

PRODIGY

INNOVATIVE EVOLUTION

WHILE **OTHERS** ARE THINKING
ABOUT A **NEW TECHNOLOGY**
WE ARE READY WITH
THE **NEXT INNOVATION**



PRODIGY4STARTUP

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01

It's Prodigy



WHO WE ARE

It's Prodigy is a young, technological and international company.

AREAS OF EXPERTISE

Fintech
Big Data

WHAT WE DO

We create Next Generation Digital Solutions for medium and large enterprises. We are experts in Industry 4.0 culture, processes and technologies.

AREAS OF EXCELLENCE



INNOVATING

Big Data, machine learning, digitization and technology.

FUNDING

Specialized in finding investments through tenders, loans and investors.

NETWORKING

International network of technology companies, governmental agencies and commercial companies.

GROWING

Marketing, business development and sales support.

Top Partners



**DIGIT
EXPORT**



LEYTON

Top Customers

FASTWEB



VARGROUP
inspiring innovation

Acceleration Programs

**LE
VILLAGE**
by 



**INN
MIND**
COM

Sano Musab Hijazi
CEO & FOUNDER



Marisa Di Salvo
HUMAN RESOURCES



Costantino Caroppo
**MARKETING &
BUSINESS DEVELOPMENT**



Piero Favaretto
LEGAL & FISCAL



02

Customers

The Startup Scene in Europe is Vibrant



Our Targets

**Incubators, accelerators,
institutional facilitators
or business developers**

We help them maximize the startup's international ambitions by taking it to Italy and across Europe.

They let us know periodically about those startups that seem most promising, and we evaluate them together to understand their potential on the EU market.

If the investment case is positive, we mutually benefit from the agreement.

We are open to various forms of joint monetization.


Startups Requirements

We help
international startups
grow in Italy
and across Europe

Minimum of 6 months of life.

Functioning Proof of Concept (POC).

Minimum funding already acquired.



03

Services

Different Levels of Support

1. Business Development



2. Support Services



3. Innovation & Technologies



4. Marketing & Sales



1. Business Development

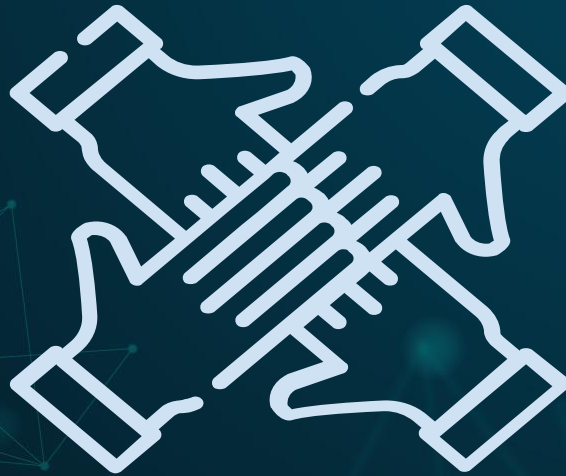
**Assessment of
the company's
economic potential**



2. Support Services

Legal services
Contracts and
incorporation

Legal services:
contracts with customers,
distributors and resellers



HR Services and
Recruitment services

Post-sales support, from
inbound to outbound call
centers

3. Innovation & Technologies

IT Infrastructure

Support in technology assessment for EU

Build local working team

Introduction to IT Partners

4. Marketing & Sales



Lead
Generation



Local mother
tongue
customer care
services



Design Thinking
with interviews
with potential
customers



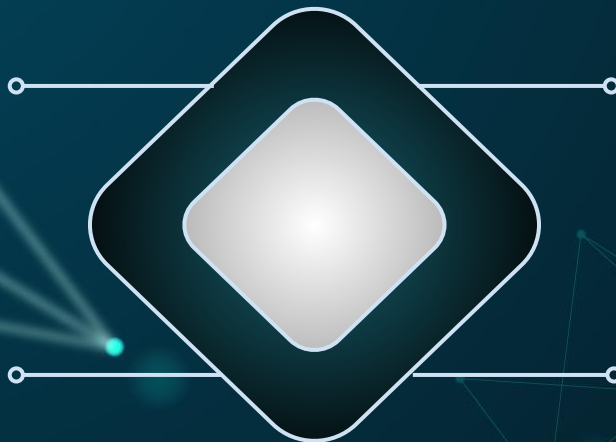
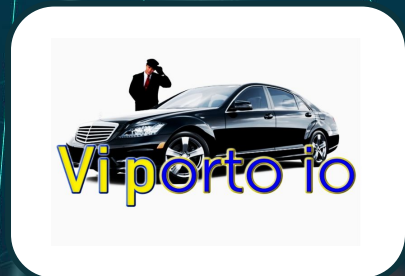
Product/Price
sales test on
selected
customers



04

Case History

The Startups





ShopCall is an Italian startup that developed a videocommerce platform.

ShopCall was created for the global market. It is already available in Italian and English, and is enabled for every country.

