ITALY @ SLUSH 2024
Helsinki, Finland
November 20 - 21

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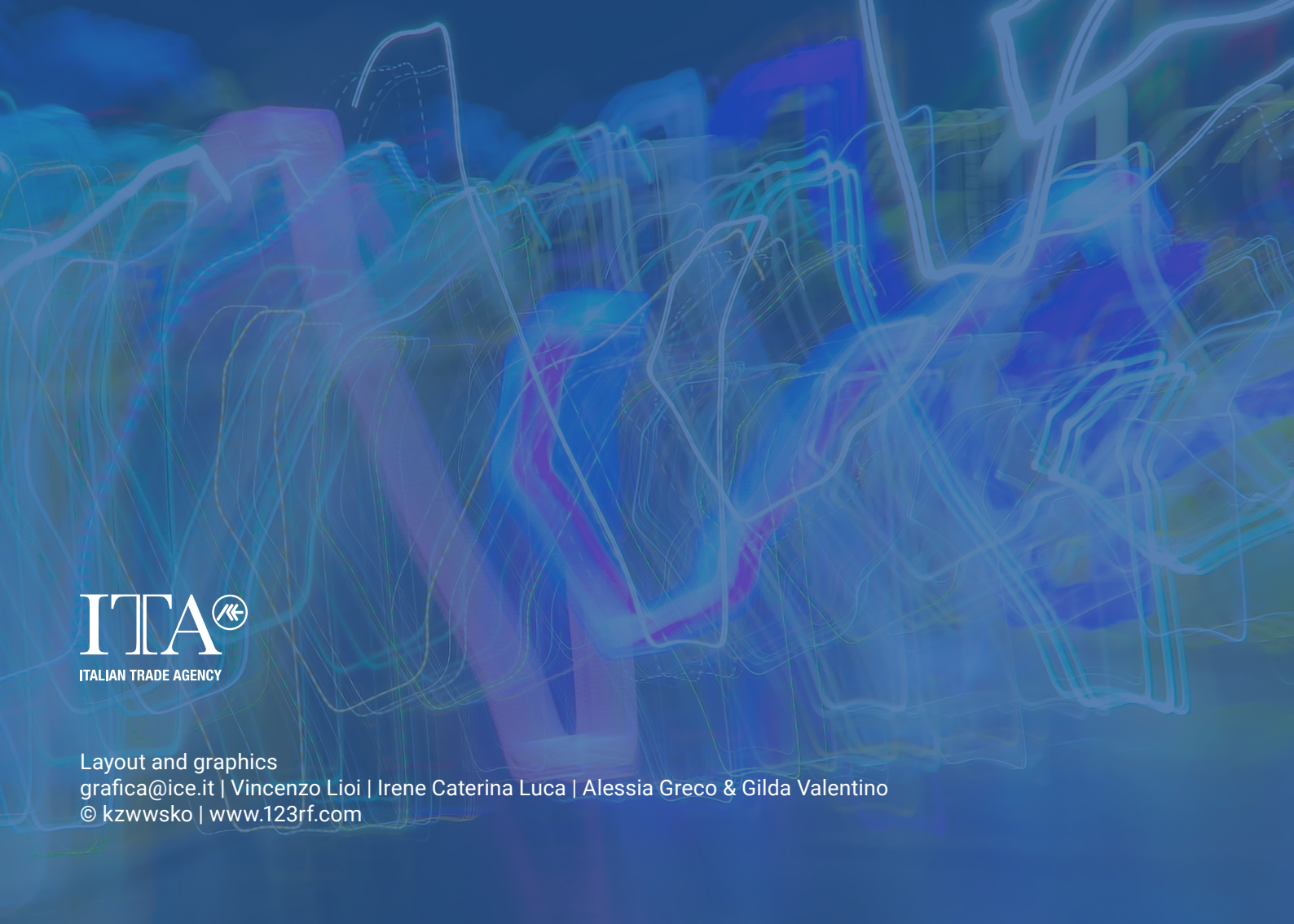
Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY



ITA
ITALIAN TRADE AGENCY

Layout and graphics
grafica@ice.it | Vincenzo Lioi | Irene Caterina Luca | Alessia Greco & Gilda Valentino
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ITALIAN TRADE AGENCY

ITALIAN TRADE AGENCY

Italian Trade Agency
Trade Promotion Section of the Italian Embassy

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.

