



APULIA  
REGION



pugliasviluppo

# SMART PUGLIA @ SLUSH 2023

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*Meet the companies  
from Puglia, Italy!*



Unione Europea  
Fondo Europeo di Sviluppo Regionale



APULIA  
REGION



*Il futuro alla portata di tutti*

Project co-financed by the European Union in accordance with the Operational Programme Puglia 2014-2020  
Action 3.5 - Initiatives for strengthening international business development

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# ORGANIZERS' WELCOME



## ALESSANDRO DELLI NOCI

Minister for Economic Development, Puglia Region

The regional government has devised a wide range of incentive initiatives and packages, tailored to meet the needs of business start-ups, S.M.E.'s as well as large multinational enterprises, which, based on the type and size of proposed investments, typically offer a combination of financial aid and reduced interest rate loans, helping to ease the cost of new business investments.

In addition to regional incentive companies setting up in Apulia can also benefit from a series of tax incentives made available by the Italian government, including tax credits on R&D investments, tax relief on social security contributions and employment bonuses which help reduce labour costs.

Puglia Sviluppo S.p.A., member of the European EBN Innovation Network, also makes available working spaces and services to start-ups and innovative new businesses, through three business incubators, located near Bari, Taranto and Lecce, offering competitive costs and 100Mbps ultrafast broadband.



**REGIONE  
PUGLIA**

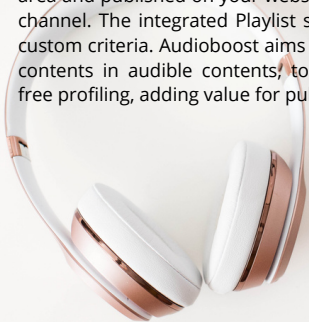
PUGLIA is an emerging region in the southeast of Italy, steeped in history but as innovative as the Silicon Valley, where the endless beauty of the sea and rural landscapes have turned it into a top tourist destination and where the high quality of life represents an asset for local businesses.

**pugliasviluppo**

PUGLIA SVILUPPO S.P.A. is the regional development agency that manages incentive initiatives for business investments in Puglia and provides support to start-ups and investors, guiding them step-by-step through the investment process.

# AUDIOBOOST

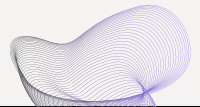
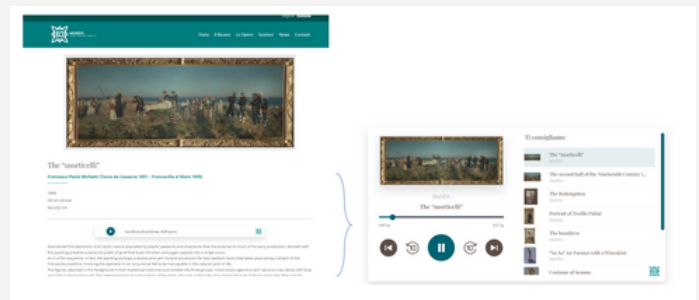
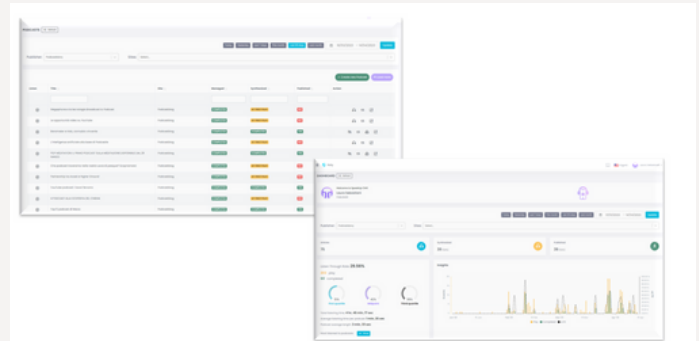
Audiobooost is the first martech audio company born in Italy focused on digital publishing and marketing. It has developed a owned algorithm applied to SSML protocol to convert an entire website in many Podcasts and it is able to manage a massive production real-time flow. Our product, called Speakup-Article™ is a one-stop Audio platform with an Audio-CMS, Analytics, Player and Playlist managed by Publisher according their own criteria. In the pre-set algorithm it is included a dynamic insertion ads logic, Patent Pending in IT and EU. Podcasts will host in your personalized cloud area and published on your website or ready to feed to other audio channel. The integrated Playlist shows a list of Podcasts based on custom criteria. Audiobooost aims to lead the transformation of web contents in audible contents, to guaranteed accessibility, cookie-free profiling, adding value for publishers.



