





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.



<https://www.ice.it>
<https://opportunitaly.gov.it/it>

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EdTech Italia is the association that brings together organisations committed to advancing learning, skills development and human capital in Italy. Over the years, it has affiliated more than 100 companies, establishing itself as both the entry point and the main point of reference for the Italian education and training market. It coordinates initiatives to promote the national EdTech ecosystem in Italy and abroad, connects key players across education and workforce development, fosters dialogue with academic and scientific communities, and conducts continuous market research in a rapidly evolving landscape.

ROMA

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[edtech-italia](https://www.linkedin.com/company/edtech-italia)



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by MEDITERRANEO LAB 4.0

Think digital, act sustainable!

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Mediterraneo Lab 4.0 is a digital innovation company focused on advanced training, Web3 solutions and blockchain-based credentialing. It supports organizations in digital transformation through expert-led courses, applied research and verified skills systems powered by Workers Badge. It collaborates with universities, enterprises and public bodies to develop transparent, interoperable and future-ready learning and talent ecosystems.

Unique Selling Point

Mediterraneo Lab 4.0 by Workers Badge unifies career and learning credentials in a secure Web3 wallet, using patented technology and blockchain-verified open badges. It delivers instant, trusted skill verification, HR automation, and full EU compliance—offering unmatched transparency and efficiency.

Target Costumers

Workers Badge targets universities, training providers, HR departments, companies, and employment agencies seeking secure, fast, and compliant verification of skills and career data. Ideal for organizations needing trusted credentialing, automation, and transparent talent management.

www.workersbadge.com

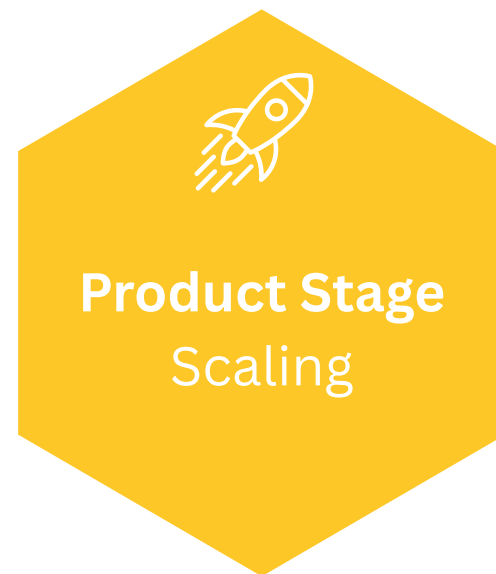
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The B2B Digital Learning Platform based on AI

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WhoTeach is a B2B intelligent Digital Learning platform that helps training institutions and companies to create, generate and deliver online courses. The platform enables an easy management of synchronous and asynchronous training activities through the synergy between its components, their modularity and adaptability to various training contexts. It is equipped with two AI systems that support trainers and experts in creating and managing training paths.

Unique Selling Point

We use the first Recommender System ever developed for corporate training. We use Explainable AI methods to justify recommendations and thanks to the Slide Generator users can have full courses delivered in just few minutes.

Target Costumers

Our target customers are HR Managers in big companies, Training Institutions and higher education institutions such as universities.



Roboze

Educating the Future of Advanced Manufacturing

Anna Di Vittorio (Business Development Manager Education)

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Funding Stage
Series A



Product Stage
Scaling

Roboze brings the power of industrial additive manufacturing to education. Our solutions turn classrooms into innovation labs where students design, engineer, and produce with high-performance 3D printing and advanced materials. We enable institutions to deliver future-ready skills and inspire the next generation of innovators.

Unique Selling Point

We combine industrial-grade 3D printing with advanced materials and immersive training, giving institutions a turnkey path to future-ready STEM and manufacturing education. Roboze bridges learning and industry with technology trusted by global leaders.

