



# ITALIAN STARTUPS AND INNOVATIVE SMEs AT PODIM 2024

Maribor - Slovenia, May 13<sup>th</sup>-15<sup>th</sup>, 2024

[madeinitaly.gov.it](https://madeinitaly.gov.it)



Ministry of Foreign Affairs  
and International Cooperation

ITA   
ITALIAN TRADE AGENCY



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Ministry of Foreign Affairs  
and International Cooperation



# INTRODUCTION

ITA - Italian Trade Agency is the Governmental agency that supports the business development of the Italian companies abroad and promotes the attraction of foreign investment in Italy, in line with the strategies of the Ministry of Foreign Affairs and International Cooperation.

ITA helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SMEs, their associations and partnerships. ITA sustains Italian companies in their internationalization processes and promotes the marketing of Italian goods and services worldwide, as well as the image of “Made in Italy” in the world.

ITA provides information, support and consultancy services to Italian companies on foreign markets, promoting and fostering export and cooperation in industry, agriculture and services fields.

With its headquarters in Rome and an office in Milan, ITA has a widespread network of overseas offices, under the coordination of the Italian diplomatic missions. The Italian Trade Agency cooperates with the Italian Regions, Chambers of Commerce and Industry, Trade Associations and other public and private organizations.



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ITA-Italian Trade Agency   
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# 221e<sup>∞</sup>

221e srl

## 221e

221e srl is a leading global supplier of intelligent precision sensing solutions for smart devices. Our AI-powered sensor fusion algorithms provide exceptional accuracy and consistent results alongside significant cost advantages.

Since 2012, we have delivered innovative sensing solutions to power a wide variety of products, including wearable devices, sports equipment and smart PPE. For over a decade of field testing and scientific research, 221e's advanced sensing technologies have been continuously refined to meet the accuracy requirements of the most demanding applications. Our renowned interdisciplinary support team helps our customers to gain real value right away following a plug and play installation.

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### CONTACT PERSON

Marco Signorelli

CEO & Founder

**SME**



# acce/erat

Accelerat srl

## ACCELERAT

In today's world, machines like cars, robots, and factory equipment are more controlled by software rather than humans. This is why we talk about "software-defined" vehicles and robots now. However, within this digital metamorphosis, we can cite two challenges.

Firstly, as software and electronics get more complicated, they become more vulnerable and easier targets for cyber-attacks. Secondly, the complexity of these systems and the related time-consuming familiarization phases hinder the path of innovation for small- and medium-sized enterprises.

That's where Accelerat comes in with Clare, an advanced software solution that secures modern systems towards ever-evolving cyber-attacks by assuming that an attack may always occur but working on the prevention, detection, and reaction to such attacks. Plus, providing a powerful tool that streamlines the adoption of complex hardware and software technology, empowering anyone to innovate without compromising on security.

This is a need of every company in the world. In Europe, with the advent of the Cyber Resilience Act, every company will have to be compliant with the new regulation by the end of 2026, and we as Accelerat are ready to support this transition.

We are Accelerat, we secure software at the edge while simplifying its complexity.

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### CONTACT PERSON

Giorgiomaria Cicero

CEO & Founder

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-07**

**Founders:**  
world leading researchers in secure real-time systems

 <b>Giorgiomaria Cicero</b> CEO	 <b>Prof. Alessandro Biondi</b> CTO IEEE TOCPs Early-Career Award ACM SIGBED Early-Career Award	 <b>Pietro Fara</b> Safety Manager
 <b>Gabriele Serra</b> Principal Software Engineer	 <b>Prof. Giorgio Buttazzo</b> Research Advisor Top-5 Most Influential Academics in Real-Time Systems	

## iNNOVA

iNNOVA presents the great opportunities that Digital Transformation can offer and help his customers and other companies to develop a useful path to find the best strategy to implement mandatory change in an era of globalization. Our main Skill are in AI, Software developing and AR, VR and 360° Immersive Videos.

The application created by iNNOVA are designed with passion, Commitment and professionalism to be used in HEALTH, TOURISM & CULTURE, TRAINING and SMART CITIES sector.