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Befreest has developed the nose 4.0 ecosystem for real-time monitoring and management of indoor air quality. It is based on IoT technology that constantly measures pollutants and identifies the risks of aggression in sick buildings.



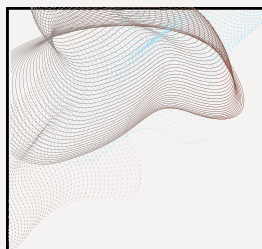
Our device signals, through a “traffic light” mode, the quality/risk in order to exchange the air opening window or, if present, activating mechanical ventilation system when it’s needed, producing a reduction of thermal energy losses.



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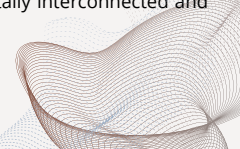


The key features of nose 4.0 ecosystem are: the constant control of all devices (IoT calibration), the integrability with ventilation systems (IoT actuation), the constant signal of air quality via colored led (IoT signaling). We supply to our customer a complete dashboard, weekly reports and data collection. This permits a total satisfaction of our customers.

*BEFREEST IS AN INNOVATIVE START-UP THAT PRODUCES INTELLIGENT SYSTEMS FOR REAL-TIME MONITORING AND MANAGEMENT OF INDOOR AIR QUALITY.*

Nose 4.0 is based on 3 fundamental steps: continuous monitoring with IoT devices, constant verification in the Cloud of the risk associated with air quality in every places, IoT control of mechanized ventilation systems that change the air when necessary.

Our device detects every 2 minutes CO2, TVOC, PM10, PM2.5, Radon gas, HR, Temperature and sends the data to a management and processing platform in cloud through the customer Wi-Fi connection. This allows to control mechanical ventilation systems in IoT way which, in case of risks assessed by our algorithms, are activated to restore air quality parameters. This operating model allows considerable energy savings. In the absence of MEV, the device signals to open windows for air exchange. All the measured values are collected, processed and stored in a cloud server (hub) where can be checked in real time, stored and analyzed to evaluate the effects of the technological ecosystem. The whole ecosystem is totally interconnected and allows the control of the air quality in every room.





## Innovative digital solutions for sport market

Epico Play is a tech company that develops and offers engagement-based digital solutions in the world of sports and entertainment.

We support all sports organizations like Clubs, Leagues and Federations to achieve a high standard in terms of technological development through the creation of digital platforms - apps and websites - and tools to monetize their communities.

Epico Play main products:

- App development: we develop apps aimed at fan engagement with a series of innovative functions that create appeal in the communities.
- Website development: in addition to the apps, we also develop and redesign websites, including e-commerce and content management platforms.