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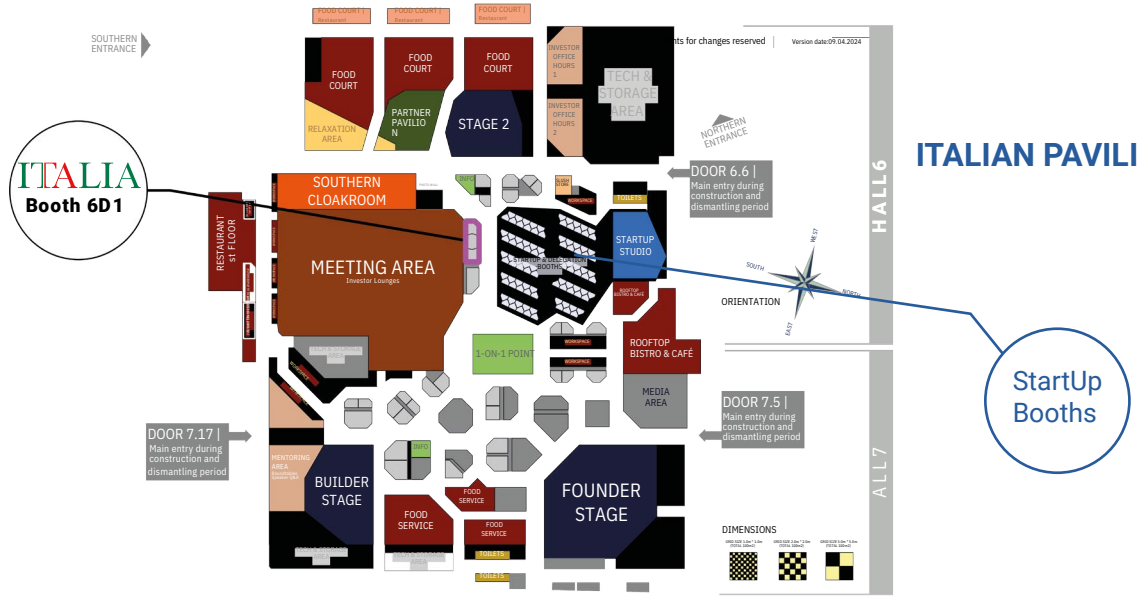
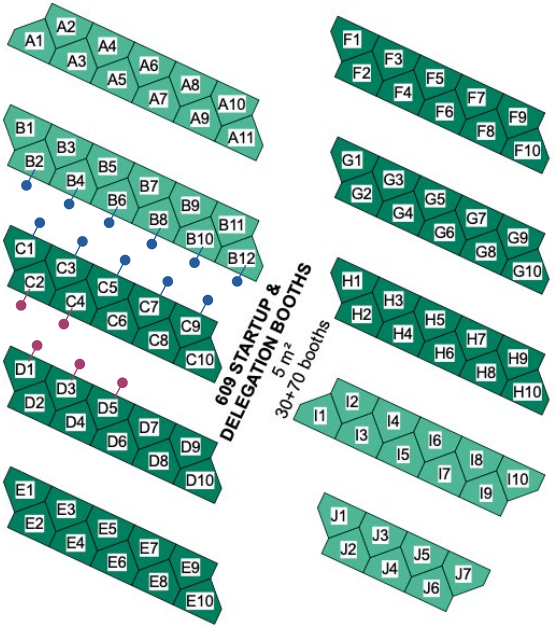
Italian Trade Agency - Stockholm
@Itastockholm
Italian Trade Agency

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES



ITALIAN PAVILION



STARTUP BOOTH ITA:

- B2 - B4 - B6 - B8 - B10 - B12
- C1 - C3 - C5 - C7 - C9

STARTUP BOOTH MARCHE REGION:

- C2 - C4
- D1 - D3 - D5

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ITALIAN COMPANIES

APTUS.AI

shaping knowledge

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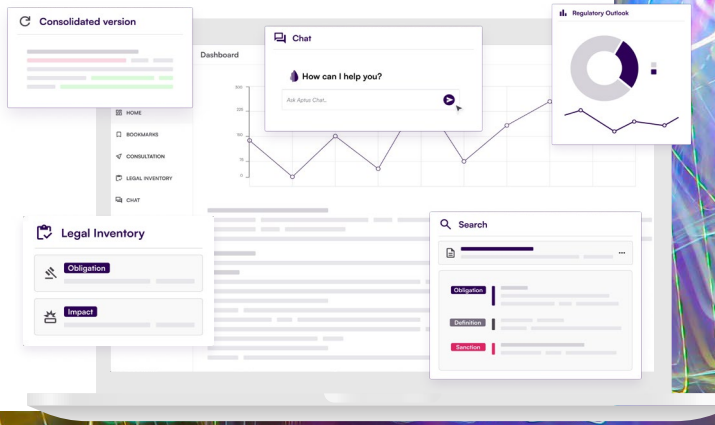
We are a RegTech SaaS company dedicated to transforming regulatory change management through the power of the first reliable Generative AI for Legal practitioners.

Our platform offers a comprehensive, granular and complete legal informational layer, enabling Banks & Insurance to shift from a reactive to a proactive approach in navigating regulatory updates, as well as legal practitioners to simply the regulatory analysis activities.

Currently active in Banking & Financial Institutions market, in Italy and Luxembourg, we adopt a holistic, content-agnostic, and pan-European perspective, aiming to expand rapidly to deliver the first reliable GPT for Legal for Civil Law Systems.



carchain

Carchain is a SaaS platform tailored for small and medium-sized businesses and governments. It leverages cutting-edge blockchain technology, telematics, and AI to streamline vehicle management, enhance fleet safety, and track and offset carbon footprints—helping organizations improve operational efficiency while meeting sustainability goals.

With real-time tracking, predictive maintenance, and automated CO2 tracking, Carchain empowers users to manage fleets more efficiently, reduce operational costs, and improve safety. Our platform simplifies compliance with environmental regulations and supports transparent management with secure, immutable data storage.