His latest innovative projects are:

- CheckMED® (a complete remote care and telemedicine solution. We use our IoT device, an innovative smartwatch, transforms into a classic sphygmomanometer when needed to accurately detect blood pressure);
- Olivia® (Connected to CheckMed®, Olivia® monitors your health in real time and becomes your “digital caregiver,” predicting future needs and adapting to your routines.)
- Kelly® (The ‘Digital Concierge’ is an advanced artificial intelligence solution designed for hotels);
- Sofia® (The AI agent answers questions on HR policies, working hours and expense reimbursement procedures in real time).



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### CONTACT PERSON

Giuseppe Giorgianni  
President & Founder

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-10**

## LUNOCODE

Lunocode is an AI-powered SEO tool that offers advanced solutions for your digital marketing needs. It's designed to automate the creation of high-quality blog posts, articles, and micro-SEO tasks. This tool is particularly useful for content creators, digital marketers, and SEO professionals who aim to improve their website's visibility and ranking on search engines. With Lunocode, you can streamline your SEO efforts, save time, and focus on what matters most - growing your online presence.

Via Carlo Imbonati, 71  
20159 Milano (MI)

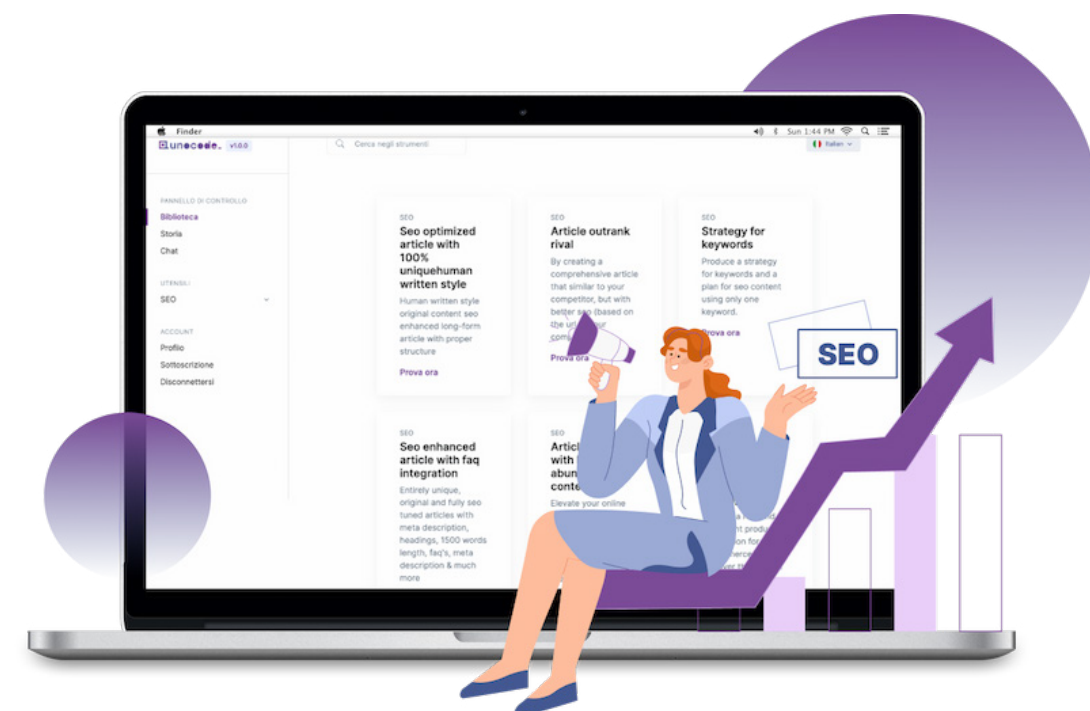
business@moonify.it

<https://lunocode.eu>

### CONTACT PERSON

Dario De Micheli  
CEO

### SME





MyCIA

MyCIA’s mission is to enhance dining experiences by linking consumers’ dietary needs with restaurants through innovative digital solutions. Operated by HealthyFood SRL, MyCIA integrates technology with the food sector to improve service and satisfaction. MyCIA allows users to create a Digital Food ID to access personalized menus from over 10,000 restaurants, showcasing its dedication to customer-centric innovation. MyCIA for Business builds on this by offering a suite of SaaS tools for restaurants, including Digital Menus and Order & Pay systems, all designed to streamline operations and accommodate dietary requirements. This approach not only meets the demand for customized dining experiences but also positions MyCIA as a leader in the Horeca sector. The platform’s uniqueness lies in its patented algorithm that ensures all services are compliant with dietary needs, setting it apart from competitors. MyCIA’s ability to execute bespoke digital projects for notable brands like Gruppo Campari and Barilla further underscores its innovative capabilities and leadership in the foodtech industry. In summary, MyCIA is at the forefront of the digital dining revolution, offering tailored solutions that benefit both consumers and restaurants. Through its commitment to dietary compliance and operational efficiency, MyCIA is redefining the dining landscape, demonstrating the power of technology to enrich the food industry.