Epico Play main services:

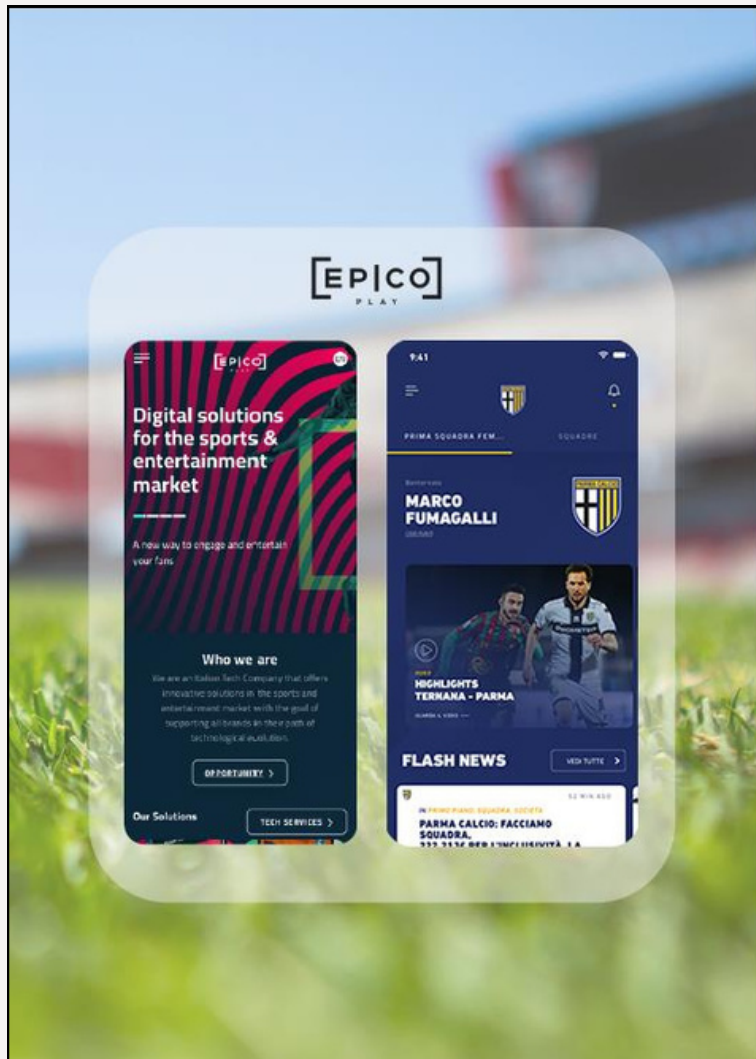
- Data Monetization & Digital Advertising: thanks to a tracker based on cookieless technology we are able to profile users and their interests, obtaining new revenue streams and useful information to guide business choices.
- Membership Program: a membership program tailor-made for each sporting reality thanks to which we can obtain new revenue streams and, at the same time, engage the communities.



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# Feedel

.ventures

Feedel Ventures is the first Startup Studio in southern Italy. Its main activity is the definition, creation, development and launch of innovative startups, mainly digital, starting from an idea or trend discovery. Feedel uses a proprietary process (roadmap) to launch its projects, that now is being digitized and commercialized with the software FAAS (Feedel as a service), together with a suite of solutions to support startups at all stages.

## Feedel's solutions:

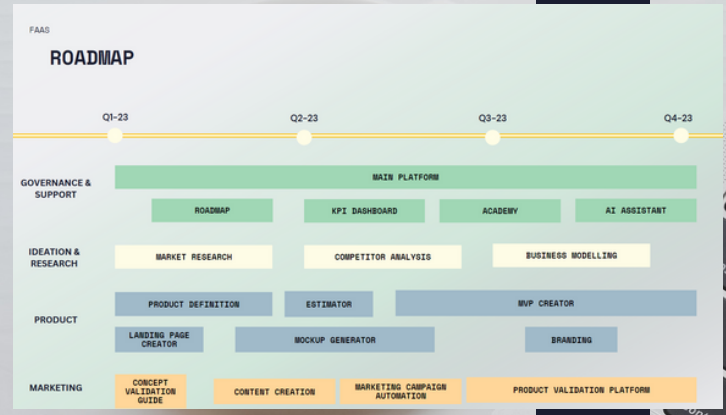
- *Feedel Studio: Strategy, product, validation & fundraising*
- *Giza: Marketing and content strategy & creation*
- *Feedel Nova: Business strategy & Venture building*
- *PugliAI: AI developments*
- *Oliv3: Web3 developments*
- *Feedel Founders Club: Entrepreneurship academy*
- *IT development*



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## Our process Milestones





Gonnadu is a marketplace for casual events centered around influencers as key vendors! By bridging their online presence with real life proposals for their audiences, our app is a seamless platform with activities spanning from sports sessions to masterclasses or just spontaneous gatherings!



