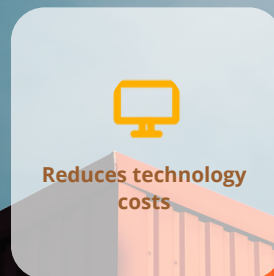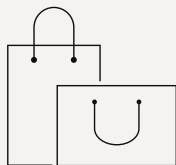
CONTACT
GEL PROXIMITY S.R.L.

📞 +3902676251

✉ info@gelproximity.com

🌐 https://gelproximity.com/en/

in

Increases turnover

Improves shipping costs

Reduces technology costs

Help the environment

LetzFair

LetzFair is the revolutionary app for Networking & Matchmaking: fully AI driven, designed to optimize, simplify and boost quality connections.

CONTACT

LETZFAIR SRL

📞 +39 0522 1967623

✉ marika.davoli@letzfair.com

🌐 https://www.letzfair.com/en/

Limenet

Limenet has developed, patented and tested on the market a green technology for an ocean-based solution to CAPTURE and STORE CO2 with the co-benefit of counteracting ocean acidification. Carbon dioxide is bonded with Limestone and seawater to produce calcium bicarbonate in an ionic solution. The alkaline solution has the property to equilibrate ocean pH.

L**imenet can act both as a** carbon capture and storage solution extracting CO2 from biomass, or as a storage solution from an industrial source of CO2.

Limenet's solution relies on broadly available resources and one huge advantage is that its plants can be deployed on the territory close to CO2 sources reducing the complexity and high costs of CO2 transportation to storage facilities.

Thanks to the modularity of the solution and high availability of raw materials, Limenet solution is built to be scalable to Gigatons and to reach a very competitive cost per ton.

CONTACT
LIMENET SRL BENEFIT CORPORATION
+36 61356919
info@limenet.tech
https://limenet.tech/en/

Linkable
more time for life

Moving from A to B can turn into a daily odissey. Traffic jams, costly parking, inefficient public transport and inadequate shared mobility make us waste time, money and produce/absorb excessive levels of CO2 and noise.

LINKABLE addresses this problem providing personal, portable, light and contemporary design e-bikes and e-scooters targeted at affluent early adopters who consider individual e-mobility as a practical necessity and a status symbol.

The business opportunity is to carve out a profitable niche within a continuously growing market. The business model is centered on internal design and engineering whilst production is outsourced to our Hong Kong partner.

Following the launch of ELISA ultraportable e-scooter late 2022, after 3 years of product development, > 10 patents issued and an equity of > € 600.000, Linkable needs € 500.000 to produce, and market 2 disruptive e-bikes (LUCIDO and TRUST) that "head on" vs. direct competitors win "hands down".

CONTACT
LINKABLE SRL

📞 +39 3519388897

✉ guidettifrancesco@hotmail.com

🌐 https://www.linkable.it/home/

Fingerprint Scanner

FBI, STQC certificated

![MyMoney logo]

MyMoney

My-Money is a patented and revolutionary payment system, completely biometric and device- free.

We have created a new payment system, thanks to the AI and biometrics, making it extremely secure, easy, and fast.

Secure: no more frauds thanks to biometrics.

Easy: everyone will be able to use it. No more barriers due to the technological misalignment, to the wealth or poverty of a Country, or to the age of the user.

Fast: paying using your finger is a natural gesture, it will take 1 sec.

From today, you will no longer have with you a credit card, cash, or your phone to have access to your money.

Our reach extends to diverse verticals including travel, leisure, transport, smart cities, and health. At our core, we aim to provide a secure, swift, and user-friendly payment system, eliminating the constraints of needing physical objects to transact.

CONTACT
MYMONEY

+393278961778 📞

mara.vendramin@my-money.it ✉️

https://my-money.it 🌐

in

Nantoo, an Innovative Startup and Benefit Corporation, has developed and patented _biocycle, a Dynamic System that revolutionizes outdoor aspiration. Utilizing proprietary _airless technology, _biocycle sucks and shreds leaves, reducing their volume by 90% and speeding up the process by more than 70% compared to traditional methods.

The system vacuum-seals the leaves in compostable bags, optimizing the entire workflow, including transportation and disposal.

Thanks to a wide range of accessories, _biocycle becomes extremely versatile, transforming into an innovative cordless broom for outdoor use, designed with an ergonomic build that ensures lightness and ease of use, making it suitable for a female audience.

_bicycle manages the entire leaf processing cycle, from collection to disposal, in an environmentally friendly manner. The system transforms waste into valuable resources, through collaboration with the new LeafCycle upcycling supply chain, demonstrating a solid commitment to sustainability.

cleaning.
packing.
impacting.