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CONTACT PERSON

Francesco Parabita  
COO

Marketplace

May 15<sup>th</sup>, 2024  
9:00-12:00

EX-01



NATURAL YOU

Our company is an Italian startup committed to sustainability, recyclable options, research and development of new supplements, food and cosmetics products. We use non-toxic raw materials that are safe for people and the environment, and we made all our products inside our labs. Here in Podim we would like to announce our latest research development based on Developing an application to classify skin type/imperfections with AI help. Our aim with this project is to help the consumers to find their skin type/imperfection and follow up their improvements. According with this results, our team will provide a full customized plan including dietary, supplements and cosmetic suggestions tailored to their specific skin type for rebalance their nutrient/antioxidants level.

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CONTACT PERSON

Grazia Savoriti  
R&D Director and Owner

Marketplace

May 15<sup>th</sup>, 2024  
9:00-12:00

EX-09





Not Only Desk srl

## NOTONLYDESK

NotOnlyDesk is a platform that allows its users to book a workstation or meeting rooms, from a dense network of coworking spaces distributed throughout the territory. With a single online pass, Users (freelancers, agile and nomadic workers, SMEs, students) have a way to carry out their remote working activities with greater flexibility and autonomy. To revolutionize working arrangements, NotOnlyDesk offers companies that wish to invest in the well-being of their employees shareable entry packages among employee's in order to improve work-life balance, move flexibly 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.

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📷 notonlydesk

🌐 notonlydesk

### CONTACT PERSON

Nicholas Croci

CEO & Founder

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-05**



Powandgo srl

## 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.

Via Orzinuovi, 20  
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### CONTACT PERSON

Alessio Troilo

General Manager

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-13**







REM is a startup based in Via Monte Napoleone, renowned for fashion and shopping. Founded in 2018, REM Montenapoleone introduced an innovative project in the jewelry sector, creating multimedia accessories such as bracelets and necklaces thanks to patented technology. We present ourselves as a Benefit Corporation, combining profit with a positive impact on the community and the environment, without receiving economic or tax incentives. All our products are strictly Made in Italy, guaranteeing quality and contemporary style. Our offer stands out for the integration of innovative technology in jewelry, transforming them into multimedia tools with access to interactive content through a web app, without the need for internal charging. This innovation not only enhances the buyer's experience but also opens new frontiers in the industry, combining traditional craftsmanship and digital innovation. REM technology allows for complete customization of jewelry, turning them into authentic digital artworks. Each piece contains precious multimedia content such as photographs, videos, and personalized dedications, allowing wearers to relive precious moments with a simple and intuitive phone gesture.