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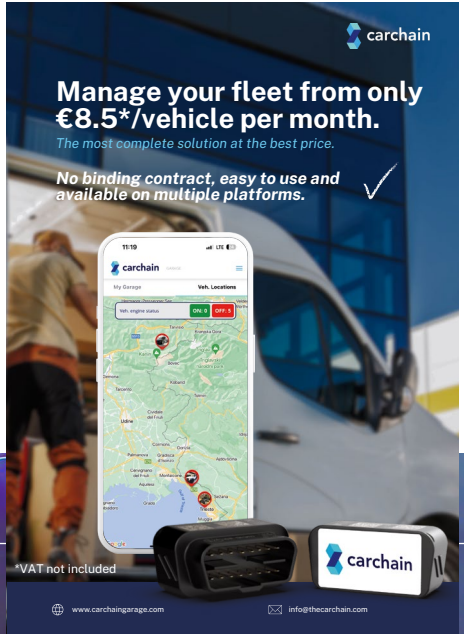

CSHARK
power up your future

CShark was established in 2018. We operate in the Information Technology sector by designing and developing customised software and hardware solutions for all types of realities. For the past few years we have also been operating in the Aerospace sector thanks to the design and launch of our first PILOT-1 satellite. To date, the company holds two patents registered at European level: PONGO and PILOT. Our goal is to create a new innovative HW/SW infrastructure that allows the integration of any IoT device, gateway and can communicate with the control room even without an Internet connection at an affordable cost. CSHARK's long-term plan is to put 100 pico-satellite into orbit to cover every corner of the planet at all times.

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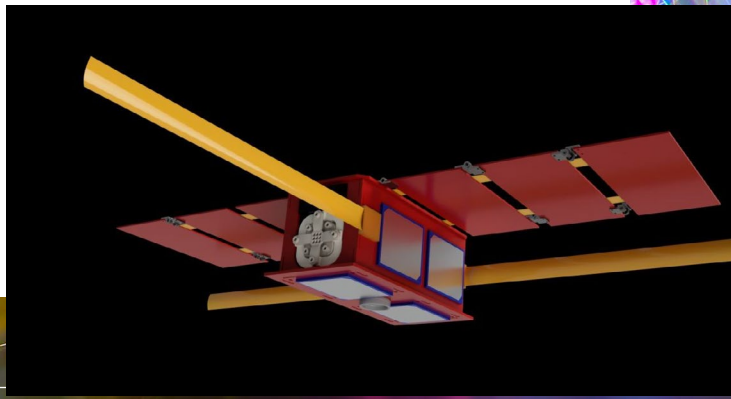

Dermaself®

Dermaself is an AI-driven platform offering personalized skincare advice through cosmetic recommendations, interactive skin assessments, and chatbot support, enhancing the shopping experience for users and brands.
Competitive Advantages
matological Expertise: Dermaself's AI delivers routines that balance ingredients to avoid cumulative irritation, hormonal disruption, or toxicity risks.
Centralized Skin Analysis: A single user profile allows personalized recommendations across multiple sites and stores, removing the need for repeated tests.
Business Model
Dermaself operates through three sales channels:
App (B2C): Subscription plans from €0 to €29.90/month, with AI-recommended products and branded options.
Widget (B2B): E-commerce integration with a 5% transaction fee.
In-store QR Code (B2B): Custom routines in stores, priced from €299 to €599/month based on scan volume.
MVP Key Metrics
In six months: 8MLN TikTok views, 4,800 users, 0.71% conversion rate, CAC of €29, LTV of €91, and 4 offline partners.

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>_dilium
Technologies for Ideas

Dilium is an innovative Italian SME specializing in Information and Communication Technology (ICT) and Technology Innovation Management (TIM). The company pioneers emerging technologies like Machine Learning & AI, computer vision, and Spatial Computing to drive digital transformation for B2B and B2C clients. dilium owns an european patent for an Augmented Reality prize competition platform, AR Win, and was selected by Apple for its prestigious Developers Lab in London and Cupertino in 2023.

Their flagship project, 3DtoMe, is a native app designed for seamless collaboration and creation of digital twins within Apple's ecosystem and web. The app leverages technologies to allow users to capture, model, and interact with 3D objects in real time, offering high-resolution exports and real-time spatial collaboration. Focused on sustainability, 3DtoMe helps reduce the need for physical transport through digital experiences and innovations in Spatial Computing with Apple Vision Pro.

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LIBRARYMED
KNOWLEDGE. FASTER.

Library Med is similar to Wolfram Alpha, but for biomedicine rather than mathematics. It deconstructs researches into phases and components, each receiving a score from a set of IT and AI tools. The score is based on methodological standards. Better the component adherence to its ideal standard, the better the score.

EPITOMEA SRLS
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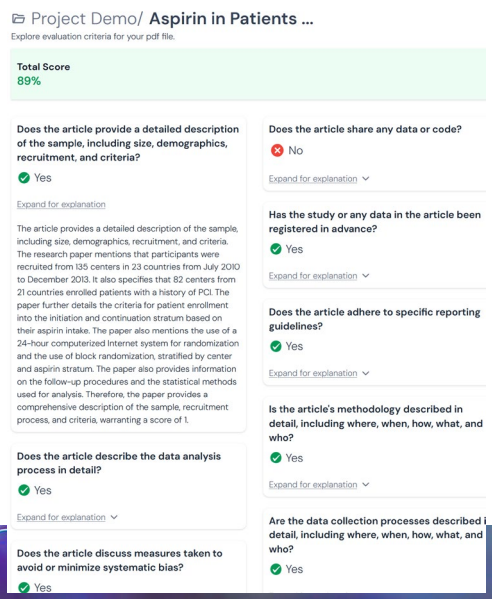

FindMyLost is the first digital platform for lost property management, helping businesses return lost items and enabling consumers to recover them quickly and efficiently, anytime, anywhere. Our goal is to simplify lost property management for companies while enhancing the customer experience. By digitalizing the process, FindMyLost eliminates the need for customers to navigate complex lost-and-found procedures. Businesses can catalog lost items in seconds using our AI-powered image recognition, uploading item details with legal certification through a smartphone photo. Users searching for lost property information are directed to FindMyLost, where they can register and be matched with their belongings through our AI algorithm. Once ownership is verified, we arrange WW delivery via an integrated shipping and payment solution compatible with all currencies. Our platform increases customer satisfaction and benefits businesses by improving efficiency, reducing staff and storage needs, and providing a new revenue stream, creating an accessible, seamless experience for travelers, tourists, and citizens alike.