_bio cycle

CONTACT
NANTOO SRL-SB
+393929427733 📞
info@nantoo.net ✉
https://www.nantoo.net 🌐
in

nextflag

At Nextflag, we believe in experiencing the world through familiar eyes, making travel more personal, authentic, and rewarding. Our platform allows users to curate their own travel experiences, save their favorite places, and share their discoveries with friends, family, and their wider social network.

We've built an innovative platform that caters to the digitally native, socially connected traveler. From university students studying abroad to seasoned travelers seeking offbeat experiences, our app caters to anyone looking to explore the world in a more personal and meaningful way.
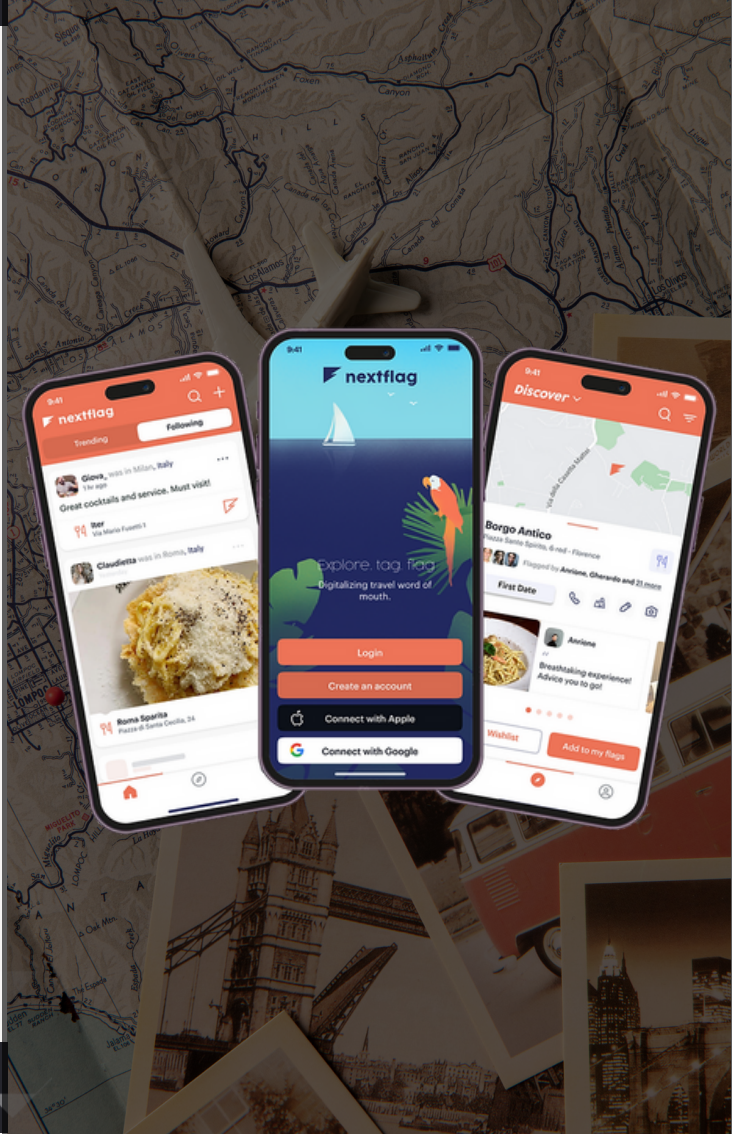
CONTACT
NEXTFLAG

📞 +33 97751726

✉ gherardo@nextflag.app

🌐 https://nextflag.app

The PAAC

The PAAC offers subscription fashion leasing services. It allows users to wear an unlimited wardrobe at a fraction of the cost and environmental impact. Users receive and wear sets of 4 items every 1, 2 or 4 weeks and can also keep and buy their favourite ones by exploiting credits included in the subscription fee and discounts on pre-loved garments.

The service is distributed with a multi-brand B2C website (www.ThePaac.com). However, as a main business, The PAAC realises white-label fashion leasing services for fashion brands with a B2B2C division (e.g. www.PinkoPlay.com).

CONTACT
PAC srl
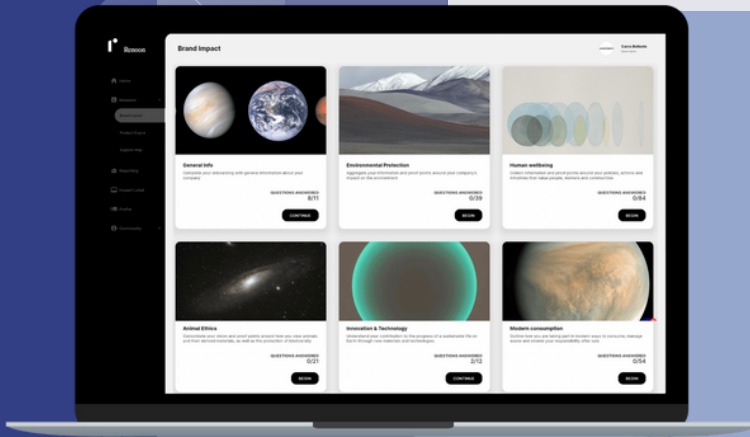
📞 +39 3756803315

✉️ bizdev@pac-fls.com

🌐 http://www.thepaac.com

What would you do with an unlimited wardrobe?