*Casual events with  
your fav influencer!*



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*Gonnadu is an online platform (app) that will be available for mobile devices in September 2023, IOS and Android versions.*



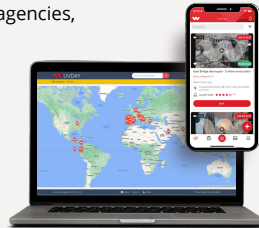




**MLR's WuvDay: Revolutionizing News Event Documentation.**

With WuvDay, MLR brings innovation to how news images are documented and shared. This groundbreaking platform empowers everyone to be an occasional reporter, offering exclusive photos and videos for sale to media editors, professionals, and news agencies, complete with usage right

WuvDay's user-friendly interface transforms smartphones into powerful reporting tools. It provides media outlets and information professionals direct access to on-the-ground sustainable OKm content, even from remote or unpredictable locations, ensuring authentic.



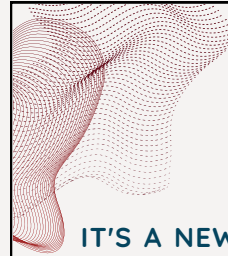
More than a content platform, WuvDay streamlines news verification with its Verified GPS Location feature. It fosters reliable information dissemination. Users can request content from specific areas, ensuring reliability, economic sustainability, and rapid access to vital information.



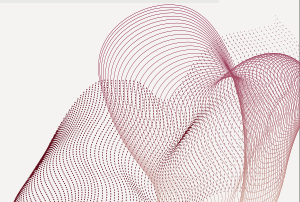
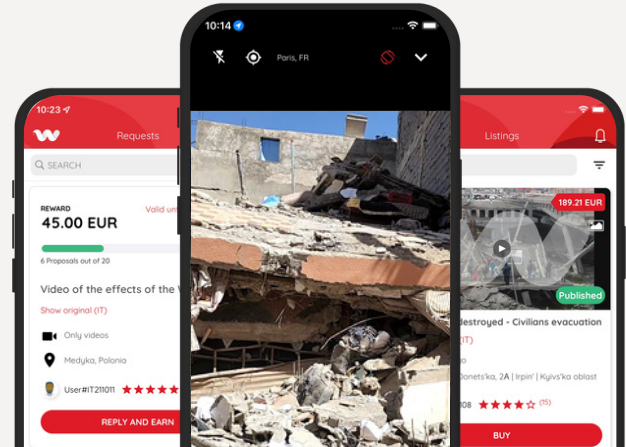
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IT'S A NEW DAY TO BREAK THE NEWS  
AND CHANGE THE RULES. IT'S...  UVDAY





# ONE HEALTH VISION

One Health Vision is an innovative startup that works in the Digital Health, Telemonitoring and Cybersecurity fields and is considered the digital branch of "Istituto Santa Chiara": a functional rehabilitation unit, multispecialistic clinic and high-tech imaging Diagnostic Centre.

One Health Vision develops rehabilitation softwares and applications aimed at enabling, treating or enhancing certain cognitive abilities, with the aim of offering innovative solutions ready to support patients, specialist healthcare personnel and families, at low cost, through specific softwares.