Target Costumers

We serve education providers looking to enhance their STEM and engineering pathways with real manufacturing capabilities. Perfect for schools, universities and training centers focused on future skills, innovation, and hands-on learning excellence.

<https://www.roboze.com/en/industries/education>

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(by PA360 Training on skills)

Soft & Life skills: World's **LARGEST** catalogue -over 500 MOOC + 3D serious games

Michele Petrone (CEO)
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Funding Stage
Series A



Product Stage
Growth

PA360 Training on skills® is HR academy EdTech - Edugaming specialized on Soft and Life skills. We draw inspiration from the "Personal Anchors", which revolve around the growth and development of human potential. We want become an international hub for gamification and online training in transferable skills. We aim to offer a leading training ecosystem, defined by the scale and quality of its universally relevant educational content – designed to reach diverse audiences across the globe.

Unique Selling Point

World's LARGEST online training catalogue Soft & Life skills. Learning ecosystem aligned with international guidelines (LifeComp EU, UN, OECD, WHO, World Economic Forum). Digital certifications with blockchain technology, valid internationally. Advanced reporting tools for users and employers.

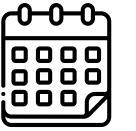
Target Costumers

Companies, SMEs and public organizations worldwide, high school and university students. Use cases: Corporate training, Leadership and management, HR recruitment, Onboarding for new hires, DEI. Key for development, enhancing cognitive, emotional, relational, organizational, and leadership skills.

www.trainingonskills.com

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Funding Stage
Seed



Product Stage
MVP

Dokimazo is a platform where organisations, training providers, and individuals are connected and share, with the help of AI, verified data and skills

- Companies make corporate skills visible in a shared environment with management, people, and training providers
- Training providers validate and issue verifiable micro-credentials for each learning experience
- People document skills and outcomes, and receive validations from companies and training providers in their Skill Wallet

Unique Selling Point

We make it easy to identify, validate, and share skills across the learning and work ecosystem - like a currency.

Target Costumers

Individuals, companies and organisations, universities and shools, corporate training providers, edtech platforms.



ArtCentrica Empowering learners with art-based storytelling

Marco Cappellini (CEO and co-founder)
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ArtCentrica revolutionizes how art is taught, learned and appreciated, empowering students' soft skills. ArtCentrica EDU is a cloud application with more than 8,000 artworks, from 21 global museums (Uffizi Galleries, MET, ...) with images up to 10 GigaPixel.

ArtCentrica is introducing a unique educational tool where human and artificial intelligence converge to create interactive multimedia narratives: AI ArtCentrica Stories, like in "Renaissance and the Silk Road" <https://tinyurl.com/3dnzxv5z>

Unique Selling Point

AI ArtCentrica Stories: an innovative tool that turns ultra-high-res artworks, from Uffizi, MET, Rijksmuseum, into interactive multimedia narratives. Teachers/students blend AI analysis with human creativity for immersive, interdisciplinary stories—boosting critical thinking & soft skills.

Target Costumers

ArtCentrica targets K12 teachers & students for immersive art education; schools/universities seeking STEAM/soft skills tools; museums for digital heritage access. Schools/universities seeking AI ethical tools

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Education anytime, anywhere

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Tutornow is an online tutoring platform with over 15k tutors, offering personalized learning paths for students and professionals. Its digital tools and proprietary Virtual Classroom provide a complete, interactive experience with editors, DSA/BES support, and multi-device access. AI-driven matching pairs each learner with the ideal tutor, ensuring effective, inclusive one-on-one and group lessons.

Unique Selling Point

A one-stop education platform offering tailored tutoring and professional training, AI-powered tutor matching, an inclusive virtual classroom for SEN learners, and dedicated customer care focused on student progress and family satisfaction.

Target Costumers

Students and families seeking reliable, personalized academic support to improve performance, fill gaps, or strengthen skills through qualified tutors, flexible lessons, and a simple, seamless online learning experience.