Renoon

Renoon is a software tool to empowers companies to automate compliance by mapping, managing, and presenting key information about their sustainability efforts in compliance with the new legislative requirements from the EU and member states.

The communication to the final consumer is integrated with the digital product passport in the form of a widget for the online e-commerce experience, as well as the offline in-store journey through QR codes.

CONTACT
RENOON B.V

+3669770667

pieroputtini@renoon.com

https://renoon.com/

SCALING · PARROTS

Scaling Parrots (www.scalingparrots.com) is a leading web3 & blockchain consulting and development firm based in Brescia, Italy. Founded in 2018, Scaling Parrots offers tailor-made solutions to help businesses grow and enhance their operations through the power of blockchain technology. Our team of blockchain experts understands the unique challenges faced by businesses and is dedicated to providing innovative solutions.

With 5 years of industry experience, Scaling Parrots stands as a trusted professional services firm in Italy. In addition to our core blockchain consulting and development services, we actively develop and implement business solutions for our clients and stakeholders.

CONTACT
SCALING PARROTS

📞 +39 345 465 3969

✉ alessandro.ricci@scalingparrots.com

🌐 https://www.scalingparrots.com/en/

With our dedicated team of over 25 tech enthusiasts, we cover all aspects of blockchain technology. Over the past year, we have successfully supported more than 50 initiatives both locally and internationally.

- Blockchain Consulting & Strategy: we assist you in developing a blockchain strategy that aligns with your business goals.

- Smart Contract Development: we specialize in creating secure and efficient smart contracts tailored to your specific requirements on all EVM compatible blockchains and more.

- Decentralized Applications (dApps) Development: we create intuitive and user-friendly dApps that enhance user experiences and drive engagement.

- Tokenization Solutions: we help you explore the potential of tokenization and develop customized solutions to tokenize real-world & digital assets', streamline transactions, and unlock new opportunities in the digital economy.

- Blockchain Security & Auditing: security is a top priority in the blockchain space. Our experts perform comprehensive security audits to identify vulnerabilities and provide recommendations for enhancing the security of your blockchain systems.

- Blockchain Integration: we assist you in integrating blockchain technology into your existing systems and processes, ensuring seamless interoperability and data synchronization with our APIs.

- Enterprise Blockchain Solutions: our team specializes in developing scalable and enterprise-grade blockchain solutions for various industries, including fintech, supply chain, DeFi, real estate, certification, and energy,etc.

- Strategic Alliances: at Scaling Parrots, we believe in the power of collaboration. We have formed strategic alliances with leading technology providers and market leaders in the blockchain space."

SECURITY PATTERN

Security Pattern is an innovative scale-up founded in 2017 in Italy. Its core business is consultancy and development of security solutions for embedded systems and IoT.

Each member of our technical team gained pluriannual experience in the domains of security and crypto for microcontrollers, smartcards, automotive, wireless connectivity and FPGA.

We support our customers along the secure development lifecycle, from the definition of security requirements, selection of building blocks, development of components, pen testing, and continuous monitoring.

We also support customers who need to demonstrate a 'secure by design' approach, like in the cases of Common Criteria, ISA/IEC 62443 or ISO 27001.

We are proud to announce our newest service, designed for the creation of SBOM and HBOM, the management of vulnerabilities, software supply chain management, and compliance with the increasing demands of standards and regulations.

We are the first Italian cyber security company certified with the IEC 62443-4-1:2018 standard.

IoT SECURE SUITE®

CONTACT
SECURITY PATTERN SRL

+39 3313482583

hello@securitypattern.com

https://www.securitypattern.com/

SnapAll

Meet SnapAll, your new construction site buddy in your pocket. Our platform seamlessly integrates with your existing cameras—no new hardware required—giving you complete, real-time oversight directly from your smartphone.

Crafted by Timelapselab, a leader in global construction site monitoring with thousands of specialized devices installed worldwide, SnapAll is designed to fill the gaps left by traditional surveillance solutions like Reolink, 3dEye, and VideoVelocity, where they can only integrate with your existing surveillance cameras.