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digital therapeutics  
televisit  
telemonitoring  
cybersecurity



# Digital health

## MAIN PRODUCTS AND SERVICES OFFERED

- Turbolettura: a Mobile app for the treatment of dyslexia and for reading difficulties;
- Scrivo Bene: a Web app for the treatment of dysorthography and spelling difficulties;
- Numbers' Adventures: a Mobile app for the treatment of dyscalculia and logical-mathematical difficulties;
- LogoQuiz: a Mobile app for the treatment of aphasia;
- Leggo Facile: a Web app for the treatment of acquired dyslexia;
- Tuttoascolto: a Mobile app for the treatment of hearing disorders and hypoacusia;
- Volo Bla Bla: a Web app for the treatment of phonetic-phonological disorder;
- VoysAnalysis: a Web app for the treatment of phonetic-phonological disorders and dysarthria;
- Balbus: a Web app for stuttering treatment;
- BuildAttention: a Mobile app for the treatment of attentional and executive functions;
- Alleniamo la memoria: a Web app for the treatment of memory disorders



## Semplice-Mente

### Semplice-Mente: Innovation, consulting and education.

After 16 years of managerial experience in automotive, aerospace, medtech and tourism fields, we felt it was the time to follow our dreams and share our own creativity. In fact, at Semplice-Mente we design and inspire innovation in a multifaceted way:

- New healthcare products and services to simplify and optimize daily-life activities for people needing assistance across different settings such as nursing-homes, hospitals or at home. Our first medical device, dedicated to bedridden people, is patented in Italy, Europe and USA (our company holds 3 patents).
- Tailor-made consulting and educational programs (kaizen and lean management, soft and tech skills, etc.);
- Tourism & destination management, creating visionary projects to give new life to neglected private or public properties.



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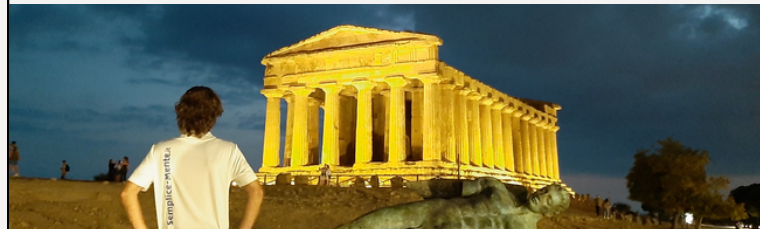


Our first patented medical device is called KaizenWash and it is designed to aid health care workers in caring for bedridden persons, whether in the hospital, nursing home or at home. It can also assist people that are dealing with disabilities (or with limited mobility) to take better care of themselves autonomously.

***"#Ready to enable!" is our motto***

### Make possible something not possible today!

Strengths of Semplice-Mente are competence, commitment, medical evidence-driven approach, resilience and "out of the box" mindset which is of primary importance to accomplish innovative solutions for daily-life unmet needs. The multi-angle approach of Semplice-Mente arises from a cross-functional endeavour backed by operators with different education and professional experiences, across different segments, companies, in Italy and in other countries.



# tera

## IoT Ecosystem for OEM, ESCO, and System Integrators

TERA is an innovative SME founded in 2007 by experienced entrepreneurs having 25 years expertise in the design, development, and production of original solutions for energy efficiency, renewable energy and environmental monitoring. TERA's current main business interests are smart metering, Renewable Energy Community, smart buildings & cities, Industry 5.0 and agriculture. Recently, TERA has gained valuable experience in national and European R&D cooperative projects and it has been involved as technology supplier in B2B services in the field of innovation management.



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The main innovative aspects of products and services for Digital Energy applications are related to a new generation of interoperable, fully scalable, and open IoT control units. They are based on Linux Operating System (Debian Distribution) and can be remotely updated (OTA upgradable); they implement > 10 communication protocols (Ethernet, RS485, Wi-Fi, BT, ZigBee, Zwave, Modbus, CANbus, powerline communication-PLC, A and C bands, according to CEN/CLC/ETSI/TR 50572, EN 62056-7-5; agnostic to software and cloud solution; blockchain certified; IoT edge computers are compatible with third-party hardware and software framework, to support clients with the maximum efficiency and flexibility they need.