<https://www.tutornow.com>

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Enterprise-grade immersive technologies



Funding Stage
Series A



Product Stage
Scaling

Youbiquo designs, develops and manufactures wearable electronic devices to increase the productivity and safety of industrial companies and their employees. Promotes the digital transformation of companies by providing intelligent agents that operate in specific functional areas. The company enhances the competitiveness of manufacturing companies by creating immersive and interactive AR/XR headset and content for specialised continuous training thanks to its advanced generative AI systems.

Unique Selling Point

Our company is developing an XR ecosystem based on European technologies for creating and accessing immersive no-code courses that comply with European privacy regulations and do not require external accounts.

Target Costumers

We target companies and professionals training staff via augmented and extended reality (XR) tools, plus universities and schools delivering immersive, no-code learning experiences.



Dana Muresan (Edtech Product Manager)
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EdTech R&D Center driving quality, impact, and innovation in learning



Wonderful Education is an EdTech Italian company involved in scalable and impactful solutions for digital education and innovative learning: it is a venture builder, a testbed network of 2000 schools, an in-house, 60-person R&D center promoting public awareness of quality learning through a think tank, a Learning More Festival with over 10 000 attendees and online publications.

Unique Selling Point

We prototype, test, validate and deliver EdTech solutions for schools, universities, VET, corporate learning and individuals. Our 9 R&D programs span three areas: Methodological (cognitive science, learning design, GBL), Digital Humanities (linguistics, visual & media literacy) and STEM

Target Costumers

We serve formal education (K12, tertiary, professional development) and informal learning (upskilling, reskilling, parenting). Our customers include schools, teaching staff, professionals innovating their practice, learners of all ages, and organizations seeking staff development.

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Where Learning Becomes an Adventure

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Funding Stage
Seed



Product Stage
Growth

SiriusGame reimagines education through a proprietary Playful Learning framework that turns any subject into mission-based adventures. Adaptable to different languages, cultures and age groups, it offers modular content that scales from K-12 to corporate learning. With rapid growth and global partners, SiriusGame brings learning to life for every learner.

Unique Selling Point

We combine Silicon Valley technology with Italian design and research from five global universities. Our Playful Learning framework is validated for impact and recognised as Italy's Best EdTech Product 2023 by the GESA Award—delivering scalable, high-quality learning experiences.

Target Costumers

We serve K12 schools, educational publishers, foundations and corporate learning partners seeking high-quality, research-based digital content. Our framework is ideal for organisations wanting scalable, localized Playful Learning solutions that boost engagement and reduce development costs.

www.siriusgame.it

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by STEMBLOCKS Gaming the Future of Math

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STEMBLOCKS, founded in 2021 as a startup and spin-off of the University of L'Aquila, develops educational video games using game-based learning for the K7–K12 market. Its B2B product, Superflat Math, is a voxel-based sandbox game for teaching mathematics, currently distributed in Italy. In 2024, STEMBLOCKS entered a new phase, developing a new B2C product built to videogame-industry standards.

Unique Selling Point

B2C product features: adventure-style gameplay with humorous NPCs; seamless integration of narrative and math so learning goals match game goals; strong educational value aligned with curricula; and an AI-supported reasoning system that helps players learn from their errors through dialogue.