Our cutting-edge AI delivers proactive, real-time alerts for essential milestones and potential safety hazards, while ensuring your privacy with automatic blurring features, keeping you compliant with GDPR and local regulations.

TIMEFLOW

TimeFlow is redefining the IT sourcing landscape. Our innovative platform enables companies to tap into a network of over 25,000 IT providers, streamlining the entire process from start to finish.

Starting as a B2B marketplace, TimeFlow has expanded into a comprehensive SaaS solution. Esteemed clients like Deloitte, PWC, and Esprinet utilize our platform and AI technology to manage their IT provider portfolios and automate IT scouting activities efficiently. Our integration with leading Vendor Management Systems in the market ensures a seamless process for our clients.

What sets TimeFlow apart is our unique capability to connect IT Providers with businesses, leveraging their distinct competencies to offer valuable outsourcing solutions. There is no other B2B network like ours, making TimeFlow an indispensable tool for companies seeking expert IT services.

CONTACT
TIMEFLOW S.R.L.

+393476530463

amministrazione@timeflow.it

https://timeflow.cloud/

TrueScreen®

TrueScreen is the cybersecurity solution certifying digital content with legal value, ensuring authenticity, and preventing fraud. We streamline information processes for businesses, professionals, and individuals, adhering to international guidelines like eIDAS, GDPR, and ISO.

TrueScreen addresses the issue of unreliable information in economic and social contexts due to widespread content manipulation tools (e.g., deepfake AI) and the prevalence of mobile devices (responsible for 94% of digital content).

In business solutions, TrueScreen offers services for comprehensive document management, including:
- Content integrity analysis and certification at the source.
- User-friendly management of certified content.
- Secure cloud storage.
- Seamless integration with corporate information systems.

Our mobile app (iOS and Android) swiftly analyze, certify, and preserve the integrity of photos, videos, screenshots, and audio recordings. It generates a legal technical report containing data and metadata of the acquisition context (geolocation, network addresses..) of the analyzed files.

WhoTeach

LEARNING MANAGEMENT SYSTEM

E-PORTFOLIO

ARTIFICIAL INTELLIGENCE

LIVE

WhoTeach is a B2B intelligent digital learning platform that helps training institutions and companies to create and deliver high-quality online courses by optimizing the use of resources. The platform enables an easy management of synchronous and asynchronous training through the synergy between its components, their modularity and adaptability to various training contexts. It is equipped with AI to support teachers and experts in creating and managing training paths in a customized manner.
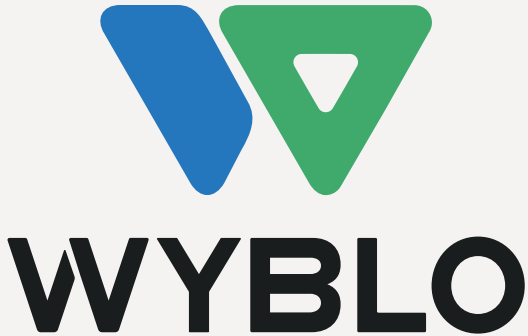
CONTACT
ALTECH4T S.R.L.

+39 3333240632

info@aitech4t.com

https://www.whoteach.it/en/

WYBLO

Wyblo is a versatile Training Management System aiding companies in creating, delivering, and monitoring training programs, whether in-person, online, or blended. Our platform streamlines administrative tasks, boosts learner engagement, and elevates course quality through interactive tools like feedback collection and learning communities. In essence, we offer the Wyblo platform to training providers who, in turn, use it to serve their clients, including corporations, individuals, ITS Academies, funded training entities, boutique training firms, and freelancers.

In an industry plagued by fragmented processes (over 70% rely on disconnected platforms) and the misconception that e-learning solves all problems (91% of students still prefer in-person training), Wyblo offers a tailored SaaS solution. Clients can customize packages, request add-ons, and benefit from ongoing platform enhancements driven by feedback from similar clients. As a startup, this is our product.

Wyblo has earned recognition as a spinoff from the University of Bologna and St. Gallen in Switzerland. We've also participated in accelerators like MindCET in Israel and SuperCharger Ventures in the UK and Singapore, which selects the top 5% of global education technology startups. We are also winners of the Global Startup Program for Singapore.

CONTACT

WYBLO SRL

+393408855648

kevin.giorgis@wyblo.com

www.wyblo.com

ITALY @ SLUSH 2023

madeinitaly.gov.it

Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY

STOCKHOLM

ICE - Italian Trade Agency
Korta Gatan 7, 8th Floor Solna
171 54, Stockholm
Tel. 0046 8248960
Fax 0046 4114947
stoccolma@ice.it

ITA - Italian Trade Agency Stockholm 🔗   @ITATradeAgency ▶️

@ITAStockholm 🐦   @ITAStockholm 📷