**DIGITAL ENERGY - TERA's ROLE and VALUE PROPOSITION**

*TERA is going to catch the opportunities deriving from these new needs in these new market segments by means of a set of product and services that covers the main segments of Digital Energy business opportunities*

Beeta™ Reader	Beeta™ MoCo	Beeta™ BOX	GloE
Plug&Play User Device + SW (embedded+ Cloud + apps) <i>It reads 10 and 20 facial smart meters (both communications and photovoltaic production)</i>	Field Controller for BESS managing 32 directional energy flows of storage elements and other electronic equipment and loads, also in remote.	Controller for Smart Offices/Home <i>Design, select, install, configure, commission, monitor, control, to third party services, on local devices and actuators.</i>	Controller for Building/Industry <i>DIY set up ready for outdoor, outdoor, connected to third party services and actuators.</i>
For Awareness, RECs, VPPs	For RECs, VPPs	For upgrades to Smart Home full Energy Efficiency	For upgrades to Smart Building/Assets full Energy Efficiency

tera

Global electricity by TERA

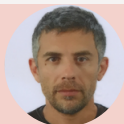
The proposed solutions by Tera - an enabling technology for digital and green transition - are "plug & play" since it uses common standard communication protocol to communicate with field level sensors, actuators, and other devices, while it exploits standard MQTT and/or REST API to send and dispatch - in a transparent and secure way - the acquired data up to third parties or Clients (B2B) cloud-based system with no need to interact with any additional middleware from third parties. Thus, to allow Clients to own every data that has to be managed by their systems.



Tiledesk offers a streamlined path to effortless chatbot and conversational app creation with its LLM-enabled chatbot development framework: from prototyping to all your digital channels in minutes. Its user-friendly visual builder seamlessly integrates engagement strategies with advanced AI capabilities, eliminating the requirement for coding expertise. Thanks to Tiledesk, you should focus on business challenges while Tiledesk crafts human-like conversations, driving lead generation and enhancing customer service. Personalize greetings across web pages and all your digital channels for more impactful interactions. Tiledesk makes your business more trustworthy.

Tiledesk is an AI conversational platform that also easily connects humans and chatbots. Designed to be open source since the beginning, we actively worked on it to create a totally new, first class customer engagement platform based on automation and instant messaging. It elevates customer engagement with automation across WhatsApp, Facebook Messenger, and more. Every conversation can be automated using our first class native automation technology. You can also connect your own applications using our pre-ready actions, APIs or Webhooks. Moreover you can deploy entire visual applications inside a conversation.

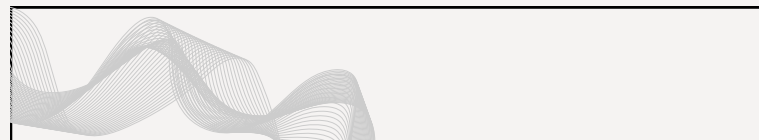
Powered by MQTT and Rabbitmq, the Tiledesk instant messaging engine ensures speed and reliability. Embracing the Tiledesk open ecosystem facilitates collaboration and provides access to a library of pre-built templates, expediting deployment. Tiledesk is a promising solution in the evolving landscape of customer engagement automation.




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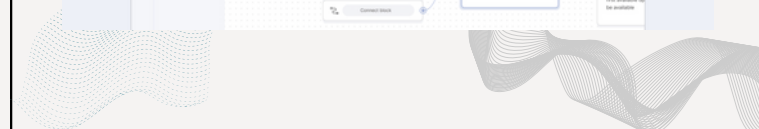
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## Automate your customer conversations with Generative AI



## Design, test and launch your conversation flows on all your channels in minutes





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Fondo Europeo di Sviluppo Regionale



*Il futuro alla portata di tutti*

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Action 3.5 - Initiatives for strengthening international business development