It's Prodigy supported the company by building the market and in reselling the product.



Vi Porto Io is a B2B2C platform for the digitalization of private transportation services.

It connects private chauffeurs - limo services - shuttles with consumers who need transportation and complementary services (i.e. tour guides) via an online, multilingual platform.

It's Prodigy helped the startup with defining the go-to market strategy and creating the digital platform.



Pharmhome is a B2B2C online platform that connects pharmacies and customers.

The platform allows customers to easily purchase over-the-counter medications.

It's Prodigy supported PharmHome in the research and development phases, the creation of the platform and app and additional digital tools



Noleggiamy is an Italian marketplace for business equipment rental.

It enables businesses to rent many types of equipment, such as ICT hardware and software, peripherals, cars and vans.

It's Prodigy supported the company by building and running the marketplace.



05

Business Model

Strategy and Business Model

STRATEGY

Working with partners
(incubators, accelerators,
angels and institutional
investors).

Picking startups.

Working directly with
founders to develop their
Italian and European
market potential.

BUSINESS MODEL

Long-term contracts
with startups,
with a revenue share.

Commission to partner.

GOALS

Becoming the
point-of-reference for
extra-italian startups
which pursue to develop
their business in Italy and
across Europe.

Sales Models

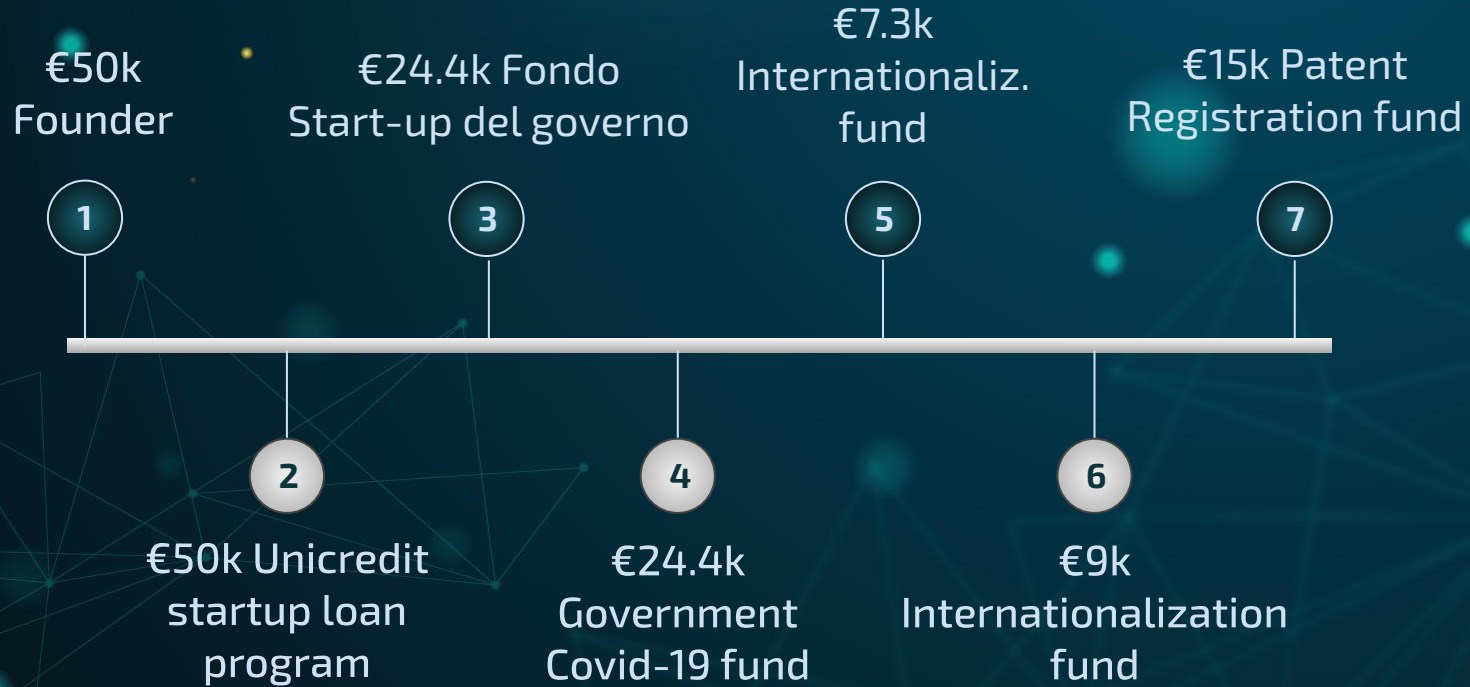


We can provide a percentage for accelerators for each startup.

We can provide a win-win project to promote and grow the network of the accelerator or institution by bringing new companies who want to get out of the Italian/European market.

We can think of a model where the accelerator/entity sells our services directly and we operate in white label.

Investments in Prodigy





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Contacts

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