Target Costumers

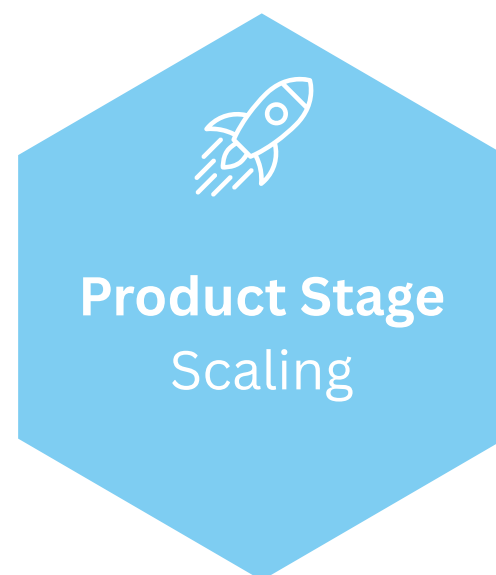
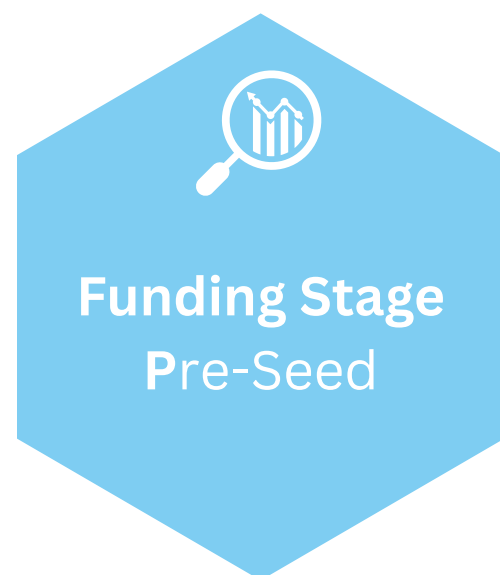
For our B2B product, we target schools, publishers, and educational partners seeking innovative, curriculum-aligned game-based learning solutions. For our B2C product, we address students and families looking for high-quality, engaging educational games.





Alessandro Candiani (CEO)
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Learn smarter not harder



DNAPhone Srl is an Italian SME that develops innovative analytical technologies that bring simplified, professional-quality science to schools and training laboratories. SMART ANALYSIS Educational is the modular spectrophotometric platform for enzymatic, colorimetric, and DO analyses, adapted from industry to STEM learning. We-Lab is the portable modular laboratory with two modules: photometry and microscopy, designed to make hands-on science accessible and accessible to all students.

Unique Selling Point

DNAPhone offers SMART ANALYSIS Educational and We-Lab, two devices designed to work seamlessly with intuitive Android apps created for student usability. They combine professional analytical logic with simplified workflows, making hands-on STEM activities easy, accessible and engaging.

Target Costumers

We support high schools, vocational institutes and STEM training centers seeking to modernize science education. Our customers want reliable, hands-on laboratory experiences and value technologies that combine professional analytical quality with simplicity, safety and accessibility for students.

<https://www.dnaphone.it/en/home-2/>

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Innovative solutions for a more inclusive school



Funding Stage
Bootstrapped



Product Stage
Early Stage

L'ABCD Edutainment is an innovative SME specializing in the digital transformation of education. As the exclusive distributor of zSpace in Italy, we design immersive and professional training labs integrating 3D technologies, augmented reality, robotics, 3D printing, and proprietary STEM solutions. We support schools, ITS institutions, and training centers with tools and learning pathways that combine innovation, method, and hands-on experience

Unique Selling Point

We deliver immersive STEM learning with zSpace's AR/VR technology and proprietary labs, giving schools a practical, scalable way to teach complex concepts. As exclusive zSpace distributor in Italy, we bring unique expertise in deploying and training immersive ecosystems

Target Costumers

We serve K12 schools, vocational institutes, universities, ministries, and EdTech leaders seeking immersive, future-ready STEM experiences. Our customers include decision makers aiming to modernize curricula, enhance digital skills, and adopt scalable AR/VR learning solutions

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VR simulators for professional training in high-risk environments



Immersive is an Italian innovative SME, operating since 2016 and a national leader in the development of virtual reality simulators for professional training in high-risk environments. The company provides B2B solutions for businesses, training organizations, and educational institutions, with a strong focus on research and development. Immersive maintains ongoing collaborations with several Italian universities for the experimentation and advancement of VR and AR technologies.