Fortitudo Diamonds srl

## REM MONTENAPOLEONE

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### CONTACT PERSON

Nicola Rossi  
CEO

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-11**

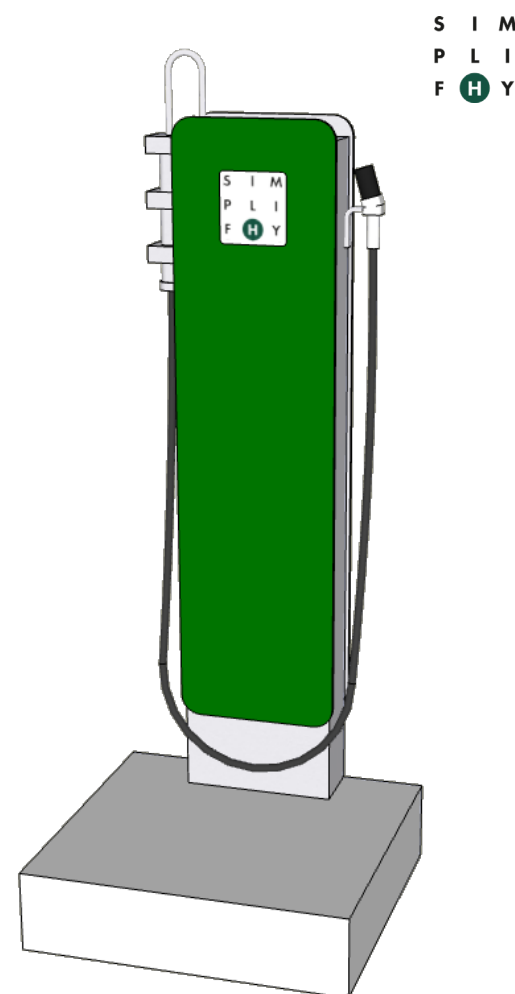


S I M  
P L I  
F H Y

Simplifhy is a high-tech innovative start-up that offers itself to industrial customers, transport operators and municipalities as a company with specific engineering expertise in the field of hydrogen technologies.

It is the first Italian supplier of hydrogen-based solutions with a complete and customised offer.

Simplifhy is a benefit company, therefore committed to very high standards of purpose, accountability and transparency.



Simplifhy SB srl

## SIMPLIFHY

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### CONTACT PERSON

Sergio Torriani  
CEO

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-08**

Vlab srl

## TIMELAPSELAB

TimelapseLab produces smart industrial devices for remote construction site management, paired with an innovative software based on artificial intelligence. Thanks to a wide range of cutting-edge and customizable products and services, we combine the production of high-definition plug and play devices, resistant to all critical issues, with a functional management platform for remote control of jobs. The innovative platform also integrates software developed by TimelapseLab, based on neural networks and data security, which allows the blur of faces, bodies, license plates, vehicles or entire areas. We invent before it becomes necessary, always thinking long-term, focusing on the creation of tailor-made products for a user-friendly experience. Our field of investments are different, from shipyards and construction sites, to industrial installations, real estate industry and investors in order to monitor remotely each stage of the construction site through photos via a single link.

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info@timelapselab.com

<https://timelapselab.it/en>

 timelapse-cantieri

 timelapsecantieri

 timelapsebuildings

### CONTACT PERSON

Damiano Bauce

CEO

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-03**



Tk1fire srl

## TK1FIRE

Research and development in the textile sector and beyond.

The experience gained in the textile sector has allowed TK1FIRE S.r.l to conceive, design, register and patent various materials, not only in the textile sector, but also technologically advanced devices, making TK1FIRE a cutting-edge company, in particular a LABEL has been created NFC Wireless Microchip applicable to uniforms, garments.

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### CONTACT PERSON

Adriano Vignudelli

Manager

### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

**EX-12**

#### Tk1fire NFC Microchip work and leisure the new frontier of Microchips for timely assistance

TK1FIRE NFC is a Wireless Technology that allows you to exchange data by positioning the smartphone at a distance of less than 3 cm from the logo. The platform made available by tk1fire.it allows the user to create his own web page in which to insert and store: photo, name and surname, tax code, health data FSE Link (Electronic Health Record), speed dial telephone number of trusted people/family members. The user can delete the stored data at any time, making them accessible or inaccessible to Doctors or Paramedics. This technology will allow any rescuers to have access to the allergies or critical issues of the person to be rescued in real time.

##### It's safe

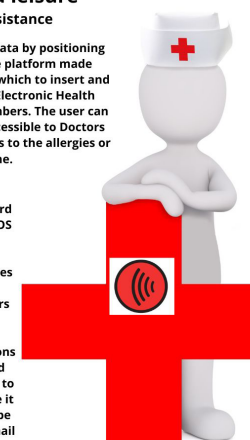
Currently, economic transactions are carried out with NFC technology and are safer than using a normal credit or debit card due to the fact that there is no physical contact between the POS and the payment instrument.

##### No batteries

TK1FIRE NFC does not require batteries or external power. It does not emit any type of electromagnetic waves, the duration is compatible with the life of the garment and limited to two years

##### How to upload personal data

Access the platform [www.tk1fire.it](http://www.tk1fire.it) REGISTER (accepting the conditions for accessing the service having read the contents) in the dedicated space, then move on to LOGIN where it will immediately be possible to upload your data, once uploaded the data can be saved. At any time it will be possible to modify or delete all the data entered, it will also be possible to request cancellation from the platform by sending an email to: [info@tk1firesrl.it](mailto:info@tk1firesrl.it). The tk1fire.it platform will keep the data uploaded by customers for a period of 2 years free of charge, after which it will be necessary to repeat the registration

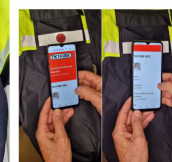


real size identification logo

Tk1fire NFC Micro chip  
it is a thermo-adhesive label compatible with all fabrics, it is applied with a simple iron at a temperature of 100G° for 20 seconds, it is compatible with all types of fabrics.



