

Dublin Tech Summit

31 May – 1 June 2023

Italian Pavilion

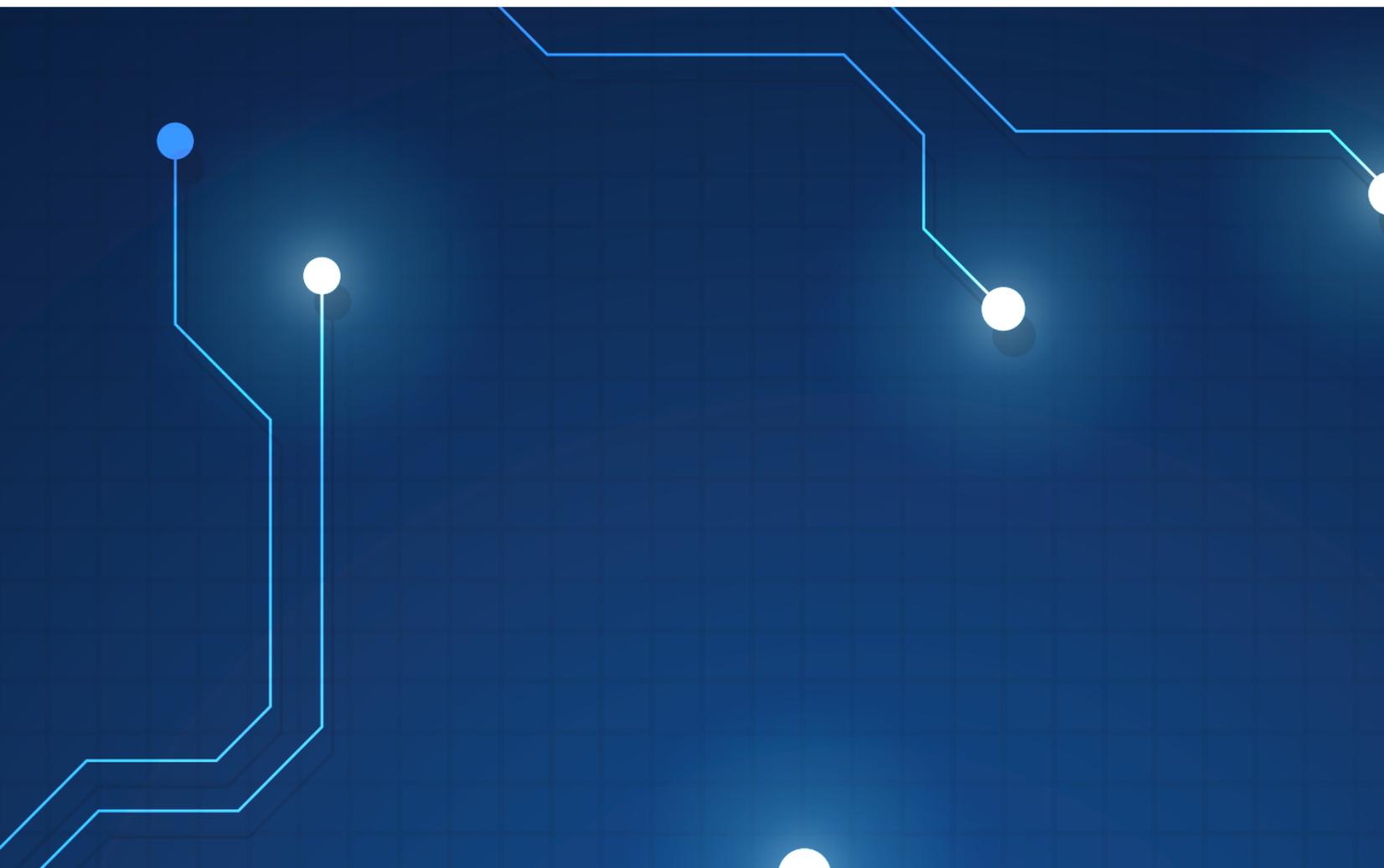
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madeinitaly.gov.it



Ministry of Foreign Affairs
and International Cooperation

ITA 
ITALIAN TRADE AGENCY



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TRADE AND INVESTMENT

OPEN DOORS TO A WORLD OF OPPORTUNITIES

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 multichannel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

The background is a dark blue gradient. It features several glowing white circles and blue circles, each with a soft white glow. Blue lines of varying lengths and directions connect these circles, creating a network-like or circuit-like pattern. The lines are thin and have a slight transparency. The overall aesthetic is clean, modern, and tech-oriented.

ITALIAN COMPANIES

AD cube

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Digital advertising is a market with a spend of 600 billion dollars per year where 26% percent of that spending is wasted. This inefficiency is related to the existence of a continuous flow of information from too many platforms that is impossible to be handled by humans.