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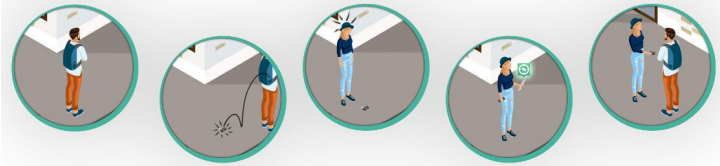

FreedHome™

Freedhome is a platform that enables property owners to turn their real estate into a source of hassle-free income by fully outsourcing the management of both short-term and long-term rentals, with no risk. Through a marketplace-platform model, Freedhome allows affiliated Property Managers to effortlessly acquire new properties while automating operations and payments. We operate in the massive residential rental market (€2.4 trillion), which is experiencing significant growth (+8% annually) and demonstrates strong resilience. With scalable and automated sourcing capabilities, our vision is to transform every property into a liquid asset, making real estate investment accessible to all.

FREEDHOME SRL
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www.freedhome.it/

Ganiga Innovation is revolutionizing urban waste management with hoooly!, an intelligent bin that leverages Artificial Intelligence and Gen AI to autonomously sort waste in real-time. We also provide a software-as-a-service solution for image recognition, powered by AI and Gen AI, to further enhance waste management efficiency. Our innovative technology reduces costs, CO_2 emissions, and processing time. Through the hoooly! platform, citizens are connected to the bins and incentivized with cashback rewards for adopting sustainable practices.

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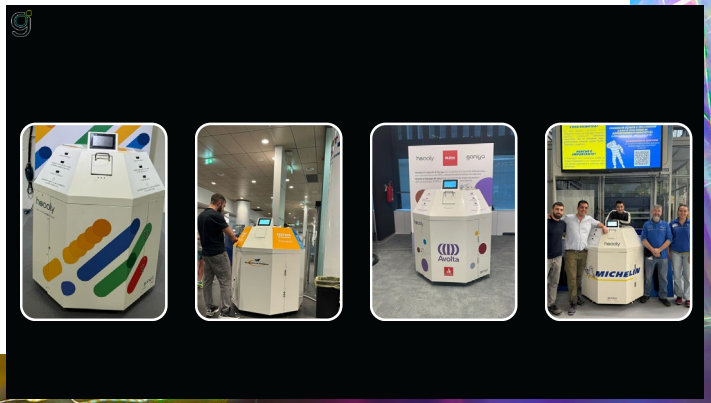

Genius Property is transforming the opaque and highly inefficient Italian real estate landscape into a transparent, efficient marketplace by being the ultimate one-stop shop for property data. Our platform integrates data on over 35 million buildings, tens of millions of property owners, and 100 million land parcels from a multitude of sources, including official governmental registries, local authorities, private third parties, and our proprietary algorithms. With additional data and insights generated by proprietary AI-driven tools such as Automated Valuation Models (AVM), feature extraction from image detection, and market dynamics analysis, we equip both individuals and professionals with the tools to make informed decisions, streamlining property transactions like never before.

GENIUS LOCI

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GRLS is an innovative platform that uses artificial intelligence to enhance diversity in the workplace, facilitating the recruitment of minority talents and supporting companies in adhering to Diversity, Equity, Inclusion, and Belonging (DEIB) strategies.
We help companies improve their hiring process and strengthen their Employer Branding communication through advanced and inclusive tools, fostering the integration of diverse talents.

GRLS SRL
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https://grls.it/en/companies/

MyCIA®

MyCIA is an innovative foodtech platform developed by HealthyFood Srl. It serves both consumers and restaurants through two main services.

For consumers, MyCIA offers a personalized experience by allowing users to create a “Carta d’Identità Alimentare” (a personalized food profile) and access menus from over 12,000 restaurants that match their dietary preferences.

For restaurants, MyCIA for Business provides a comprehensive SaaS solution offering tools such as digital menus, “Order & Pay” for direct ordering and payment, “Book & Order” for pre-ordering meals, and table reservation management. These digital services streamline restaurant operations, improve customer experiences, and ensure dietary compliance through MyCIA’s proprietary algorithm.

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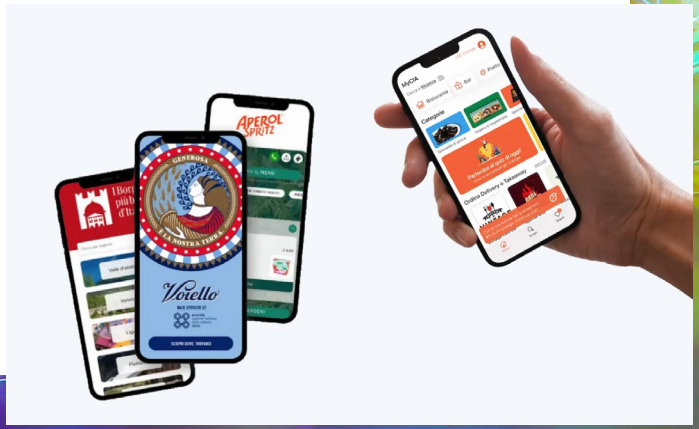

Icarus is an innovative startup focused on developing AI-driven healthcare solutions to improve the management of chronic conditions and post-operative care. Its main product, Icarus AI, provides personalized, real-time medical support validated by a team of specialized doctors. The platform offers interactive features like chatbot and voice assistance, ensuring patients receive continuous monitoring and advice without the need for constant doctor follow-ups.