Unique Selling Point

Since 2019, Immersive develops VR simulators for professional training, integrating real tools with virtual environments like welding torches or forklift controls. They bridge theory and practice, enabling safe, effective training before real operations.

Target Customers

Our target customers are education product retailers and, directly, vocational schools or training centers, looking to offer solutions for safe, repeatable, and high-quality hands-on training. We offer our products as well as to industrial companies that aim to upskill their workforce efficiently.

<https://www.immersive.it/en/>

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AWorld Evolve is an AI-powered Learning Experience Platform that turns training into personalised, gamified micro-learning journeys. Using deep gamification—XP, Coins, Streaks—and adaptive AI, Evolve boosts engagement and measurable skill growth for companies, universities, and institutions seeking modern, impactful learning.

Unique Selling Point

AWorld drives exceptional engagement and behaviour change through an AI gamification engine. With Evolve for learning, ActNow for sustainability, and Lab for plug-and-play gamification, we empower companies, universities, and institutions to build transformative learning and engagement ecosystems.

Target Costumers

AWorld supports companies, universities, schools, and public institutions seeking to boost engagement and learning impact. Ideal for L&D / HR teams, educators, and training providers aiming to deliver measurable skill development and foster lasting behaviour change.

<https://aworld.org/>

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(by ACSoftware)

Shape learning. Inspire minds.

Aristide Miceli (Project Manager)
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Observa is the cloud platform for creating high-fidelity immersive learning environments. It empowers educators to build virtual worlds and gamified training scenarios autonomously via a web CMS. Powered by Unreal Engine pixel streaming, it delivers photorealistic, interactive experiences directly to any browser without installation. Observa transforms distance learning into engaging, hands-on practice, ensuring maximum accessibility for schools and corporate training.

Unique Selling Point

Observa combines Unreal Engine's photorealism with web accessibility. Unlike others, we offer a no-code CMS allowing trainers to create and update gamified 3D simulations in real-time. No high-end hardware is required: students access premium educational content instantly via a simple link.

Target Costumers

Educational institutions and corporate training departments seeking immersive learning solutions. Ideal for organizations wanting to deploy high-quality, gamified simulations for STEM, history, or technical training without hardware barriers or specialized development teams.

<https://observa.cloud/>

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Algor Education

AI that converts any text into visual, easy-to-learn content

Giovanni Cioffi (Head of Marketing)
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Algor is an AI-powered platform that transforms documents, notes, and textbooks into ready-to-use study materials. With tools like summaries, mind maps, flashcards, and quizzes, it helps students and teachers understand complex content faster. Algor streamlines learning by turning any text into clear, visual, and customizable resources in seconds.

Unique Selling Point

Algor is the only platform that builds multiple, interconnected study tools from a single document, not just summarizing, but structurally understanding the content. Its AI creates coherent maps, summaries, flashcards, and quizzes that work together, giving learners a deeper, faster path to mastery.

Target Costumers

Algor serves students, teachers, and lifelong learners who need to understand complex documents quickly. Our core users include high school, university students and educators creating learning materials.

<https://www.algorededucation.com>

info@algorededucation.com





Roberto Mangano (COO)
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The end-to-end Immersive Learning Solution for Training & Education



Our product Tinalp is an immersive learning solution which revolutionizes education and training by introducing the concept of Augmented Classrooms, simulating practical scenarios. Used for real-time trainer-trainee interactions as well as a multi-user, shared, customised experience.

Unique Selling Point

TINALP features a no-code visual editor, supports multiple AR/VR/XR devices and can be deployed on cloud or on-prem, fulfilling all the security and policy requirements. It is a scalable enterprise solution with translation in 8 languages that has been on the market since 2021.

Target Costumers

Universities, High Schools and manufacturing/training companies that want to deliver more immersive, customized and interactive lectures to their students.

Dental, Medical, Architecture, Mechanical and STEM topics are the most relevants and the ones that benefit more from TINALP.

<https://fifthingenium.com>

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Thank You