Solution

AD cube is an AI-based platform that supports advertisers during campaign optimization and allows them to manage and optimize a mix of multi-channel campaigns in a single platform.

With a simple and intuitive interface, AD cube supports marketers in making the most important decisions for their business by suggesting the best investment strategies and changes to apply to ad campaigns to maximize their performance through the power of proprietary AI algorithms.



Team

The technical team is constantly engaged in research and development of AI for advertising solutions. It participates in the most prestigious international AI conferences, and is often a board member of European industry associations and national observatories, in governmental strategic initiatives. The Adv team has over 20 years of experience in multinational media and advertising companies, with a solid experience in business management, client relations and data-driven strategies.

Results

Recent applications provided an ROI increment of 30% over a 1Mln of media budget and more than 40% of time gained.

Boatsandgo

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Boatsandgo is an innovative Italian startup that has developed the first search engine to compare charter yachts, boats rental and boatsharing deals. Users can compare deals from hundreds of sites and get the right boat at the right price.

A search engine designed to help the user to easily organize a boat vacation (like Trivago for hotels or Skyscanner for flights). Users can save time, money and go directly to the booking sites.

Our search engine based on an specifically developed algorithm (copyright 2020 all rights reserved) compares all the charter boat market and searches the web to find the offers matching the user's selected filters. Once an offer is selected, more and detailed info about the choice will be



Click, compare, sail.

available, pictures, boat's features, rental options and a map which show the boat location.

The additional information will be displayed while staying on the same page, without losing the research results. Boatsandgo does not perform bookings, does not charge the users, companies can promote their brand and benefit from high quality traffic to their sites; users can save time and money.

Boatsandgo offers also a Saas (software as a service) solution for those fleets and operators that are scarcely digitalized or not digitalized at all.

Brickoin

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Brickoin is a revolutionary startup that aims to transform the world of real estate crowdfunding by leveraging the power of blockchain technology and tokenization. By utilizing a Distributed Autonomous Organization (DAO), Brickoin offers a secure, transparent, and efficient way for investors to participate in the real estate market. Our innovative platform allows investors to gain fractional ownership of real estate properties through the purchase of digital tokens. Each token represents a share of ownership in a specific property, giving investors a unique opportunity to diversify their portfolios and access high-quality real estate investments with minimal barriers to entry.

At the core of Brickoin's mission is the commitment to democratize real estate investing, making it accessible to people from all walks of life.



By harnessing the power of a DAO, we ensure that all decisions related to the management, acquisition, and development of properties are decentralized and community-driven, fostering a sense of collective ownership and responsibility. Security and transparency are of paramount importance to Brickoin. Our platform employs cutting-edge blockchain technology to ensure that every transaction is secure, traceable, and immutable. Investors can rest assured that their assets are protected and that they have full visibility into the performance of their investments.

Brickoin is also a catalyst for positive change in the real estate industry. Our vision is to create a more inclusive, sustainable, and equitable market where everyone can participate and benefit from the growth of the sector.

Contents.com



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Generative AI SaaS Platform that offers automated content creation tools to support any business with their daily content needs.

This solution covers the whole content workflow, from ideation, through creation, to transformation.

DataProdigy

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DataProdigy is a platform designed for managers, which helps them rapidly generate business intelligence reports without using BI or Excel files.

Thanks to a Big Data engine and Artificial Intelligence, DataProdigy can use human language: it turns each question into a reporting call and instantly creates a new business report.

DataProdigy drastically reduces time and costs by supporting management throughout the approval process for each report. It is a customizable product that can connect to all enterprise platforms (SalesForce, Sap, GoogleCloud, Oracle, AWS, etc.) and quickly generate intuitive reports. As a multilingual system, it can be used in different countries.



DUCKMA

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DuckMa has been in the business of creating innovative digital solutions for visionary entrepreneurs for more than 10 years.

Through our experience, we have honed our skills in digital, and continue to do so, to ensure that our clients have advanced software and applications that are accessible to all. We live and breathe innovation every day and strive to stay one step ahead in digital technologies.

We are proud to have accompanied technological innovation over the years, always offering the best to our customers. We partner with those with a vision, whether a small startup or a large Corporate, to help them take their ideas to the world and reach millions of people.



Our mission is to be the right hand man to visionary entrepreneurs, providing them with the advanced skills in digital to tailor digital solutions, WebApps, apps and related. We are committed to creating value for our clients through a long-term approach of collaboration and partnership, with the goal of achieving success together.

Finanz

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Finanz is the first free App that teaches everything about the financial world in just 5 minutes a day. By the combination of intelligent algorithms, which analyze study goals, interests and personal needs, it creates flexible and personalized study plans aimed at learning what the student really needs, regardless of their starting level.