What sets Icarus apart is its ongoing development of a solution that operates entirely on users' devices, ensuring maximum privacy and security for sensitive medical data.

The vision of Icarus is to revolutionize patient care by making high-quality, AI-powered medical assistance accessible and reliable, empowering both patients and healthcare providers to manage health conditions more effectively, while maintaining privacy and independence.

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intellisync

DIGITAL INTELLIGENCE & DEFENSE

Founded in 2017, Intellisync provides cybersecurity as a service and defends different kinds of assets against internal threats and external intrusions. It offers dedicated Network and Security Operation Centers (NOC/SOC) across multiple industries: energy, transport, telco, finance & banking, insurance, retail and healthcare. Intellisync mission is to lead digital change thanks to the design of disruptive technologies and services for the cybersecurity and digital transformation industry, building the best defense for its customers' business continuity. The team, made of plurilingual engineers, analysts, physicists and technical operators, design, support and accelerate the digitization process of public and private organizations by providing them with end-to-end solutions, including project design, team building and project development and management. Intellisync operates through the following business lines: Cybersecurity & Defence and Digital Transformation. In its first line of business, the company provides Cybersecurity as a Service (CaaS). It offers 24/7 dedicated Network and Security Operation Centers (NOC/SOC), for collecting and integrating any kind of data, monitoring and securing any kind of asset, from a unique point of access. In its second line of business, the company provides a Next-Gen consulting service named Seeding Experience, that accelerates its customers' digital transformation process with software development, data analytics, digital marketing, ICT and industrial integration.

INTELLISYNC SRL

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Limenet

Limenet is a carbon solution provider with a technological solution to generate high quality carbon credits. Those are sold to companies that have a net-zero target.
The technology accelerates the natural process of ocean alkalinity enhancement, to remove CO2 and store it in the seawater as calcium bicarbonates.
The company has 14 employees, offtake agreements and investors supporting it.

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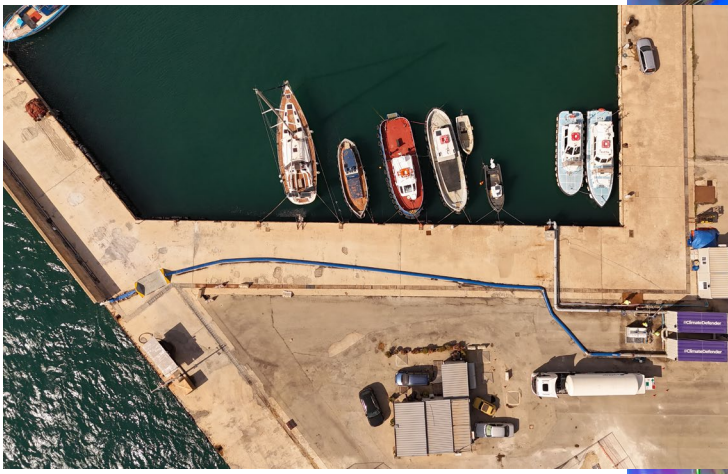

MLR srl is an innovative European company developing WuvDay, a cutting-edge digital platform tailored for content creators, media professionals, and journalists. WuvDay facilitates the certification and distribution of user-generated content, ensuring authenticity and quality, while actively combating the spread of fake news. The platform integrates real-time content verification and media management tools, providing a secure environment for sharing certified content. MLR's mission is to enhance the accessibility and reliability of digital media, empowering users to distribute trustworthy, high-quality content across the information sector.

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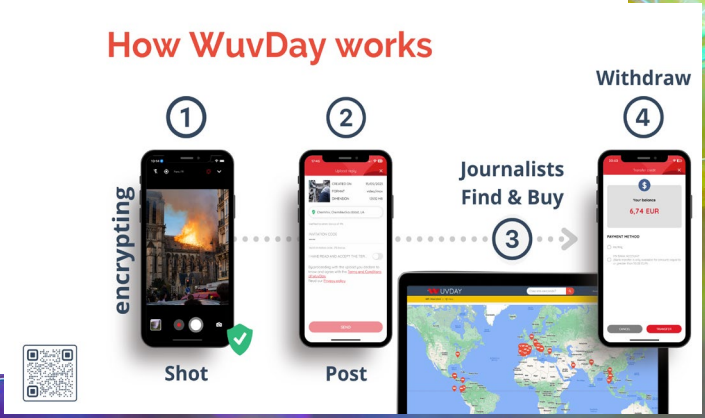

Mountain Maps

Mountain Maps is an outdoor app for the mountains, born in the heart of the Dolomites.

Active on app stores since April 2024, it creates personalized hiking and skiing routes using a generative AI based on geo-data. In its first 5 months, it reached over 35,000 monthly active users, showing strong organic growth month after month. In September, it began selling premium features, demonstrating excellent traction. Currently, the app is available in Italy, but starting from February 2025, it will expand across Europe.

The Ministry of Tourism selected Mountain Maps among the best Italian startups of 2024. Mountain Maps has raised investments from business angels and VC funds like Zest Investments and CDP Venture Capital.