TK1 FIRE S.r.l. Start up innovativa  
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P.iva: 02003590474 GR 221767







Weply srl

WEPLY

The sports industry is not immune to the scourge of overconsumption, and sports enthusiasts face obstacles when trying to buy or sell used sports equipment online: 33 percent perceive a lack of reliability in existing online platforms and 45 percent perceive a lack of quality in the products for sale. Weply solves this problem with a curated selection of used sports equipment listed by sports enthusiasts. It features specialised categories (over 260), technical filters (250) and an in-app community of athletes and sports enthusiasts who share their interests and help build trust and credibility among users. Since launching the app on 22 November 2023, we have achieved: 20k+ downloads; 11k+ users; 15% seller to user ratio; 2,500+ items listed; 303.00 average listing price; 30+ average daily growth of items listed on the app; 110 new users every day; 100+ items sold through Weply since launch; 0.42 average CPI (= cost per app installation); 0.92 average CAC (= cost per user acquisition). In the last month we have optimised our marketing spend and reduced our CAC to €0.39.

We are building a secure and reliable digital hub using flexible and bespoke shipping and payment solutions developed in partnership with our providers. In less than 4 months and on a shoestring budget, Weply is now in the market with a community of sports enthusiasts who share their passion for sport and are enabling the industry to become more accessible and sustainable.

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#### CONTACT PERSON

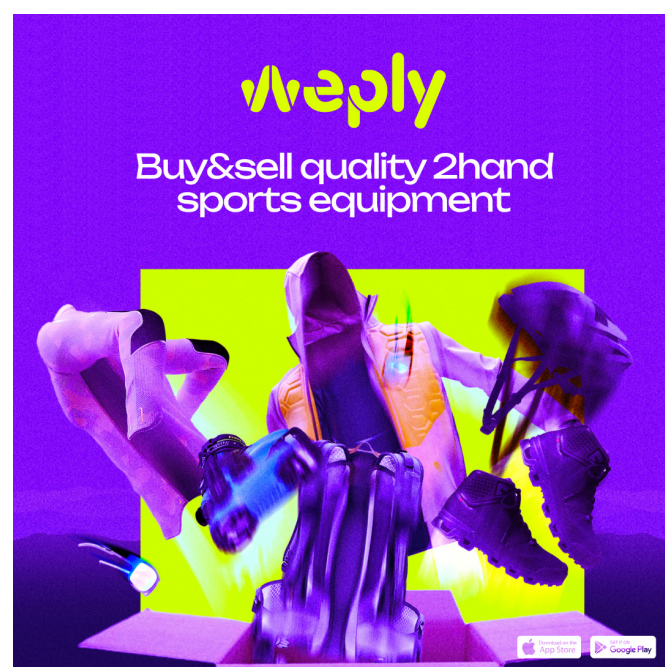
Davide Guerrieri  
CEO

#### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

EX-04



Willeasy srl

WILLEASY

Bridging the Accessibility Gap Willeasy empowers those facing accessibility challenges: people with disabilities, families with young children, pet owners, and those with dietary restrictions. This often-overlooked group struggles to find reliable accessibility information. Willeasy tackles this by creating a unique digital ecosystem. More than a database, it connects users with accessible facilities and offers verified details. Users can make informed decisions, enhancing independence and quality of life. Willeasy fosters a holistic accessibility ecosystem through collaboration with tech companies, entrepreneurs, and public entities.

This builds a richer network than just accessible locations. This collaborative approach fuels Willeasy's advantage: the most extensive verified accessibility data, enabling development of innovative features. Notably, Willeasy mapped all 50 Lisbon Metro stations. These achievements showcase Willeasy's commitment to comprehensive and verified information.

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willeasy

#### CONTACT PERSON

William Del Negro  
CEO & Founder

#### Marketplace

May 15<sup>th</sup>, 2024

9:00-12:00

EX-02



#### Mission:

Connect people  
with places that accommodate them  
for the best, according to their  
accessibility needs.