This innovative EdTech offers in addition to lectures, quizzes, insights, and real-time news, an extensive collection of professional video courses taught by top experts in the field, to maximize the learning and interactivity of the educational journey.



GENUINE WAY

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Genuine Way is a blockchain provider that specializes in enabling companies and organizations to create transparency with regards to their ESG topics & supply-chain. By leveraging GEN Platform, they can notarize internal and external documentation, and communicating it to consumers, creating a Digital Product Passport and becoming truly accountable for the environmental & social impact of their products.

Genuine Way's goal is to promote conscious consumption and support those ethical businesses that are leading the ecological transition.

Blockchain is an opportunity for these companies to build a stronger level of trust with their consumers and stakeholders.



Giano

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We create business scenarios to help entrepreneurs test their strategies in simulated markets.



giano

GYMNASIO

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Gymnasio is an Italian B2B sport-tech startup that offers motion tracking software for online fitness platforms, adding pose corrections, fitness level assessments, and progress tracking to enhance the existing experience.

It's like having a teacher always with you.

Users will benefit from an augmented training experience, platforms will leverage users' data to improve their service.

GYMNASIO

lightScience

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lightScience is a cutting-edge Italian technology company started in 2020 with the aim to revolutionize the laboratory analysis, both for medical and environmental applications.

It has two proprietary technologies: myLAB and L.A.G.O. myLAB is a platform for blood and body fluid analysis that uses NIR spectroscopy and machine learning for precise and efficient results.

Now, it is focused on measuring phenylalanine levels in phenylketonuria patients. L.A.G.O. is a state-of-the-art autonomous drone for water monitoring that uses advanced sensor technology and artificial intelligence for high-quality measurements in hard-to-reach areas. It is targeted towards organizations and government bodies responsible for monitoring water quality, such as water management



agencies, environmental protection agencies, and marine engineering companies.

lightScience is committed to sustainability, due to its breakthrough technologies.

The company's business model is B2C, with a focus on delivering high-quality services to its customers, providing value through accurate data collection and analysis, cost savings, and reduced environmental impact.

My Money

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

We have created a new payment system, thank to the AI, 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.

My-Money: the world on your fingertip.



NOITECH

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Noitech is an innovative SME that accompanies companies in digital transformation processes. Transforms business processes to align with the new paradigm of Transition 4.0.

Noitech team has developed skills with the main "enabling technologies" in a digital key, such as: Artificial Intelligence, Machine Learning, Big Data, Cloud Computing, Cybersecurity,

Blockchain, Internet of Things , Digital Twins, 3D Printing, Advanced Robotics.

Precisely in this last item, Robotics, Noitech has been able to condense all its skills in the field of Cyber security, Artificial Intelligence and system integrator, giving life to the company spin-off TOD System for the creation of robotic applications.



With todrobot TR1, it applied artificial intelligence and cybersecurity to the autonomous TR1 machine, equipping it with an AI driven gripper system with integrated viewer (smart gripper). This made it possible to give the robot autonomy and integration in warehouse logistics applied to picking and delivery.

The genesis from software house to system integrator, passing from collaborative robotics, guided by artificial intelligence, without neglecting the aspects of cyber security, leads to the company that Noitech is today, oriented towards the future.

QUICKLYPRO

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QuicklyPro is the brainchild of a team of physiotherapists who, over the last 10 years, have helped many people to become self-reliant and feel more confident as they walk, giving them back their independence and seeing them start to smile again. In QuicklyPro we immediately realized that all the technology and know-how made available to these people remains within the clinic and does not continue in the home environment, slowing down and blocking the rehabilitation process (and speeding up the course of diseases). In particular, three main problems have been highlighted:

- Obvious difficulty walking
- Lack of communication between patient and specialist
- Lack of compliance in daily training



In order to deal with these problems QuicklyPro has tried to devise simple, user-friendly and immediately accessible solutions for patients and physiotherapists with the aim of objectifying the treatments and the treatment path, such as:

- Visual feedback to improve walking
- App for constant communication between patient and specialist
- Rehabilitation platform including gait analysis

Visual Feedback, App and Platform are not 3 different solutions, but a single product/service ecosystem: Q-Walk, QP-Rehab Platform and QP-App, systems that improve the lives of people and in difficulty and make the work of specialists much easier. The strong innovation created has resulted in two patents: one already approved and extended in USA, EU & Japan. QuicklyPro: a step forward to live better.

Scaling Parrots

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Scaling Parrots is an innovative Italian startup that specializes in blockchain consulting and development.

Our mission is to empower businesses to scale and enhance their operations by harnessing the power of blockchain technology.