MOUNTAIN MAPS SRL
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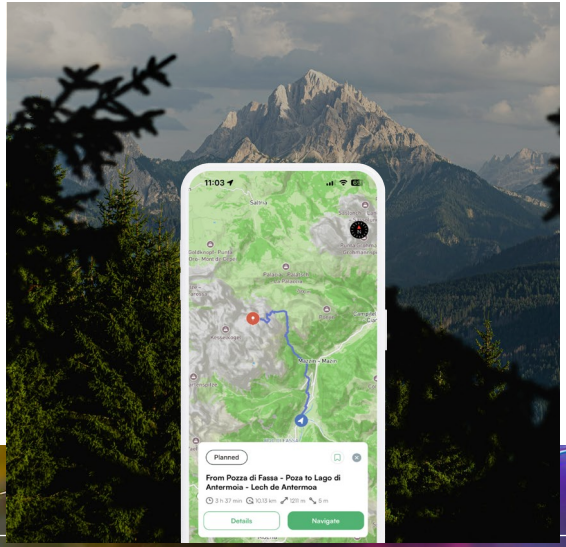

nextflag

Nextflag is Transforming travel through trusted tips. By combining insights from your inspirations with AI-driven suggestions, Nextflag allows users to discover hidden gems and local favorites that resonate with it more than any other.

Our AI system generates recommendations with a 94% affinity to user preferences, ensuring that every suggestion is tailored to its tastes.

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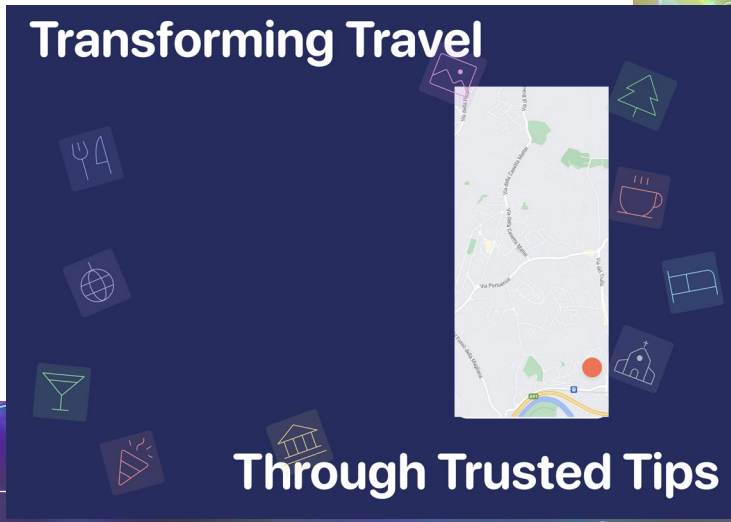

BIOVITAE®

Biovitae is a patented UV-free LED microbicidal technology that controls microbial load in environments using visible spectrum frequencies (400-700 nm). It eliminates bacteria, viruses, molds, fungi, and spores, ensuring microbiologically safe environments without causing environmental dysbiosis.

Supporting infection control and combating antimicrobial resistance, Biovitae is the only UV-free LED technology that guarantees continuous, automatic, and passive sanitization of air and surfaces, safe for humans. Unlike UV light, 405nm devices, or chemical disinfectants, it operates continuously without harm to humans or the environment. Biovitae is also a Cleantech, eco-friendly solution that sanitizes without harsh chemicals. This ALL-IN-ONE technology provides continuous sanitization and lighting simultaneously, capable of replacing all existing LED fixtures.

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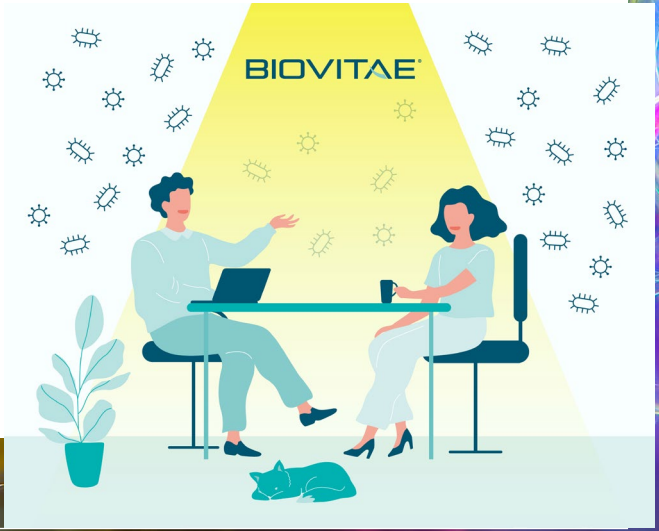

NOTONLYDESK®

NOTONLYDESK, your office, anytime, anyplace. NOD allows your employees to access all coworking spaces with a single pass. We aim to create a new way of working, giving you the ability to move flexibly for work needs or do remote working in certified workstations close to home. NOD offers companies wishing to invest in the well-being of their employees shareable entry packages between employees, in order to improve work-life balance, flexible travel for work/personal needs and foster social relationships; at the same time, the possibility of networking and professional appointments with people from the NotOnlyDesk community.

NOT ONLY DESK SRL

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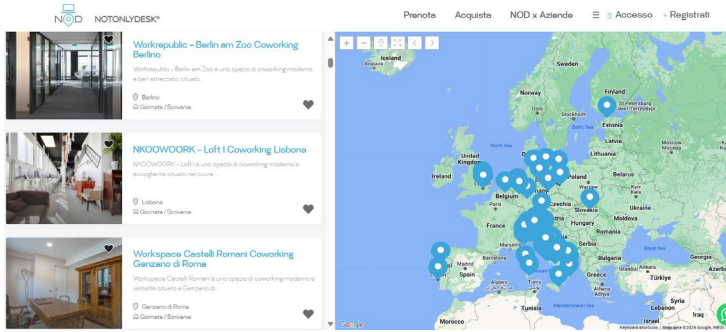

powandgo

The first charge sharing service that will change the way to charge electric vehicle, saving money in charging costs and allowing charging station owners to earn.

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PROTESO SRL

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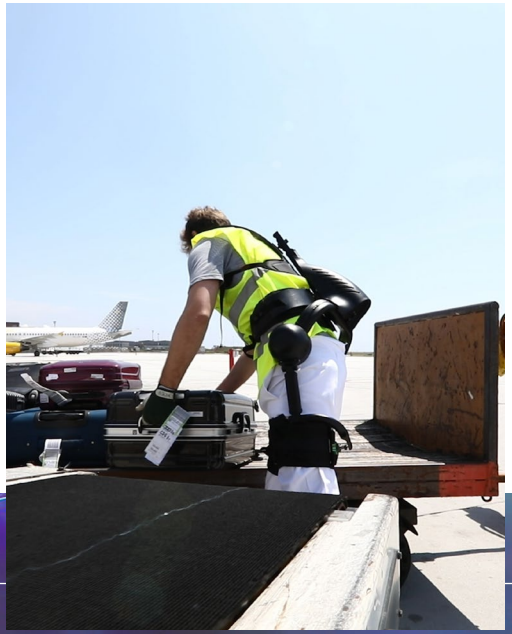
Proteso makes powered exoskeletons to prevent low-back pain in the workplace. This is a huge problem in logistics and across many other industries, causing poor quality of life, drops in productivity, and poor workforce retention. Our target customers are logistics and manufacturing companies.

Our product Movi additionally coaches workers to move better every day to further decrease the chances of injury. Also, the continuous usage data it collects can be turned into valuable information for the company management to make data-driven decision to increase overall efficiency.



Revibes®

Revibes, the leader in 2.0 digital print products, offers innovative B2B and B2C gadgets and develops an AI to organize and enhance important memories.

REVIBES SRL
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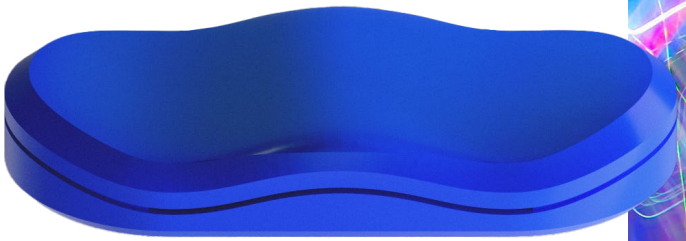

Spoki is the first conversational marketing platform that turns every WhatsApp chat into a growth opportunity. From customer support to sales, it guides clients through the entire customer journey, making every interaction simple and effective. With Spoki, businesses can sell directly through WhatsApp, thanks to integrated product catalogs and advanced automations. Personalized chatbots and centralized contact management ensure a flawless experience, integrated with CRM, CMS, and marketing automation tools. Spoki simplifies communication between businesses and customers with an intuitive interface and leverages WhatsApp to automate conversational commerce. Customers can browse, purchase, and pay for products directly in the app, supported by PayPal. Spoki can automate customer support by generating automatic responses through artificial intelligence. Massive campaigns, with scheduled sending and advanced segmentation, make every message targeted and personalized. Spoki is the solution for smart, limitless marketing.

SPOKI BY NEXTAI SRL

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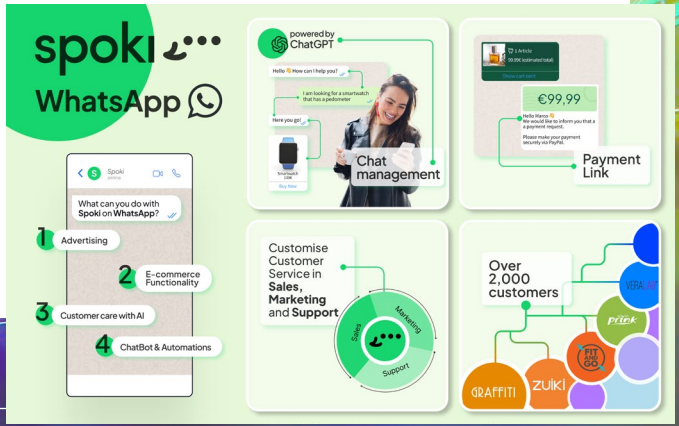

SurgiQ

SurgiQ leverages AI-driven solutions to streamline hospital operations, transforming the way healthcare is delivered. Our patented technology optimizes patient scheduling for surgery, rehabilitation, and cancer care, improving efficiency and resource utilization in over 16 hospitals. With our cutting-edge tools, we save time, reduce overbooking, and balance workloads, enabling hospitals to focus on what truly matters — patient care.

We're scaling fast, growing 2x year-on-year, and testing new markets across Europe.

By leveraging AI to solve real-world healthcare inefficiencies, SurgiQ is poised to redefine the future of hospital management, making care more accessible and effective for millions.

Join us in our mission to transform healthcare and bring AI-driven optimization to hospitals worldwide.

SURGIQ

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https://www.surgiq.com

TimeFlow is the one-stop-shop for managing the IT vendor's lifecycle, offering a vertical and efficient e-sourcing platform, transforming IT sourcing and supplier management.

Our platform speeds up the matchmaking between demand and supply, while streamlining relationships with suppliers and efficiently handling contracting and payments.

We are building the first global IT suppliers ecosystem powered by the network effect of our solution, currently leveraging a +1000 IT Partners network.