Our team of experts will guide you through the research and development process, providing customized solutions that meet your unique needs.

At Scaling Parrots, we understand that every business has its own challenges and opportunities.

That's why we work closely with each client to develop tailored solutions that address their specific requirements.



Our team of skilled blockchain developers and consultants are dedicated to ensuring the flawless development and maintenance of your blockchain project over time.

We are passionate about helping businesses succeed with blockchain technology, and we are committed to delivering the highest level of service to our clients.

Contact us today to learn more about how we can help your business scale and thrive with the power of blockchain technology.

Security Pattern

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

We support customers from the initial phase of the project with the definition of security requirements, selection of building blocks, development of hardware and software components for ASIC, FPGA and microcontrollers.

We provide development methodologies for 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 the first Italian cyber security company certified with IEC 62443-4-1:2018 standard.



We would love to present our leading products:

- IoT Security Check-up, the most efficient and cost effective service for security architecture reviews of IoT platforms.
- IoT Secure Suite®, a set of advanced tools and components intended for device manufacturers, essential for implementing secure IoT platforms.
- SUM, acronym for "Security Update and Monitoring", an innovative service for continuous monitoring of vulnerabilities for embedded systems.

Softcare Studios

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Softcare Studios is a digital health startup developing VR experiences for drug-free pain management in patients undergoing medical procedures. With a special focus on pediatrics with its leading project TOMMI, the company's mission is to limit the rate of drug administration (sedatives and painkillers), reducing adverse effects in patients, while significantly reducing costs and time of traditional healthcare routines.

Selected as the best e-health startup in Europe by the European Commission in 2018, Softcare Studios' track record includes commercial partnerships with leading MedTech and pharma companies like Merck, Roche, Novartis and BD, and collaborations with a growing network of hospitals, medical specialists and research partners such



as the Politecnico and CNR in Milano.

Active now in 15+ hospitals in Italy and based on promising clinical data, the team is now expanding its solutions to support new targets of patients, including adults and elders.

TO.TEM

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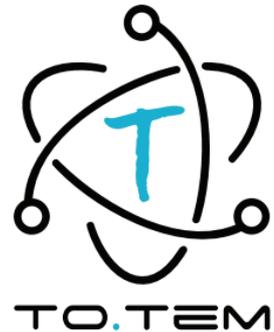
🏠 www.totemev.com

TO.TEM is a company that produces and commercializes micro-mobility vehicles and solutions. Our first product is LYNX, a three-wheel eScooter, designed to be more stable and safer to ride.

The eScooters have a swappable battery and are equipped with a high-tech rear camera that connects to the rider's smartphone.

The camera has an integrated collision alert system, based on an in-house developed algorithm system.

Our company also offers engineering services for companies in the micro-mobility business, such as design, engineering & manufacturing, by leveraging our competencies derived from the automotive experience.



WhoTeach

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WhoTeach is the Digital Learning Platform, specifically designed for B2B, powered by AI to support trainers in creating and updating courses for workers the most efficient way.

Given the importance and the need for upskilling and reskilling, WhoTeach platform provides a comprehensive tool to manage the entire training process, both live and on demand. Thanks to WhoTeach, students will be able to access training easily, at any time and from anywhere. Trainers, on the other hand, will have concrete support throughout the whole training process.

The Digital Learning platform features:

- An LMS to manage the didactical material and share any file format, from pdf to interactive SCORM,



- Virtual Room, to encourage the interaction between students and teachers,
- A social network to create and share a skill-based CV with your network

Finally, WhoTeach features a Recommender System that supports teachers in creating and updating courses. Teacher can enter their preferences and the System will select the most suitable resources, according to the students' needs and goals.

Our tests show that, with this Recommender System, it takes less than a working day to create a full professional course. The Recommender system is powered by AI, Natural Language Processing and Explainable AI Methods.

Wyblo

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Wyblo is an Italian EdTech Startup that elevates training to improve society through innovation and collaboration. Innovation represents the technology we provide to support live-training professionals and organization as they run their courses.

Collaboration focuses on the ecosystems we build to connect professionals that are dedicated to lifelong learning to collaborate and create long term relationships that grow their businesses and our industry.

Wyblo srl differentiates itself by providing a comprehensive solution to training providers looking to save time and better engage with their learners and/or clients.



The current offerings on the market do not support the entire training business from start to finish: some focus on the administrative side of running a training business, while others focus on learner engagement, never both. Wyblo is truly an all-in-one platform that supports training professionals from start to finish, differentiating us from the current offerings on the market.

As a startup, we have established a strong reputation within the International EdTech community. We were accelerated by MindCET in Israel, eWorks Accelerator in Spain, Accelerating Asia in Singapore, and SuperCharger Ventures in the UK.

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