Our Clients are served by a potentially unlimited ecosystem of IT suppliers, just one click away.

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federico.patrioli@timeflow.it
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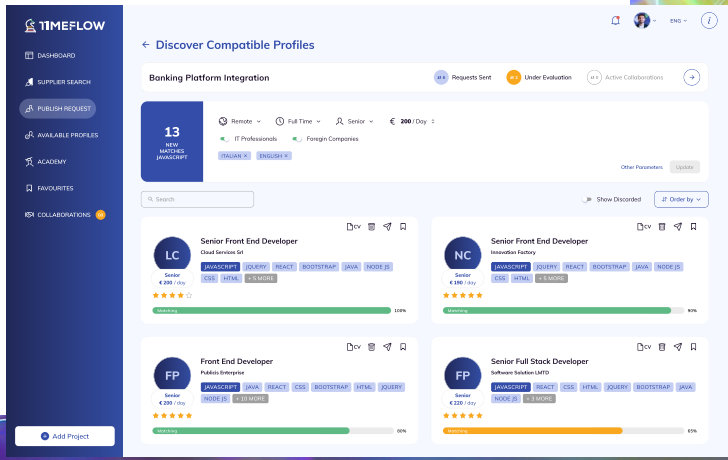

Revolutionising Travel Influencer Marketing

Treepli is a B2B platform connecting travel brands with top influencers. We streamline campaign management, offer AI-powered insights, and facilitate seamless collaboration. Our platform provides a one-stop solution for brands to launch effective influencer campaigns and measure their impact.

Key Features:

Influencer Marketplace: Discover and connect with the perfect influencers.

Campaign Management: Plan, execute, and track campaigns with ease.

AI-Powered Insights: Get data-driven recommendations to optimize your campaigns.

Community Features: Connect with other brands and influencers.

Treepli has already garnered 350K unique webapp visitors, secured €250K in pre-seed private funding in 2022, awarded €220K+ EU funds and generated €100K in turnover this year. Join Treepli and unlock the power of influencer marketing for your travel business.

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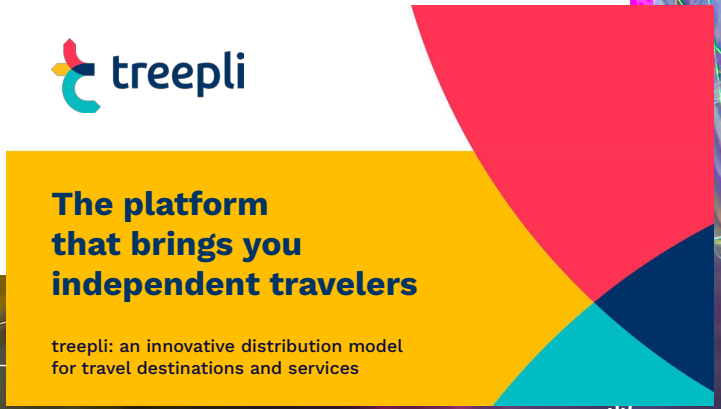

SnapAll

SnapAll is a real-time construction site monitoring software based on AI that simplifies industry 4.0 technologies. The platform can be integrated with any existing IP camera connected to the internet, allowing complete and easy project oversight directly from smartphones via automatic timelapses and smart reports. Once connected with existing cameras, you can start remotely to monitor progress, receive real-time alerts and access a secure file storage system all through a user-friendly web app. SnapAll enables to store, analyze and access all project progress via a simple interface, always in compliance with GDPR and privacy regulations since the software automatically blurs sensitive data.

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Volumio is pioneering the future of audio entertainment with the first-ever AI audio assistant. Our cutting-edge app merges all your music subscriptions into one seamless experience, offering perfect curation with AI to deliver music that is truly relevant and tailored to your tastes. Beyond just music, Volumio creates personalized podcasts that deliver the news you care about on demand, blending it with your favorite tunes for a unique audio journey. With over 700,000 downloads and 10,000 satisfied paying users, Volumio is transforming how you experience audio content, making it more personalized and enjoyable than ever before.

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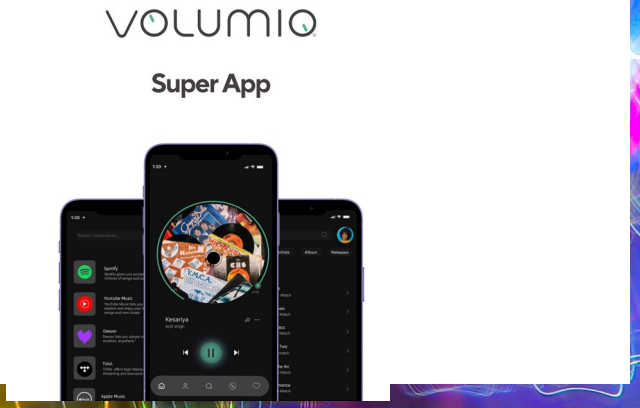

WhoTeach is a B2B Intelligent Digital Learning Platform that supports Training Institutions and HR Managers to create and generate high-quality online courses through Artificial Intelligence components such as Recommender System and Generative AI.
It integrates a Learning Management System and Virtual Rooms for synchronous and asynchronous activities and interactive learning. The modularity and pluggability of the platform's components allows our solution to be tailored to customers' needs and reduce switching costs.
WhoTeach's two Recommender Systems optimizes the retrieval of needed resources, suggesting the most appropriate ones based on the inputs provided by the users. The Generative AI component generates learning material and courses in slides in HTML and PPT formats, as well as quizzes, conceptual maps and final assessment activities.

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October 2024

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